

# Basic blog structure

You might sometimes find it tough to flesh out your initial blog ideas into full articles. **Don't stress - it happens even to the best writers.** To get the information out of your head and onto the page, you don't have to reinvent the wheel - just rely on a solid structure to arrange your thoughts.

Here's a tried and tested framework you can use for turning topics from your content plan into full-fledged articles for your blog.

## Headline

*Grab the reader's attention and explain exactly what they'll get (cryptic headlines generally don't work in this context). Include your SEO keyword.*

## Introduction

*Introduce the topic and set the stakes (e.g. why do they need to do this? What happens if they don't?). Use statistics if you're talking about a common topic (be sure to reference where they're from).*

*Explain to the reader what they're about to see and learn. Include your SEO keyword at least once.*

## Body

*Work through your points or arguments, using subheadings to define each separate thought. This could take the form of a list or how-to guide. Include your SEO keyword a few times throughout the body and in subheadings if possible.*

*Get everything out onto the page first, without worrying about whether it reads well. That happens in the editing process.*

## Conclusion

*End the post confidently - call back to your introduction if you can for added effect. Add a 'call to action' - what do you want the reader to do next?*



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## **Extras**

*Things you can add to take your blog to the next level:*

- Downloadable templates/documents (put them behind a form so you can collect email addresses)
- Infographics/statistics
- Videos/imagery
- Audio interviews (e.g. podcast)



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