


The Ultimate SEO Blog Template

<p>H1: Headline</p>	<p> Get the attention: Your headline needs to compel your reader. Spend 70% of your time getting this right. Make it catchy and use keywords.</p> <p> Html Heading Tags: H1: The most important headline. H2: The second most important headline. H3: Used as a sub-head under a H2 tag.</p>
<p>Teaser/Intro</p>	<p> Your Hook: Introduce your blog and entice the reader to continue. It's like a second chance headline, but longer.</p>
<p>Image/Video</p>	<p> Catch their Eye: People love visuals so use your hero image or video to interrupt their scrolling. Use your alt tags for SEO.</p>
<p>H2: Sub-Headline</p>	<p> A Promise: Your sub-headline is a promise of the content to come. Make it emotionally appealing and use your keywords.</p>
<p>Body Copy</p>	<p> Connect: Connect with your audience through emotive copywriting. Don't forget to use keywords here too.</p>
<p>Social Proof</p>	<p> Use A Quote: Use a quote to break up the text and provide social proof.</p>
<p>H2: Sub-Headline</p>	<p> Faqs Work: Think of the questions people ask and use these questions as your H2 and sub-heads. Use H3's inside H2 if you need more sub-heads.</p>
<p>Body Copy</p>	<p> Answer the Faqs: Give practical advice to solve your reader's pain points. Use bullet points and keep sentences and paragraphs short.</p>
<p>Call to Action (CTA)</p>	<p> What's Next: Don't leave your reader hanging. Finish with a CTA – link to more resources, sign up, make contact etc.</p>

The Ultimate

SEO Blog Template *in Action*

Off-Page SEO	
Focus Keywords	Big screen TV
SEO Title Tag	Want to buy a big screen TV? Online Appliances
SEO Description Tag	Everything you need to know about buying a big screen TV. Find out what size big screen TV you should buy Online Appliances

Blog Structure	
H1: Headline	Should I buy a big screen TV?
Teaser/Intro	Big screen TVs have come a long way over the years. They're no longer the big clunky units of the past, but big screen TVs now sit flat and are easy to wall mount if your space is limited. The beauty of modern big screen TVs is they can fit in almost any room, and you can now sit closer than ever before!
Image/Video	





<p>H2: Sub-Headline</p>	<p>What to look for in a big screen TV</p>
<p>Body Copy</p>	<p><i>Make your main point here. Use bullets to break up the text. Give your reader useful information and the top tips for buying a big screen TV.</i></p>
<p>Social Proof</p>	<p><i>'I love watching new release movies – on a big screen TV of course.'</i></p> <p><i>– Terry Lewis, TV reviewer.</i></p>
<p>H1: Headline</p>	<p>How do I measure my room for a big screen TV? <i>Answer the question – use bullets and H3 headings if you need to create sub-points under this heading.</i></p> <p>What type of big screen TV is best? <i>Answer the question – use bullets and H3 headings if you need to create sub-points under this heading.</i></p> <p>What is the best brand of big screen TV? <i>Answer the question – use bullets and H3 headings if you need to create sub-points under this heading.</i></p>
<p>CTA</p>	<p>Buy your big screen TV today and save 10% of RRP <i>Insert the offer and call to action here.</i></p> <p>Click this link, choose your favourite big screen TV and take 10% off at the checkout using this coupon code: BIGSCREEN10.</p>