



# Blog Post Outline

## Post Title (H1)

**Preamble or Introduction:** I like to start my posts with a short paragraph to let readers know what to expect from the post. This is especially important when you're showing excerpts on your home page, search results page, category pages, etc. like we do here on Hot Blog Tips.

## Subtitle (H2 or 3)

**Message:** We know the message we want to relay so now it's just a matter of conveying that message to your audience. A few things to keep in mind are; how it's organized (*subtitles*), keywords (*but don't spend too much time with it*) and what type/s of media you want to use.



## Subtitle

**Message:** Don't forget to link out as well as link to internal blog posts.

I prefer using my own images but if you use other resources, be certain you have permission and always give image credit. Don't be stingy, link to their website.

## Subtitle

**Message:** Post length should be as long as it takes; not a word longer or a word shorter. Stay focused and one target but let your personality flow in your content.

## Action Step

Think about what posts help you, as a reader, the most. It really isn't from those bloggers that are blowing off steam, preaching to the choir or scolding an opposing view, is it? Most of us, I think, find more value when something helps us solve a problem or teaches us something. How better to highlight that actionable point by actually calling it an "Action Step"?

## Call To Action

I know, you're a blogger but guess what? You're a marketer too, if you want to build a top blog and profit from it. To help with the call to action, we need not look any further than the objective of the blog post. Always know your why! Your call to action is important. You don't want to be pushy but this isn't the time to get bashful either. Guide your readers, they'll respect you for it – trust me.

Find the accompanying post at [HotBlogTips.com/blog-post-outline](http://HotBlogTips.com/blog-post-outline) for more details, including a video and MindMap. Feel free to share this outline without alteration. No further permissions required. ☺