

# How To: Identify High ROI Blog Topics And how to Optimize the Posts

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## HOW TO BEGIN

To begin start by making a list of questions you know your customers are asking.

Things like “Can embossed plastic packaging be foil stamped?”

Or “How much will it cost to die-cut my direct mail pieces?”

Ask your sales team, ask Google by doing KeyWord research and ask Social Media by using tools like BuzzSumo or Quora to find questions your print customers have.

Or even search print publication sites for service keywords to identify new questions.

This will give you a list of highly relevant blog topics that you know customers care about.

### **For example:**

Searching in Google using site:quora.com + "print finishing"

Returns a great article on print finishing trends that customers are consuming and using here:

<https://makecreativesimpleblog.quora.com/What-are-the-trendiest-print-finishes>

But if you were to write a similar post you could be that authority who everyone reads and trusts on print finishing trends by optimizing it to get found in search and on social media.

## **Blog Post Production**

The best approach to effective blog production is focused on strategic organic optimization, solution based relevance and conversion focused copywriting. This allows you to tell compelling stories that sell and get found online by customers searching for products, services and solutions.

## **Blog Post Template:**

### **Title:**

Include the Question with Keywords (50 - 60 characters)

### **Meta Description:**

Speak to the outcome being achieved by answering the question listed in the Title. This should include a Call to Action if possible to click through and read more or learn more (up to 160 characters)

**Keywords to Include in Post:** List the keyword (or up to 2 other keywords) that should be included in the copy of the post

### **<h1>Place Title Here</h1>**

Open with a question, statement or statistic that references an issue that the blog topic is a solution for (have you or do you ever, why is it that, many businesses, 75% of buyers, etc.). Follow with a validating statement in relation to a solution to the issue.

Finalize with a summary of at least two important sub ideas that are in support of the blog topic.

*\*100 word minimum*

### **<h2>Important Sub Head 1</h2>**

Information on the Sub Head that supports the benefit / value of the blog topic.

- Bullet 1 (important call out relevant to the sub head)
- Bullet 2 (important call out relevant to the sub head)
- Bullet 3 (important call out relevant to the sub head)

*\*75 - 150 words*

### **<h2>Important Sub Head 2</h2>**

Information on the Sub Head that supports the benefit / value of the blog topic.

*\*75 - 150 words*

One sentence conclusion with a reference to a desired outcome related to the blog topic.

**Call to Action / Contact Us Now for More Information**

Call Us

Fill Out This Form

*\*300 - 600 words total is typical for the entire body copy of the blog post*

## **Are You Writing Strategic Optimized Posts?**

If not and want to start generating new leads & sales online,  
Then contact us to learn more!



**Contact**

John Bracamontes

[john@acumenstudio.com](mailto:john@acumenstudio.com)

618-531-7315