crowd content

6 Tried-and-True Blog Post Templates

Write high-performing content and gain consistency from your writing team with these handy blog templates.

1. How-to blog template

Think of these posts as trusty guides — beacons, lighting the way to help readers achieve a specific goal or solve a problem. They're written in an easy-to-digest, step-by-step format, making them simple to follow. Readers leave your site armed with the answers they've been looking for, thinking of your brand as a trustworthy and authoritative source.

Example title: How to [Achieve a Specific Goal or Solve a Problem]

• Introduce the topic, and let readers know why they need to address it ASAP.
• Establish trust by including an interesting fact or valuable statistic and linking to an authoritative source.
• Use the final sentence to confidently inform the reader of what they'll know/be able to do by the end of the article.

Elements of a how-to article

• Divide the task into manageable steps.
• Offer clear and concise instructions for each step.
• Use bullet points or numbered lists for readability.
• Incorporate relevant images, diagrams, or videos.
• Anticipate and tackle common questions or hurdles.
• Offer tips or shortcuts for improved results.

Conclusion

• Summarize the main points covered in the post.
• Add a bonus takeaway point related to the subject to affirm authority.
• Include a CTA.

2. Listicle blog writing template

Listicles are the fast food of blog posts. These snackable nuggets of wisdom are served up in a numbered list format for easy consumption. They offer quick, actionable tips and insights into a subject, guiding readers from the top to the bottom of the page. Providing web users with information that's easy to process and act on is one of the best ways to secure returning visitors.

Example title: [#] Tips to [Achieve Specific Outcome]

• Introduce the topic's relevance and urgency.
• Keep the intro short and snappy.

Elements of a listicle

• Present each tip in a numbered format.
• Use scannable H2s and H3s.
• Provide concise explanations for each tip.
• Include practical examples or scenarios to demonstrate experience and expertise.
• Offer a bonus tip in a separate H2 relating to your brand, sliding seamlessly into the conclusion.

Conclusion

• Summarize the article and reiterate any practical and relevant advice.
• Tie the article back to your brand's offering to segue into the CTA.
• Add a CTA.

3. Definition blog article template

Definition blog posts are readers' go-to guides for demystifying complicated concepts or industry-specific ideas. They open with a clear definition, offer contextual explanations, and rely on real-world examples and expert insights for depth and clarity.

Example title: What Is [Concept], and Why Do You Need to Know?

Introduction

• Introduce the topic and its significance in the context of the audience's interests or needs.
• Point to a relevant statistic from the past year and link to an authoritative source.
• Preview the key elements and insights covered in the post to enhance understanding.

Elements of a definition blog post

• **Clear definition:** Immediately provide a concise and precise definition of the concept, avoiding jargon or ambiguity.
• **Contextual explanation:** Explain the concept's relevance and implications in real-world scenarios or industries.
• **Examples and illustrations:** Enhance understanding with relevant examples, case studies, or illustrations that demonstrate the concept in action.
• **Comparison and contrast:** Differentiate the concept from related terms or concepts, clarifying its unique attributes and characteristics.
• **Historical background:** Provide context by exploring the origins and evolution of the concept over time, highlighting key milestones or developments.
• **Expert insights:** Incorporate insights and perspectives from subject matter experts or thought leaders to enrich the discussion and add credibility.
• **Practical applications:** Discuss the concept's practical applications or use cases, demonstrating its value and relevance in various contexts.

Conclusion

• Summarize the key insights and takeaways.
• Link to internal resources to help readers deepen their understanding of the concept.
• Include a CTA.

4. Cheat sheet template

Picture cheat sheets as quick-reference guides, jam-packed with essential information in a condensed format. They answer big questions in as few words as possible, so readers in a hurry can get the skinny on a topic in no time.

Example title: [Topic] Cheat Sheet: A Quick Reference Guide to [Subject]

Introduction

- Introduce the topic, and explain the purpose of the cheat sheet in providing quick and easy access to essential information.
- Highlight the value of having a condensed and actionable resource for readers to reference.
- Preview key sections for quick navigation.

Elements of a cheat sheet

- **Overview:** Briefly summarize the topic or subject covered in the cheat sheet.
- Key concepts: Organize the main concepts, principles, or steps related to the topic in a clear format.
- **Quick tips:** Offer actionable tips, tricks, or shortcuts to help readers succeed or overcome common challenges related to the topic.
- **Valuable resources:** Include links or references to additional resources, tools, or further reading materials for readers to explore.
- **Visual aids:** Incorporate visual elements, such as diagrams, charts, or infographics, to enhance understanding and retention of information.
- **FAQs:** Address common queries related to the topic, providing clear and concise answers readers can default to if they're in a rush.

Conclusion

- Summarize key takeaways from the cheat sheet.
- Encourage readers to download or bookmark the cheat sheet for future use and easy access.
- Add a CTA.

5. Conversion-focused blog template

Conversion-focused posts are all about persuasion. These content powerhouses are designed to drive action and generate leads and sales. They're exemplified by compelling headlines, action-driven content, and CTAs that directly align with search intent.

Example title: [Persuasive, Action-Driven Headline]

Introduction

• Introduce the product, service, or contextually related subject.
• Add a hard-hitting fact or statistic to emphasize your point.
• Use a hook to draw the reader in and compel them to keep reading.

Elements of a conversion-focused blog post

• **CTA:** Ensure posts include compelling CTAs that align with the proper stage in the buyer's journey.
• **Engaging headlines:** Use attention-grabbing, SEO-optimized headlines that communicate the benefit of taking action.
• **Persuasive content:** Craft compelling content that resonates with the target audience's needs and desires.
• **Visual appeal:** Incorporate appealing elements, such as images, videos, or infographics, to enhance engagement and interest.
• **Social proof:** Include social proof elements such as testimonials, reviews, or case studies to build trust and credibility.
• **User-friendly design:** Optimize the blog post layout and design for easy readability and navigation, reducing friction in the conversion process.
• **A/B testing:** Experiment with different elements and strategies through A/B testing to optimize conversion rates over time.

Conclusion

• Summarize the key elements of the article.
• Offer an extra tip to help readers implement the strategies and techniques discussed in the post.
• Use a CTA that directly relates to search intent. If you own a heating and cooling company called HVAC123, create a bottom-of-the-funnel CTA that addresses users typing "fast emergency HVAC repair" into Google. For example: "Call now for emergency HVAC repairs — HVAC123 guarantees rapid response times."

6. Pillar content blog post template

Pillar content is the foundational center in a hub and spoke content campaign, offering in-depth coverage of a core topic and linking to related content. Consider pillar pages as guides, covering high-level explanations about specific topics. When optimizing your site for SEO and serving as a go-to resource for readers, the hub and spoke strategy is an almighty titan.

Example title: The Ultimate Guide to [Topic] (Be clear that it's a lengthy but broad source of information.)

Introduction

• Use language to indicate this is a comprehensive and authoritative exploration of the subject.
• Highlight subtopics and link to them using a graphic or list toward the top of the page.
• Preview the key components and actionable steps covered in the guide.

Elements of pillar content

• **Thorough coverage:** Provide comprehensive coverage of the core topic, briefly describing and linking to all relevant subtopics that offer more in-depth answers.
• **Strategic organization:** Organize content logically, using clear headings and sub-headings to structure information for easy navigation.
• **Multimedia integration:** Enhance pillar content with multimedia elements, such as videos, infographics, or interactive features, to engage and educate audiences.
• **Evergreen value:** Ensure pillar content remains relevant and valuable over time by focusing on evergreen topics and updating content as needed.
• **Authoritative links:** Position pillar content as authoritative resources in the industry, only using credible, recent sources to back up claims and statistics. This helps build trust with audiences and search engines.

Conclusion:

• Summarize the article, and offer a couple of valuable, original insights.
• Offer suggestions for further reading, or encourage readers to speak their minds in the comments section or on social media.
• Include a CTA.

Contact Us

support@crowdcontent.com

crowdcontent.com

1-888-983-3103