

Start With the Reader

Use these outlines as starting points. I'd keep a section when it answers a question, supplies evidence or helps the reader act. You don't need the same parts in every post.

Reader and the question they need answered

Your direct answer or recommendation

Evidence, examples or experience you can support

How-To Guide

State the outcome and prerequisites. Arrange the actions in the order the reader needs them. Show the result of each consequential step and explain recovery where failure is plausible.

Listicle

Give a useful first recommendation. Explain how the options differ, then cover each option with the facts that affect the choice. Use a comparison table when it helps readers narrow the list.

Comprehensive Guide

Define the subject in plain language, then teach its parts in a sensible order. Include examples where they clarify the idea. Add navigation when the length warrants it.

Help the Reader Decide

Product Review

Give your verdict and who it suits. Support strengths and weaknesses with evidence. Separate documented features from your own use. Explain price, alternatives and the conditions that would change your recommendation.

Comparison

Name the decision and your default choice for a stated need. Compare the differences that matter to that need. Show when each option is the better fit, including costs and limits.

Explainer

Answer what the thing is immediately. Explain how it works and why that matters. Use an example or diagram where it helps, then clarify a likely misunderstanding.

Case Study

Describe the starting situation, what was done and the observed result. Show the evidence and the limits of attributing that result to the change. Include a mistake only if it actually happened and teaches something useful.

Original Research

State the finding, sample and method clearly. Present the data and explain what it supports. Include uncertainty and limitations. Analysis of public data can be original; be clear about where the data came from.

The comparison, result or claim I need to prove

Teach, Argue or Reflect

Reference Tutorial

Organize entries around how readers look things up. Give syntax, behavior, examples and compatibility where relevant. Consistency helps navigation; each entry needs only the detail the subject warrants.

Personal Essay

Begin with a real observation, scene or question. Develop what it means through specific detail. Keep the experience truthful and stop when the insight has landed.

Opinion Essay

State your position and support it. Address the strongest relevant objection fairly. Explain the consequence of accepting the argument without inventing a personal story to make it sound experienced.

Before You Publish

- [] The title and opening answer the same reader need.
- [] Each section adds a reason, fact, example or action the reader needs.
- [] Personal experience is real and relevant; advice is clearly advice.
- [] Numbers, quotes and consequential claims have suitable evidence.
- [] Links, examples, tables and visuals agree with the surrounding text.
- [] You have removed repeated conclusions and generic article narration.
- [] The final action follows from the piece. Add an FAQ only for useful unanswered questions.