Note: Use this template to write new blog post drafts.

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)

Primary Keyword:
Volume:
Difficulty:

Secondary Keyword (optional):
Volume:
Difficulty:

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)