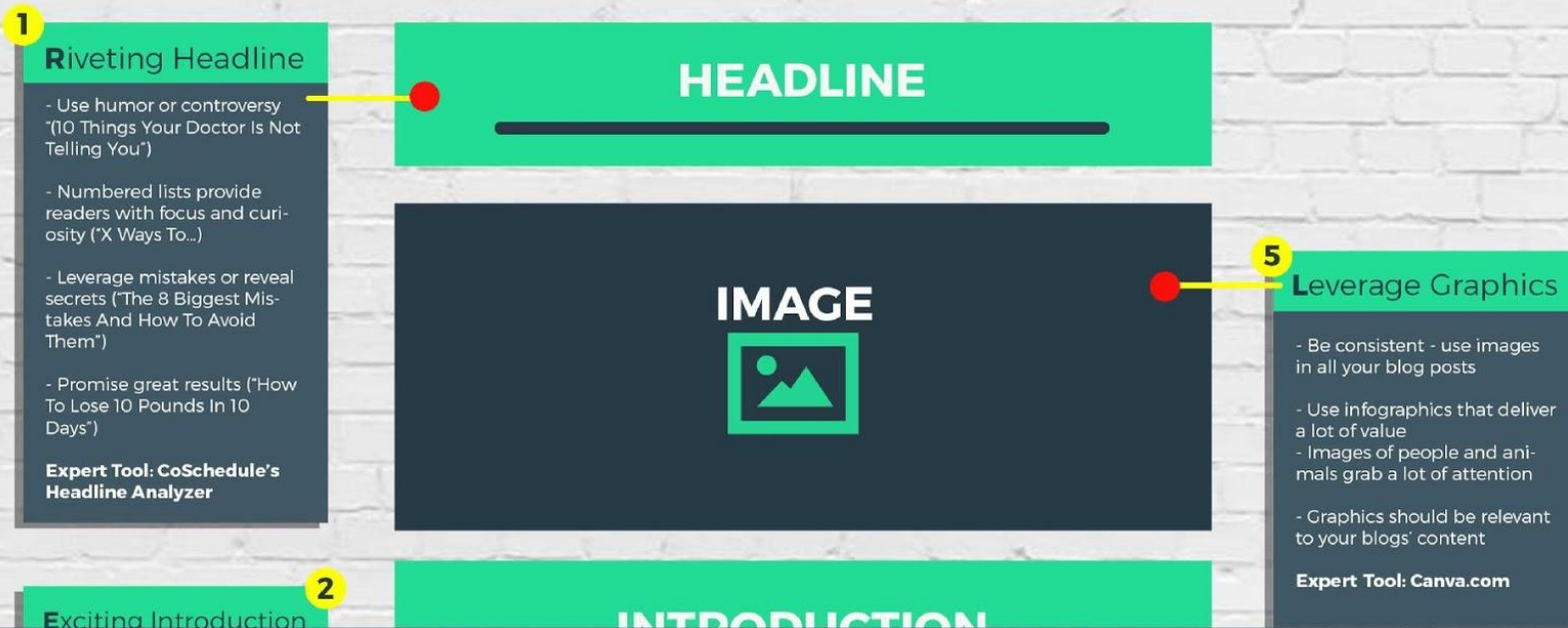


HOW TO 2X YOUR BLOG CONVERSIONS IN 30 MINUTES

Practical tips to optimize your blog posts and turn content into leads. I highly recommend for content marketers and business owners.



- Trevor Dorrell, Content Marketer



Mashable

The New York Times

BUSINESS
INSIDER

CNN



LeadsPanda

The Anatomy Of A High-Converting

BLOG POST

That Delivers R.E.S.U.L.T.S.



LeadsPanda

Transform Your **BLOG**



LeadsPanda

FROM A BORING

LIBRARY

OF ARTICLES, NO ONE IS

READING



LeadsPanda

— TO A —

CONTENT MARKETING

POWERHOUSE THAT CONVERTS

(USING THE NEW R.E.S.U.L.T.S. METHOD)

CHEAT SHEET:

The Anatomy Of
A High-Converting Blog Post
That Delivers R.E.S.U.L.T.S.

1 Riveting Headline

- Use humor or controversy ("10 Things Your Doctor Is Not Telling You")
- Numbered lists provide readers with focus and curiosity ("X Ways To...")
- Leverage mistakes or reveal secrets ("The 8 Biggest Mistakes And How To Avoid Them")
- Promise great results ("How To Lose 10 Pounds In 10 Days")

Expert Tool: CoSchedule's Headline Analyzer

HEADLINE



5 Leverage Graphics

- Be consistent - use images in all your blog posts
- Use infographics that deliver a lot of value
- Images of people and animals grab a lot of attention
- Graphics should be relevant to your blogs' content

Experts Tool: Canva.com

2 Exciting Introduction

- State the problem your readers are dealing with
- Point out the risks if they don't take action today
- Reveal the benefits that your readers will get from reading your blog posts
- Create an open loop to entice your readers to read more

INTRODUCTION

3 Smart SEO Strategy

- Write using the "voice" of your readers
- Use tools such as Google Keyword Research, Moz and SEMrush
- Always include one of your most important keywords in your headline
- Use a combination of short tail and long tail keywords

Expert Tool: SEMrush.com

CONTENT

6 Tactical Summary

- Sum up your content into a concise takeaway
- Build social proof and authority
- List additional sources to add value
- List your other relevant blog posts

4 Uncomplicated Content

- Make your content highly readable and "scan-friendly"
- Use short sentences and paragraphs
- Use bulleted and numbered lists
- Use simple words and avoid jargons as much as possible

Expert Tool: Readable.io

SUMMARY

7 Simple Next Steps

- Have clear calls to action (CTAs) at the end of every blog post
- Ask for feedback and comments
- Encourage readers to share on social media
- Present an opt-in offer to capture leads

Expert Tool: ConversionMank.com



R.E.S.U.L.T.S. FRAMEWORK:

R – riveting Headline

E – xciting Introduction

S – mart SEO Strategy

U – ncomplicated Content

L – everage Graphics

T – actical Summary

S – imple Next Steps

1

Riveting Headline

- Use humor or controversy
“(10 Things Your Doctor Is Not Telling You)”
- Numbered lists provide readers with focus and curiosity
“(X Ways To...)”
- Leverage mistakes or reveal secrets
“(The 8 Biggest Mistakes And How To Avoid Them)”
- Promise great results
“(How To Lose 10 Pounds In 10 Days)”

**Expert Tool: CoSchedule's
Headline Analyzer**



HEADLINE

2

Exciting Introduction

- State the problem your readers are dealing with
- Point out the risks if they don't take action today
- Reveal the benefits that your readers will get from reading your blog posts
- Create an open loop to entice your readers to read more

INTRODUCTION

INTRODUCTION EXAMPLE

“5 Simple Ways to Get a Raise at Work”

{PROBLEM:} Asking for a raise at work can be a stressful experience. Many employees feel certain it's time for a promotion and/or raise but are unsure how to ask or perhaps even afraid of being denied their well-deserved increase in compensation.

{RISK:} If you don't approach asking for your promotion the right way, you may end up spending months or longer being paid less than you're worth—or worse!

{PROMISE:} In this article, we're about to reveal three surefire, time-tested methods for asking for a raise, increasing your odds of getting that promotion you deserve, and ensuring that your boss appreciates your value and sees you as an indispensable resource!

3

Smart SEO Strategy

- Write using the “voice” of your readers
- Use tools such as Google Keyword Research, Moz and SEMrush
- Always include one of your most important keywords in your headline
- Use a combination of short tail and long tail keywords

Expert Tool: SEMrush.com

CONTENT



- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____

4

Uncomplicated Content

- Make your content highly readable and “scan-friendly”
- Use short sentences and paragraphs
- Use bulleted and numbered lists
- Use simple words and avoid jargons as much as possible

Expert Tool: [Readable.io](https://readable.io)

CONTENT



- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____

IMAGE



5

Leverage Graphics

- Be consistent - use images in all your blog posts
- Use infographics that deliver a lot of value
- Images of people and animals grab a lot of attention
- Graphics should be relevant to your blogs' content

Expert Tool: [Canva.com](https://www.canva.com)

SUMMARY

- _____
- _____
- ✓ _____
- ✓ _____

6

Tactical Summary

- Sum up your content into a concise takeaway
- Build social proof and authority
- List additional sources to add value
- List your other relevant blog posts

CALL TO ACTION



7

Simple Next Steps

- Have clear calls to action (CTAs) at the end of every blog post
- Ask for feedback and comments
- Encourage readers to share on social media
- Present an opt-in offer to capture leads

Expert Tool:
ConversionMonk.com

R.E.S.U.L.T.S. FRAMEWORK:

R – riveting Headline

E – xciting Introduction

S – mart SEO Strategy

U – ncomplicated Content

L – everage Graphics

T – actical Summary

S – imple Next Steps



LeadsPanda

**Is This
FOR YOU?**

THE CONTENT MARKETING SUCCESS ROADMAP™

4 stages to launching & scaling a successful content marketing program



LEAD FLOW STAGE



SYMPTOM



CONTENT MARKETING STATUS



ACTION STEPS

FLOOD

MORE TIME, MORE RESULTS
Legacy & Pride



ON DEMAND: Scalable content marketing systems and metrics in place.

- ✓ Build a solid team & agency partnerships
- ✓ Partner with industry experts
- ✓ Regularly contribute content to top industry publications

FLOW

SOME TIME, MORE RESULTS
Restless but Confident



PREDICTABLE: Multiple lead magnets, Branded content and sales email sequence in place.

- ✓ Create branded content such as whitepapers & case studies
- ✓ Create automated sales email sequences
- ✓ Establish metrics and systems

TRICKLE

NO TIME, SOME RESULTS
Exhausted but Excited



UNPREDICTABLE: Consistent posting based on content calendar. At least one lead magnet & nurture campaign in place.

- ✓ Create lead magnets and landing pages
- ✓ Create automated email nurture campaign
- ✓ Create guest posting program

DROUGHT

NO TIME, NO RESULTS
Frustrated & Overwhelmed



NO LEADS: No content plan & strategy in place, Inconsistent content posting

- ✓ Complete keyword and competitor research
- ✓ Create a content strategy & calendar
- ✓ Post fresh content consistently on company blog and social media

LEADSPANDA 2X CONTENT MARKETING RESULTS METHOD™

Double your content marketing results in next 12 months with a done-for-you content marketing service.

The LeadsPanda 2x Content Marketing Results Method™ saves you thousands of dollars in trial and error content marketing strategies, and countless hours in planning, creating, polishing and publishing content yourself; not to mention the stress and anxiety in finding in-house content marketers.

Partner with us to be the next content marketing success story.



ATTRACT

Become a publishing powerhouse to double your traffic with a solid foundation for your content marketing, a customized plan, and well-executed articles and blog posts.



ENGAGE

Get twice the number of leads with irresistible lead magnets, high converting landing pages, and engaging email sequences.



CONVERT

Generate 2X sales opportunities with compelling branded content, persuasive sales emails, and positive word of mouth using social media postings and promotions.



COMPANY FACTS

- **Trusted marketing partner** for companies large and small in both B2B and B2C markets.
- **Generating 1mn+ visitors per month** for our customers
- **Team of 30+ handpicked writers**, our content is featured in

Mashable

The New York Times

BUSINESS
INSIDER

CNN

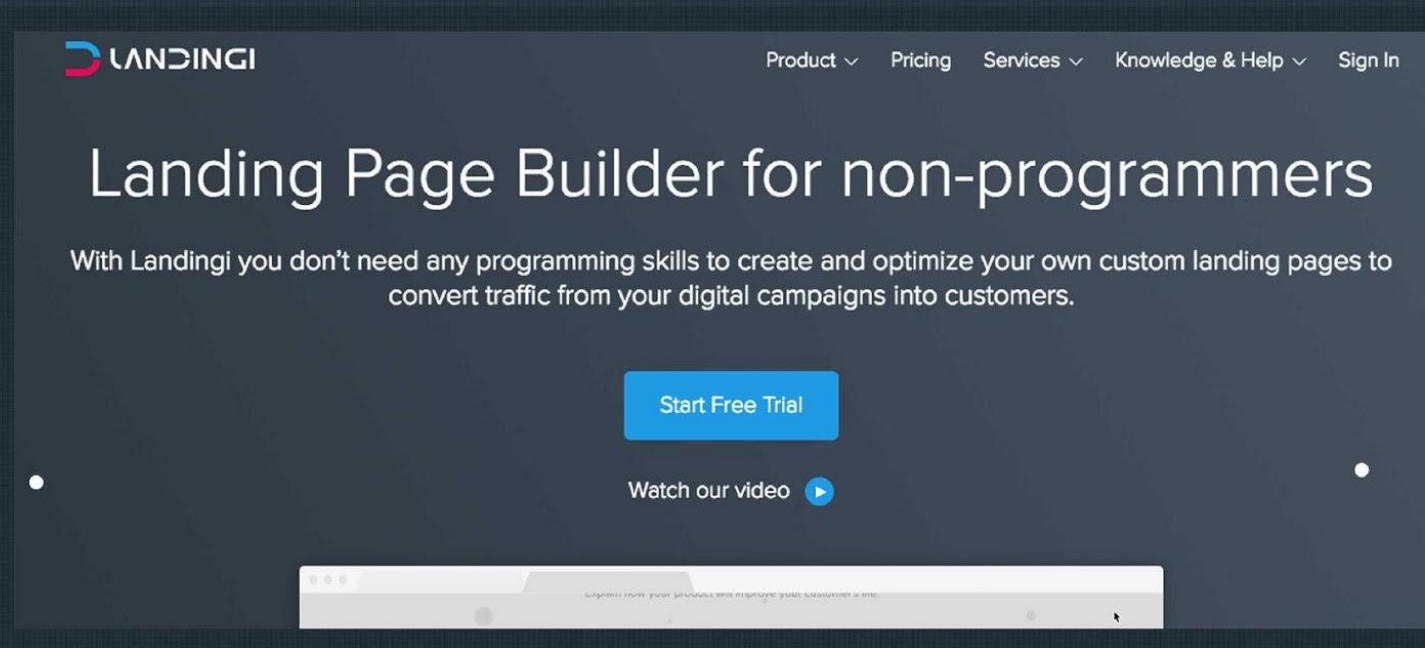
- **Helped Funded start-ups to Fortune 500 corporations to improve web site traffic, sales and brand visibility online:**

DELL

GoPro
Be a HERO. ■■■■

UNC

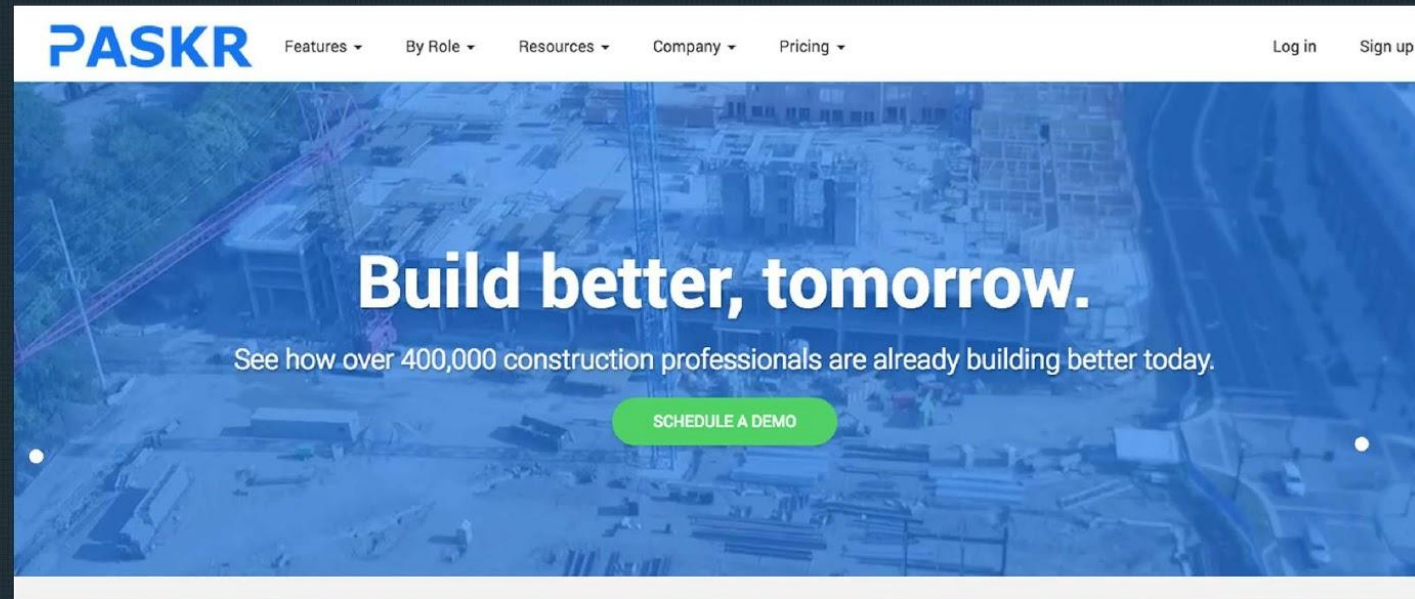
LANDING-I DOUBLES THEIR CONTENT MARKETING WITH LEADSPANDA



LeadsPanda delivers quality content at reasonable price. I appreciate professional on-time content delivery, thanks to their customer-friendly team.

- Andrzej Bieda, CMO, Landingi

PASKR CUTS COST BY 75% AND GROWS REACH WITH LEADSPANDA



As a marketer, I have a lot on my plate. LeadsPanda has made it easier for me, by consistent delivery of content and a content calendar featuring top keywords, and articles.

- Justin Tannebaum, Director Product Marketing, Paskr

AIRVAPE SAVES 89% OF TIME SPENT WHILE GROWING THEIR CONTENT MARKETING



LeadsPanda understood our industry instantly and delivered content that is interesting and informative at a very reasonable price. It has helped us generate more page views and engagement.

- Roland Szegi, Co-Founder & Creative Director, AirVape

GET MORE RESULTS OUT OF YOUR CONTENT MARKETING!

Join the long list of businesses who have benefited from
The LeadsPanda 2X Content Marketing Results Method™

Claim Your Free Consultation & First Free Blog Post Today!

(Valued at \$425, yours free!)

