

# 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 investors are asking.

Things like “Are Medical Practices a Good Investment?”

Or “Should I Invest in Multi-Tenant Commercial Real Estate?”

Ask your investor relations team, ask Google by doing Keyword research and ask Social Media by using tools like BuzzSumo or Quora to find questions accredited investors have.

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

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

### **For example:**

Searching in Google using site:quora.com + "private equity for blockchain"

Returns a solid article on secondary market opportunities to invest in blockchain that potential investors are consuming and using here:

<https://www.quora.com/Where-can-I-find-secondary-market-opportunities-to-invest-in-private-equity>

But if you were to write a similar post you could be that authority who everyone reads and trusts on blockchain investments 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 investors searching for opportunities & 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 & more investors online,  
Then contact us to learn more!



### Contact

John Bracamontes

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

618-531-7315