



ConvertKit

Blog Post Template

**Use this template to write new
blog post drafts.**

convertkit.com

Headline Options

In this section, choose three potential headline options based on keyword research, at the intersection of the blog post topic and our audience of independent online entrepreneurs. Use [CoSchedule's Headline Analyzer](#) to rate them.

Option 1:

Option 2:

Option 3:

Reader Outcome

In this section, list the number one takeaway a reader might expect from reading this post in two sentences or less.

Target Keyword(s)

In this section, choose one primary keyword for the post, and up to three secondary keywords for the post. The primary and secondary keywords should be related. Use [Moz's Keyword Explore](#) to rate them.

Primary Keyword:

Volume:

Difficulty:

Opportunity:

Potential:

Secondary Keyword:

Volume:

Difficulty:

Opportunity:

Potential:

SEO summary

In this section, write a 156 character SEO summary that shows the direct benefit the reader will get from this post. This should reflect the reader outcome and primary keyword from above.

Format

What format will this post be:

- *How-to (teaching)*
- *Case study (customer stories)*
- *Behind the scenes (how you operate)*

Categories

Which of your categories best fits this blog post.

Content

In this section, write your draft of the post. The post should be actionable and only as long as necessary to deliver the benefit promised in the headline.

Call to Action

In this section, include the final sentence or paragraph of the article, including a call to action to share in the comments.

Tweetables

In this section, choose three quotes or paraphrases from the article to serve as Tweetables. The copy should be no longer than 105 characters, and they should be well-spaced throughout the article.

Tweetable 1:

Tweetable 2:

Tweetable 3:

Author Bio

If this post is written by a guest writer, use this section to include an author bio of less than 400 characters.