

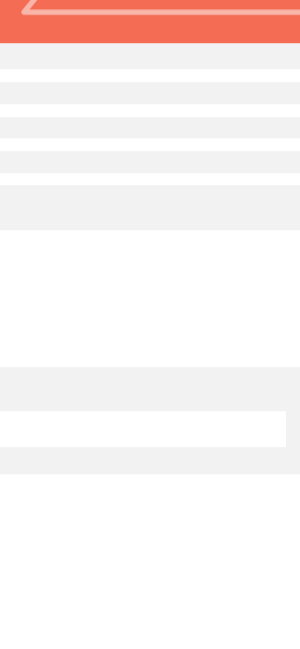


# ANATOMY OF A Perfect Blog Post

Are you ready to learn how to craft the perfect blog posts for your business website? Follow this template to draw in the right audience, engage them with amazing content, and encourage them to move down the sales funnel.

## 1 Attention-Grabbing Headline

The main headline aims to entice users to dive into your content and read what you have to say. **The headline is the most-read blog element.** It's also the first thing people see on search engines and when they land on your page. If your headline doesn't attract attention, why would anyone feel compelled to read the rest of your content?



Remember to naturally incorporate your **focus keyword** into your headline, introduction, subheading, featured image alt text, and content sections.



## 2 Featured Image

A featured image can help engage your blog readers by **capturing their attention** and propelling them to **read your content.** Images also help break up text, shape your story, and visually represent your article's written content.

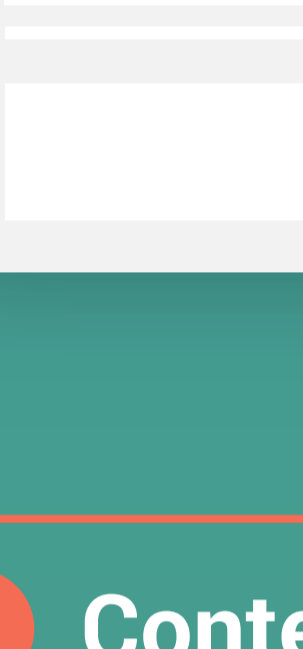


Your featured image should give readers a **good idea of what they can expect from the rest of your piece.**

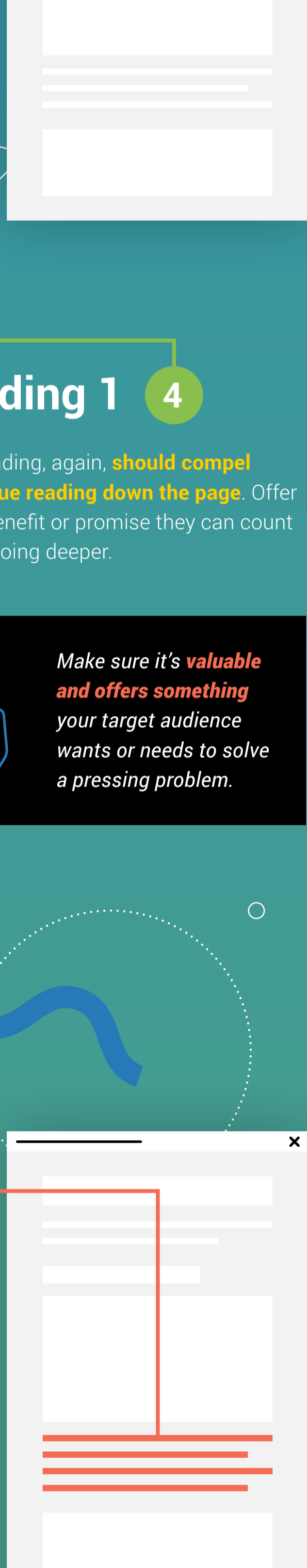


## 3 Introduction

Your introduction is one of the most vital parts of your blog post. **If you can't engage readers in the first few sentences, they could leave.** Make your introduction count by giving people a brief but engaging glimpse of what your blog post will cover.

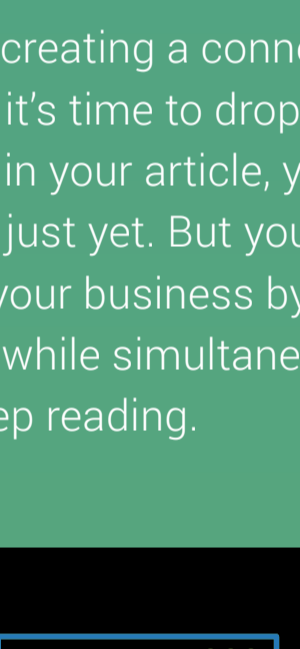


If you can hook your readers with your lead, **they'll likely continue reading.** If not, you'll lose them – maybe for good.

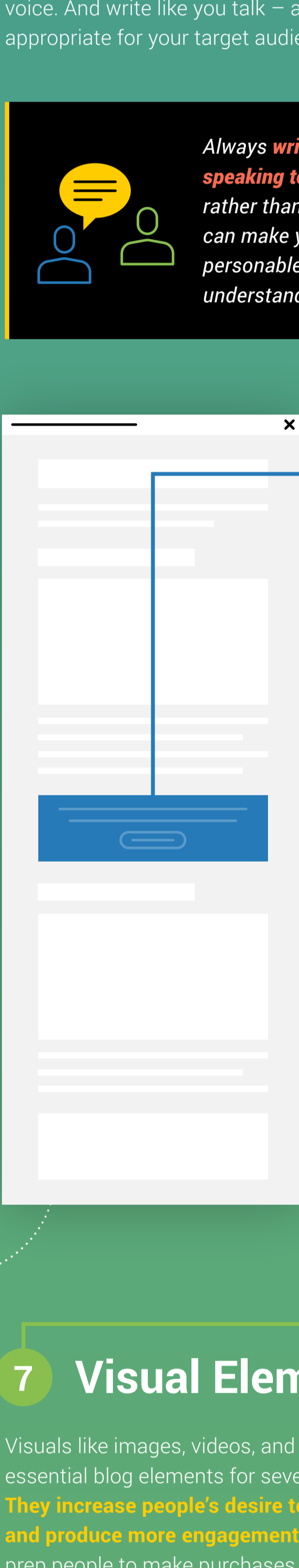


## 4 Subheading 1

Your first subheading, again, **should compel people to continue reading down the page.** Offer your readers a benefit or promise they can count on receiving by going deeper.



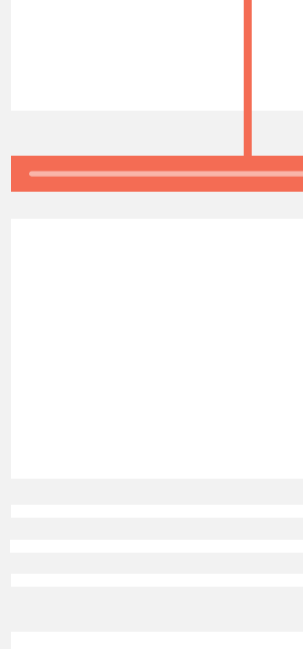
Make sure it's **valuable and offers something your target audience wants or needs to solve a pressing problem.**



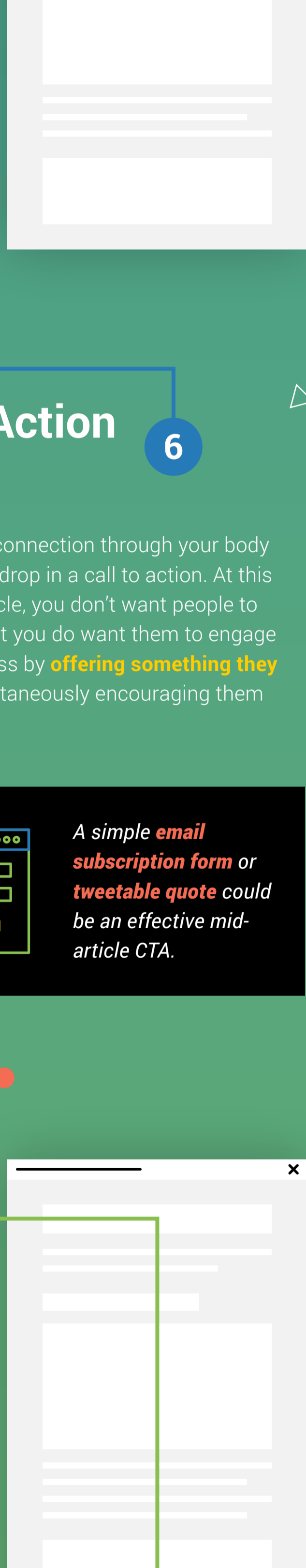
## 5 Content

Your body copy is the meat of your blog post. It's where you can go into detail to address the points you promised you would in previous sections. It's where you can connect with readers emotionally, so they're inclined to remember you. **The more memorable you are, the more likely people will keep coming back to you for more.**

Keep your sentences short. Write in the active voice. And write like you talk – as long as it's appropriate for your target audience.



Always **write like you're speaking to one person rather than a group.** This can make your copy more personable, easy to understand, and relevant.

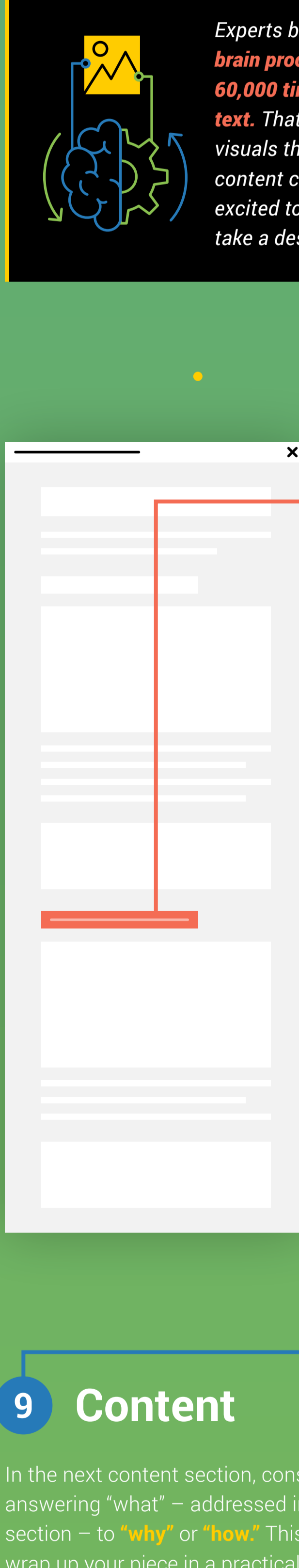


## 6 Call to Action (CTA)

After creating a connection through your body copy, it's time to drop in a call to action. At this point in your article, you need to want people to leave just yet. But you do want them to engage with your business by **offering something they want** while simultaneously encouraging them to keep reading.

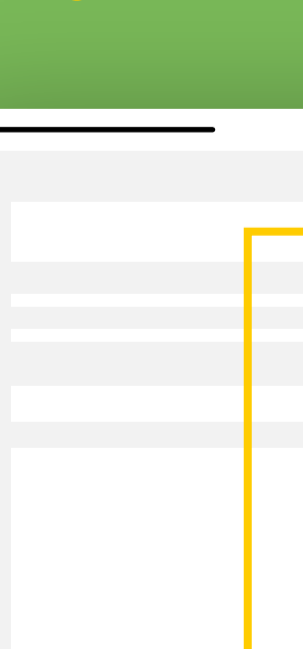


A simple **email subscription form or tweetable quote** could be an effective mid-article CTA.

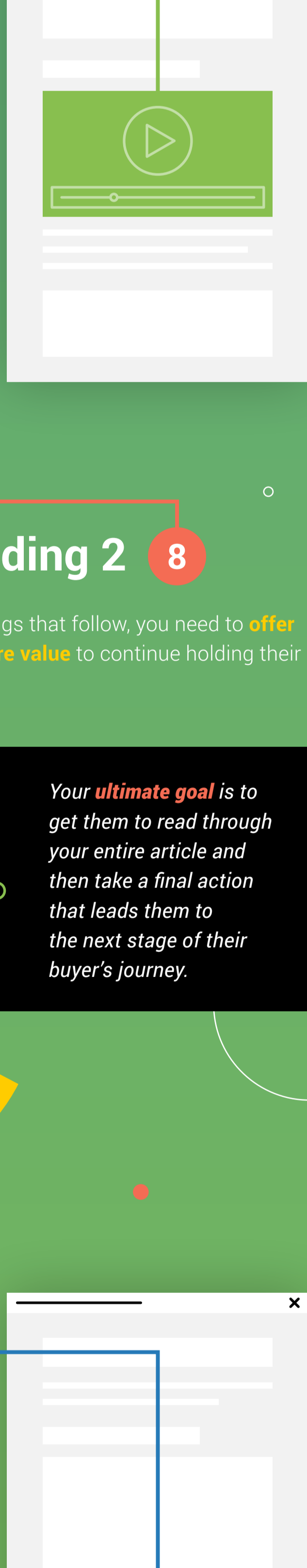


## 7 Visual Elements

Visuals like images, videos, and graphics are essential blog elements for several reasons. **They increase people's desire to read content and produce more engagement.** Videos help prep people to make purchases, and visuals affect our attitudes.



Experts believe that the **brain processes visuals 60,000 times faster than text.** That means adding visuals that support your content can get people excited to read and then take a desired action.<sup>1</sup>

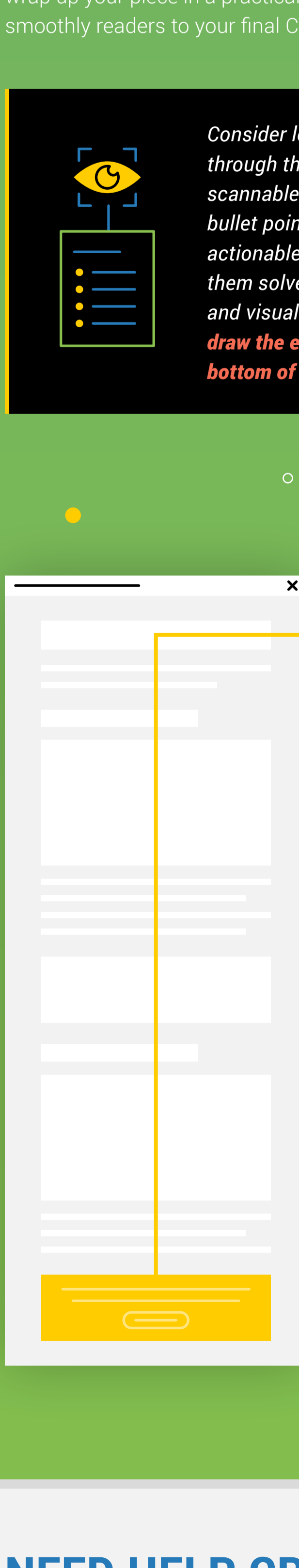


## 8 Subheading 2

In the subheadings that follow, you need to **offer people even more value** to continue holding their attention.

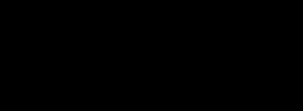


Your **ultimate goal** is to get them to read through your entire article and then take a final action that leads them to the next stage of their buyer's journey.

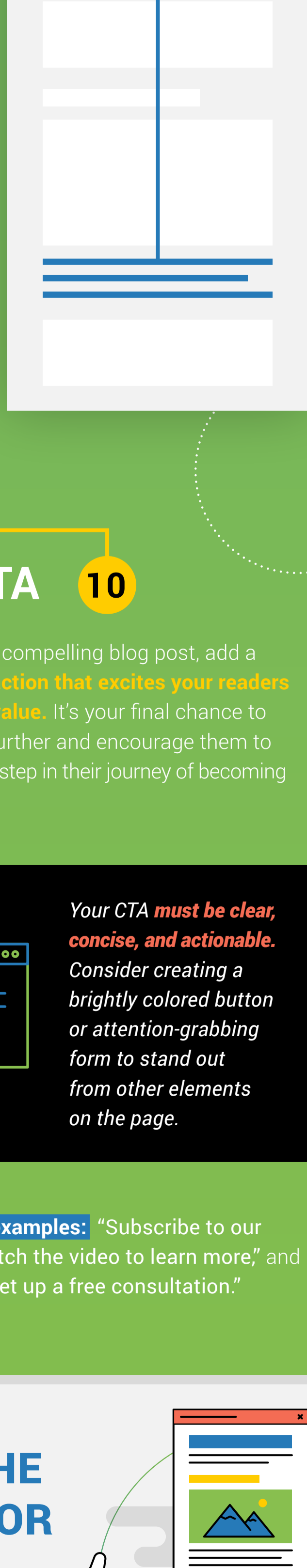


## 9 Content

In the next content section, consider moving from answering "what" – addressed in the first content section – to **"why"** or **"how."** This will help you wrap up your piece in a practical way and lead smoothly readers to your final CTA.



Consider leading people through this section with scannable elements like **bullet points, clear and actionable steps to help them solve their problem, and visual elements to draw the eye to the bottom of the page.**

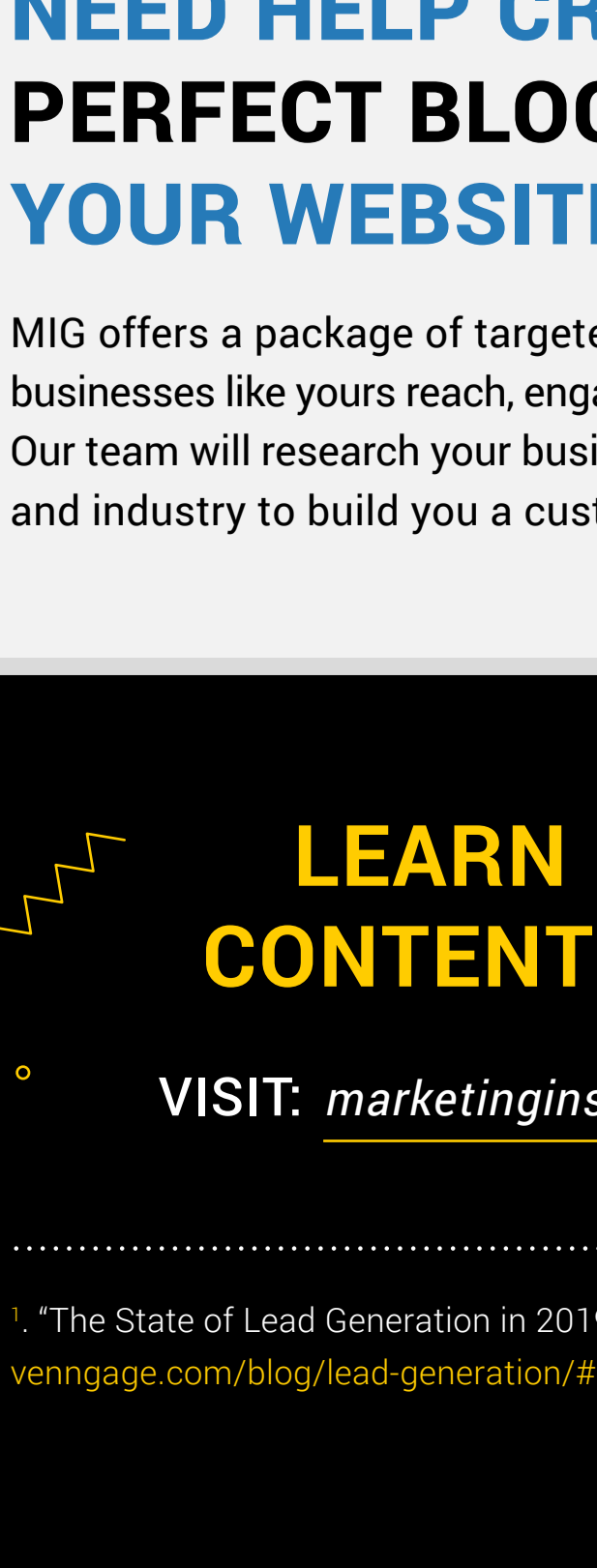


## 10 Final CTA

To wrap up your compelling blog post, add a relevant **call to action that excites your readers and offers real value.** It's your final chance to engage people further and encourage them to move to the next step in their journey of becoming a customer.



Your CTA **must be clear, concise, and actionable.** Consider creating a brightly colored button or attention-grabbing form to stand out from other elements on the page.



**Here are some examples:** "Subscribe to our newsletter," "Watch the video to learn more," and "Contact us to set up a free consultation."

## NEED HELP CRAFTING THE PERFECT BLOG POSTS FOR YOUR WEBSITE?

MIG offers a package of targeted weekly content to help businesses like yours reach, engage, and win ideal customers. Our team will research your business, audience, competition, and industry to build you a customized strategy.



LEARN MORE ABOUT OUR CONTENT BUILDER SERVICES.

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<sup>1</sup> "The State of Lead Generation in 2019." Venngage, 2019. [venngage.com/blog/lead-generation/#4](http://venngage.com/blog/lead-generation/#4)