

AIDA Blog Structure Template

A = Awareness

- An attention-grabbing headline

I = Interest

- An enticing and emotive beginning – Share a story, an anecdote. Give the reader something or someone to empathize with. Make sure it looks easy to read at first glance, with...
 - At least 1 good quality, relevant, image to break up the text
 - Plenty of white space
 - Bullet points and lists are more likely to be shared

D = Desire

- Make it interesting, worthwhile and desirable to read, include lots of great value information and actionable tips, with...
 - Subheadings to break up the text and help with SEO (Search Engine Optimization)
 - Short sentences and paragraphs
 - A beginning, middle and end
 - Well written and proof read

A = Action

- Give them something to do next...
 - A call to action i.e. Newsletter sign up. Shop/Product link etc.
 - Filled with SEO Keywords (words that people might search for in Google to find it) and relevant 'tags' added (use the tools in your blog software to emphasis these keywords by tagging them).
 - Hyperlinks (internal). Link words in the content naturally to other pages on your website, or blogs for relevant further reading.
 - Hyperlinks (external). Link words to external websites. These crosslinks boost SEO.