Bungalow Web Design Blog Post Template

Simple Blog Post Template for Guides & Tips

Answer these questions in the white space. Then use the prompt below!

1. **Start with the Problem.** What's one specific issue your readers face? Why should they care about this topic?

   Ex: Say you're a landscaper. Your readers' issue might be that they plant a beautiful flower bed and 6 months later it's full of weeds and sad-looking, leggy flowers.

2. **Share Your Best Tip First.** Give them a clear, easy-to-follow tip. Keep it practical and actionable.

3. **Add 2-3 Supporting Tips.** *What else can help your readers? Keep your tips short and to the point.*

4. **Clear Up Any Misconceptions.** Is there something people usually get wrong about this topic? Offer a quick explanation to set things straight.

5. **End with a Simple Call to Action.** What should readers do next? Contact you, try out your tips,read this other post, etc.)

6. **Now that you have an outline, start writing! Don't know where to begin? Put your notes from the above questions into an AI tool, like ChatGPT along with a detailed prompt like this:**

    "I've gathered information for a blog post about [insert your topic here]. I want to turn it into [an engaging and helpful] blog post for my readers while also making it SEO-friendly. Here's what I'm working with:

    - **Main topic**: [Insert the core topic]
    - **Target audience**: [Who is this post for? Describe the audience]
    - **Tone of voice**: [Should it be fun, conversational, professional, educational?]
    - **Primary goal**: [What is the blog post's main purpose? Ex. 'show people how to do something' 'offer tips,' 'share favorite tools I use as an expert.']
    - **Make sure to copy and paste your answers to the above questions.**

The structure should flow like [a casual conversation] with the reader.

For SEO purposes, here are the important keywords to include naturally:

- [Insert your primary keyword plus 3-5 related keywords] Weave these into the content without making them sound forced or awkward.

Now don't just leave the AI-generated content. Use it as a first draft. Zhush it up! Delete the unnecessary or doesn't-sound-like-you stuff. Infuse your voice. Add important details or a relevant story or analogy. Look at you go, you little writer, you!

Actionable Tips

Write like you're talking to a friend: Imagine explaining the topic to a single reader. Using everyday words instead of industry jargon keeps it warm, direct, and personal.

Be human: Don't be afraid to sound like yourself—whether that's funny, empathetic, or casual.

Examples and stories are powerful tools to make writing more relatable, but if you use 'em:

Make the story relevant: The example or story should directly support the point you're making. It should help clarify your tip, not distract from it.

No rambling: Share just enough vivid detail to make the point clear and memorable. If you don't need it, cut it.