



# THE PERFECT BLOG POST FORMAT

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& JUSTIFICATION

CONTENT CLERKS

# Blog Post Template

TITLE OF YOUR POST

OPENING  
SENTENCES

HALF-WIDTH  
IMAGE

SUB-HEADLINE

CONTENT

FIRST CTA

SUBHEADLINE

CONTENT

SECOND CTA

## **TITLE OF YOUR POST**

The purpose of this is to grab your reader's attention. This is the first thing your reader will see and so you need to grab their attention and make them want to read more.

## **OPENING SENTENCES**

The first 3-4 sentences of your blog post need to make your audience read more. Use the APP formula for this section

- Agree- Understand their problem and ask them to agree with you that it is an existing problem.
- Promise- Promise them what they will get
- Preview- Show them part of what they will get when they read your blog post.

## **HALF-WIDTH IMAGE**

Featured images on a blog post always make the post look better and improve the user experience. You can also use full-width images

## **SUB-HEADLINE**

At this point, you need to divide your content into chunks and a sub-headline makes it easier to label what you are talking about. This improves readability and will reduce your bounce rate.

## **CONTENT**

The first piece of content should aim to trigger an emotion in your reader. At this state, they tend to pay more attention and are likely to take an action. Which explains why you should have a Call To Action next.

## **FIRST CTA**

Here, you ask your audience to take an action like subscribe to your blog. However, simply asking them to subscribe might not work. You need to offer something in exchange for their email address. A good example is a lead magnet

## **SUB-HEADLINE**

More of segmenting your content

## **CONTENT**

More content to show authority and that you understand what you are talking.

## **SECOND CTA**

This is another opportunity for you to ask your reader to take action. Actions this deep could you subscribe, buy, try etc. Remember by now, you have already established authority and your reader trusts you.

At Content Clerks, we understand how to perfectly format a blog post to drive conversions.



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