

# What is a Perfect Blog Post? Example + 5 Steps to Create One

If you've written and published blog posts for your company, you're probably familiar with a certain uncomfortable feeling.

It's time to sit down and write the next post.

But you're suddenly feeling stuck: you can't quite figure out what to say or how to start the post.

And you're concerned that, despite your best efforts, the post might not succeed in terms of reach and search engine placement.

Some of your posts do, and some don't, and there doesn't seem to be much pattern to it.

It's a miserable place to be. You feel stuck and you're not sure what to do about it.

**At Rock Content, we've helped hundreds of clients get past hurdles like this one.** And we also know that there *is* a pattern to whether a post performs or not.

We can help you implement certain [content strategy](#) principles that will greatly increase the odds that your posts will succeed.

We'll show you a blog post example, what a near-perfect blog post looks like (*in our humble opinion*). But more than that, we'll show you why it works.

## Our Model Post

It's just about impossible to talk about this stuff completely in the abstract. So, we've chosen one of our own blog posts to use as an example:

? [What is SEO \(Search Engine Optimization\): The Complete Guide to Reach Top Google Results](#)

Yeah, we know, using our own post as an example of “the perfect blog post” might seem a little overconfident. *Sorry.*

But, for what it’s worth, I didn’t write that post, so my own ego isn’t in play. And it *has* performed well.

**So, while it may not be a completely perfect blog post**, it clearly checks the boxes you want to check in terms of a search-engine-optimized blog post.

With that out of the way, go ahead and pull up the *What Is SEO* post in a separate tab or window. Then let’s dive in!

## Step 1: Comprehending the Persona

The first step to crafting a high-performing blog post is settling on who you’re talking to.

As a writer, you’ve probably been here before: you’re a third of the way into a post and you need to pull out a “you” type reference — something that pulls in your reader and makes them feel like you’re talking to them.

But you’re not sure what kind of person or role to use.

Is your reader a CMO or a marketing intern? Someone with 20 years’ experience or none at all?

You need to know the answer to questions like these before you start.

**To simplify this process, most agencies and organizations will develop [one or more personas](#).**

These are fictional people that represent an amalgamation of the main traits people in a company’s target audience might have.

You might develop personas like *Marketing Intern Matt* or *C-Suite Cindy*, for example. These are shorthand ways of keeping focus on who a particular post should aim for.

So, what about our blog post example?

**It was written to an audience of marketing managers and CMOs** looking for a definitive guide on SEO. And that affects every aspect of the post.

The text assumes a base of knowledge about digital marketing, but it doesn't assume specialist-level understanding.

In the introduction, look at how our blog post example speaks to high-level priorities that middle managers and above would care about:

And having a good SEO strategy can get you there!

Your site, blog, or e-commerce become more well-known, resulting in **authority in the market, a greater number of visitors, and increased conversion opportunities.**

Best of all? You can achieve all of this without having to invest in paid advertising.

Through optimizations on your own pages and connecting to other sites, you can improve your users' search and navigation experience.

With this complete guide to SEO, you'll learn all you need to know to reach the top results on Google! We'll cover the following topics:

What is SEO?

Black Hat vs White Hat

How to Start an SEO Strategy?

Understanding your target persona is just as much about what you *don't* say as what you do.

Notice how the post doesn't talk about advancing in the company or how to convince decision-makers that SEO is important?

**If you're writing to the bosses, you don't talk about those things.** And if you do talk about them, CMOs reading the post might start to think "this isn't for me."

## Step 2: High-Quality Content Is King

There's no substitute for quality, authoritative content.

**The best strategies in the world can't overcome a badly written post** riddled with errors and even inaccuracies.

This is true both on a human level and on an SEO level.

First, your human readers won't tend to trust you as an authority if your content doesn't lend itself to being trusted.

**Second, Google will punish you, too.** Its latest search algorithms include AI-driven natural language processing.

At the risk of oversimplification, if your content doesn't look and sound like it's well-written, Google can tell — and it will punish you.

How does this show up in our blog post example?

## Research-intensive

Well, a lot (and we mean a lot) of research went into making that post.

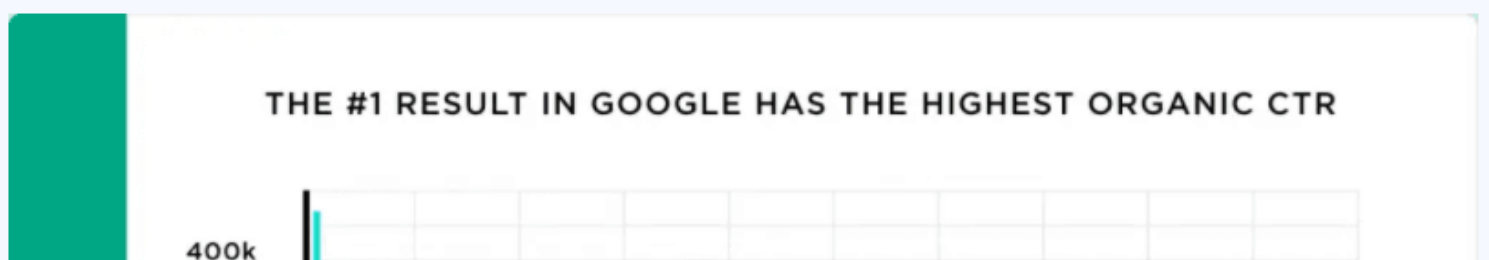
Jump to just about anywhere in that very lengthy post, and you'll find fact-rich, research-dense content, including links out to external and internal authoritative sources.

Users are looking for answers to an incredible range of questions from their daily routine, from the best-rated hotel for an upcoming trip to an explanation of the theory of evolution.

For every search, Google organizes the results by ranking the best answers first. The numbers below show just how much users trust the judgment of search engines:

- The first three organic links receive approximately **30% of all click-throughs**.
- Only 0.78% of users access a link on the second page of results.

Take a look at the graph below to see the correlation between position ranking and the number of clicks:



## Thought leadership

Written by an SEO specialist, our piece is a great blog post example of [thought leadership content](#).

This is content that generates unique insights, not just rehashing or repackaging of existing content.

After all, Rock Content isn't the first company to create a "*What Is SEO?*" post.

Or it's content that goes deeper or further than anything else out there. This aspect isn't easy to prove, but you'll have a hard time finding another resource as thorough as this one.

## Post length

The [length of a blog post](#) is another factor in establishing quality and authority.

Now, don't get us wrong: a trash blog post doesn't magically become high-quality because it's 10,000 words long.

But say you have two equally well-researched, well-written blog posts on the same topic. Which gets more credibility, the one that's 500 words long or the one that's 5,000 words long?

The longer one, clearly.

So, let's look at our model post.

# What is SEO (Search Engine Optimization): The Complete Guide to Reach Top Google Results

André Mousinho

Jan 30 36 min read



That's an extremely long post — over 8,500 words! *(If you're paying writers by the word, your mouth might be hanging open. But don't worry, not every post needs to be anywhere near this long.)*

A similar post from competitor HubSpot lands at around 6,000 words. We went even longer — on purpose.

So, how long is just right for your typical blog post? It depends.

**We consider both the complexity and competitiveness of the keyword** to determine a proper length. And outlasting top competitors isn't a bad strategy, either.

## Step 3: Great Title and Introduction

Good blog posts target the right persona and contain only high-quality content.

**But to move from good to great, your blog post has to be interesting, too.** You have to pull in readers and convince them that reading your piece is worth their time.

Creating compelling, interesting content is important throughout a piece, but nowhere is it more important than the title and introduction.

In fact, these are so important, we're going to discuss them separately.

## Creating an engaging title

You'll encounter all sorts of strategies for creating titles. Great titles can be catchy, witty, humorous, enticing, mysterious, informative, and more.

Most mix several of these attributes, finding what suits the occasion, brand, and post.

Look again at the full title of our SEO guide:

*What is SEO (Search Engine Optimization): The Complete Guide to Reach Top Google Results*

**You can see we didn't go for funny or clever with this one.** It wouldn't fit the nature of the piece. No, this piece is an authoritative, comprehensive guide, so that's the approach we took.

But notice a few other things about the title.

It contains a question, "*What is SEO?*". This is a real question that people type into search engines all the time.

Putting it in the title tells Google that we're about to answer it, and it tells human readers the same thing.

**We also spelled out the acronym**, again for both our readers (some might not know) and for Google (some might search for the spelled-out term).

One more thing: look at what comes after the colon.

We didn't *just* tell readers that this is "the complete guide." We gave them a vision of what this post can do for them. This post can help them reach top Google rankings.

**Whether they know it yet or not, that's what they want to use SEO to do.**

So, even in the title alone, we've told our readers (and search engine bots) the following things:

- Which question we're going to answer ("*What is SEO?*")
- The most basic answer to the question ("*Search Engine Optimization*")
- That we'll be answering it thoroughly and authoritatively ("*The Complete Guide*")
- What the post can do for them (help them "*to Reach Top Google Results*")

That's a seriously powerful title.

## Create an introduction that draws readers in

[Introductions](#) can be hard.

Too short, and they seem abrupt and uninteresting. But go too long, and they start to meander all over the place.

The best introductions draw readers in quickly, sometimes with a hook (but sometimes without). They also set expectations for the post, letting readers know what they will learn if they stick with the post.

How did we do that in our SEO guide? Let's take a look.

SEO is a key [Digital Marketing](#) strategy.

After all, who wouldn't want to show up within the top organic search results on Google?

It's where users find the most visible links, as well as those most frequently accessed by users — who generally don't go past the first page of results to find what they're looking for.

And having a good SEO strategy can get you there!

Your site, blog, or e-commerce become more well-known, resulting in **authority in the market, a greater number of visitors, and increased conversion opportunities.**

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Share



**We jumped straight in with where SEO fits into the world of business.**

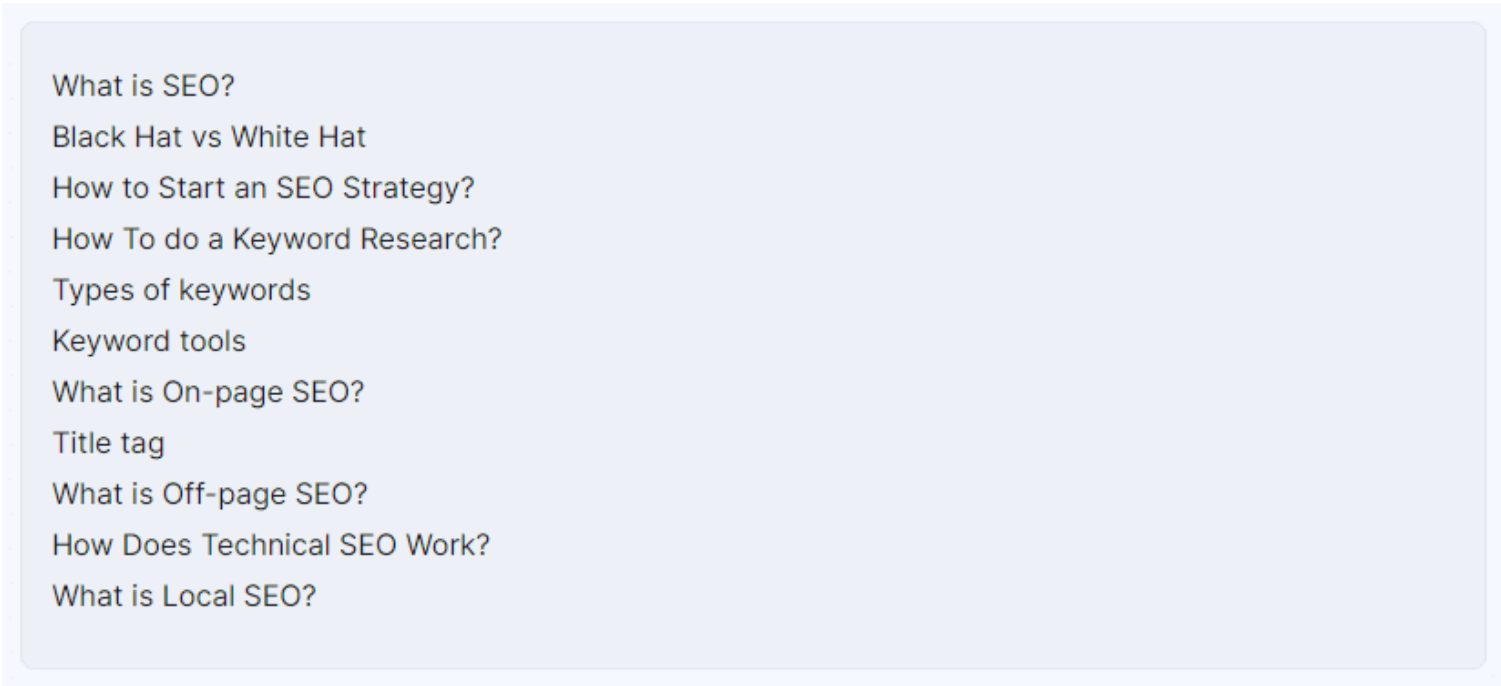
Then we immediately jumped to why that matters before assuring readers that SEO can deliver specific metrics that would matter to them (remember the persona?):



- Authority in the market
- Greater number of visitors
- Increased conversion opportunities.

Next, we piqued interest by reminding them that organic SEO traffic doesn't cost ad money, and we rounded it out with a high-level preview of what readers will need to do (optimize their pages and connect to other sites).

There's one more thing we did in our intro:



- What is SEO?
- Black Hat vs White Hat
- How to Start an SEO Strategy?
- How To do a Keyword Research?
- Types of keywords
- Keyword tools
- What is On-page SEO?
- Title tag
- What is Off-page SEO?
- How Does Technical SEO Work?
- What is Local SEO?

We provided a table of contents, giving readers a clear understanding of what's coming up. Also, each line is linked internally, helping the reader navigate.

**Quick note: these aren't the only strategies.** For example, an effective story can be the main element of an effective intro. (*Go back to the beginning of this post to see that strategy in action.*)

But a story didn't make the most sense for the SEO guide post, so we didn't use one.

Also, not every introduction needs to have every single element we used. But those elements worked well for that post. And they can work for you, too.

## Step 4: On-Page SEO

Next, there are some concrete things you should be doing in your blog posts to increase your [on-page SEO](#).

We've dealt with this topic at length elsewhere, so we won't go quite as deep here. But if your blog post is just wall-to-wall text, you're missing some key opportunities.

Here are 3 elements of a good strategy:

## Links

First, notice how many links are in our SEO guide?

Some are [external](#), linking to other highly ranked sites. Others are [internal](#): you want to keep readers on your site for longer.

And more clicks to those pages — even from your own pages — increases their authority.

Even in this small section of text, we included three internal links to other Rock Content posts:

Source: [Backlinko](#)

Every search presents the opportunity for your brand to offer the best response to what users are looking for.

With this as your focus, you have a better chance to increase your visibility and clicks, receive more [organic traffic](#), and escalate results with your online presence.

But, to achieve this, you need to **prove to Google that you have the best answer** and deserve to show up among the first position on the SERP (Search Engine Results Page).

This involves not just having great content, but offering usability, communicating marketplace authority, and helping Google read your pages.

These are the goals of an SEO strategy.

SEO plays a role in [SEM \(Search Engine Marketing\)](#) which covers all search engine strategies, including paid ads and sponsored links

On the other hand, SEO only makes use of organic strategies and doesn't encompass media purchases.

This results in a higher [return over investment \(ROI\)](#) and lower customer acquisition cost (CAC) by employing SEO.

## Headings

Headings serve more than just aesthetic functions.

Best practice includes using [H1 tags](#) for the title of your post, then H2 tags around the main headers.

You can nest multiple levels of headers below those as H3 and H4, if needed.

Why do these matter? The short version: search engines use these headings to learn what your content is about.

# What is On-page SEO?

In this section, we will explore the key optimization factors for an on-page SEO strategy.

It's worth remembering that "on-page" refers to the factors that an administrator can optimize on their own pages to **improve a visitor's experience and make it easier for Google to read the site.**

These optimizations should be integrated within an overall Content Marketing strategy since they largely make use of what's published on the blog.

Get a sense of the key on-page SEO factors.

## User Intent

**SEO is not about what people are searching, but what they want to find.**

To do this, on-page optimization should focus on the user's search intention, which varies from search to search, so your pages and content correspond to what they hope to find.

This is where Google's focus on giving users what they're looking for comes into play. For example, natural language processing and analyzing user location are elements that help determine their intention.

## Visual content

[Visual content](#) is huge as well. Check out this image in our SEO guide post:

Thousands of updates occur every year, but several stand out for their impact on the SEO market. These were the key updates to Google's algorithm in recent years:

# Google algorithm updates

- Panda (2011)**  
Penalized pages with low-quality content that made use of bad practices, including excessive keywords and link farms.
- Penguin (2012)**  
Penalized sites with low-quality backlinks and began to value those receiving contextualized links from high quality and authoritative sites.
- Hummingbird (2013)**  
Improved results classification by focusing on the exact match between the keyword and the search intention.
- Mobilegeddon (2015)**  
Mobile-friendly became a ranking factor.
- RankBrain (2015)**  
Added artificial intelligence and machine learning to the algorithm to better understand users' search intentions.
- Mobile-First Index**  
Began to consider mobile pages as the main version for ranking.
- BERT (2019)**  
Incorporated an artificial intelligence system specialized in natural language processing to understand how humans search.

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It makes the topic (*Google's algorithm and updates*) easier to digest and tells you everything you need to know. It is also an original piece, and not something we found online.

**Visual content is hard to do well, though.** You may not have the artistic or technical skills to create it.

That's OK, because Rock Content can help you create visual and [interactive content experiences](#) that can transform your blog posts, help your readers understand, and help your posts rank.



And to manage all that production flow, you can always count on [Studio](#), our beloved project management tool that allows you to control every step of the creative process.

## Step 5: Great Conclusion and CTA

Just like introductions, conclusions are hard.

You may feel like you've already said everything necessary, but without a conclusion the post will feel abrupt and incomplete.

**There are several strategies that can work well for ending a blog post.**

You can check out our content about [conclusions' best practices](#) to see which approach makes the best sense for your next blog post.

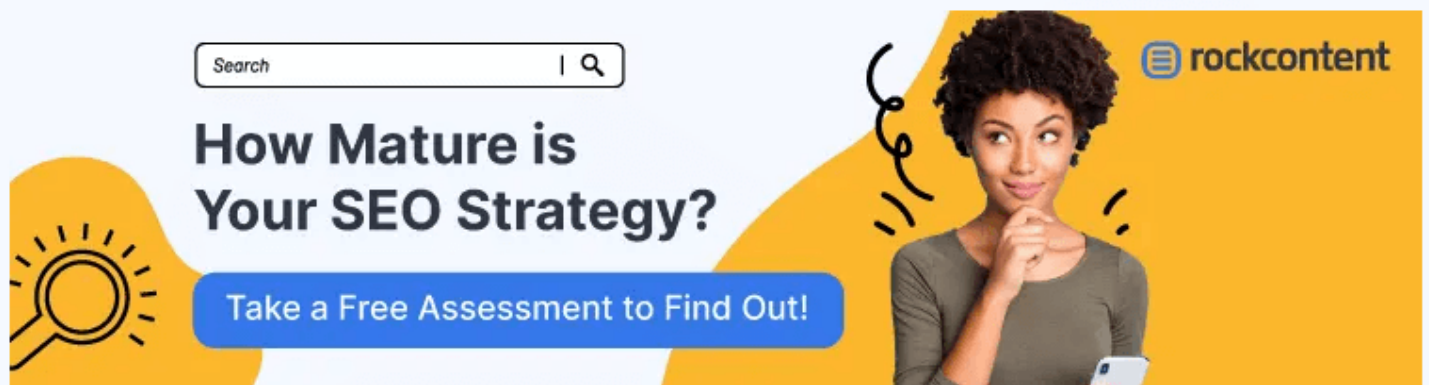
For a standalone post like our SEO guide, we selected a few of those strategies and discarded the others.

We made this decision based on what that specific post needed. Let's take a look, and then we'll walk you through those choices.

So now that you've read our **complete SEO guide**, you're ready to optimize your site and reach the top results on Google!

Our goal here has been to explain the main SEO concepts and the factors that will have the strongest influence on your SERP position.

If you want to take the next step, and leverage your strategy, [take our SEO Maturity Assessment](#) and identify where to focus efforts to evolve to the next stage on the maturity curve!



The banner features a white search bar with the placeholder text "Search" and a magnifying glass icon. Below the search bar, the text "How Mature is Your SEO Strategy?" is displayed in a large, bold, dark font. To the right of this text is a photograph of a woman with dark curly hair, wearing a grey top, with her hands clasped in a thoughtful pose. In the top right corner of the banner, the Rockcontent logo is visible, consisting of a blue square with a white 'E' icon and the text "rockcontent". At the bottom center, there is a blue button with white text that reads "Take a Free Assessment to Find Out!". The background of the banner is a mix of light blue and yellow.

You'll notice that we summarized what the reader learned in the post. This is a common and very

effective strategy.

Now, this isn't a college paper, so don't simply restate all your main points.

Phrase this content differently, or maybe draw another, final meta-conclusion, like we did with “*Our goal here has been to explain the main SEO concepts and the factors that will have the strongest influence on your SERP position.*”

We also implemented a CTA (call-to-action), and most of your posts should, too.

In this case, we pushed readers to engage with a piece of interactive content. We asked them to take our SEO Maturity Assessment.

**This piece of content provides even more value to the reader, of course.** But it also helps us out: the assessment ends on a sign-up form we use to generate leads.

You can use your CTAs to do similar things:

- Invite readers to download an ebook or whitepaper.
- Invite them to try out your product or service.
- Let them schedule an appointment or consult.

Whatever your next-step objectives are, use a CTA to help get there.

## Wrap Up: Writing a Perfect Blog Post Isn't Easy

But as we saw in our blog post example, there are real, concrete strategies to writing a post that performs well.

**By implementing the strategies we've covered here,** you can steadily improve your post performance and reduce the feeling of randomness about how a post will rank.

Want to see more about how Rock Content makes this happen?

Check out how a [single blog post brought 2 Million reais](#) to us in less than 3 years!

