

EHH Templates - Blog/Content Outline

Steps	Details
Headline	<ul style="list-style-type: none"> ● Start with a one sentence writing prompt ● Find 1-3 keywords preferably long-tail keywords that relate to the idea <ul style="list-style-type: none"> ○ This will depend on how much you plan to write for the post ○ Keywords: the keywords and phrases a user is searching for ■ Keyword example: content writing ○ Long-tail keywords: longer and more specific keywords <ul style="list-style-type: none"> ■ Long-tail Keyword example: how to improve content writing ○ Focusing on long-tail keywords is a great SEO tactic <ul style="list-style-type: none"> ■ This leads to less competition but a higher conversion as you're better addressing the user's search ● An easy way to get started here is think of the idea/prompt as a problem
Your Stance on the topic	<ul style="list-style-type: none"> ● This should be inline with your brand ● You might need to update the Headline
Write unique takeaways	<ul style="list-style-type: none"> ● All of the info you want your reader to take away from the blog post ● These should all be based on the idea/prompt from your headline
Title Tagline	<ul style="list-style-type: none"> ● Aim to convey the core idea within the first 60-70 characters <ul style="list-style-type: none"> ○ Beyond that it will get cut off ● Ideally include the most important keyword in this section
Meta Description	<ul style="list-style-type: none"> ● Aim for 140-160 characters ● This should sum up your stance on the topic
Introduction	<ul style="list-style-type: none"> ● You can use the Meta Description as a jumping off point for this ● Expand on the writing prompt in an introductory manner <ul style="list-style-type: none"> ○ Don't get carried away with details ● You can tease about how some of the takeaways will address the issue, topic, or problem presented in the headline ● See if you can make/find an image to help the point
1st Sub Header (This should be from the takeaways)	<ul style="list-style-type: none"> ● First important point about the takeaway ● Second important point about the takeaway ● Third important point about the takeaway ● Ideally you'll add a relevant image or visual break from the text <ul style="list-style-type: none"> ○ Try to place near the "middle" of the text to help break up the text
Sub Header 2-3	<ul style="list-style-type: none"> ● Repeat the steps from the 1st Sub Header for each of these
Closing thoughts	<ul style="list-style-type: none"> ● Reiterate your stance on the initial idea/topic/prompt and elaborate on how the sub header sections prove your point
Call to Action	<ul style="list-style-type: none"> ● This could be as simple as posing a question to your readers on their thoughts