

The Blog Post Recipe

IncomeSchool.com/Project24

TITLE -- *Less than 60 characters*

- Exactly as written on your Hit List
- Capitalize words as if book a title

LEAD IN -- *2-3 sentences*

- Give confidence you can help the reader
- This will be the default meta description

ANSWER SECTION -- *Up to 300 characters*

Though short, this is arguably the most important part to get right. Optimize this for appearing in a Google snippet. Wordsmith this!

- Directly answer the main question
- Usually formatted as a paragraph
- Format as a list for how-to or multi-part info
- Lists with many steps don't need this section
- Can be a table of data if comparing things
- Answer as if writing for an encyclopedia

READ ON -- *1-3 sentences*

- Convince the reader you have more to share

SUBHEAD 1

- Format as H2
- Detailed info in main topic

DETAILED ANSWER -- *Multiple paragraphs*

- More in-depth answer to the main question
- Don't leave the reader with remaining doubts
- Write the most in-depth answer on the web
- Can include tables, graphs, quotes, lists, etc

MORE INFO -- *Multiple subheadings and multiple paragraphs under each subheading*

Address nuances, individual steps/tips, and aspects of the answer. Write conversationally.

Jokes and sarcasm are okay, but keep it professional.

- Covers additional aspects of the main topic.
- Multiple subheadings and paragraphs
- Do not stray from main topic
- Consider what reader's next question will be without straying from main topic
- Break up text with interesting formatting such as tables, lists, block quotes, images, and videos
- Keep paragraphs to 6 lines or less

TIME LIMITS

Time limits include 30 minutes of mandatory research BEFORE writing

Response Posts - 2 hours - 1,350 words

Staple Posts - 4 hours - 2,500 words

Pillar Posts - 8 hours - 3,500 words