Typeset® Blogging Template

This template has been developed over many years and is designed to be used at the top of every single blog post we create – whether it's for ourselves or for our clients.

It works for us because it keeps all the necessary information in one place, ensuring everyone who touches the copy is on the same page and the client can load the final product easily and efficiently.

Obviously, this template is slightly different for each client, according to their needs. Some don't need tweets, for example.

File name	The file name given to this document so everyone can easily find it in your shared folders.
Headline (55 characters)	State of Writing 2020: Quality matters [NEW RESEARCH]
URL	https://typesetcontent.com/blog/state-of-writing-research/
Meta-description (160 characters)	A short sentence containing important key words explaining what this blog is about. This will also appear in search results.
Category	Within your blog
Tags	Whom or what does this blog post reference?
Author	Who actually wrote this thing?
Byline	Who is getting the credit for writing this thing?
Deadline	When does it need to be back to the client?
Publication date	What date will it go live?
Intended Audience	Who will be reading this article?
Keywords & messages	Put in the SEO stuff (like keywords) you have to include here.
CTA / Intended outcome	What's the purpose of this blog? What do we want people to do?

The write fit for your business

Final question to encourage comments	Ask a question related to the article to encourage readers to answer in a comment or when sharing on social media?
Tweets (four tweets; 280 characters)	Write four tweets, including hashtags.
LinkedIn post	Write a LinkedIn update, too. Include hashtags. LinkedIn posts starting with a question tend to be the most effective.
Instagram post	And an Instagram post, with hashtags.
Facebook post	And a Facebook post.

INSERT COPY OF HEADER IMAGE HERE

Please copy and paste this box under every image you insert

IMAGE INFO	Please copy and paste this box under every image you insert
Image source links (URL)	Record where the images you used came from. This is good governance and handy if you're ever questioned about permission to use an image.

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Image credit	If the image requires a credit, please write it here.
Image title	The file name of the actual image.
Image caption	What's it going to say under the image?
Alt text	Explain this image so people who are blind can have it read out loud to them and understand what's going on. This text is used by Google so it's helpful for SEO.
Description	A couple of words explaining the pic. "Red sneakers", for example.

WRITE COPY HERE (include subheaders, images, calls to action and all formatting)

And this is where you write the blog itself!

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