

# The Perfect Blog Post

## Post Title

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Craft a succinct title with keywords that can stand on its own to draw in potential readers.

**TIP:** Due to space constraints, up to 55 title characters will appear in search results.

## Opening Paragraph

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Get the attention of your reader by getting to the point. Tell your audience why they should continue reading.

**TIP:** The first sentence will appear in search result pages, subscriber teasers and social shares – so make it count!

## Body Copy

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Organize your thoughts for readers in the body of your post. Strive to be unique, relevant, actionable and brief.

**TIP:** Format your post so readers can scan in two minutes (or less). Prevent long paragraph blocks by using: SUBHEADINGS, IMAGES, BLOCK QUOTES, LISTS, AND STRATEGIC LINKED REFERENCES

## Conclusion

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Use your closing remarks to summarize and offer a clear action item or takeaway for readers relevant to the post topic – what is the one thing readers should remember?

**TIP:** Avoid overt self promotion to earn the trust of readers over time.

**REMEMBER:** After you hit “publish,” use your post as a networking opportunity. Let relevant clients and other contacts know about it. Share it on your social media accounts. Reach out to strategic references you quoted to thank them.

For more information call **800-913-0988** or visit [lexblog.com](http://lexblog.com)