

Outline

H1: [Keyword] + *Something Creative*

The H1 must always contain the main keyword ****and address the problem the reader is having.

Examples:

- How to Get Section 8 Housing in [State/County]

(The highlighted text is the main keyword)

H1 structure:

- Write a short intro (2–3 paragraphs) where you introduce the reader to the topic, aggravate the problem, and hint at the solution (DoNotPay > faster, more convenient, automated, less frustrating way for the reader to solve their issue).
 - Highlight the problems that stem from attempting to solve the issue yourself.
- Include as many of the mandatory links as close to the top of the article as possible
- **Include the main keyword in the first ~50 words of the intro and make sure to bold that sentence**

! The following H2s and H3s are examples/suggestions and services to give you a general idea of the direction in which you can take your article. You **DO NOT** have to use all of them and are **ENCOURAGED** to adjust the headings according to the topic and the results your research yields.

H2: Who is Eligible for Section 8 Housing?

- Talk about the Section 8 housing program. Try to make this section unique to the [State/County] you are writing this for.
- Talk about who is eligible for this program. What are the qualifying criteria? Use H3s for each criterion.

H2: How to [Keyword] by yourself/on your own

Examples:

- How to Apply for Section 8 Housing in [State/County] by Yourself

Think of something creative, adjust the H2 to your topic, and use a keyword variation if possible. The main idea here is to convey how the reader would find/do/solve their problem *on their own*. We use this to set up DoNotPay later in the article as a more efficient solution.

This section is arguably the most important piece of the article.

It should be incredibly straightforward, and your writing should reflect that. Show them the step-by-step procedure to solving the problem themselves. Feel free to make use of additional H3's if there are different ways to solve the problem the reader has.

Do your research and focus on the official, standard procedure(s) for solving a [keyword] problem/issue. If possible, subtly highlight how complex, tedious, and painful it can be.

H2: Next steps for [Keyword] if you can't do it yourself

Example:

- Next steps for Applying for Section 8 Housing in [State/County] if you can't do it yourself
- Next steps for finding openings for Section 8 Housing in [State/County] if you can't do it yourself

In this section, you will explain any next steps that the reader can take if the DIY method mentioned in the previous section does not work. Be specific and detailed.

You should also stress how frustrating and lengthy this process can be but reassure the reader that there is an alternative solution.

H2: Solve the [Keyword] with the help of DoNotPay

Example:

- Applying for Section 8 Housing in [State/County] with DoNotPay
- Finding openings for Section 8 Housing in [State/County] with DoNotPay

✅ This is where you introduce DoNotPay as the **perfect solution** to the reader's problem. Highlight the frustrations with the DIY Method, as well as the fact that DoNotPay makes the entire process super easy.

This is where you need to **aggravate the problem**. Talk about the main issues of trying to reset your password and the common problems most people face.

How to apply for Section 8 Housing in [State/County] with DoNotPay

If you want to apply for Section 8 Housing in [State/County] but don't know where to start, DoNotPay has you covered in 2 easy steps:

1. Answer a few questions about your income, family size, veteran/disability status, which county you hope to live in, etc.<p></p>
2. DoNotPay will find the PHA in charge of that county and contact them with all of your eligibility information to determine if you can start applying. They'll get back to you directly via email with the next steps.<p></p>

H2: Why Use DoNotPay to solve the [Keyword]

This is the angle you want to take with ALL your articles, given that the appeal of DoNotPay's product comes from the fact that it's:

- ✓ **Fast**—You don't have to spend hours trying to solve the issue
- ✓ **Easy**—You don't have to struggle to fill out tedious forms or keep track of all the steps involved in solving your problem
- ✓ **Successful**—You can rest assured knowing we'll make the best case for you

Tailor these value propositions to the topic you are writing about.

H2: DoNotPay works across all companies/entities/groups with the click of a button

In this section, you want to emphasize that it's not just this company, group, or individual DoNotPay can help you with. In fact, DoNotPay can help you resolve the issue with many different entities

e.g.,

- DoNotPay can help with applying for Section 8 housing the same way it can with government housing programs.
- Or it can help you find low-income housing in Atlanta the same way it could for Oakland.

💡 If necessary, here's a good place to insert any mandatory links you have remaining. Explain to the reader that DoNotPay is a hub for solving your problem if you don't get what you deserve.

H2: What else can DoNotPay do?

Solving this problem is just one of many things DoNotPay can help your readers with. This H2 is an excellent opportunity to introduce the readers to other content series.

Some content series that you could link to include:

- <https://donotpay.com/learn/small-claims-court/>
- <https://donotpay.com/learn/dmv-appointments/>
- <https://donotpay.com/learn/reducing-property-taxes/>
- <https://donotpay.com/learn/help-with-bills/>
- <https://donotpay.com/learn/free-trials/>
- <https://donotpay.com/learn/missing-money/>
- <https://donotpay.com/learn/file-a-complaint/>
- <https://donotpay.com/learn/discover-and-apply-for-scholarships/>

The idea is to keep people interested even after they've solved the problem they had when they first found us, to ensure they stay subscribed to DoNotPay for as long as possible. The best way to do this is to introduce other features/products DoNotPay offers.

This doesn't need to be anything too fancy. You can simply list out what DoNotPay can do for them (bulleted list) and link each item in the list to the related category on the DoNotPay website.

Keep this section short—maximum 100 words. Feel free to mix and match the items in the list depending on the topic you're writing about, and make sure to rephrase the list items and switch up the list order between articles to avoid self-plagiarism.

Additional H3s you can use if you need to reach the word count

While researching your topic, pay attention to the People Also Ask section in Google. You can also use [Answer The Public](#) for inspiration for additional questions to address. If you believe the reader will benefit from the answer to those questions, you can include them as H3s throughout the article (where appropriate) or create an FAQ H3 that provides answers to several of these questions.

Here are some additional questions surfaced by our topic cluster report that you could address:

- Why does low income housing need bank statements?
- When can you apply for section 8 housing?
- If I have no family can I apply for section 8 housing?
- What if rent is more than my section 8 voucher?
- How long does a section 8 voucher last?
- How can I lose my section 8 voucher?

If you opt for the FAQ section, write an H2 and an intro sentence or two first, then write down each question as a separate H3. Provide concise, clear, to-the-point answers to these questions in two to three sentences.

You can use this section to other mandatory internal links that you're missing, as well as add internal links to other articles in the content series.