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).

**Headline:**

# Title Tag

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

**Title tag:**

# Meta Description

* A meta description is the short description that appears below your title tag in a Google search.
* Meta descriptions should be under 157 characters.

**Meta description:**

# Introduction

**Problem:** (State the problem your audience is experiencing.)

**Agitate:** (What are the consequences of this problem?)

**Solution:** (How will this blog post help? Highlight three things that your audience is going to gain or learn.)

**Thesis statement:** (“This blog post will…”)

# Content Upgrade

* Content upgrades are free, supplementary pieces of content you offer your readers as a bonus.

**Content upgrade:**

# 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

# 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.

# CTA

**Bridging sentence:** (This transitions the conversation from your topic to your offering.)

**Introduction to the offering:** (This gives the reader a high-level view of the offering.)

**Why the offering will benefit the reader:** (This section covers your offering's features and benefits.)

**The CTA itself:** (This short section asks the reader to take an action. For example: "start your 7-day free trial now".)