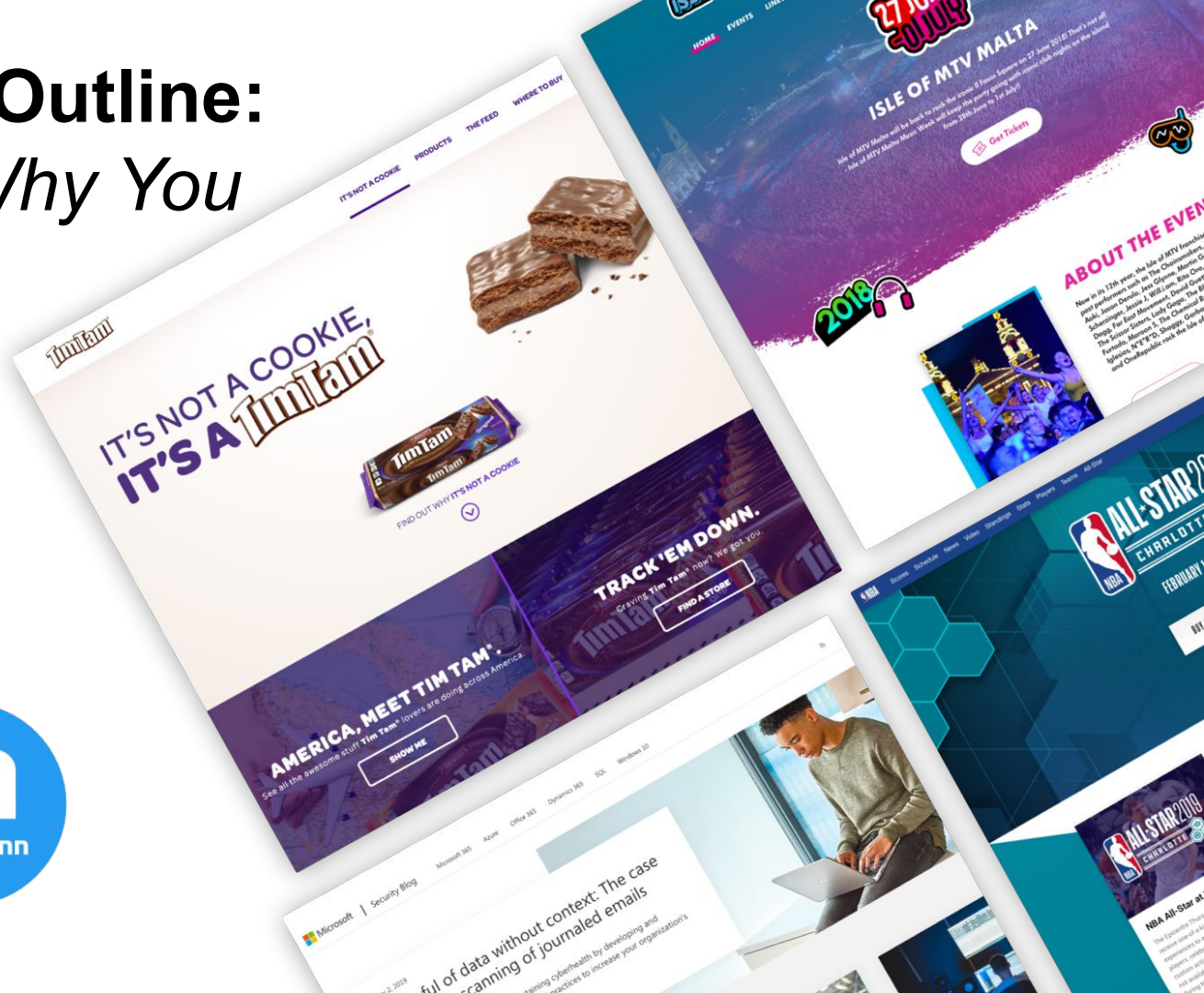


The Blog Post Outline: *What It Is and Why You Need It*

webdev
STUDIOS



LAURA CORONADO

- Marketing Specialist at WebDevStudios, Maintainn, and Pluginize
- Notetaker for WordPress Las Vegas Meetup
- Co-organizer for WordCamp Las Vegas
- Freelance writer
- Blogger: LollieShopping.com
- 20+ years in marketing & communications
- Write, edit, write, edit, write, edit

What Is a Blog Outline?

- It's literally an outline for the blog post

What Does It Do? (Benefits)

- It guides the blog post
 - Inspires/motivates the writer
 - Gives structure
 - Gives the editor control over the content delivered
- Strengthens SEO
- Ensures the use of internal links

What Goes Into It?

- Top: Deadline and Publish Date
- Title
- Keyword / Key Phrase
- URL Slug
- Outline of Content
 - Intro
 - Body
 - Conclusion
- Internal Links to Be Included
- Meta description
- Optional: Headers, Category, Tags

What Does It Look Like?

DEADLINE: FEBRUARY 29TH

PUBLISH DATE: MARCH 5TH

Primary Keyword (KW) PLEASE USE WITHIN FIRST PARAGRAPH	Blog Post Outline
Secondary Keyword (if applicable)	WordPress content
Blog Category	Content
Title:	How to Create a Blog Post Outline
Slug:	create-blog-post-outline
Talking Points:	<p>Intro: ▾</p> <ul style="list-style-type: none">• Explain what a blog post outline is• State that this article will cover benefits and give an example of a blog post outline <p>Body:</p> <ul style="list-style-type: none">• Benefits<ul style="list-style-type: none">◦ Guidance◦ Control◦ Structure◦ SEO◦ Internal Linking <p>Closing</p> <ul style="list-style-type: none">• Improve your blog posts by using these tips• CTA: Need a team to manage your WordPress content? Contact us!
Meta Description:	Don't wing your WordPress content! Use a blog post outline to create compelling articles your readers will love!
Internal Linking to:	Sample Link Sample Link Sample Link

DEADLINE: FEBRUARY 29TH

PUBLISH DATE: MARCH 5TH

Primary Keyword (KW) PLEASE USE WITHIN FIRST PARAGRAPH	Blog Post Outline
Secondary Keyword (if applicable)	WordPress content
Blog Category	Content
Title:	How to Create a Blog Post Outline
Slug:	create-blog-post-outline

Talking Points:

Intro:

- Explain what a blog post outline is
- State that this article will cover benefits and give an example of a blog post outline

Body:

- Benefits
 - Guidance
 - Control
 - Structure
 - SEO
 - Internal Linking

Closing

- Improve your blog posts by using these tips
- CTA: Need a team to manage your WordPress content? Contact us!

Meta Description:	Don't wing your WordPress content! Use a blog post outline to create compelling articles your readers will love!
Internal Linking to:	Sample Link Sample Link Sample Link

QUESTIONS?

webdev
STUDIOS

