



Template #1: "How to Guide" Blog Post

Instructions for use:

First identify the keyword you will be targeting for the post using your favorite keyword research tool (Ahrefs, Google keyword planner, etc.).

Next, follow the instructions below to structure your post in a way that makes sense for Google. This basic structure should work for any platform.

Also, make sure to Google your main keyword and check out the top 10 posts to see what key info they all include. You should use that as a jumping off point, but add your own original value too. Normally, aiming to add 15%-20% more of your own value to the topic.

The **green highlights** are where to include your main keyword: Title, URL slug, meta description, first paragraph, a couple of the H2 headings, and scattered several times within the text body (but only where it naturally fits).

That should be all you need for a well-optimized ‘how to’ post. Happy hunting!

Blog Post Information

Main target keyword	“ how to clean your chainsaw carburetor ”
Search intent	Informational
Primary monetization strategy	Display ads
Secondary monetization strategy	Affiliates and/or info products
URL slug	how-to-clean-your-chainsaw-carburetor
Full URL structure	https://yourwebsite[.]com/ how-to-clean-your-

	chainsaw-carburetor
Title (50-70 characters)	ChatGPT prompt [sign up for a free account here]: Write 3 compelling titles for a blog post targeting the keyword "how to clean your chainsaw carburetor". Use the exact match keyword at the beginning of the title.
Meta description (max 160 characters)	ChatGPT prompt: Write a compelling, human-sounding meta description of less than 160 characters for a blog post titled [insert your chosen title here] and targeting the exact match keyword "how to clean your chainsaw carburetor"
Internal links	Add 2-3 links in the text body to other relevant content on your site. Use contextual or exact match anchor text. Then, once this post is published, link to it from 2-3 existing relevant posts using the exact match anchor text "how to clean your chainsaw carburetor" or as close to it as possible.
Word count	Take an average of the word counts for the top 10 most relevant competing pages, then aim to write approximately 15%-20% words more.

Content Structure

[H1] Title

[Write an opening hook using the Problem-Agitate-Solution (PAS) copywriting framework]

[Make sure you use the main keyword in the first paragraph. **Put it in bold text**]

[Then give the reader what they came for, right away, in a nutshell]

E.g. "Here's how to clean your chainsaw carburetor in 8 easy steps":

[Insert numbered list of the steps]

1.

- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

[Bridging sentence – adapt as you see fit] E.g. For more details of each step, keep reading.

[Context] Add 1-2 lines of supplemental information, if possible citing a relevant statistic or news article to support the importance of learning the steps covered in the article. Don't forget to add an external link to it]

[Demonstrating E-EAT] Add a few sentences about your personal experience with the topic of the how-to post, plus any impressive results you've achieved.

[Bridging sentence – adapt as you see fit] E.g. So what are we waiting for, let's dive in!

[Add Table of Contents with links]

[H2] How to clean your chainsaw carburetor in 8 easy steps

[H3] Step #1.

Break-out each step here, include images if necessary (I use Canva for this)

[H3] Step #2.

The steps in a how-to post are a **great place to strategically drop** in 1-2 call-out boxes inviting the reader to click on a product or service that could help them fulfill the step (don't over do this. Nobody likes a pushy salesman). You could use these for affiliate products, or for your own products.

[H3] Step #3.

[H3] Step #4.

[H3] Step #5.

[H3] Step #6.

[H3] Step #7.

[H2] Any additional information that’s not part of the steps

Include content here

[H2] Any additional information that’s not part of the steps

Include content here

[H2] Any additional information that’s not part of the steps

Include content here

[H2] FAQs: How to clean your chainsaw carburetor

[Insert FAQ schema here. Rank Math is great for this.]

Google the main keyword in an incognito browser and scroll down to the “People Also Ask” (PAA) section.

Select 3-5 questions that would enhance your article.

Copy the questions verbatim from PAA into the FAQ schema, then add your own unique answers. Make sure to repeat back the question at the beginning of your answer, to help Google’s bots recognize it.

For example:

Question: What is the best way to clean a carburetor?

Answer: There are a few ways to clean a carburetor, the best way to clean a carburetor, according to many research studies (etc.).

[H2] Conclusion / Final Thoughts / Wrapping up (or pick your choice)

Briefly summarize the key points of the article, then provide a compelling next step for the reader to take (make sure to relate it to your product or service).

[CTA] Finally, add your call-to-action at the end.

Checklist for On-Page SEO

	Your post is focused on your chosen keyword
	The keyword is in the H1 title
	Chosen keyword is used in the first H2 title
	URL slug contains the focus keyword
	The keyword is being used (sensibly) in the first paragraph of the post
	The post includes a featured image and the keyword is used in the alt text
	The post is using the keyword multiple time through out the body, but only where it makes sense organically.
	The meta description is clear and includes the keyword
	The content has multiple variations of the focus keyword sprinkled through-out
	The content has multiple external links to high quality sources; for example, news articles from authoritative outlets, journals, well known website related to your topic)
	The content has multiple internal links to your other relevant supporting posts
	The FAQ section is included
	Table of contents is included (recommended when post is 1300 words or more)
	Once published, you have already submitted your sitemap to Google Search Console.
	If not indexed, request indexing from Google Search Console (GSC): Copy-paste

the post's URL into GSC's "Inspect any URL" search box, then select option
"Request Indexing"

Struggling to get Google to notice your website?

Reach out to

ZenilSolutions@gmail.com

Or Visit Us At

www.zenilsolutions.com

ZENIL  SOLUTIONS
Thank you for reading!