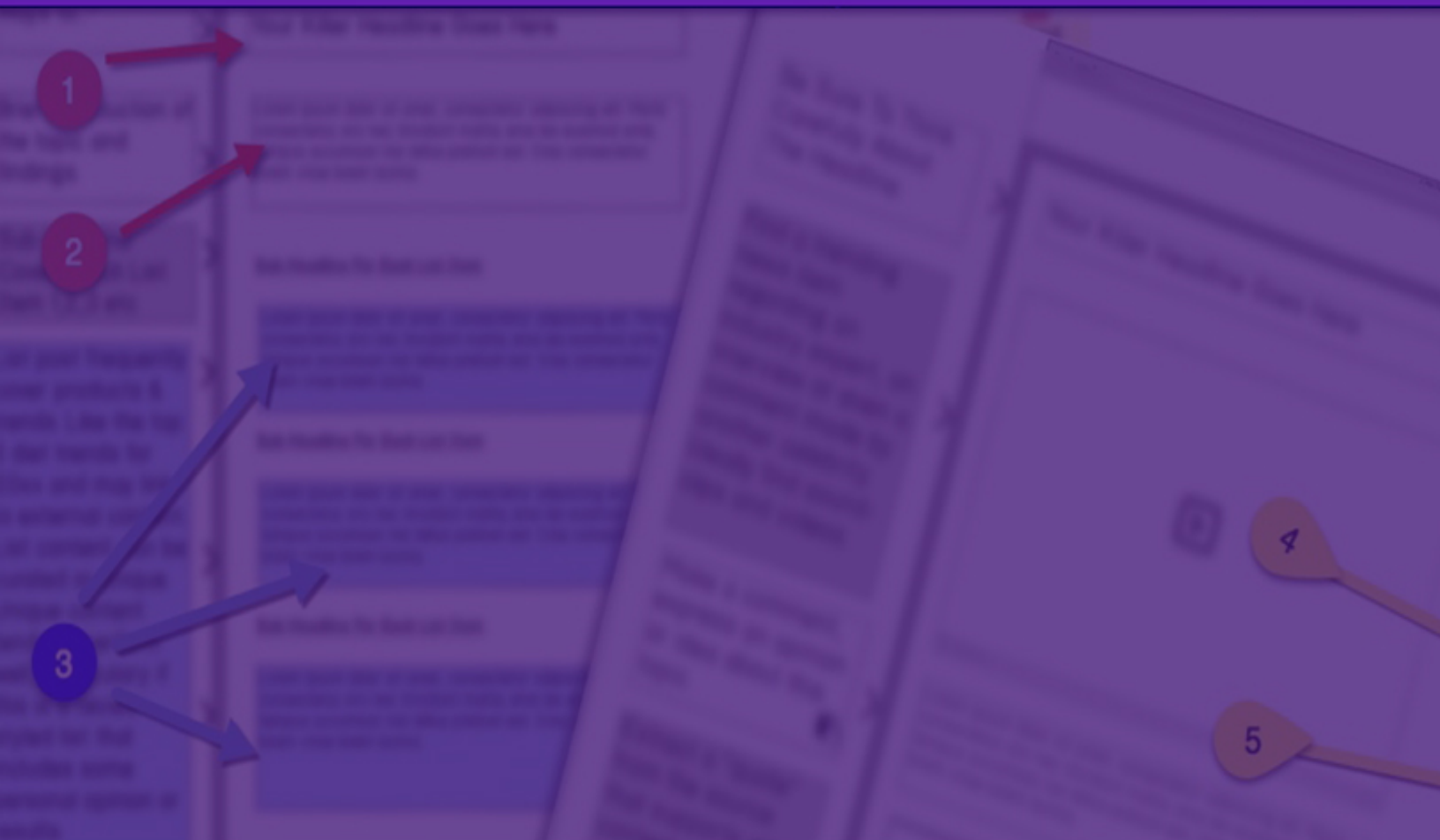


# 5 PROVEN BLOG POST TEMPLATES



BROUGHT TO YOU BY KUDANI

## 5 Traffic Generation Blog Posts

A blog without fresh content is like a grocery store selling expired vegetables, it just won't work and the shopper (a.k.a. visitor) is not likely to return.

In order to drive traffic to your blog, you will need fresh, fun and interesting content that attracts visitors. The Kudani team is all about content and we understand that creating it can be difficult. These templates were designed to help you create awesome content without having to write it all yourself, saving you a huge amount of time.

### The List Post

The list post is arguably the easiest post to write and one of the most shared. The best way to explain this post style is to give you examples of titles and an outline / format that is easy to follow. Here are some example list post headlines:

- The top three places to visit in Europe
- The 9 things you need to do before your next interview
- 7 ways to save money while grocery shopping
- 5 blog post templates to get you started

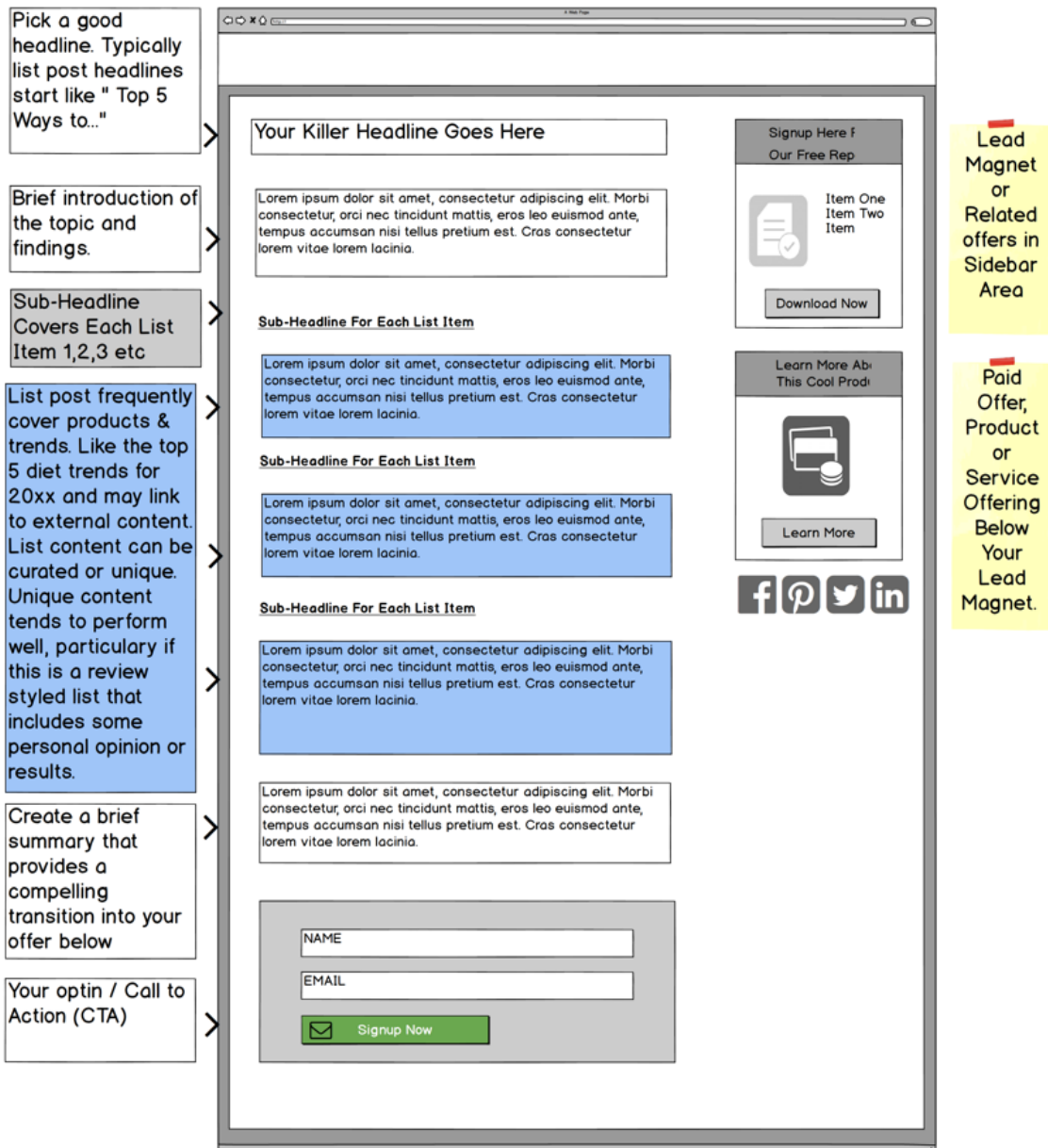
We have been trained by media outlets, teachers and parents to track lists, rank items and organize information. List posts are very easy and readers love them because it fits the way we are trained to think. And the topic predicts what the content will be which makes writing this post stress-free.

The basic structure to follow would look something like this:

1. Powerful headline perhaps created with our [headlinr tool](#)
2. Introduction of the list subject and how items were selected or ranked.
3. Sub-headline for each list item
4. List item description – This can be curated from other blogs minimizing the amount of writing you need to do.

## 5 PROVEN BLOG POST TEMPLATES

- After all the items have been listed, you can provide a summary or conclusion with a nice transition to your call to action, product, service etc.



# The Tutorial Post

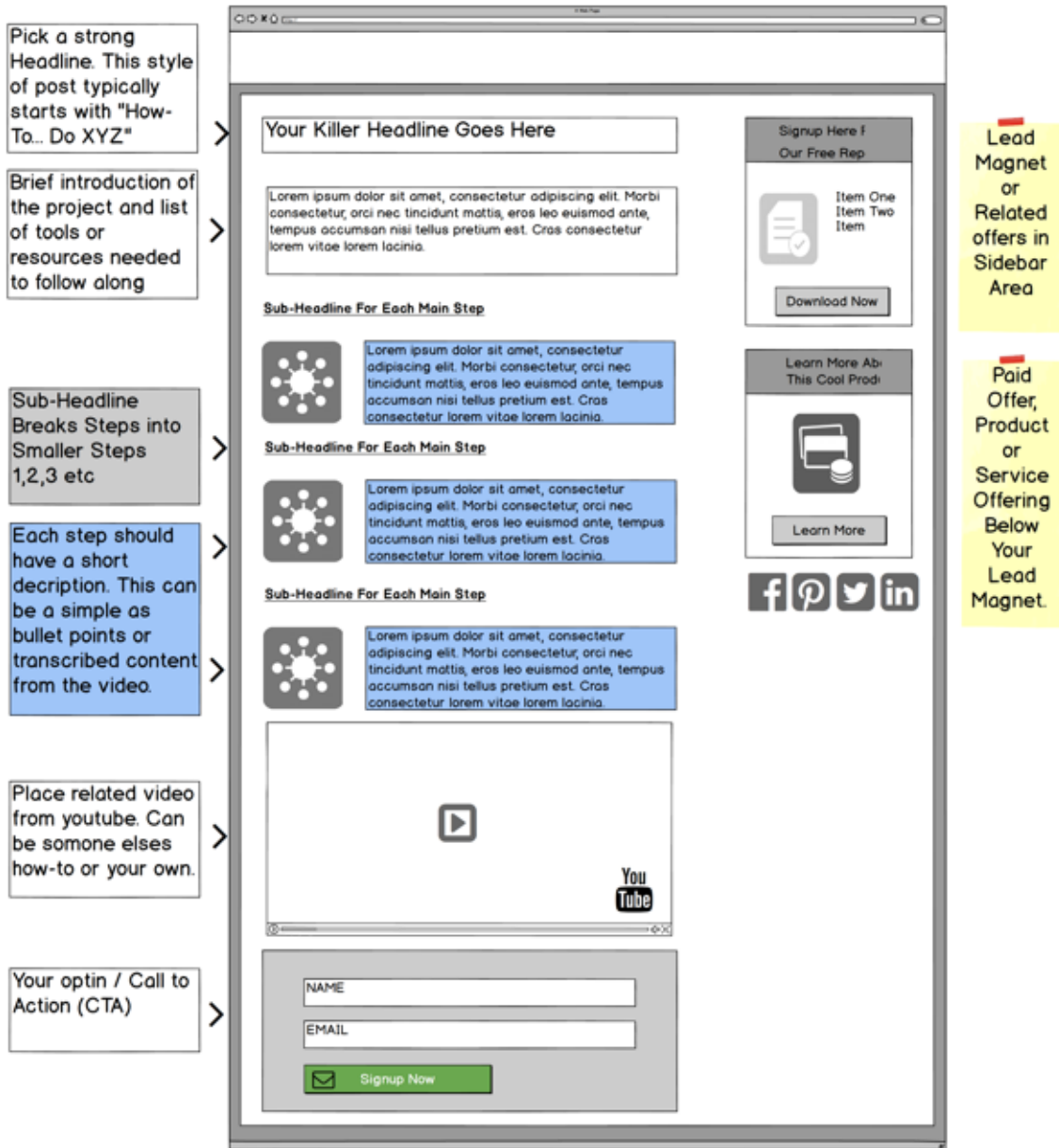
The tutorial post is yet another popular blog type. Many blogs generate tens of thousands of visitors every day by sharing simple how-to guides and instructions. This type of post can be created rapidly with your cell phone camera, screen capture software ( for tech tutorials) or curated video content.

If you're not a fan of creating your own how-to videos then your best bet is to curate. Simply search YouTube for your favorite how-to topics, embed the video into your post, take screenshots of each how-to step within the video. Then, for each screenshot, summarize the steps with bullet points or written descriptions. Very easy to do and by the end of the video you have a content rich tutorial post that also includes a great video.

The basic structure of a tutorial post:

1. Overview of tutorial, what the reader will learn and any materials or tools needed.
2. Sub-headline and screenshot for each major step
3. A list of to-do items or written description of the step
4. The source video embed or your original video
5. A summary or call to action.

Tutorials can be great ways to offer add-on information products or accessories designed to make the task easier.



# The Media Curation Post

The media curation post is very similar to other post styles except that it is media focused and can be much shorter in terms of total content. This makes it easy to produce with minimal effort and minimal writing. The simple way to create a successful media curation post is to begin with a curated video, an image and statistics or facts. Ideally you will need to find a combination of videos, infographics and images that support or contradict the main topic. Once you have your topic-focused sources and videos, you can weave them together using opinions and comments about each item found.

The media curation structure would be as follows:

1. Selection of video, infographics and stats
2. Comment, debate or summary of clip (written by you)
3. Supporting or contradicting infographic or public statistic
4. Summary, opinion, or conclusion (written by you)

As an example, you could search for a trending debate about the current state of the economy. Find a news story / video clip where one person or media source is saying something positive. Then write a brief comment below the video and follow this with a contradicting news source using video, infographic or statistic. This can create a topic of debate using two or three alternate sources. The media creation post leverages other people's content while creating a completely new view, opinion or topic with minimal effort.

A creative headline will drive more traffic. For your media post use original sources for headline ideas.

Look for popular topics and videos with large numbers of views, comments and shares.


Make a comment, express an opinion or idea about this topic

Use infographics, third-party stats and stories to support your main topic, video or audio file.

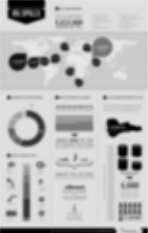
Write a summary or conclusion and be sure to include links (attribution) for your data sources.

Your optin / Call to Action (CTA)

Your Killer Headline Goes Here



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Item One

Item Two





Item

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Learn More About This Cool Product



[Learn More](#)

**Lead Magnet or Related offers in Sidebar Area**

**Paid Offer, Product or Service Offering Below Your Lead Magnet.**

# The Borrowed Celebrity Post

The borrowed celebrity post takes advantage of recent news coverage and events to come up with interesting topics. These topics can be anything from a new purchase, a new movie role, a commercial or any other event. The ideal scenario would be to find a topic that relates to your blog.

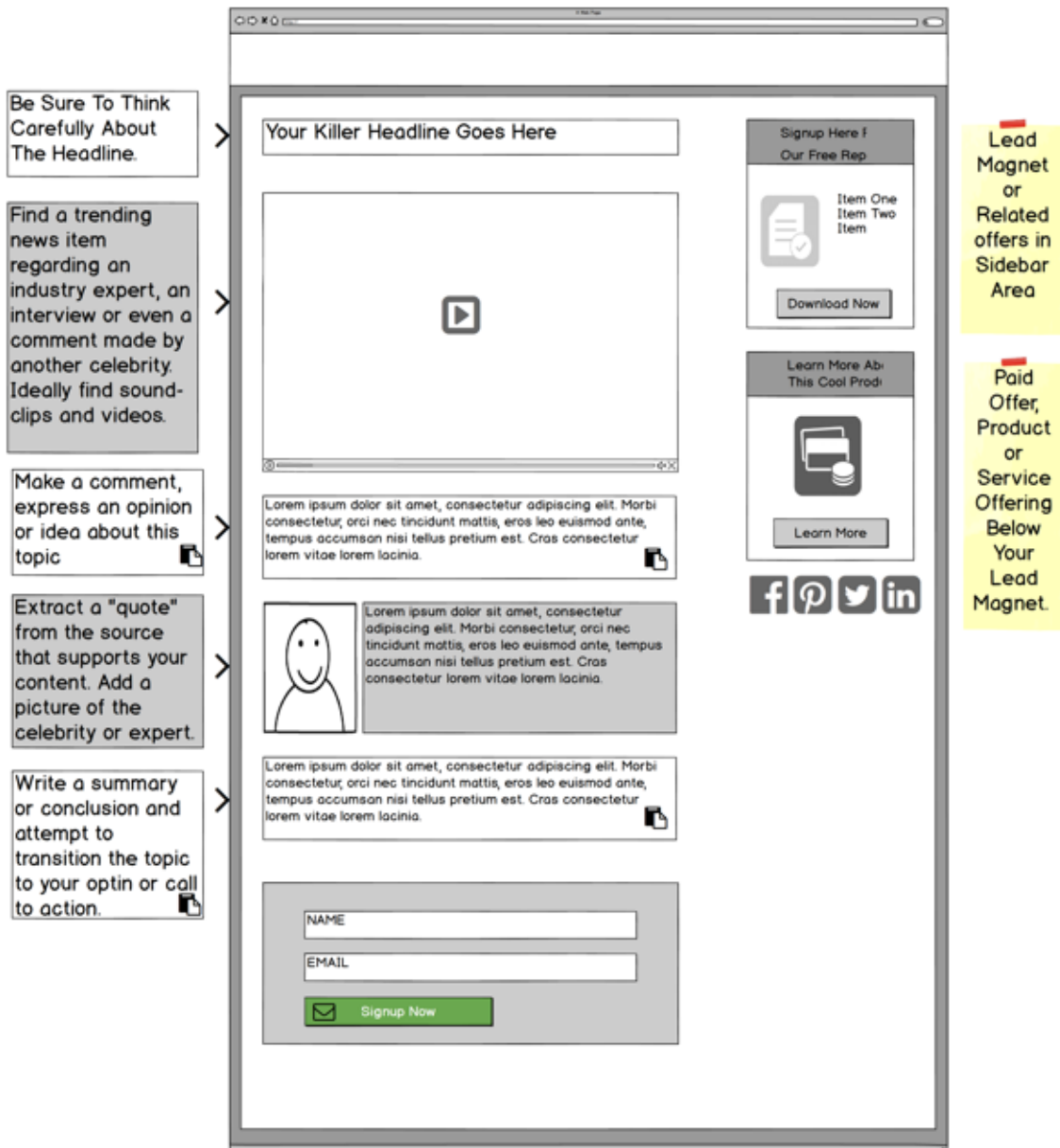
For example, President Jimmy Carter's recent announcement regarding his battle with cancer would work for any health or alternative medicine blog. Or Floyd Mayweather driving his \$5million dollar sports car to a fast food drive through could work for both fast-food or a car dealership.

The basic structure would be as follows:

1. News clip audio or video
2. Introduction, comment, debate or summary of clip (written by you)
3. Quote, picture or highlight from the clip
4. Summary, opinion, conclusion or transition

The best part about using the borrowed celebrity post is the potential for huge traffic boosts. Any time you can leverage trending information tied to a celebrity, you have the potential to go viral.





# The Expert Interview Post

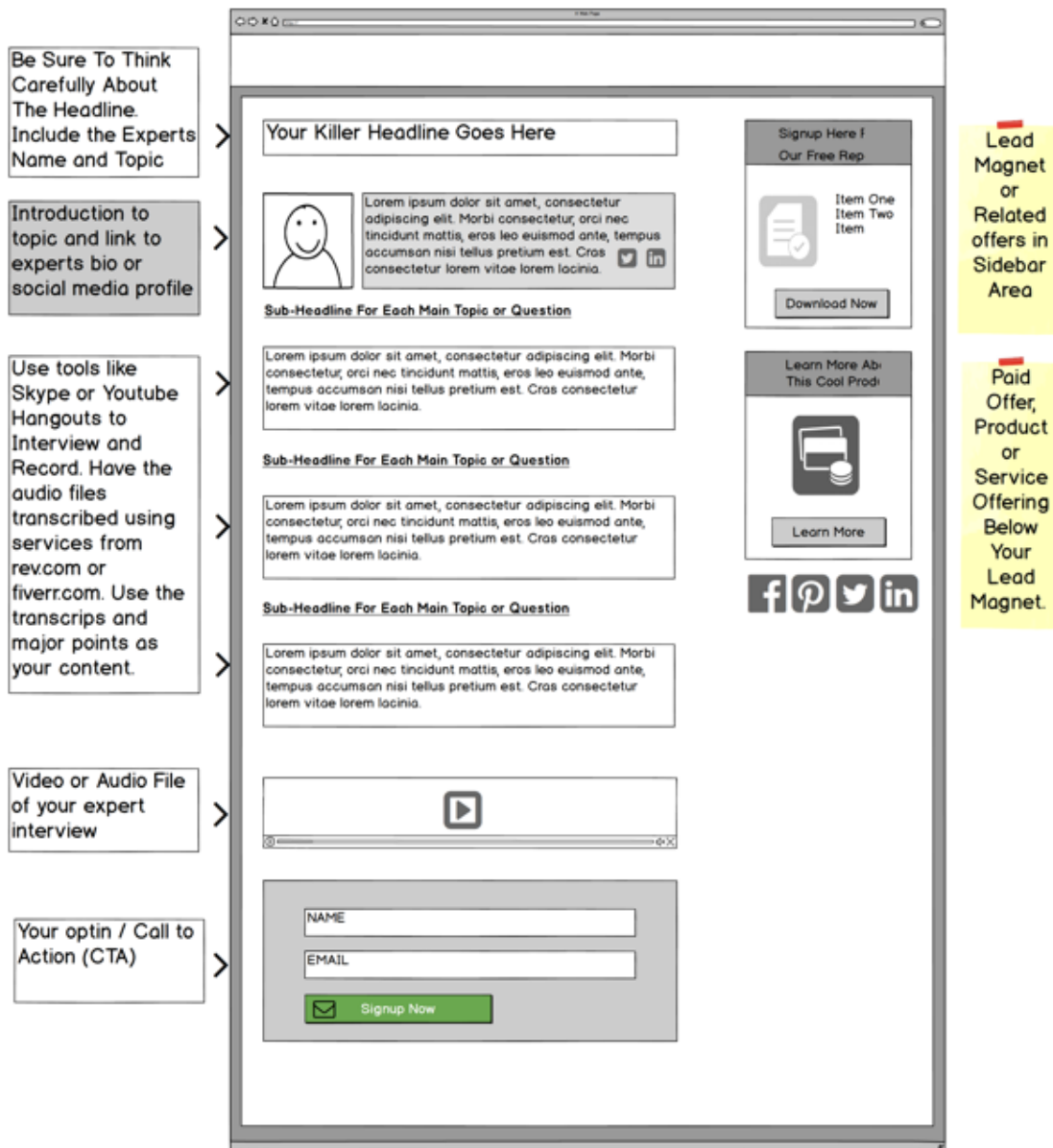
The expert interview post is yet another short-cut to high quality content. Once you have identified an expert and they have agreed to an interview, there are a couple of different ways to approach the content creation portion of this. In case you were wondering if it is hard to get experts to agree to an interview, it isn't. All experts love interviews because it is free publicity and it tends to be a nice boost to the ego.

You have a couple of options regarding the approach to creating the content and scheduling the interview. A short-cut way to do this is send over questions via email and simply post the Q&A text along with the expert's biographical information. Our preferred method is audio or video chat interviews. Once the video or audio is complete use a transcription service like rev.com to quickly and easily turn your interview into blog post content. It is usually best if you ask the expert to provide a list of questions that they would like to be asked along with a headshot and brief biography.

The basic structure would be as follows:

1. Expert Bio, headshot and link to website or social profile
2. Sub-headline for each question or topic
3. Transcripts or text related to the topic answer
4. Embedded video, audio or both from the interview

The beauty of the expert interview is that all the content you need can be created in a 30 minute conversation. It also provides your expert a nice link back to their site or social profile and it is not uncommon for the expert to return the favor by sharing the interview via social media and/or their personal website.



## What is Kudani?

Kudani is a content marketing platform that allows you to create, curate, syndicate and publish content. It was created for entrepreneurs, small businesses and marketers so that they could manage their content marketing activities, build a library of feeds that they could access on demand, and to create fascinating stories based on trending content.

Find out more at: [www.kudani.com](http://www.kudani.com)