

Digital Content Template - Basic Blog

Goals: Describe an event, tutorial or interesting story for your company to present. This type of page should ultimately serve to engage clients and bring in visitors searching for interesting material to read. The goal of a blog is to bring in visitors with interesting details and also provide details for a related service offering. In short, a blog will not directly sell a product or service, but rather create interest for the business and also demand gen for particular service or products.

Criteria: It is helpful to have a short description of the blog that can appear in search or list pages. For the short description, aim for 1 paragraph. For the full page content for the service, aim for a minimum of 500 words, or around 3 to 5 paragraphs. Take care to include the language, terms, or keywords that your customers will use when searching for and talking about your type of service, within the content of these pages.

Blog - SEO Keyword Phrase Focus

(provide keyword focus for this page)

Blog - Short Description (~1 paragraph)

A short description of the page is often completed once the full page of content has been drafted. This paragraph will summarize the page as a whole.

Blog - Full Body Content (~3-5 paragraphs, or minimum 500 words.)

<sample structure>

Page Title

First Section Subheader

First section content, which is above the fold of the page. Conveys a “message at a glance” or describes a problem and offers a solution. Perhaps 1 to 2 paragraphs. Concludes using a CTA.

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Second Section Subheader

How does this page help the customer? What are some interesting facts about this story/event/etc that a site visitor may find interesting.

List (Optional, use when and if it makes sense)

- How does this page help the customer
- How does this page help the customer
- Cool feature of this page
- Cool feature of this page

2-3 paragraphs about what makes this topic interesting.

Third Section Subheader or Call-to-Action Paragraph

The third content section distinguishes how your company can offer help or related services described in this blog. Distinguish your company as “the only fish in the sea”. What do you offer that’s unique?

What can an interested visitor do next? How can visitors contact you? Conclude with a CTA

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