In-Depth Blogs & Article Template |

H1 Includes Priority Target KW/Phrase
H1 Guidelines:
Include the primary target keyword/phrase.
Craft a compelling and accurate title.
Avoid clickbait or misleading titles.
Analyze competitor titles for similar articles to identify gaps and opportunities.
Consider emotional triggers (e.g., curiosity, urgency, benefit-driven) to increase click-through rates.
Subheadline (optional for sites that have this in the blog or article template)
Subhead Guidelines:
Use a subheadline to provide context and further encourage reading.
Keep it concise (1-2 sentences).
Think of this as an "elevator pitch" for the article.
Focus on the key takeaway for the reader.

Image Note: For best practice, articles must have at least one image at the top, but can have more images within the body. Images are required for structured data and can improve where and how the article shows up in a search results page. Optimize images for web (file size, format). Use descriptive file names (e.g., "keyword-phrase-image.jpg"). Include relevant keywords in file names. Add descriptive alt text for accessibility and SEO. Consider using a variety of image types (photos, illustrations, charts, graphs).
Introduction Guidelines
Introductory section of 1-3 paragraphs featuring a compelling hook designed to engage the reader quickly and authentically. This section should connect to the search intent of the article's target topic and set the reader's expectation for the rest of the piece. Strong writing in an active voice that's aligned with the brand's style is essential in this section.
Aim to include at least one primary keyword naturally within the first 150 words. Consider this section as an "above the fold" opportunity to encourage your desired actions – from internal links to core service pages and other content to a solution-based incentive to continue reading the article. Do so in a way that avoids an overt marketing sentiment.
Body Copy Guidelines: Headings, subheadings, article structure
(H2) Heading Including Keywords (where natural)
For all body copy sections:
Use clear, strategic formatting with headings (H1, H2, H3, H4) and subheadings for easy scannability and flow.
Optimize for readability (Flesch-Kincaid readability score).
Maintain a logical taxonomy of topics and subtopics throughout, grouping themes and ideas to align with user intent and an easy-to-follow structure.
Employ bullet points, comparison charts, images, and other structural elements to segment copy for readability and engagement.

Paragraphs should remain 4-6 sentences in length, interspersed with user-friendly structures. Include relevant keywords—both short- and long-tail—as well as their related variations naturally throughout the copy, prioritizing placement in headings and subheadings. Avoid keyword stuffing, which can harm search rankings.

Aim to use 2-4 internal links to priority web pages or resources within the piece. This can include CTA buttons or links at the end of the copy.

Maintain seamless transitions between sections of content and avoid abrupt shifts in topic or subtopic without context.

Limit the use of filler words and adverbs to ensure concise and impactful writing.

Do competitive research to meet and even exceed all competitors in topic coverage, relevancy, authority, and article length.

Don't duplicate content among articles and the core website pages. Be sure each article is unique. If there is a section of the article related to another page on the site, write a short paragraph and link to that article over the relevant text.

Where possible and relevant, include data or factual information from reputable and authoritative sources. Link to these sources and ensure that they're current—published within the last five years or less, unless your information is historical. Check that your sources aren't competing for the same topic and that they're not a competitor for your client.

Anchor Text: Ensure anchor text is descriptive and keyword-rich. Your anchor text should center on what the linked content is about – whatever it's proving, showcasing, or focusing on.

Cite all sources accurately when including:

Facts, data, and statistics.

Research findings, expert opinions, or cultural/social/political information.

Third-party ideas, historical insights, or numerical calculations.

Content requiring high credibility (e.g., legal or ethical details).

Media elements, including images or videos.

Include CTAs in appropriate locations to prompt specific user actions, such as subscribing, downloading, or purchasing. CTAs should align with the overall goal of the content and use clear, persuasive language.

Call to Action (CTA) Final Section Guidelines
(H2) Impactful Final H2 Header w/ Keyword
Wrap up the article with a conclusion that pulls everything together. This should not be a summary of everything that's been covered but should instead pivot the user back to the client's offerings and tie into the user's pain points. For example, for informational articles, this could mean positioning the client as an industry expert who can provide further insight. A listicle may finish with a CTA to explore the client's products or services, tying in the essential elements of the article to the client's offerings. All CTA sections should be 1-2 paragraphs max and include a measurable action such as a button click, link, etc.

PAGE INFORMATION
Page Heading (H1): Main headline of page. Can be longer than Page Title. Avoid duplication if possible. Entered separately in Spinternet, but also include it above in the body copy for review purposes.

Category: Where on the site does this live? These options are likely pre-determined in Spinternet based on taxonomy.

Breadcrumb: Page name as it displays in breadcrumb navigation, to mirror URL path.

URL: The address of the page. Spinternet auto-generates by the page title, but consider optimizing with the top keyword. This piece does hold weight for SEO.

Content Type: Article? Blog? Resource? This is especially important if content type tracking is implemented.

Summary: Used as a subheadline underneath the H1 or as the description below the headline on service pages. Entered separately in Spinternet, but also include it above in the body copy for review purposes.

XML Sitemap: Make sure this URL is listed and indexable on the XML sitemap, not blocked from search engines in robots or in meta tagging.

STRATEGY

Rel=Canonical URL: This should be the same as the URL as a self-referencing rel=canonical tag.

Page Title aka Meta Title: The headline searchers will see and your first impression. 50-60 characters to make them click. Include the top keyword to make it highly relevant.

Keywords: Short list of targeted, highly relevant keywords for the page, separated by commas. Avoid duplication with other site content if possible

Meta Description: The snippet displayed below the title in search results. 100-300 characters long. Highly relevant and optimized for primary, long-tail, and contextual keywords. Should read naturally and drive clicks. Does not duplicate summary.

Facebook Open Graph Title: Headline of 90 characters or less. No branding, piping, or site name. If it's over around 50 characters on mobile, it will drop to two lines and there will be no description.

Facebook Open Graph Description: One short line summarizing the article or enticing the reader to click. Descriptions that go over one line are truncated with an ellipsis on both mobile and desktop now. There's no clear guidance but it looks like about 50 characters like the title on mobile and 72 characters on desktop. This is a change (with no formal announcement) from the previous guidance of: "2-4 sentences that display in the card below the title and describe the content. Up to 250 characters will display on desktop. Descriptions over 150 characters are truncated with an ellipsis on mobile, so aim for that in most cases."

LinkedIn OG Title: Headline of 200 characters or less.

LinkedIn OG Description: Captions should be 210 characters or less or they'll get cut off. But you can go up to 1,300 characters. Follow best practices of other channels for short, concise copy. Under 100 characters is most effective. Use tags to tie into relevant LinkedIn topics. On link posts, avoid duplication of the title or description. On image posts, reuse or repurpose those as needed.

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avoid duplication of the title or description. On image posts, reuse or repurpose those as needed. Use popular hashtags to spread reach.

GMB Description: Enter a brief description of your business.Things to include: What you offer, What sets you apart, Your history, Anything else that's helpful for customers to know. Things to avoid: Do not include URLs or HTML code. Do not exceed 750 characters in the description field.

IMAGE/ASSETS
Feature Image: Include URL if applicable otherwise, use file name. For file name, be sure to use a description of the image. Use keywords relevant to the image. No spaces — use hyphens or underscores to separate words.
Image alt text: Description of the image to provide context for usability purposes.

RELATED LINKS
Include 3-5 related URLs to link to related topics/pages onsite for internal linking.

SEO KEYWORDS
List of keywords here with search volume for short-tail and long-tail terms to include or integrate into content.

In-Depth Local Article Template |

H1 Includes Priority Target KW/Phrase + Location
H1 Guidelines:
Incorporate Location-Based Keywords: Ensure the primary keyword not only targets the product/service but also integrates location-based terms.
Local Clarity: Your title should communicate a clear, compelling message that emphasizes your local area.
Avoid Clickbait: While emotional triggers like urgency work well, avoid misleading titles. A transparent and relevant title is best for both SEO and user trust.
Competitor Analysis: Research local competitors' titles to identify keyword gaps or opportunities in local SEO that you can capitalize on.
Concise & Impactful: Keep titles within 50-60 characters for SEO purposes, ensuring they remain clear, catchy, and local.
Target Local Keywords: Always include local terms (city names, neighborhoods, landmarks) within the H1 for better targeting of local search queries.
Subheadline (Optional for Local Blogs)
Subhead Guidelines:
Reinforce Local Focus: The subheadline should not only elaborate on the headline but also re-emphasize your locality. Think of this as an "elevator pitch" for the article.

Focus on the key takeaway for the reader.

Be Brief and Action-Oriented: Keep it 1-2 sentences to keep readers engaged, highlighting what makes your local service unique.

Location Context: Connect the value proposition directly with your location, indicating your knowledge of the local market.

Local Keyword Integration: If possible, use neighborhood or local business variations within the subheadline to strengthen local relevance.

Image Note: For best practice, articles must have at least one image at the top, but can have more images within the body. Images are required for structured data and can improve where and how the article shows up in a search results page. Optimize images for web (file size, format). Use descriptive file names (e.g., "keyword-phrase-image.jpg"). Include relevant keywords in file names. Add descriptive alt text for accessibility and SEO. Consider using a variety of image types (photos, illustrations, charts, graphs).

Local Context in Images: Use images that are not just relevant to the service but also to the local context (e.g., photos of your local storefront or landmarks near your business).

Image File Names & Alt Text: Ensure that the file names contain local keywords (e.g., "downtown-pizza-place-chicago.jpg"). Use descriptive alt text that includes local SEO terms to help rank for both content and image search.

Introduction Guidelines

Introductory section of 1-3 paragraphs featuring a compelling hook designed to engage the reader quickly and authentically. Begin with a hook that reflects local interests or pain points. Use location-specific references to immediately connect with your audience. This section should connect to the search intent of the article's target topic and set the reader's expectation for the rest of the piece. Strong writing in an active voice that's aligned with the brand's style is essential in this section.

Align your introduction with common local search queries. Aim to include at least one primary keyword naturally within the first 150 words. Consider this section as an "above the fold" opportunity to encourage your desired actions – from internal links to core service pages and other content to a solution-based incentive to continue reading the article. While you want to drive action, ensure the intro reads as informative, not overly salesy, which may deter local readers.

Body Copy Guidelines: Headings, subheadings, article structure

(H2) Heading Including Keywords (where natural)

For all body copy sections:

Clear Formatting with Local Focus: Use local keywords where natural in H2, H3, and H4 headings (e.g., "Why [City] Residents Choose Us for [Service]"). This optimizes the structure for both readability and local SEO.

Use Bullet Points and Local Examples: Break up long paragraphs with bullet points or numbered lists for better engagement. Include local examples or case studies where possible.

Incorporate Local Statistics: Mention local statistics, community events, or unique regional details relevant to the service offered to further resonate with the local audience.

Optimize for readability (Flesch-Kincaid readability score).

Maintain a logical taxonomy of topics and subtopics throughout, grouping themes and ideas to align with user intent and an easy-to-follow structure.

Paragraphs should remain 4-6 sentences in length, interspersed with user-friendly structures.

2-4 Internal Links to Local Pages: Link to other local content on your site, like your business locations or services for that particular city or neighborhood. This can include CTA buttons or links at the end of the copy.

Maintain seamless transitions between sections of content and avoid abrupt shifts in topic or subtopic without context.

Limit the use of filler words and adverbs to ensure concise and impactful writing.

Do competitive research to meet and even exceed all competitors in topic coverage, relevancy, authority, and article length.

Include relevant keywords—both short- and long-tail—as well as their related variations naturally throughout the copy, prioritizing placement in headings and subheadings. Avoid keyword stuffing, which can harm search rankings.

Don't duplicate content among articles and the core website pages. Be sure each article is unique. If there is a section of the article related to another page on the site, write a short paragraph and link to that article over the relevant text.

Where possible and relevant, include data or factual information from reputable and authoritative sources. Link to these sources and ensure that they're current—published within the last five years or less, unless your information is historical. Check that your sources aren't competing for the same topic and that they're not a competitor for your client.

Anchor Text: Ensure anchor text is descriptive and keyword-rich. Your anchor text should center on what the linked content is about – whatever it's proving, showcasing, or focusing on.

Cite all sources accurately when including:

Facts, data, and statistics.

Research findings, expert opinions, or cultural/social/political information.

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Content requiring high credibility (e.g., legal or ethical details).

Media elements, including images or videos.

Include CTAs in appropriate locations to prompt specific user actions, such as subscribing, downloading, or purchasing. CTAs should align with the overall goal of the content and use clear, persuasive language.

Call to Action (CTA) Final Section Guidelines

(H2) Impactful Final H2 Header w/ Keyword

Wrap up the article with a conclusion that pulls everything together. This should not be a summary of everything that's been covered but should instead pivot the user back to the client's offerings and tie into the user's pain points. For example, for informational articles, this could mean positioning the client as an industry expert who can provide further insight. A listicle may finish with a CTA to explore the client's products or services, tying in the essential elements of the article to the client's offerings. All CTA sections should be 1-2 paragraphs max and include a measurable action such as a button click, link, etc.

Localized CTA Language: Include local keywords in the CTA. For example, instead of a generic "Contact Us," use "Request Your Free [Service] Quote in [City] Today."

PAGE INFORMATION

Page Heading (H1): Main headline of page. Can be longer than Page Title. Avoid duplication if possible. Entered separately in Spinternet, but also include it above in the body copy for review purposes.

URL Optimization: Ensure the URL is short and location-specific (e.g., /best-coffee-shop-in-chicago).

Breadcrumb Navigation: If your website supports it, include location-specific breadcrumb navigation, like "Home > [City] > [Service Name]" for better local SEO. Page name as it displays in breadcrumb navigation, to mirror URL path.

Geo-Targeted Sitemap: Make sure this URL is indexed for local search and listed as location-based content in your XML sitemap.

Meta Title: Incorporate both your primary keyword and location-based terms (e.g., "Top [Service] in [City] – Fast & Affordable").

Meta Description: Keep it 150-160 characters, ensuring it mentions the location and includes a strong local CTA.

Category: Where on the site does this live? These options are likely pre-determined in Spinternet based on taxonomy.

Rel=Canonical URL: This should be the same as the URL as a self-referencing rel=canonical tag.

Keywords: Short list of targeted, highly relevant keywords for the page, separated by commas. Avoid duplication with other site content if possible

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avoid duplication of the title or description. On image posts, reuse or repurpose those as needed. Use popular hashtags to spread reach.

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IMAGE/ASSETS

Feature Image: Include URL if applicable otherwise, use file name. For file name, be sure to use a description of the image. Use keywords relevant to the image. No spaces — use hyphens or underscores to separate words.

Image alt text: Description of the image to provide context for usability purposes.

RELATED LINKS

Include 3-5 related URLs to link to related topics/pages onsite for internal linking.

SEO KEYWORDS

List of keywords here with search volume for short-tail and long-tail terms to include or integrate into content.

In-Depth Landing Page Outline

(H1) Landing Page Title w/ Priority Keyword

H1 Guidelines

Target Keyword/Phrase: Ensure the primary keyword is naturally integrated into the title.

Clarity: The title must clearly convey the value proposition or purpose of the landing page.

Compelling & Concise: Focus on creating an attention-grabbing headline that communicates immediate value, curiosity, or urgency.

No Clickbait: Avoid misleading titles as they can increase bounce rates and harm your credibility.

Research competitor titles to understand trends and identify potential gaps in their approach.

Keep it short and impactful, typically under 60 characters.

Above-the-Fold Placement: The title is often the first element seen above the fold, so it needs to hook the reader immediately. Make sure the keyword naturally fits here for both SEO and user engagement.

Subheadline (H2)

Subheader Guidelines

Supporting the Title: The subheadline should expand on the headline by adding more context. It can be considered an "elevator pitch" for the landing page.

Engagement: Make sure it prompts the reader to continue exploring the page.

Clear and Direct: Focus on delivering the key benefits or features without overloading the reader.

Aim for 1-2 sentences that clearly explain the value or unique offering on the page.

LSI Keywords: Integrate related keywords or synonyms naturally in the subheadline.

Above-the-Fold Placement: This subheadline will likely be the second piece of content that users see above the fold, so make sure it reinforces the headline and supports the CTA.

(H2) Hero Section (Above the Fold)
Hero Section + Body Copy Guidelines

Primary CTA: Place the primary CTA (e.g., "Get Started," "Sign Up Now") in a prominent position above the fold.

Short Copy: Limit the amount of copy in the hero section to no more than a paragraph.

Use strong, action-oriented verbs and polished copy that aligns with the client's brand.

Ensure that the value proposition is clear within the first 3-5 seconds of landing on the page.

Consider using urgency-based or benefit-focused language if appropriate.

F-Shaped Pattern: Since users typically scan landing pages in an F-shaped pattern (starting from the top left), place your most important information, including the CTA and primary benefits, within the first few horizontal lines to align with this behavior.

Social Proof (H2 or H3)
Social Proof Section + Body Copy Guidelines

Highlight reviews or testimonials from recognizable clients if possible.

Use social proof that directly correlates with your product's benefits. For instance, if selling a productivity tool, feature testimonials that focus on time saved.

Consider using images or video testimonials for added authenticity.

When possible, use trust signals such as certifications, awards, media coverage, brand logos, or real-time statistics.

(H2) Additional Information (Such as Benefits and Features)
Body Copy Guidelines

These sections will make up the bulk of your copy. Take a strategic approach to the order of this copy so that your content is both logically segmented by your structure and also prioritizes your core strategy elements or services.

Strategically place 2-4 internal links throughout the content. These should link to high-priority pages, like related products, blog posts, or conversion-optimized landing pages. Your goal is to keep users engaged while guiding them toward further valuable content.

Anchor Text: Ensure anchor text is descriptive and keyword-rich. Your anchor text should center on what the linked content is about – whatever it's proving, showcasing, or focusing on.

If benefits are included in your copy strategy, consider highlighting them first after the hero image or social proof. Follow with detailed features to reinforce how those benefits are achieved.

Bullet Points: Use bullet points or numbered lists to break down the key benefits/features for readability.

Show, Don't Just Tell: Avoid generic statements like "Great customer service." Be specific about what makes your service stand out (e.g., "24/7 support with an average response time of under 1 hour").

Keep each of these sections short and impactful.

Use active voice to make the copy more dynamic and engaging.

When listing benefits, aim for no more than 5-7 benefits or 2-3 per section to avoid overwhelming the reader, particularly if additional detail copy is included with each benefit.

Keyword Placement: Integrate your target keyword naturally within this section if possible and double check that the page content matches user intent.

LSI Keywords: Use LSI keywords where natural to support the main keyword. For example, if you're writing about a productivity app, terms like "task management," "to-do lists," or "workflow optimization" would help reinforce relevance.

6. Call-to-Action (CTA)

CTA Guidelines

Location & Visibility: The CTA should be placed multiple times on the page, especially at the beginning (hero section), after the benefits/features section, and at the end.

Action-Oriented Language: Use verbs that drive action (e.g., "Get Started," "Start Your Free Trial," "Claim Your Offer").

Avoid vague CTAs like "Click Here." Be specific about what will happen when they click.

If the CTA requires filling out a form, simplify the process as much as possible (e.g., minimal fields, pre-filled information).

Above-the-Fold CTA: Ensure the first CTA is visible above the fold. Since users are likely to make a decision early in their visit, this placement is key for conversion.

Keyword Variation in CTA: When appropriate, subtly incorporate variations of your keyword in the CTA.

PAGE INFORMATION

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URL: The address of the page. Spinternet auto-generates by the page title, but consider optimizing with the top keyword. This piece does hold weight for SEO.

Content Type: Article? Blog? Resource? This is especially important if content type tracking is implemented.

Summary: Used as a subheadline underneath the H1 or as the description below the headline on service pages. Entered separately in Spinternet, but also include it above in the body copy for review purposes.

XML Sitemap: Make sure this URL is listed and indexable on the XML sitemap, not blocked from search engines in robots or in meta tagging.

STRATEGY

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Meta Description: The snippet displayed below the title in search results. 100-300 characters long. Highly relevant and optimized for primary, long-tail, and contextual keywords. Should read naturally and drive clicks. Does not duplicate summary.

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