Blog Post Copy Template

Blog Post Topic / Date



A Blog Post Copy Template From CoSchedule

# Headline

Write better headlines with [CoSchedule’s Headline Analyzer](https://coschedule.com/headline-analyzer).

# Title Tag

1. Your title tag helps tell search engines what the title of your post is.
2. It should be no longer than 70 characters to get the best result.

# Meta Description

1. A meta description is the short description that appears below your title tag in a Google search.
2. As of December 2017, the length of your meta descriptions should be about under 156 characters.

# Introduction

1. What is your audience going to learn?
   1. Point One
   2. Point Two
   3. Point Three
2. WIIFM (What’s In It For Me?)
3. Keep it short and don’t bury the lead.

# Gated Content Sub-header

1. Any content that you want to gate should be here.
2. Include some sort of CTA to encourage readers to download your content.

# First Section Sub-header

Your first section of body copy should be between three to five paragraphs long. Each paragraph should be no more than a maximum of three sentences. Each sentence should be no longer than 25 words.

* Body copy point one
* Body copy point two
* Body copy point three

# Second Section Sub-header

Your second section of body copy should be between three to five paragraphs long. Each paragraph should be no more than a maximum of three sentences. Each sentence should be no longer than 25 words.

* Body copy point one
* Body copy point two
* Body copy point three

# Third Section Sub-header

Your third section of body copy should be between three to five paragraphs long. Each paragraph should be no more than a maximum of three sentences. Each sentence should be no longer than 25 words.

* Body copy point one
* Body copy point two
* Body copy point three

# CTA

1. Your CTA should include a simple statement that is no more than eight words long.
2. If you are including a button it should contain no more than three words.

# Conclusion

* Wrap up the main points of your post.
  + Point one
  + Point two
  + Point three
* What should your reader have learned at the end of this post.
* Your conclusion should be no longer than two paragraphs long.