



Online Visibility
ACADEMY

Blog Post Length **Roadmap**



for bloggers, entrepreneurs and
online business owners

Blog post length

- 1 I know the topic well, or I've researched it thoroughly
- 2 I've looked at the content structure so I know where to add value
- 3 **I've thought about what my reader needs to take the next step**
- 4 I've added a personal experience for connection and empathy
- 5 I've formatted the content properly and added a call to action

Expand Your Content Ideas

WHAT MAKES MY READER FEEL VALUED?

WHAT DOES MY READER NEED TO KNOW BEFORE
THE NEXT STEP?

WHAT STRUCTURE DOES MY READER PREFER?

Expand Your Content Ideas

HEADLINES THAT WORK FOR ME
INCLUDE

I CAN SHOW EMPATHY IN MY HEART OPENING PARAGRAPH BY...

Expand Your Content Ideas

MY MAIN POINTS WOULD BE:

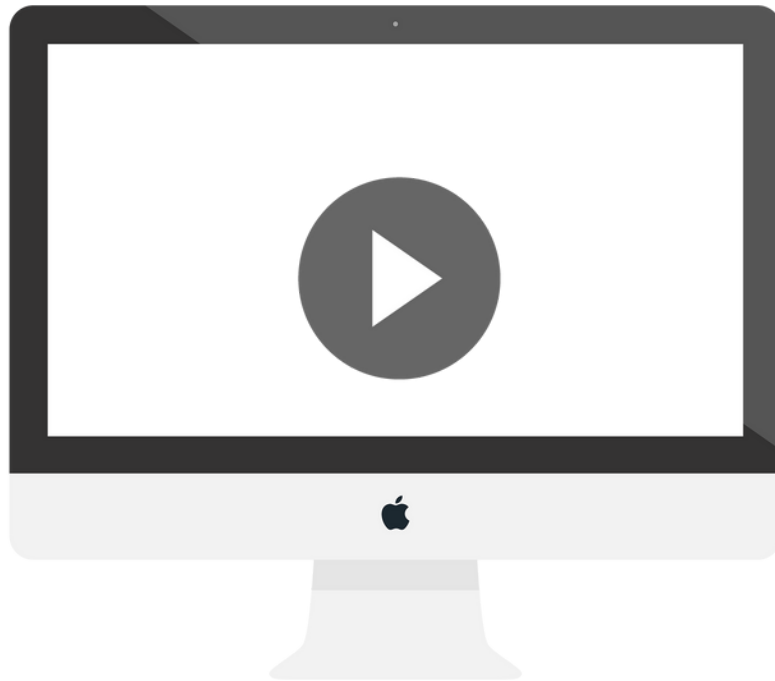
MY CALL TO ACTIONS:

Other things I can do...

ADD A BONUS TIP

I'VE REMOVED ANY FLUFF

SHARE YOUR EXPERIENCE



Ready to format the perfect content series

Thrive Architect is a fantastic tool that will help you create perfect posts, landing pages and sales pages!

SHOW ME!

