

Web Content Template

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This is a template which you can use as your basis in writing various types of web content such as blog posts, landing pages, website copy, etc.

The points here are not set in stone but pretty much applies to any kind of topic and audience you're targeting so you can create meaty and compelling copy all the time.

HEADLINE

- an **attention grabbing yet straightforward** title so the audience can easily identify whether the post is for them or not.

OPENING PARAGRAPH

- a short paragraph with the **primary description of the problem or desires** of the target reader and should also answer his question "does this apply to me"
- the section where you should start **creating rapport** with the reader.

HOOK

- a question or sentence which will entice the reader to continue reading
- or a statement that will entice their curiosity more.

BODY

- best if divided into **subheads**
- for blog posts, a **short, tight copy** is recommended
- point out other details about the problem and/or provide the facts, examples, steps, benefits, and/or solutions
- use transition words like the examples [here](#).

CONCLUSION

- this can be a summary of the points tackled in the body or a key takeaway from all the points.
- you can also include a question for the reader to ponder on, encouraging words, and/or a call to action to comment, share the post, or both.