Tone: motivational, positive, casual

Internal linking suggestions (wherever relevant):
- Add 3-5 internal links to the other blog posts published on 5MinutesSEO.

General guidelines:
- Keep paras less than 3 lines.
- Do not use any STOCK IMAGES. Give statistics screenshots and product screenshots wherever relevant along with source links.
- Do not make bold claims without proof—always use statistics, and data to back up your claims. Avoid peacock terms - refer to this [link](#).
- Must Use 3-5 latest statistics only (after 2018) and add links to the source.
- Complement statistics, and data with infographics, graphs, and charts. Site the source.
- Avoid any kind of fluff to hit the target word count. This includes stating something very obvious to the reader, saying the same things in different words, etc.
- Always start with the level of understanding of the TG. Try not to sound too advanced or too basic for the level of the target reader.
- Address the reader with a conversational tone—use you, your, etc.
- Try to maintain a positive tone and motivate the reader to keep reading further.
- Use transition lines/paras between different sections.
- Use bullet points and numbered lists wherever it is necessary.
- Back the points with examples - to make the topic more relatable.
- Use each given keyword atleast 2 times in the article.

Introduction:
- Start with a relevant stat, quote, analogy, or simply state the obvious.
- Explain the "Why" behind the post. For example, why it is important to address this topic.
- Use a keyword in the intro & keep it short—100 words.
- The body is where the maximum focus will be given.
- The last para of the intro should offer an overview to the reader about what they can expect and how they will feel by the end of the post.
- Give a reason for the reader to read through the entire post and find value.

Body:
- Add one example or a case study reference under each subheading with a brief explanation and an image to illustrate the same.

- Break down big subheadings (> 250 words) into smaller, meaningful subheadings/numbered lists/bullet points.
- Add product screenshots - wherever relevant

Conclusion:
- Use a keyword in the conclusion & keep it short - 100 words.
- Summarize the post in a few sentences.
- Motivate the reader to take further action. Add a relevant CTA.