

ANATOMY OF A BLOG POST

Headlines should immediately engage the reader. Appeal to emotion, or provide a concrete takeaway from reading the post.

Using an engaging photo is not only vital to further enticing readers, but it's often the visual element that's attached to any social media shares.

Short, catchy, and immediately appeals to the reader. Tell readers why the content is important. Make it about *them*, not you.

Share your brilliance. Use bullets, subheads and graphics to break up long text for easier reading.

While incorporating keywords and phrases is important for SEO, write for the reader. Authenticity is key.

Invite readers to engage, comment, provide feedback, and/or reach out for more information. Respond to everyone.

Whatever blogging platform you use, utilize the administrative plug-ins to incorporate keywords, social media shares, and other SEO-focused tools.

HEADLINE

COOL PHOTO OR GRAPHIC

INTRODUCTION/HOOK

MAIN CONTENT

CONCLUDE/ASK FOR COMMENTS

behind the scenes...

SEO/KEYWORDS/SOCIAL SHARE



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Rescue Desk takes important (but time-consuming) projects off your desk (*including managing social media channels!*). We are a high-level executive assistant, project manager and marketing coordinator ... **all rolled into one.**