Blog template to publish in under 2 hours

Create your blog post in less than 2-hours using our illustrated blog template explained here.

The original customer story published on the HubSpot Academy focussed on our tips to optimise your blog in 45-minutes. We now go one stage further, with a template to help you write and optimise your post in under 2-hours. We have used Wordpress in this example.

You can refer back here to the original HubSpot Academy customer story post or read down to see it in practice using our blog template. You can view the result at the end of this post, about the charity NSPCC Childline.

HOW TO OPTIMIZE A BLOG POST IN 45 MINUTES

First lines

<h3>This Christmas, a child will contact Childline every 25 seconds. Childline counsellors are there to help children with the problems they're facing, online and on the phone, 365 days a year.</h3>
The formation of Childline epitomises what is possible when people act to support others. Here we explore how Childline, now part of the NSPCC, has sustained and evolved in its first 30-years.

<!--more-->

The first sentence of any article should be one with which the reader agrees. We use 1-2 introductory sentences using heading 3 <h3> and should contain your focus keyword. We continue in 1-2 sentences of paragraph text to explore what the reader should expect in the post, before the *more* tag.

Body copy

<blockquote>"Childline launched in 1986 and I remember that night vividly. 40 volunteers were valiantly trying to handle a staggering 50,000 calls. In an instant we could see just how essential the service was to the nation's children. And it still is as

essential as it ever was. Now 30 years later, we still receive a million contacts a year from desperate children and young people who have nowhere else to turn. Childline literally saves lives." Dame Esther Rantzen, Founder and President</blockquote>

[youtube id="t2sCtaWHgL8"]

Try to grab the reader's attention with the use of a quote, image, video or heading at the start of our body content after the more tag. Here we choose a quote followed by a video. The earlier the video appears in the post, the more views it will receive, and the inclusion of video enhances the number of shares. We use this HTML code to embed the videos.

I was a child in the UK watching that first broadcast on BBC TV by Esther Rantzen when it began. Years later, it inspired me to read her wonderful, yet, disturbing book Running Out of Tears <link>. The book describes the moving personal stories of Childline's children over the first 25 years. We encourage you to read the book and channel energies to support this worthwhile charity.

In each of our posts, we endeavour to make a personal connection. This will help your article resonant, appearing more credible and personal.

Sub-headings

<h2>Every childhood is worth fighting for</h2>

Counsellors are there to help children with the problems they're facing, online <link> and on the phone, 365 days a year. Your support will help make sure Childline is there to listen and respond quickly when a child finds the courage to contact them. 0800 1111 is the only BT phone number that has remained unchanged.

[youtube id="rARrprkysqQ"]

The use of sub-headings both connects with the way we scan content and is valuable in optimising your post. We use heading 2 <h2>. You can add a relevant image, video or quote to go with your heading(s) .

Links to further information

The Childline online presence <link> is very oriented to the children it is serving. You can explore and follow their excellent content on Facebook <link>, Instagram <link> and YouTube <link>.

Our posts offer readers link to the various online and offsite channels of the organisation we are featuring. It uses outbound links which open in a separate window.

Call to Action

<h2>30 years of Childline 1986 - 2016</h2>
<blockquote>"Fortunately, we have seen a dramatic shift take place. Whereas 30 years ago, children had often been suffering for over a decade before they spoke out, nowadays they often come to us within a month of abuse starting."</blockquote>
Deservedly so, Esther Rantzen became a Dame in the Queen's New Year Honours list in 2015.

DONATE NOW TO NSPCC CHILDLINE

Every blog post should contain a clear Call-To-Action (CTA) . You can

use a button the same colour as your brand.

Post sign off and credits

<h2>Nominate future Charity Spotlights</h2>
Opencity Inc. thinks giving a spotlight to charities is important and one way we can be socially responsible.

NOMINATE YOUR CHARITY SPOTLIGHT

Photographs courtesy of Tom Hull, NSPCC <link>

We finish our post content with a second CTA to the related series. Here we encourage readers to nominate a charity of their choice for us to feature in the future. Finally, we always credit the photography with an appropriate link.

Optimising the post

While above we have now defined our core content, we still need to optimise the post. These SEO elements may be a starting point of the article plan, and you can revisit after the post is written.

Focus keyword: Childline

Title: Charity Spotlight – NSPCC Childline

Featured image alt-text: Childline-NSPCC-Charity-Spotlight-Opencity

Category: Charity Spotlight

Excerpt text: This Christmas, a child will contact Childline every 25 seconds. Childline counsellors are there to help children with the problems they're facing, 365 days a year. Here we explore how Childline, now part of the NSPCC, has sustained and evolved in its first 30-years.

Meta-description: This Christmas, a child will contact Childline every 25 seconds. Childline counsellors are there to help children with the problems they're facing.

Permalink: https://opencityinc.com/charity-spotlight-nspcc-childline

These are all important. If you are using Wordpress, then Yoast SEO is a big help. The excerpt text and featured image is will appear in your MailChimp RSS feed automated email notification.
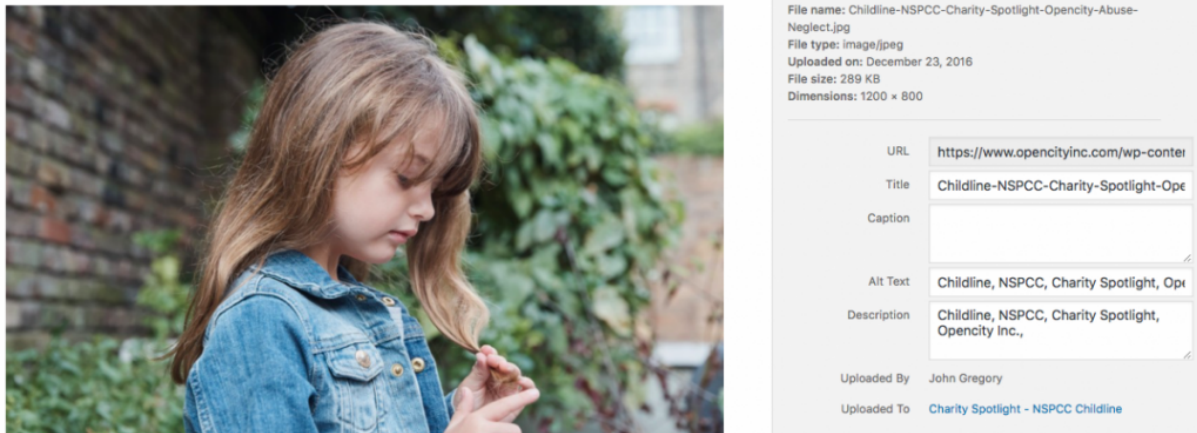
Featured image - The image file names and alt text, containing the focus keyword is important.

Quality control

We are half way there. We recommend many rounds of edits for the flow of the story and using free tools such as Grammarly and Hemingway Editor. We would be as bold to say you should not publish anything unless you have run them through these two tools or equivalent ones.

Using Grammarly content quality control on this post.

Hemingway Editor. Grade 8-9 is regarded as plain English.

There is a recommendation in journalism to spend 50% of your time on the title. In our online world, this appears to be ever more important.

One of the fabulous things about blog posts is that you can forever go back to re-edit them to improve the flow and readability as well as for SEO.

Practice...lots

Try using this template to help get you started or as a guide. Publish as much as you can manage across many platforms, your personal blog, Medium, LinkedIn, and business blog. While you may not start off as proficient and authoritative, over time, you will be able to publish articulate, high-quality content in an hour or so.

VIEW THE RESULTING CHILDLINE POST EXAMPLE

Featured image courtesy of HubSpot

Blog preparation

After a short break, start over and begin planning the next one. In part, the ability to knock out any content is down to good planning. An additional tip is to have multiple posts in various stages of preparation to allow some flexibility and ability to react to a topical subject. Keep these blog prep tips in mind.

1. Pick the topic
Plan the topic that will resonate with your personas and reflect your brand. What information are they looking for that they can't find anywhere else? Outline the key points that the blog post will need to cover.

2. Send a maximum of 3 questions to a couple of people asking for a 2-3 sentence quote
Ask no more than 3 very open questions from which you can take a quote, ideally 4-5 days in advance of when the post needs to be complete. Guide the provider of the quote to limit to 2-3 sentences. Bonus: not only will you have a quote to feature, but they'll likely share the post with their network.

3. Put call out for complementary landscape images
Ask the provider of the featured quote or communications team to obtain 2-3 landscape images. A fall back is to get written permission to use a picture from their website. Keep copy of the email. Acknowledge copyright owner of image in post.

There are many commonalities with traditional best practices in writing press releases. Inclusion of a quote, photograph, and spending 50% of your time carefully considering the headline. With more sophisticated blog content, take a leaf from key historical political figures who would write letters then put them in a drawer and sleep on it.