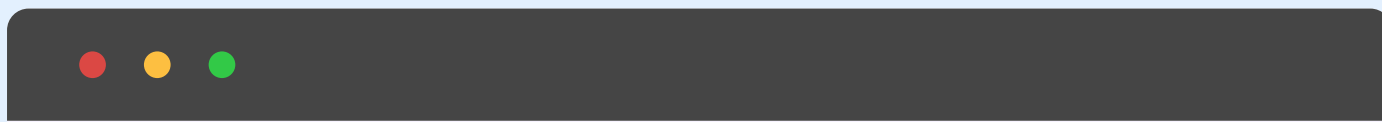


Blog Content Templates

To Help You Create Better Content
For SEO, Content Marketing, and PR



#1 Guide Template



How to Get SEO Clients: Proven Strategies and Tips

You may work for a big SEO agency or be an SEO freelancer, but you need **SEO clients** in any case.

What's more, you need to get these clients without additional expenses on advertising.

In this guide, check out some proven and free ways to find clients who need professional SEO assistance.

1. Make your website's content bring traffic

NAME	AIM	CONTENT EXAMPLES*	ORGANIC QUERY EXAMPLES
Top of the Funnel (ToFu)	Awareness and education	Educative content addressing general problems, helpful articles, non-promotional branded materials	how to rank high on google, promoting website on google, what is SEO, SEO for "any niche", SEO for beginners
Middle of the Funnel (MoFu)	Comparison and evaluation	Case studies, whitepapers, webinars, datasheets, demos, and more	best SEO practices, link building, website SEO audit, keyword research, SEO content, SEO tools
Bottom of the Funnel (BoFu)	Conversion	Why Us pages, FAQs, comparisons of your services to competitors, pages with alternatives to the mainstream solution, clients' reviews, product features, etc.	SEO agencies pricing, SEO agencies reviews, monthly link-builder service fee

*some of them may be used at different stages at the same time

2. Check places where your clients ask for help

2.1. SEO and business-related forums

Think of what you will write about to your prospects. You can use our [SEO proposal template](#) for help.



To sum it up

The truth is that most SEO companies and services look similar and offer similar services. So if you just sit and do nothing to make a client notice you, you're likely to end up having no clients at all. Be active, clearly state your expertise, reach out, and speak instead. This is what brings popularity and a lot of loyal paying clients.

By the way, SEOs, how did you find your first clients? Share your experience in the comments.

TITLE

- Include a target keyword.
- Mention the target audience, proposed solution, and result.
- Include a number if possible.
- Use signal words: how to, guide, tutorial, step-by-step, etc.

INTRODUCTION

- Make it brief.
- Bring up the problem and how your article will help solve it.
- Mention your target audience for more engagement.
- Include a keyword phrase.

TEXT BODY

Option 1: Step-by-step guide

- H2: What is [concept]? (optional)
- H2: Step #1
- H2: Step #2
 - H3: Substep #1
 - H3: Substep #2
- H2: Step #3

Option 2: Ultimate guide

- H2: What is [concept]?
- H2: How does [concept] work?
- H2: What are the [concept] types?
- H2: What are the common mistakes associated with [concept]?

Tips:

- Add a visual aid to help you explain complicated things and make the text more digestible.
- Add CTA to nudge your visitors into taking action on your site.

CONCLUSION

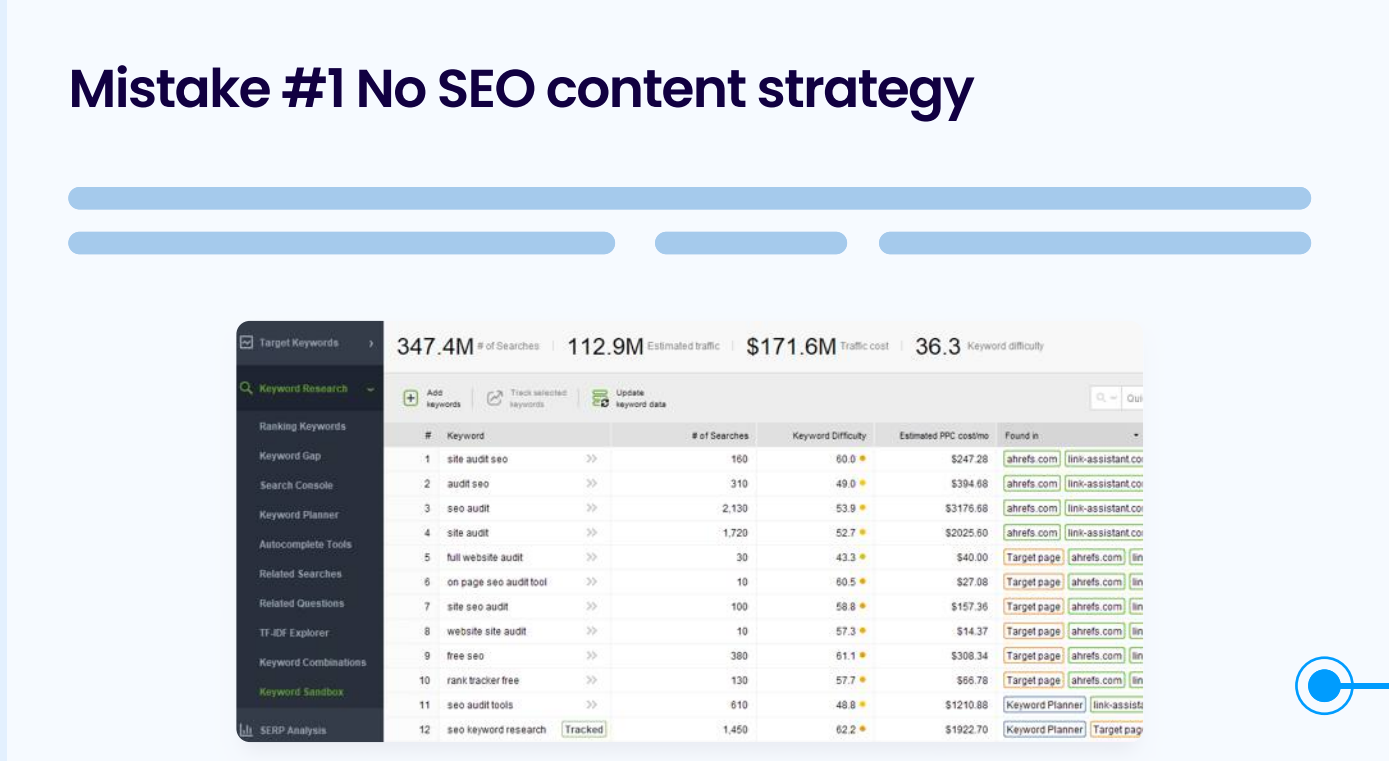
- Share your thoughts on the concept described.
- Write a brief summary of what was said in the article. You can do it in the form of a numbered/bullet list.
- Invite readers to share their thoughts in the comments for better engagement.

#2 Listicle Template



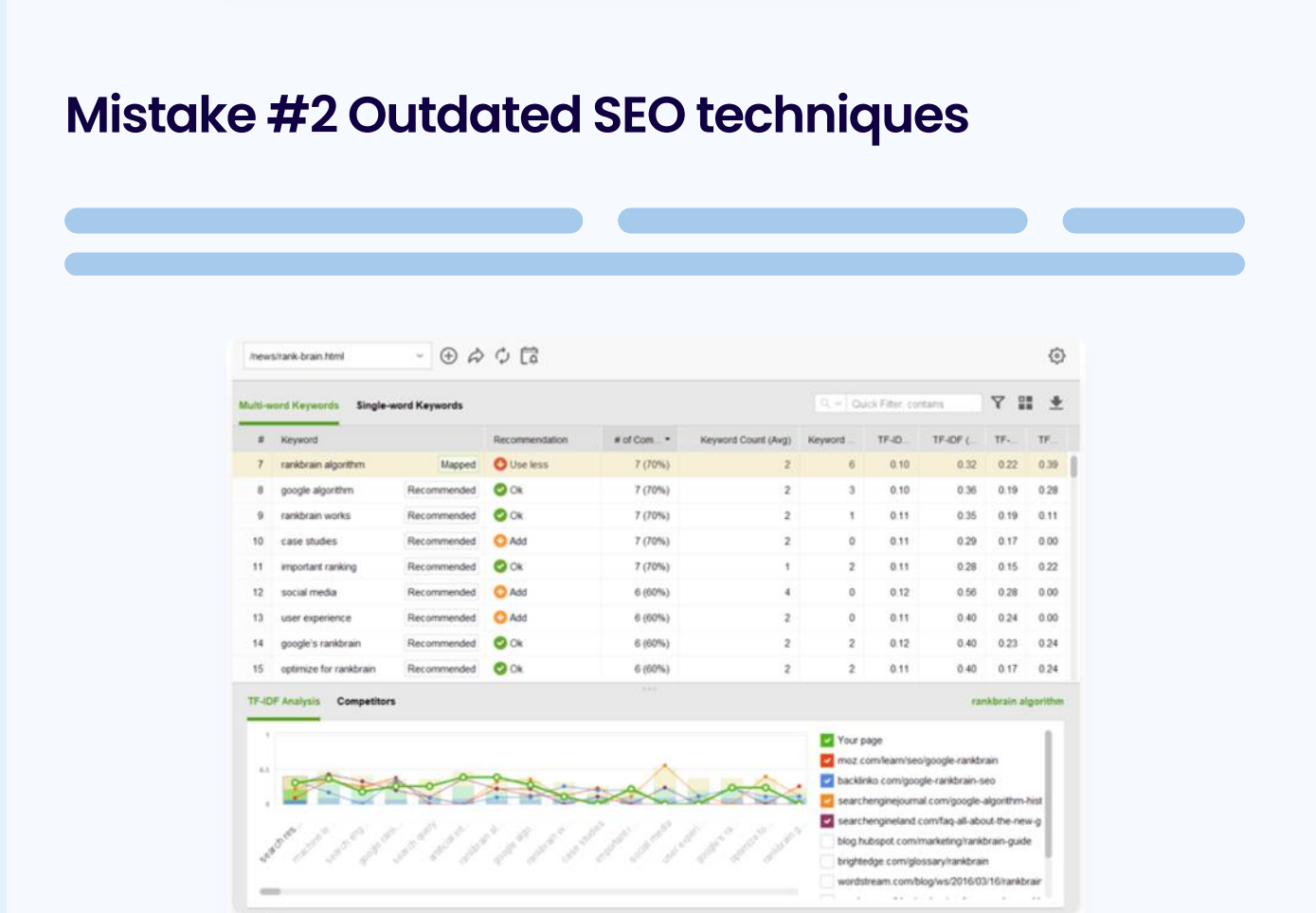
TITLE

- Include your target keyword.
- Specify the number of items.
- Mention the year/month to show off timeliness (relevance).
- Use signal words: top, best, list, compilation, etc.



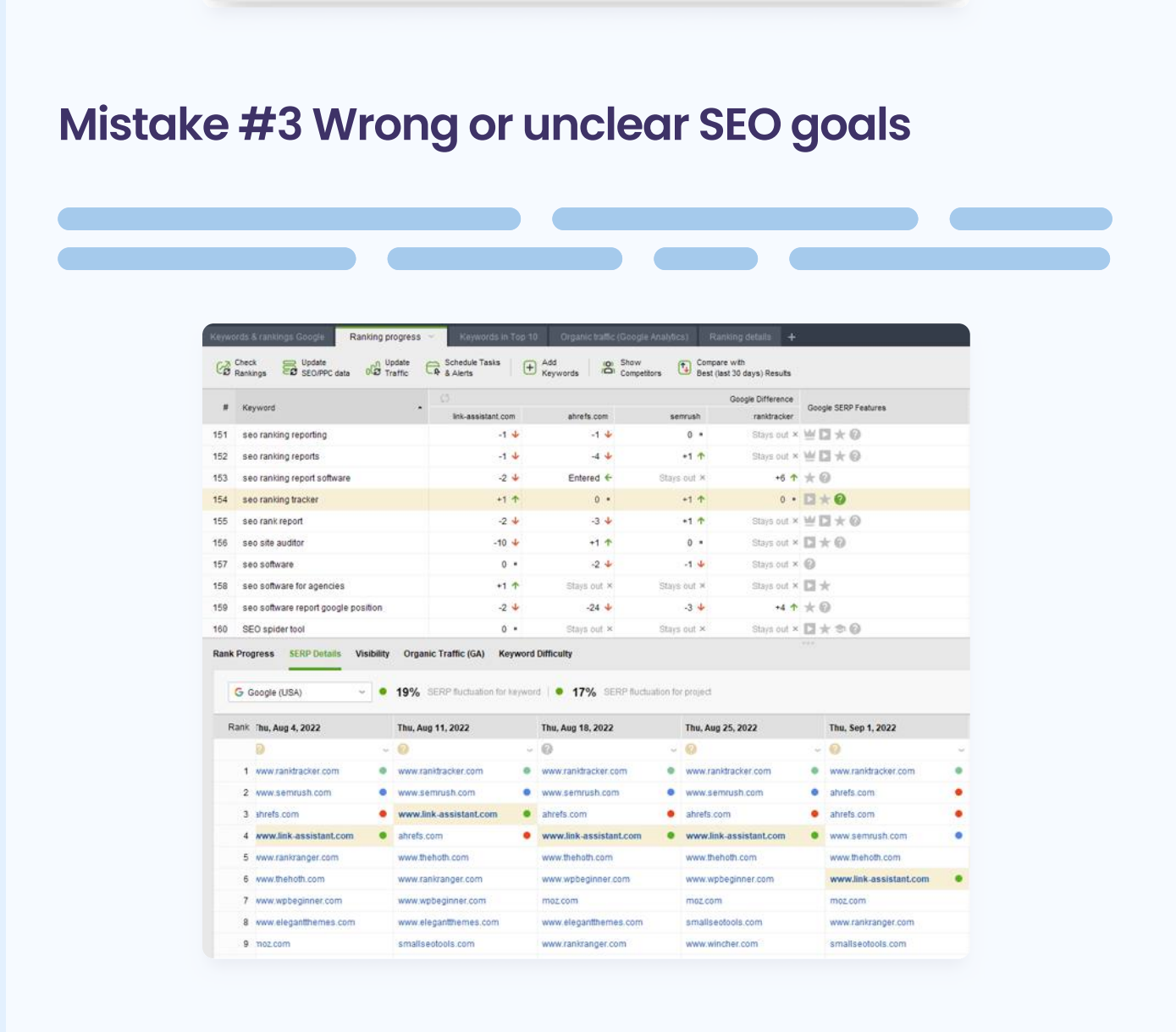
INTRODUCTION

- Write a short introduction.
- Include a keyword.



TEXT BODY

- H2: Optional subheading needed to develop a topic
- H2: Item 1
 - Overview
 - Details
- H2: Item 2
 - Overview
 - Details
- H2: Item 3
 - Overview
 - Details



Tips:

- Maintain consistency across all points.
- Use visual aids to make your text readable.
- Add a CTA where appropriate.
- Place links to each item if applicable.
- If you/your product is on the list, place yourself at the beginning of it and prove you are #1.

These are 5 SEO mistakes that might be ruining your site right now.

If you know more potential threats that can hurt your SEO, please share them in the comments or on our social media. Our SEO community will be forever grateful.

CONCLUSION

- Write concluding words.
- Invite users to add more points to your list in the comments

#3 Case Study Template

SEO Case Study: 320% Traffic Growth in 24 Months

For anyone still doubting the power of SEO, I thought I'd share this client case study. Using a straightforward SEO approach, we've managed to **increase organic search traffic** many times over in a relatively short time.

I used a repeatable, tried and true process backed up by thorough data analysis to grow their organic search traffic by 320% in 24 months. The company was established in 2009 and is a B2B provider of project management training courses to corporations across the UK and internationally.

Project data

Top 1	In top 10
0	6 +2
Search engine	
Top 1	In top 10
0	7 +2

Project goals & challenges

Campaign strategy

Step 1: Technical SEO site audit

Step 2: SEO page audit

TITLE

- Add numbers that denote the result and a timeframe the result was achieved.
- Use the words *Case Study* to make the context clear for readers.
- Include a keyword.

INTRODUCTION

- Specify the exact problem that existed.
- Tell users how you decided to cope with the problem.
- Share your results in one sentence.
- Include a keyword

TEXT BODY

- H2: Optional TL;DR part: client's name/ industry and your entry point, the product/service used, and quick result stats.
- H2: Who is the object (customer)?
- H2: What are their problems and goals?
- H2: What is the solution found? How did you help your customer?
 - H3: Step 1 and the benefits it brought
 - H3: Step 2 and the benefits it brought
 - H3: Step 3 and the benefits it brought
- H2: What are the results? (in detail)

Tips:

- Add quotes and comments of your case study subject to make it credible.
- Use screenshots and infographics for a better user experience

Final thoughts

Not everything in SEO can or should be automated.

All of the above-mentioned combined efforts have helped my client compete nationally and internationally with much larger companies.

CONCLUSION

- Write a quick summary of the text.
- Give advice to those who face similar issues.
- Use CTA to encourage readers to buy/use your product or service.

#4 Product Review Template

Rank Tracker Review 2022 – Details, Pricing, and Features

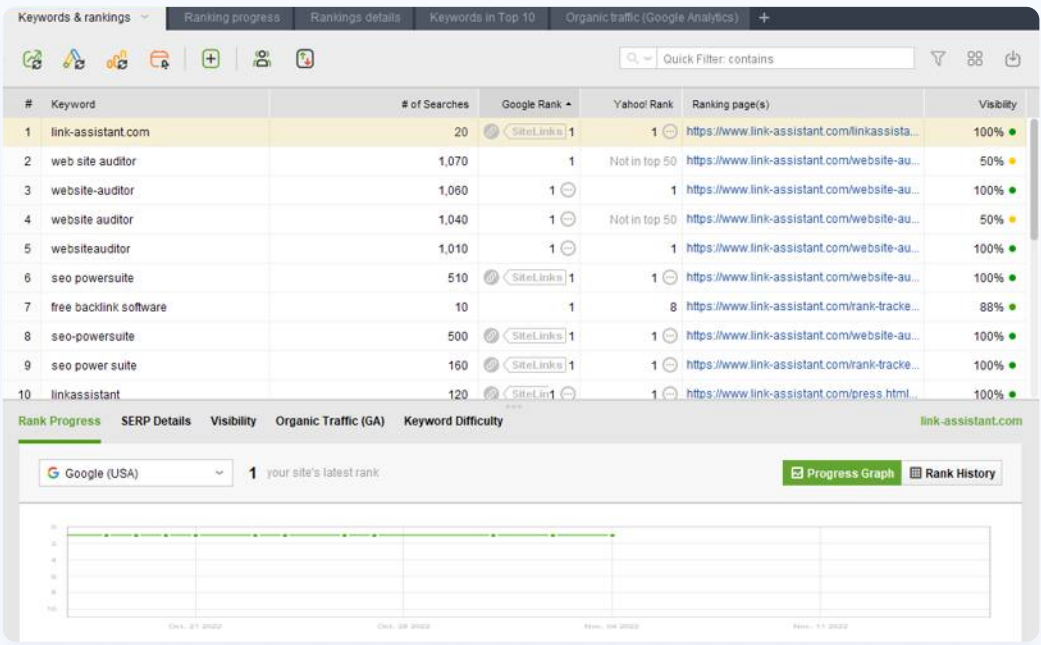
The information you're about to read is a practical experience using **Rank Tracker** from SEO Powersuite for 3 months.

I will tell you what features it's got, and what are its major pros and cons. I hope this article will help you arrive at an informed decision about whether you need this tool for SEO.

TL;DR ★★★★★ 4.6

What is Rank Tracker Tool?

Keywords Tracking



Keyword Rank Historical Data

Keyword Map

TITLE

- Use the "an object + the word *review*" scheme.
- Add a question, a conclusion, or enumerate features you will expand on.
- Include a keyword.

INTRODUCTION

- Describe why and for how long you've been using a service or product.
- Tell readers what features you are going to expand on in your review.
- Include a keyword.

TEXT BODY

- H2: What is the product and why people might need it
- H2: Feature 1, e.g. ease of use
- H2: Feature 2, e.g. technical characteristics
- H2: Feature 3, e.g. pricing

Tips:

- Write TL;DR at the beginning if your review is too detailed and long.
- Combine reviews with affiliate marketing to get a commission.
- Use screenshots to prove you really used the product and to explain how you did that.
- Add rating stars for illustrative purposes. Include them in the TL;DR or in the conclusion.

Summary...Rank Tracker Review

Rank Tracker is one of the best keyword-tracking tools on the market, no doubt.

Pros and Cons of Rank Tracker

PROS	CONS
<ul style="list-style-type: none"> Schedule Keyword tasks to run automatically on a selected date and get notified of any changes via email. Track unlimited keyword tracking data 	<ul style="list-style-type: none"> Requires a learning curve Desktop-based keyword software.

CONCLUSION

- Deliver the verdict.
- Draw the bottom line of whether you would recommend the product or service.
- Include a pros and cons table to summarize your experience.

#5 Product Comparison Template

iPhone or Samsung: Which smartphone should you choose in 2022?

iPhone or Samsung Galaxy? This is the question that many of us ask today. Samsung with its Galaxy S22 and Apple with its iPhone 14 both offer good smartphones that are difficult to choose when it comes down to the crunch.

This is why we went through the hard work of breaking down everything in great detail (price, interface, memory, etc.) to inform you which of the two: Apple or Samsung, make the best smartphones in 2022.

Catalog range and prices

	Standard iPhone model (2022)	Plus iPhone model (2022)	Pro iPhone model (2022)
Model	Apple iPhone 14	Apple iPhone 14 Plus	Apple iPhone 14 Pro
Price	from \$799	from \$899	from \$999
Image			
Technical data	Display: 6.1-inch OLED, 60 Hz, 2532 x 1170 pixels (460 dots/inch) SoC: Apple A15 Bionic, 5G, Storage: 128 / 256 / 512 GB Dual Camera Module: 12 MP wide-angle camera 12 MP ultra wide-angle camera Released in September 2022	Display: 6.7-inch OLED, 60 Hz, 2796 x 1290 pixels (479 dots/inch) SoC: Apple A15 Bionic, 5G, Storage: 128 / 256 / 512 GB Dual Camera Module: 12 MP wide-angle camera 12 MP ultra wide-angle camera Released in September 2022	Display: 6.3-inch OLED, 120 Hz, 2312 x 1170 pixels (460 dots/inch) SoC: Apple A16 Bionic, 5G, Storage: 128 / 256 / 512 GB 1 TB Triple Photo Module: 48 MP wide-angle camera 12 MP ultra wide-angle camera 12 MP telephoto lens Released in September 2022
Rating	★★★★☆ iPhone 14 Hands-on	☆☆☆☆☆ Not yet reviewed	★★★★☆ iPhone 14 Pro Hands-on

Price-to-quality ratio (hardware)

	Note by another name	S22 with a bigger display	2021 flagship
Product	Samsung Galaxy S22 Ultra	Samsung Galaxy S22+	Samsung Galaxy S22
MSRP	\$1,199.99	\$999.99	\$799.99
Picture			
Technical specifications	6.8-inch Dynamic AMOLED 2200 x 1440 pixels Snapdragon 8 Gen 1 / Exynos 2200 128 / 256 / 512 / 1024 GB ROM 8 / 12 GB RAM Quad-camera: Main camera: 108 MP Ultra wide-angle: 12 MP Telephoto 3x zoom: 10 MP Telephoto 10x zoom: 10 MP 5,000 mAh February 2022	6.6-inch Dynamic AMOLED 2400 x 1080 pixels Snapdragon 8 Gen 1 / Exynos 2200 128 / 256 GB ROM 8 GB RAM Triple Camera: Main: 50 MP Ultra wide-angle: 12 MP Telephoto: 10 MP 4,500 mAh February 2022	6.4-inch Dynamic AMOLED 2400 x 1080 pixels Snapdragon 8 Gen 1 / Exynos 2200 128 / 256 GB ROM 8 GB RAM Triple Camera: Main: 50 MP Ultra wide-angle: 12 MP Telephoto: 10 MP 3,700 mAh February 2022
Rating	★★★★☆ Read the review of the Galaxy S22 Ultra	★★★★☆ Read the review of the Galaxy S22+	★★★★☆ Read the review of the Galaxy S22

User interface

Software

Conclusion

Samsung's advantages over Apple:

- More customizable interface
- Much more advanced multitasking optimization

Apple's advantages over Samsung:

- Smooth and frictionless experience within the Apple ecosystem
- High-quality native applications
- Clear and uncluttered design

TITLE

- A vs. B: Question (who is the winner, who does [action] better, etc.).
- Include a keyword.

INTRODUCTION

- Introduce both subjects of comparison.
- Mention all the comparison points you are going to break down: size, color, price, etc.
- Include a keyword.

TEXT BODY

Option 1

- Feature 1
 - Product 1
 - Product 2
- Feature 2
 - Product 1
 - Product 2
- Feature 3
 - Product 1
 - Product 2

Option 2

- Product 1
 - Feature 1
 - Feature 2
 - Feature 3
- Product 2
 - Feature 1
 - Feature 2
 - Feature 3

Option 3

- Product 1: why it's better
 - Feature 1
 - Feature 2
- Product 2: why it's better
 - Feature 1
 - Feature 2

Tips:

- Add comparison charts to make information more understandable and easily perceived.
- Include rating stars. Add them to the TL;DR or to the conclusion.

CONCLUSION

- Recommend which product, service, or company is the best choice for a particular task, outcome, or budget
- As an alternative, simply summarize all the pros and cons of both products

#6 Glossary Post Template

What Is a Content Audit

If there's one word that can drive fear into the hearts of business owners and individuals alike, it's "audit."

In some cases, however, an audit isn't a bad thing; in fact, when it's a **content audit**, it's actually a great thing.

So let's look at what a content audit is and how it's done and how you'll benefit from it.

What Is a Content Audit?

[Placeholder text]

What Happens During a Content Audit?

[Placeholder text]

How You'll Benefit From a Content Audit

[Placeholder text]

To sum it up

Paying attention to what your content audit tells you is a way to find out what topics your customers are most interested in.

It's a good idea to conduct a comprehensive content audit at least once a year.

Was the article helpful? Share your thoughts below.

TITLE

- Start with the *What* is phrase or just leave the key concept as it is
- Make it more clear by adding the aspects you are going to disclose (Definition, Examples, Pros and Cons, Symptoms).
- Include a keyword.

INTRODUCTION

- Go for a short intro that tells users what aspects you are going to disclose.
- Include a keyword.

TEXT BODY

- H2: what [key concept] is
- H2: where and when [key concept] is used
- H2: some related tips.

Tips:

- Don't make it a long read.
- Include links to related articles and landing pages.
- Instead of explaining each term over and over again in your articles, you can provide links to these definitions

CONCLUSION

- Sum up the important information given in a text
- Add a CTA.

#7 Expert Roundup Template

SEO Career Path: 12 Experts Share Their SEO Job Advice

Many young people who're looking for a job wonder if an **SEO career** is a good road to take.

In this guide, I've collected the most up-to-date information for aspiring SEO specialists, along with some expert advice and recommendations to help you decide if SEO could become your dream job or not.


What is SEO and should you choose it as your career path?

What do experts think about choosing an SEO career?

1. SEO should be the skill you have as a sliver of a larger skill



Ross Hudgens is the founder of [Siege Media](#), a content marketing agency. He has quit many jobs and made a decent career of making SEO his focus. You can follow him on [Twitter](#).
2. Be prepared to prove yourself and stay ahead of the curve



Julie Joyce owns the link-building company [Link Fish Media](#), is a columnist for Search Engine Watch and Search Engine Land, and is a founding member of the SEO Chicks.
3. Work with other marketing channels



A.J. Ghergich is Chief Digital Officer at [Brado](#). You can also connect with him on Twitter [@seo](#)

If you are interested in SEO but didn't know where to start, I hope this article helped you.

Subscribe to our weekly newsletter to get more helpful SEO tips right in your inbox.

Your email is safe with us, we don't spam.

TITLE

- Include a keyword.
- Add words like *experts, doctors, engineers* – any professionals related to your topic.

INTRODUCTION

- Tell a bit about the subject matter.
- Mention the experts that shared their knowledge specially for this article.
- Include a keyword.

TEXT BODY

Option 1

- H2: Statement #1
 - Expert quote #1
- H2: Statement #2
 - Expert quote #2
 - Contradicting expert quote #3

Option 2

- H2: The 1st expert's advice
- H2: The 2nd expert's advice
- H2: The 3rd expert's advice

Tips:

- Provide different POVs on the question. Contradictory opinions are interesting to read.
- Add photos and social media links for each expert

CONCLUSION

- Write a brief conclusion,
- Push visitors to fill out the newsletter subscription form.

#8 Company News Template

● ● ●

SEO PowerSuite New Pricing Policy

We are upgrading our pricing plans. So, in this post, we will tell you about:

- What will change
- How the changes will affect you

Read on to learn about another great news that is coming.

So, what will change?

Will you benefit from these changes?

- _____
- _____
- _____

Where does it all go?

TITLE

- Add a brand name.
- Use the following patterns:
 - We Reached [certain milestone] With [Reason]
 - New [Data] Tells Us [something interesting]
 - New partnership with [x] that will [make your life somehow better]

INTRODUCTION

- Briefly, tell users what you are going to disclose in the post
- Engage users to read your post.

TEXT BODY

- H2: Describe the news (not in many words - quite briefly)
- H2: Tell how it will benefit users
 - H3: Benefit #1
 - H3: Benefit #2
- H2: What are your future plans?

Tips:

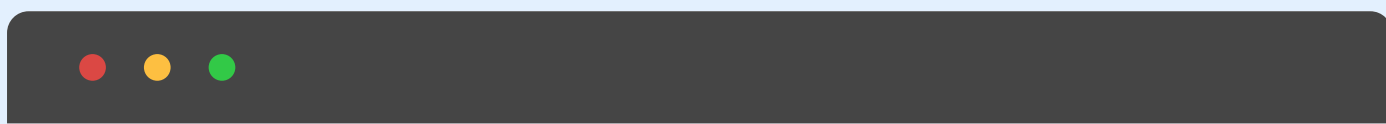
- Add a CTA to invite users to take action on your site: sign up for a newsletter, try a demo, contact customer support, etc.
- Place social share buttons to encourage users to spread the news.
- Pitch your news to reporters if you decide not to create separate press releases.

CONCLUSION

- Draw a conclusion.
- Ask readers to stay tuned.

We're always working on improving for our customers and clients. There is more great news ahead so stay tuned!

#9 Product Update Post Template

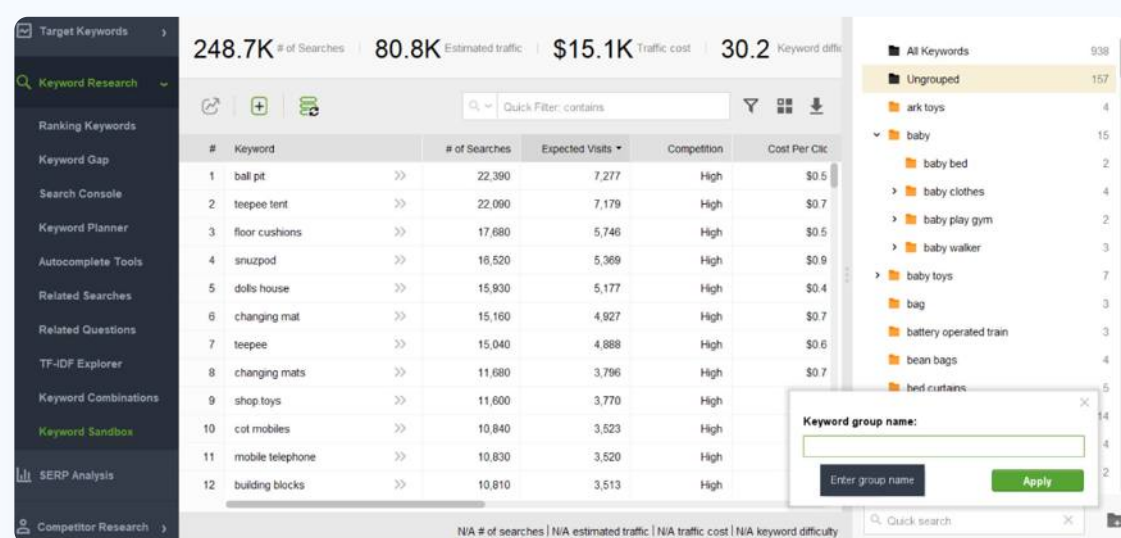


New Rank Tracker's Keyword Grouping Tool

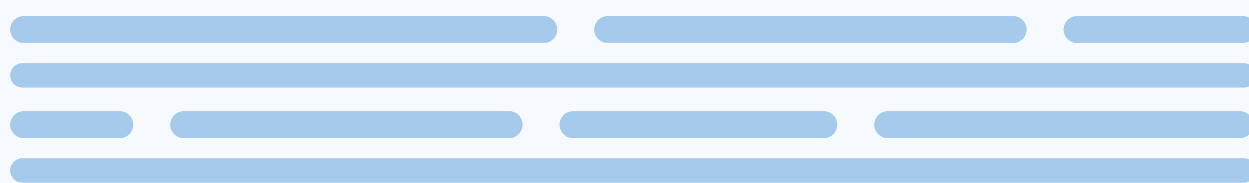
Meet our upgraded keyword clustering software!

- New drag-and-drop tool for keyword grouping Subfolders for topic clusters
- Synchronized keyword groups in all modules
- Updated user interface

What's new in the keyword grouping tool?



The benefits of the new keyword grouping tool



How to use the new keyword grouping tool



Try the new keyword grouping tool

If any questions are left, contact our customer support team. We will be more than happy to help you.

TITLE

- Make your title clear.
- Add a brand name.
- Use signal words *new, introduce, meet, announce, etc.*
- Use the following patterns:
 - Introducing [product name] for [purpose]
 - Do [action] With Our New [feature]

INTRODUCTION

- Write a couple of sentences about the problem that existed.
- Tell them how you can now solve it with this or that new feature.
- Tell users what you hope to accomplish with it.

TEXT BODY

- H2: Details of a new feature
- H2: How it will help exactly
- H2: Instruction on how to use it

Tips:

- Use visuals to enhance your text. Include photos of a new product, GIFs of how the new feature works, and a short video explainer.
- Add links to related news or other relevant articles within your blog.
- Consider adding a link to a contact form that goes straight to your marketing team.
- Provide testimonials from beta testers if there were such.

CONCLUSION

- Instead of a conclusion, write a CTA to try out this new feature.
- Also, offer to contact customer support for troubleshooting or if any questions arise.