Blog Post Structure: Template

The first few sentences of your blog post should entice readers with a great introduction to your topic. After reading your intro, your audience should want to continue learning more, but also have a feel for what you'll be covering in your post.

Remember to keep paragraphs relatively short (1-2 sentences is usually adequate). Then, you can introduce your first section.

First H2 Tag

Use headers to separate your main ideas and break your post down into an outline-style format. (Broader topics should be listed in H2s, sub-topics in H3, then use bullets or other formats appropriately.)

H3 Tag

For example, let’s say that my H2 above reads “The 10 Best Blogging Tools.” I would write a few sentences about blogging tools, then introduce the first tool on the list with an H3 tag.

Then, I might use bullet points or other layouts to describe each tool:

* This makes your post more visually appealing, and readers can easily spot the information they’re looking for.

Repeat this format for as many sections as you need in your blog post’s outline.

H2 – Conclusion

Once you’ve written the body of your post, add a final H2 tag for your conclusion. Ideally, you would use a variation of your main keyword to wrap things up.

For example, if my main keyword was “blogging tools,” and I’ve already used that in an H2, I might include “tools for blogging” in my final H2.

Your conclusion should wrap up the main points of your post, and ideally include a call to action, such as asking your readers to share the post with a friend, sign up for a newsletter, or check out another post.