

**Website Editing &
Content Creation**

7 SEO BLOG TOPICS YOU NEED TO PUBLISH

To delight readers AND search engines.



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HOW TO PUBLISH HIGH-QUALITY CONTENT FOR YOUR BLOG

(That gets picked up by readers AND search engines).

Use this guide to write blogs faster, rank for your chosen keywords, drive traffic to your website and generate more leads.



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7 BLOG TYPES TO GET YOU NOTICED

1. HOW TO...
2. GUIDES
3. NEWS
4. THIS vs THAT
5. LISTICLE
6. REVIEW
7. GUEST BLOGS





LET'S UNPACK THIS AND LOOK AT SOME BLOG EXAMPLES

How to...

- Outlines a process
- Provides a step-by-step
- Solves a problem
- **Example:** How to Rank for a Keyword in 10 Easy Steps

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LET'S UNPACK THIS AND LOOK AT SOME BLOG EXAMPLES

Guides

- Explains a topic in detail
- Long-form content
- Covers multiple angles
- **Example:** A Beginner's Guide to SEO





LET'S UNPACK THIS AND LOOK AT SOME BLOG EXAMPLES

News

- Focuses on current / industry events
- Informal and personable
- Fact driven
- **Example:** Google no longer recommends canonical tags for syndicated content



LET'S UNPACK THIS AND LOOK AT SOME BLOG EXAMPLES

This vs That

- Compares two elements
- Honest and unbiased pros and cons
- Embrace the buyer's need for comparisons
- Build trust as the expert
- **Example:** Insourcing vs. outsourcing:
Which is better for marketing?



LET'S UNPACK THIS AND LOOK AT SOME BLOG EXAMPLES

Listicle

- An article structured as a list
- Easy to scan and consume
- Create an authoritative list of items
- **Example:** 34 Ways to promote your latest blog post



LET'S UNPACK THIS AND LOOK AT SOME BLOG EXAMPLES

Reviews

- Engage people interested in your industry
- Showcase a product or service
- Share case studies
- **Example:** What is the best brand, Apple or Samsung?





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Guest Blogs

- Ask a connection to write a guest blog in exchange for a link back to their site
- Get an on-topic backlink to your site
- Increase SEO, link juice and authority
- **Example:** 10 Best Affiliate Marketing Programs for 2023

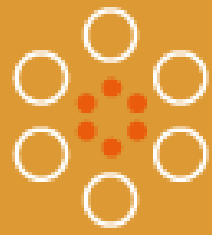
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5 ESSENTIAL ELEMENTS OF A BLOG POST

Always include...

- An attention-grabbing headline
- Clear meta description
- Engaging subheadings
- Helpful, relevant and easy to digest body copy
- A strong call to action



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"Everything that goes into creating a blog post takes time, but if you can successfully incorporate these essential elements, you'll be well on your way to increasing your website traffic and engaging with your target audience on an elevated level."

Get in Touch



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