

content.  
republic

# how to create the perfect blog post



## words of inspiration

*"You can buy attention (advertising). You can beg for attention from the media (PR). You can buy people one at a time to get attention (sales). Or you can earn attention by creating something interesting and valuable and then publishing it online for free."*

**David Meerman Scott**  
**Online Marketing Strategist and Author**

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# why you need a blog

## *Messages that matter*

Bloggging is one of the most cost-effective ways to drive traffic to your website, acquire qualified leads, and nurture them through the customer lifecycle. By maintaining an educational, entertaining and engaging blog on your website, you'll be hitting two targets at once: your SEO strategy and Lead Generation efforts.

This guide will help you begin crafting perfect blogs that get attention. Let's get started!



# the essential elements

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# the headline

## first impressions matter.

A headline can make or break your blog. It's the first thing your audience will see, and it will help confirm their decision to read it - or not.

A headline's main objective is to grab the reader's attention and compel them to read more. It sets the tone of your blog and provides a key takeaway from the article. Most people never scroll past the headline, so making it as attention-grabbing as possible is important.

If you want to make a good first impression, then writing a good headline is imperative.



# how to craft your headline

## **keep it short and sharp.**

Using creative techniques such as puns, alliteration, rhyming or word play can also be effective.

## **use powerful language.**

Incorporate words like "great," "best," "ultimate," "effective," etc. Trigger words like "How," "Why" and "What" are also effective.

## **offer a clear value proposition.**

Tell your readers in a few words why your article is worth reading.

## **optimise for search and social.**

Use the keywords your target personas are searching for.





# the introduction

## make it matter.

While your headline promises a wonderful experience, keeping up the momentum can be quite tricky if you don't have an effective introduction. There are three important aspects of a great introduction:

### the hook

This is what pulls the reader in. Your hook can be in the form of a word, a phrase or, more commonly, a paragraph. Whatever form it takes, make sure that it's specific, short, and interesting.

### the transition

Before you lead your readers to the body of your blog, you need to have a transition. It clarifies what the blog is all about, connecting the "hook" into the main discussion.

### the thesis

Lastly, you need to give readers a good reason to continue reading. The thesis ties back to your headline.



# 3 ways to write a killer intro



## **start with a story.**

Relate real-life situations or experiences to the topic at hand. It can be something that personally happened to you or an industry-related story. Just make sure that it appeals to the emotions.

## **start with a fact.**

Opening your blog post with an interesting fact or statistic is a great way to grab attention. It solidifies your blog as a credible and reliable source.

## **start at the end.**

You don't always have to start from the beginning. Telling the end of the story first has a way of holding your readers' attention and convincing them to stick around.



# the body



## the meaty stuff.

Now that you've learned how to grab your reader's attention and keep it, it's time to make them want more. The goal here is to persuade them to keep scrolling down.

To do this, you need to provide real value. No matter your blog topic, you need to ensure your blog's body copy answers the reader's questions, solves their problem or provides them with highly valuable insights and information. This is your chance to educate and engage your reader, and ultimately build their trust in your brand.

Your blog's body copy must deliver what you promised in your headline. All your points must be clearly laid out in a way that your readers can easily understand.



# top tips

## avoid jargon.

Use language that your readers will grasp and enjoy. No one wants to read wordy, technical jargon.



## be compelling.

Make your body copy relevant, insightful, engaging, entertaining and easy-to-read.



## break it up.

Keep paragraphs short and punchy. Using sub-headings or dot-points to organise thoughts is always a good idea.





# the sub-headings

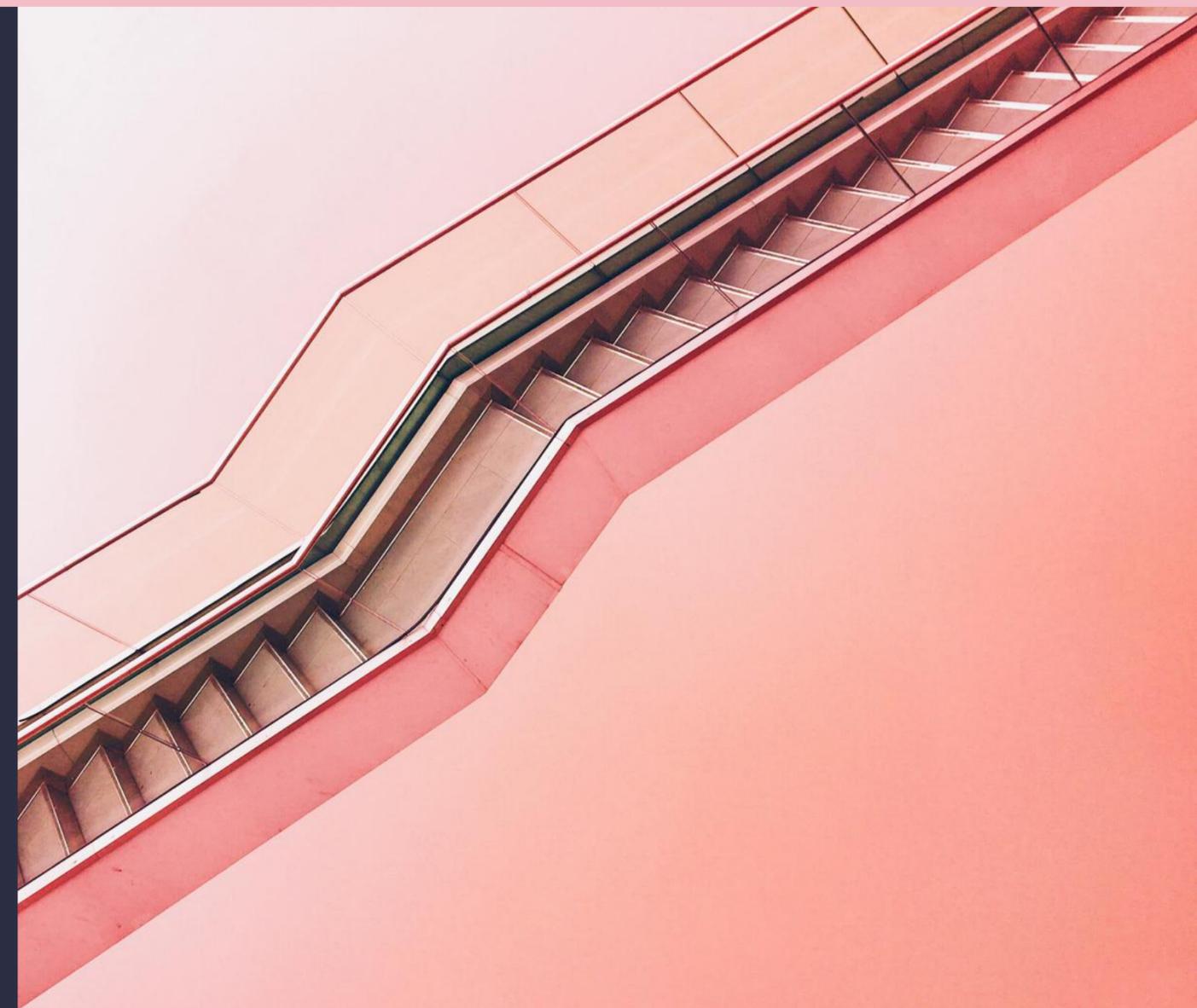
## organise your thoughts.

Your blog's body copy might hold all the answers, but they can go to waste if your readers don't stick around long enough to get to the main points.

You want your readers to keep moving down the page from one point to the next; and this is where sub-headings come to the rescue.

Sub-headings are mini-headlines inside the body of your blog. They're meant to stand out from the body content, drawing the readers' eyes to the most important points.

Sub-headings help to organise and clearly label your blog's main ideas, to make for an effortless read.



# how to write sub-headings

- Keep them consistent.
- Make them useful, unique, specific and urgent.
- Strategically place the most intriguing sub-heading first to make the biggest impact.
- Keep them short, preferably less than 10 words.
- Make them stand out by making them slightly bigger or bolder than the rest of the text.



# the conclusion

## end with a bang.

The end of your blog matters just as much as the start. The last few sentences of your blog holds the power to leave a lasting impact on your readers and encourage action. You can't do this if your article simply fizzles out. A compelling conclusion has the ability to:

- Engage your readers by encouraging them to leave comments and hit the subscription button.
- Convert your visitors into leads.
- Inspire readers to view your other blog posts, increasing your click-through rate.
- Improve your social media shares.



# conclusion techniques



## **the wrap up.**

The most common way to conclude a blog post is to do a quick review. Make sure you've tied up all the loose ends and show your readers how your ideas come together in one powerful conclusion.

## **the full circle.**

Go back to where it all started. Your introduction can inspire a perfect ending. You can do this by repeating a word or phrase. This will give your audience a satisfying closure.

## **the question parting.**

So, you want to encourage your readers to comment and share? What better way to do it than leaving them with a question before parting? This will make them think and share their thoughts.

# the image

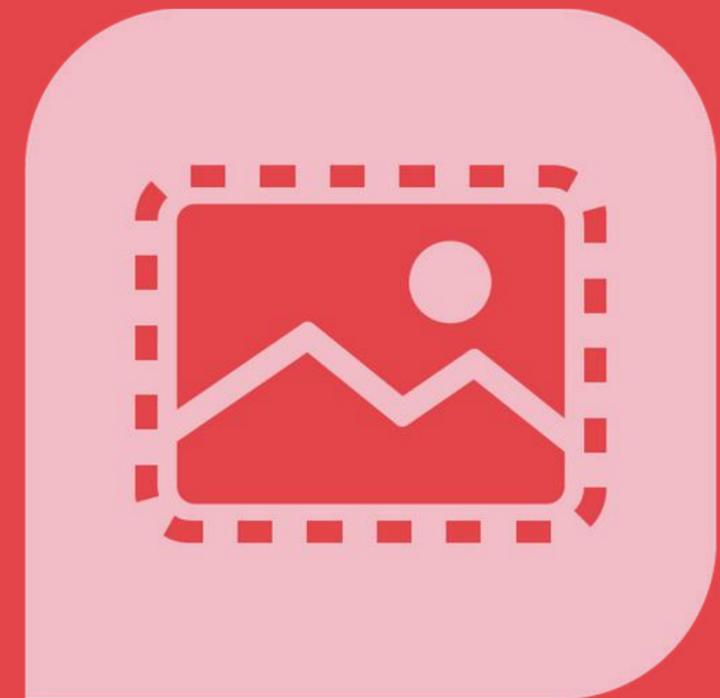


## it's worth 1000 words.

Featured images must complement the story and convey your message, reflecting what the post is all about. They must also compel users to click on your blog article.

Most blog themes support featured images, so they're fairly easy to add on your post. You need to make sure that you have the legal right to use your selected image. If spending money on photoshoots isn't in your budget, you can always use stock photos that are copyright-free. Some places to find these online include:

- Pexels
- Pixabay
- Unsplash
- LibreStock
- StockSnap.io
- Canva





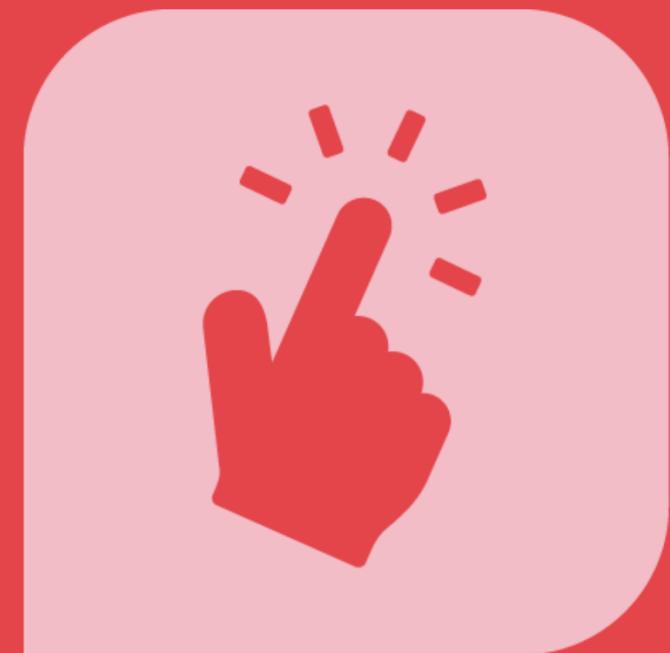
# the calls-to-action (CTAs)

## make them count.

If you want to convert your visitors, you need to include a good call-to-action in your blog post.

CTAs can also lead visitors to your website's other pages, helping them to learn more about your brand or products, or take them into the next step on their buying journey.

Your call-to-action should have a clear goal, whether it's driving engagement, prompting social media engagement, or increasing sales.



# 3 CTAs to try



## **newsletter subscription.**

You can't let the opportunity to include your readers in your email list pass! Create a subscription CTA for readers who love your blog posts and might want to get notified when you post new content.

## **social sharing.**

Ask your readers to connect on social media and share your content.

## **comment invitation.**

Invite your readers to share their thoughts in the comment section. This will increase your blog post's engagement and facilitate an exchange of ideas.



# it's time to get your blog on!

If this guide has helped kick start your blogging activities, we'd love to hear from you!

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**blog it like  
it's hot**

Whether you're a small business or a renowned franchise, every brand benefits from a blog.

From increased website traffic, to enhanced SEO, to helping nurture your customer to sale, the humble blog has a lot to offer.

If you need help finding the words and messages that matter to your audience, we're here to help. We'll wordsmith your way into the hearts and minds of your customers.

[Click here](#) to learn more.

# let's connect!

We want to hear your ideas and bring them to life. From seemingly small thoughts to ground-breaking ideas, [let's chat about it.](#)

Send your queries to [georgie@contentrepublic.com](mailto:georgie@contentrepublic.com)

