



FREE DOWNLOAD

Blog Post Templates Pack

A fill-in outline for each of the 11 types of blog post worth writing: the order of sections, what each one has to do and where the proof goes. Plus the 8-part anatomy check to run before you publish.

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| 1 | Search-led posts | how-to, listicle, guide, review, comparison, explainer |
| 2 | Proof and voice posts | case study, research, reference, personal essay, opinion |
| 3 | The anatomy check | 8 parts, before you hit publish |
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By Gaurav Tiwari. Companion to the blog post examples guide at gauravtiwari.org. Copy the structure, never the words.

The search-led posts

These are the posts people find by typing a question. Each template is the order of sections; the numbers are the order the reader meets them. Fill every section from its example outward.

How-to guide How do I do X? Title: How to [outcome] in [context] Intro: who it is for, what they will have at the end, what they need first - Table of contents Steps 1 to N: one action each, in order, the screen or result shown - What can go wrong, and the fix for each - FAQ for questions that do not fit a step Close: the next thing to do once this works Skip if the answer is a judgment. A numbered list cannot hold a "depends".	Listicle Which X should I use? Title: Best [category] for [reader or job] Intro: the decision, who it is for, the one-line answer - At-a-glance table: item, best for, the one thing that sets it apart - How the list was chosen, one paragraph Items 1 to N: exact name as heading; verdict in the first sentence; what it does well; where it falls short; who should skip it - The limits of the list Close: how to pick between the top 2 Skip if one option wins for almost everyone. That is a review.
Ultimate guide Teach me X from the start Title: The Beginner's Guide to [topic] Landing: who it is for, what they will be able to do, the chapter list Chapter 1: the idea in plain words and why it matters Chapters 2 to N: one sub-topic each, in the order a beginner meets them, an example in every one - How to measure whether it is working - Glossary or FAQ Close: where to go next; which chapter to re-read when stuck Skip if the topic fits in 1,500 words. Revise the guide yearly or it ages in public.	Product review Should I buy X? Title: [Product] Review: [verdict in 4 words or fewer] Verdict box: buy or skip, who it fits, the one disqualifier - Who this is for, and who should look elsewhere - What it does well, with proof for each claim - Where it falls short, under its own heading - How it compares with the 2 closest alternatives - Price and plans in prose, never a table that rots Close: the condition that would change the verdict Skip if the reader is still choosing a category. That is the listicle's job.
Comparison post X or Y? Title: [A] vs [B]: Which Is Better for [reader or job] Intro: the decision, the default pick, the condition that flips it - What A is, fairly - What B is, fairly - The differences that decide, one heading each, winner named - The differences that do not matter, one short section - Pick A if... Pick B if... Close: what to do the day after choosing Skip if one option is plainly better for everyone. That is a review with a rival mentioned.	Explainer What is X? Title: What Is [term]? [one-line plain gloss] Intro: one placing sentence, then the definition in plain words - Why it matters, with one concrete consequence - How it works, with a diagram - How it differs from the thing people confuse it with - The types or parts, if any - How to get started, in 3 to 5 moves Close: where to learn the next level Skip if the reader already knows the idea and wants the procedure. That is a how-to.

The proof and voice posts

These earn links, shares and trust rather than search clicks. Three of them need a real record behind them: a case study without a result, research without data or an essay without a view is a different post pretending.

Case study Did this work for anyone? Title: How [who] got [result] in [time] with [method] Intro: the result with its numbers, proof shown - The situation before, and what had been tried Steps 1 to N of what was done, each with the artifact - What did not work along the way - What the reader can copy, and the condition it needs Close: the one thing to do this week Needs a measurable result you can show. Without one, write the how-to.	Original research How common is X, really? Title: [headline number] of [population] [does X] Intro: the finding in one sentence; sample and method in the next Findings 1 to N: one chart each, the number in the heading, a paragraph of meaning - What the data cannot tell you - What to do differently because of it - Method in full, at the end Needs data nobody else has. Borrowed data makes a summary; say so.
Reference tutorial What was that property again? Title: A Complete Guide to [thing] Intro: what it is for and when to reach for it - Table of contents that mirrors the structure of the subject Section per part: what it does, a diagram, the code or setting, every value - Worked examples, simple to full - Gotchas and compatibility Close: how the page is kept current Rule: every entry has the same 3 parts. One missing diagram and it stops being a reference.	Personal essay Has anyone else felt this? Title: the thing itself, small and concrete Opening: the ordinary moment where it started, in scene - The thing counted or looked at plainly, shown (a chart, a list, a photo) - The turn: where the ordinary thing becomes the real subject - What it means for the writer, said once Close: 2 or 3 things to keep, then stop Needs a real record. Never invent the anecdote; the reader can hear it.
Opinion essay What do you think about X? Title: the claim, or the question it answers Opening: the observation or question that started it - The claim, stated once and plainly - The argument in 3 to 5 movements, a concrete example in each - The strongest objection, conceded where it is right - What follows for the reader Close: one line, and stop Skip if the view is the consensus. Then it is an explainer with attitude.	Before you publish the 8-part anatomy - Title names the question and the promise - Opening answers by paragraph 2 - A way to jump on anything over 1,500 words - Headings make claims a scanner can follow - Every example has its payoff line - Every image teaches, none decorates - A limits section, specific - A close with one next step, no recap Missing 5 reads like notes. Missing 7 reads like an advertisement.

One rule. The type follows the reader's question, never the writer's mood. When a topic fits two types it is usually two posts, linked.