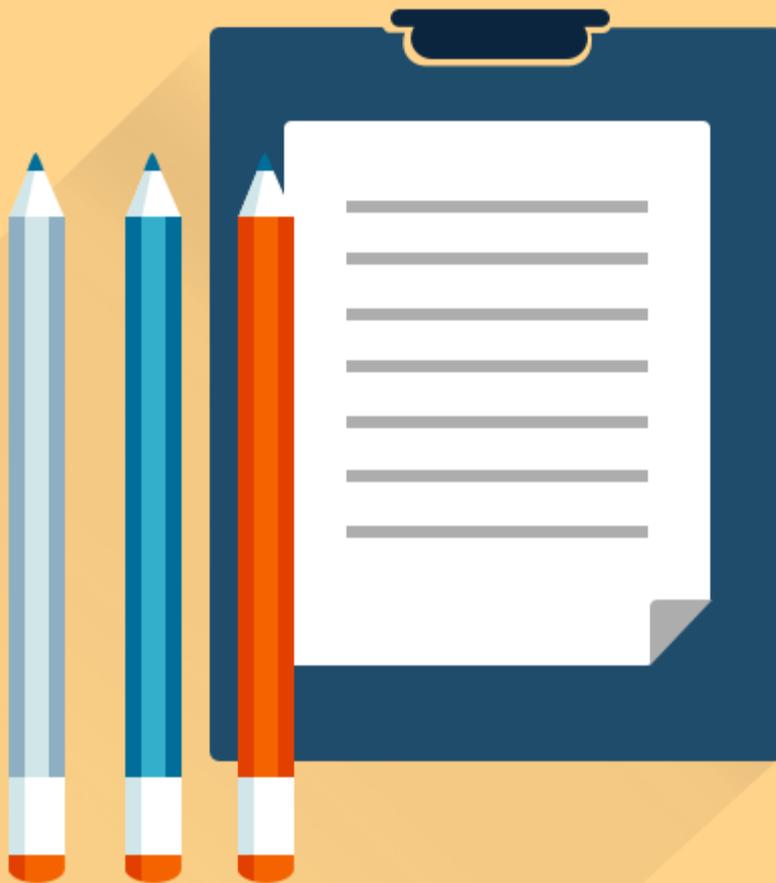


# 12 blog post types - say "bye" to blog stress



# 12 blog post types - say "bye" to blog stress

Make your blog more interesting by using these 12 blog post types

## 1. List posts

List posts are very popular in the blog World

There is something about them that draw people in.

If you want to learn how to create these types of posts that get the high click-through rates and social shares, then learning the science behind the magic is crucial.

List posts can be about anything. Cooking, puppies, cars, make-up, business — you name it, and it can be part of the topic.

Any headline that lists a number of reasons, secrets, types, or ways will work because, it makes a very specific promise of what's in the post.

Plus, these type of posts and articles are perfect for building your authority and demonstrating a mastery of your area of expertise. If you're blogging for your business, that's key.

Emphasize your strongest points in the beginning, middle, and end of your list to keep readers engaged throughout.



"10 ways..." list post from [Constant Contact](#)

## 2. How-to

Describe how to execute a process or use images, infographs, video, or audio to make it as easy as possible for your visitor to take action.

**The how-to is one of the most powerful of all the post types**

Your prospects and customers have a problem, and you can help them solve it by creating a step-by-step post that walks them through a solution.



"How-to" post from Nero Fitness

How-to's establish your credibility and expertise. Even if a reader chooses to do it on their own, at least they are aware about your business now. They may consider to buy something later.

# 12 blog post types - say "bye" to blog stress

The most important thing when it comes to how-to guides is to break down your tutorial into the smallest steps and into the simplest terms. Don't assume your readers know what they're doing!

## 3. Case study

Case studies are easy to write and are great for social evidence.

Look through your customer's list and find out which ones are interesting, or reached a milestone successfully using your product.

Email or call your best customers, talk through how they have used your product or service to improve their business, and then share the case study on your blog. You'll be amazed how a single case study can inspire and attract new customers.

Make it really interesting and eye catchy. Use exact numbers.



Brian Dean's case study example. He uses a compelling headline for this blog post

For example, if you had a case study that showed how one customer reached 1000 followers in a short time frame, your blog post might be something like: "How to get 1000 Facebook likes in one night? [Case Study]."

You might think that it takes a lot of work to create. You might even think that it takes a lot of research and time to put together. Don't worry. With proper tools and proper data analyzing strategies, case studies can be put together pretty easily.

Research your audience where are they hanging out, which forums or groups they visit, and what questions they ask. There are many other resources like Yahoo answers that are great sources for case study elements.

## 4. Cheat Sheets, Checklists and To-do's

Checklists and To do's are easy and quick to write, because they involve you talking about things you are already comfortable in, like your product or service or anything about your industry.

Think about your recent work, or something you accomplish, have done or solved, and you can probably find some great ideas for you to write a tutorial on.



# 12 blog post types - say "bye" to blog stress

## 5. Series

Break a topic into a series that can be released each day over the course of a week or every Monday morning over the course of a month. Link these articles together as you publish them.

Sometimes a topic is just too big for a single post. But you want to share all the information. One way to maximize the impact of a "large topic" is to break it into parts. It makes it more digestible for visitors, and gives them a reason to come back for more.

A series helps build curiosity for the next post and improves your SEO if you link from one post to the next in a natural, organic way.

Always finish your current post with a question, or a sneak peek of the next episode. This way people will know that there is more coming.



### AdWords Remarketing vs Facebook Retargeting: Part 1

By Heidi Smith | Oct 13, 2016  
[More Articles by Heidi](#)

Using remarketing can make you feel like you've hit one out of the park in your first at bat. Not only are [remarketing campaigns](#) easy to set up, but they typically report higher engagement with more quality site visitors, increased conversion rates, and lower cost per conversions.

Both Google and Facebook, which are arguably, if not outright, the two biggest technological and advertising forces in the world, offer this once revolutionary marketing tactic in their advertising interfaces. But how do they differ from each other, and how are they the same? In this two-part series, we'll discuss the differences between the two platforms as well as how performance compares between both options.

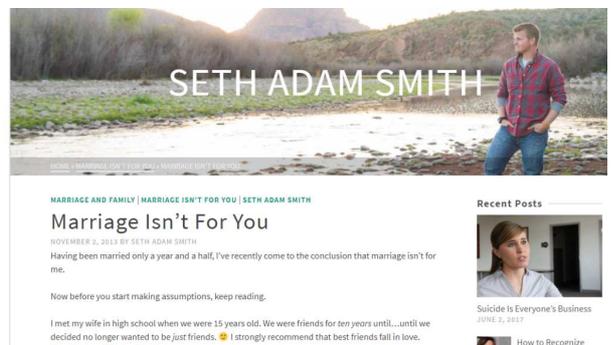
#### SETUP

You can break down a long copy for 1,2,3 or more smaller chunks of information

## 6. Controversial Posts

If you want interaction, write a controversial blog post on a subject your audience is passionate about. Stating your position on a topic that people like to debate is a way to get discussion going and boost your shares and receive comments.

Think about your arguments and evidence. When you reply, write your reply, edit it, re-edit it, read the conversation again before you hit publish. Since controversies are highly emotional, so be careful and choose your words wisely.



# 12 blog post types - say "bye" to blog stress

## 7. Infographics

If you are struggling with how to make a bunch of statistical information interesting, infographics are a solution. They're easy to scan, and fun to read.

You can find an infographic by searching on a certain topic, like "dog infographic" or "restaurant infographic."

Infographics boost shares and as they are easy-to-digest statistics, so it's a good bet they'll share or comment your post with their audience.

## 8. FAQ

If you get repeated questions from customers or your audience, create a post that answers them. Create content around these topics.

Frequently Asked Questions are powerful posts in SEO, because it is likely that your audience has already googled these terms looking for an answer.

You can make it as a regular post. answer a common question once a week, and you will have great content that is likely beneficial for SEO as well.

## 9. Interview experts

Once you know who you want to interview, make sure you know enough about their professional life. If you don't, do some research.

Interviews are a great because you don't have to create the content. Talk to industry leaders, celebrities, experts, satisfied customers, to get a fresh perspective that you can share with your customers. It can work both ways if you share the interview with your audience, and they share it with theirs.

You can provide the interview as text, audio, or video; whichever option best fits your post.

Another approach is to do a panel interview. Bring multiple influencers together to answer one single question in short form. You just have to ask the question and they will create the content! Easy, huh?



The screenshot shows the Brick Marketing logo at the top, followed by a navigation bar with links for 'WEBSITE SEO MARKETING SERVICES WE PROVIDE', 'ABOUT BRICK MARKETING', and 'CONTACT BRICK MARKETING'. Below the navigation bar is a breadcrumb trail: 'HOME > BRICK MARKETING BLOG > EXPERT INTERVIEWS > INTERVIEW WITH CONTENT MARKETING EXPERT ANN HANDLEY'. The main heading of the post is 'INTERVIEW WITH CONTENT MARKETING EXPERT ANN HANDLEY', written by Nick Stamoulis. A small portrait of Ann Handley is shown next to the text. The text describes her as a content marketing expert and author of 'MarketingProfs'. A small 'commentary' section at the bottom of the screenshot says: 'This interview is rather long, but is worth the time to read through all of it! Thanks so much to Ann Handley for spending the time to answer all of my questions! 😊'

## 10. Comparisons

Create a post that compares the features and benefits of your product to other solutions on the market. To build trust and prevent angry customers, tell them situations where your product IS NOT the best solution.

# 12 blog post types - say "bye" to blog stress



This is the easiest and often the busiest blog post type.

All you have to do is to create a post where you link all your best blog posts, for example the ones got the most view. You can do it monthly, seasonal, or every year – depend on your blogging activity and your traffic.

## 11. Story

Create content that tells a story that would be entertaining to your market.

A story can engage. A story can convert.

A story can move readers to action. A story can take the prospect on an imagination adventure.

Our brains like stories. It makes them active, and if the story uses the right words, our brain imagine ourselves in the post.

These blog types are good, because they create a buzz – everybody can find a post they are interested in and might not read yet, and you will get better measurements about page view/user.

Also, they are good, because they attract new readers who found your post in a search. If you haven't tried the best of lists, give it a shot.

## 12. Best of list

# 12 blog post types - say “bye” to blog stress

## What's next?

How to get blog posts ideas on demand and more...

Optimize your blog to lead capturing and get your first 1000 subscribers

[Get this video course now](#)