



2019 Blog Post Template Guide

How to reach thousands of prospects for zero dollars

Blog posts published on your website play a critical part in how your Business will rank online and drive potential clients to contact you.

Here, you can write easy to understand posts that contain useful information that answers your client's questions and builds trust over time.

You don't need to be a prize-winning novelist to do this.

Conversational posts are the best format as they are easy to read and understand and feel natural to the reader, thus building trust by being genuine.

Here we will give you the basic steps you need to follow and format your blog posts.

Plus, we've provided some topic examples to get you started.

The Blog Template

Follow these steps to creating a quality blog post:

- Decide on the topic you want to write about. Eg: A product or service you offer.
- Plan to write a post around 400 words, start in a Word Doc.
- Write the **Blog Title** - The Topic or an interesting headline, How To..., Choosing the Right...etc.
- Write the first paragraph as a statement which will introduce what the post will be about and what the reader will learn.
- Note the Keyword you want to be found for. Eg: Cyber Insurance.
- Write the Sub Headings that break up the Blog post into useful sections.
- Add a Call to Action at the end - Contact us today for more information...etc

The next page includes a short example of a Blog post.

Cyber Insurance - Protecting Against Computer Hacker Damages *(format as a H1 heading)*

This post will explain how Cyber Insurance can protect your business against the damages and costs of modern-day Cyber Crime. In recent years, many SME's and some of the world's biggest names been hacked and held to ransom by hackers. Losing an entire business computer system, customer information, financial information can cripple a business in minutes. (Paragraph text)

What Is Cyber Crime *(format as a H2 heading)*

Cyber Crime occurs when a Hacker infiltrates a computer system and shuts it down or infects it with a virus that disables the entire system. This has happened to governments, hospitals, banks and small businesses around the world completely shutting the company down online - doors closed.

How Does Cyber Insurance Work? *(format as a H2 heading)*

Cyber Insurance covers your business against these attacks and provides funding for computer system repair costs, removal of the virus or payment of a ransom, typically demanded in Bitcoin as its untraceable. This can save thousands, possibly millions in damages.

If you're concerned about Cyber Crime, contact our team for more information today on **1300 656 887 *(format as a bold text call to action)***.

Blog Post Topic Ideas

If your clients are in the Food and Beverage industry, you could write about:

- Machinery Breakdown Cover - What Is It? Why You Need It.
- Professional Indemnity Insurance - What It Covers When You Have Employees.
- Business Insurance - How to Protect Against Business Interruption.
- Public Liability Insurance - Are You Covered When Customers Visit Your Business?

Answer questions and concerns your clients have, make them aware of the different types of cover available that they may be unaware of.

These can be shared by creating a post on Facebook, LinkedIn, even an image style post on Instagram.

If your clients are in the Real Estate industry, you could write about:

- Business Insurance - How to Protect Against Business Interruption and Loss.
- Cyber Insurance - How to Be Protected Against Computer Hacking and Ransom in 2019.
- Management Liability - When Mistakes Happen - How to Be Protect Your Business.
- Commercial Motor - Protecting Your Company Car

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Congratulations!!

You've completed the guide and are now ready to do more.

We wish you luck in creating excellent content that drives customers to contact you and become a client.

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