Deciphering the mystery of the Successful Blog Post

Title
- Make it catchy and informative: around 12 words or under 65 characters
- Make your titles SEO-friendly so you can reach new audiences
- Stand out and highlight the key basics to show that your insights are unique

Lead Paragraph
- Shaping your story

Media
- Use impactful videos and high-quality images—the audience will keep these in mind even after they’re finished reading, so make sure they stick!
- Posts with media perform 94% better than posts without them
- Use impactful visuals and high-quality graphics that are easy to understand, even when they’re finished reading. Include as many links as relevant!

Hyperlinks
- Make them the top 3 hyperlinks that you want to guide people to click
- Encourage people to use hyperlinks that drive to your own pages and resources
- Use hyperlinks wisely

Body copy
- The length of your post depends on the topic:
  - 250-1,400 words
- Include design elements to make it easier to digest:
  - Subheadings, bulleted lists, bolded text
- Use active verbs and dynamic language to drive your audience through the content without much effort
- Limit long, wordy sentences that disrupt a natural conversational flow

Conclusion
- A resolution that keeps them reading
  - Reiterate the CTA from the beginning of the post, so readers will have some action to take
  - Think of this as an on-going content marketing relationship, rather than just "The End"
- Wrap up your post by giving readers something else to do next to encourage engagement and relationship-building