

Hostinger's Blog Post Templates

We've designed these blog post templates to help you write a variety of different articles.

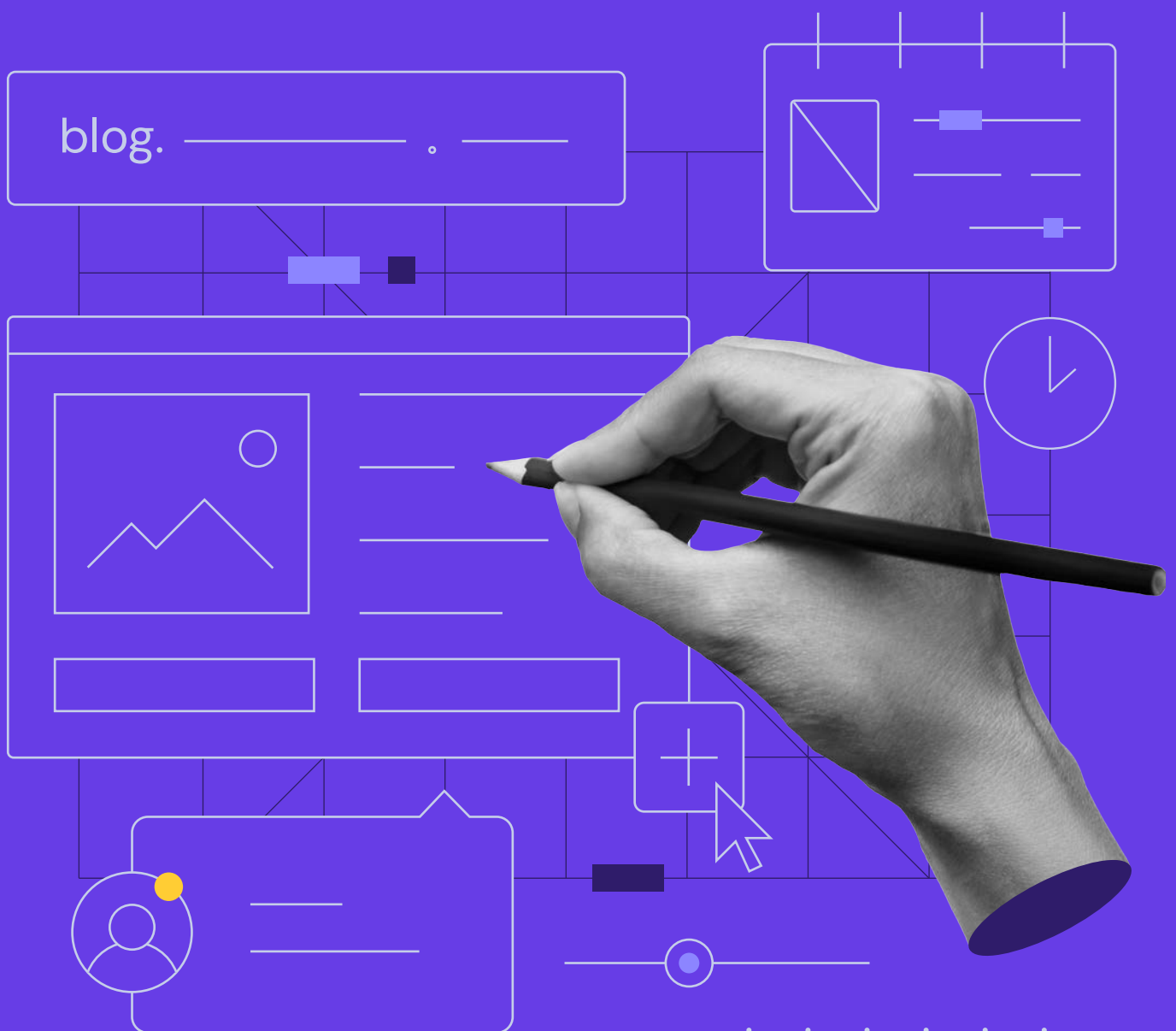


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Thank you for downloading Hostinger's Blog Post Template

We've designed these blog post templates to help you write a variety of different articles. Sometimes, you may find yourself stuck when writing a blog post, making it hard to churn out the correct words. This is where blog templates come in, providing a structure that lets you focus on the content and help you finish your piece faster.

This will cover five blog post templates to help you write great content more efficiently. We'll also provide several tips or suggestions for each type of blog post. Let's get started.

How to Use These Blog Post Templates

This is the first section people will see when going through a business plan – it will sum up all of the information presented in the plan into a one-page outline. Here are some aspects to include in an executive summary:

- 1 Choose a **blog post template** that corresponds to the type of article you want to create. See the description of each blog post below to figure out which template suits your needs.
- 2 Copy the template, then paste it into a new document.
- 3 Replace the **[bracketed copy]** in the headings with text that is relevant to your blog post.
- 4 Use the **italicized instructions** as your guide to fill in each section. Once you've filled the sections with sufficient information, delete the italicized instructions.
- 5 Adjust any headings or sections to fit your writing intent and targeted audience. The template should serve as your guide, not as a restriction – feel free to alter the template by deleting or adding anything you consider necessary. For example: create additional subheadings if a subject requires a longer, more detailed explanation.
- 6 Review your finished blog post. Once that's done, it's ready to publish.

Glossary Blog Post Template

What is a Glossary blog post

It's a "What is this thing?" article.

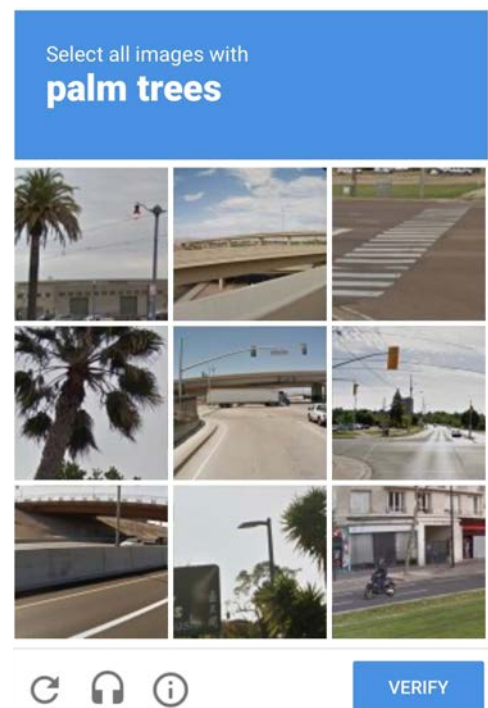
A glossary post informs users about products, technologies, practices, and so on. Besides providing information about the definition of a subject, this type of post also explains how it works, what readers can do with it, and its benefit for them.

Example of Glossary blog posts

- [What Is JavaScript? A Basic Introduction to JS for Beginners](#)
- [Progressive JPEG images: What Is It and How It Can Improve Website Performance](#)
- [What Is Black Friday](#)

Tips

- Focus on delivering relevant and helpful information. If you think it's relevant to discuss the background or reason why the subject was developed in the first place, go over it concisely.
- When you mention the features or characteristics of the subject, make sure also to display its benefits. That way, readers can see what exactly the subject is used for.
- Use visuals to help readers understand the topic better. For example, if you're writing something like "[What is Image Formats?](#)", provide images in your article that would help readers tell the difference between JPEG and GIF.
- Screenshots can also be a great way to help explain things visually. For example, when you're writing about [reCAPTCHA](#), you can provide an example of a reCAPTCHA image to make the readers more aware of how a reCAPTCHA looks.



[Glossary Blog Post Title]

Introduction

Start the article with an introduction to the topic. It can comprise of 2-4 short paragraphs, which contain these points:

- Explain why this topic is important for the reader. Let readers know whether this article has the information they're searching for.
- Include the target keyword in the first sentence or first paragraph of this introduction.
- If applicable, address who will find this article helpful to solve their problem. For example: "If you seek to maximize your business performance on this upcoming Black Friday season, you've come to the right place."
- Explain what you will cover in this article. For example: "Here we're going to explain what SEO is, why it's important and beneficial for your business, and provide five best tips to kick start your new SEO strategies."

What is [X]?

- Explain what X is – its purposes or functions.
- Answer the question that becomes the title of this post immediately at the beginning of this section. This practice will increase your chance of getting this post the featured snippet's position on the Google search engine results page. Immediate answers that use simple and easily understood language can invite more people to check your post.
- If relevant, concisely discuss the background/reason why X was developed in the first place. That said, refrain from delving too deep into history.
- If there's a similar concept to the subject, it can be a good idea to compare them – for example, SEO and SEM. This will help readers understand the difference. Consider also providing a comparison table of these two concepts.
- If X has various types, explain them here. Depending on the topic, the explanation can be short (using bullet points) or longer (using various [headings](#)).

Why should we use [X]?

- Explain why X is important.
- Mention the pros and cons of using X. Highlight the benefit of the pros, and provide solutions/substitutions for the cons.
- Back up the facts in this section with statistics and links to external resources.

How does [X] work?

- Explain briefly how X works and how to apply it in your activities – no need to go into detail since it's not a how-to article.
- If applicable, link it to other posts you have that go more in-depth about how to use X step-by-step. You can also embed a video that explains how X works to provide an audio-visual explanation of this subject.

Tips/Best Practices

- Provide a selection of best practices or tips to apply X. It can also be a list of reminders of what the readers should keep in mind while doing/applying X.
- Keep it short so that the readers won't feel too overwhelmed by the amount of information. Three tips are the ideal minimum, while five is the maximum.

Conclusion

- Wrap up what the readers should've learned by rounding up the key takeaways.
- Refer to other resources you have on your site so readers can visit them to learn more about X.

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Tutorial Blog Post Template

What is a Tutorial blog post

It's a "How to set up/fix this thing?" article. A tutorial post informs readers about how to set something up or solve a problem. It involves step-by-step instructions.

Example of Tutorial blog posts

- [How to Make a Website in 2021: Creating Your First Website](#)
- [How to Get Ready for Your Website's Growth?](#)
- [How to Create and Sell Digital Products: Guide With Product Ideas](#)

Tips

- Provide the instructions in the form of short steps so that readers wouldn't feel overwhelmed and could be confident that they can complete the instructions.
- Focus on providing helpful information for your readers. They will access your tutorial to find an immediate solution for their problem and not for interesting trivial facts.
- Use visuals to help readers understand the topic better. For tutorial posts, this means you'll have to provide screenshots throughout each step so that readers can check whether they are executing a step correctly or not.
- Tutorial posts are also an excellent opportunity to get a featured snippet – a section that appears at the top of Google's search engine results page, highlighting a resource that answers a specific question within a few dozen words. To increase the chances of your tutorial post getting into this position, organize the instructional steps into subheadings.

[Tutorial Blog Post Title]

Introduction

Start the article with an introduction to the topic. It can be comprised of 2–4 short paragraphs, which contain these points:

- Explain why this topic is important for the reader. Let the readers know whether this article has the information they're searching for.
- Include the target keyword in the first sentence or first paragraph of this introduction.

- If applicable, address who will find this article helpful to solve their problem. For example: "Whether you're building a personal brand or a business, a website is one of the most effective ways to reach your audience and achieve your goals."
- Outline what will be covered in this article. For example: "In this article, we'll explain what you need to get started, help you choose the right platform, and illustrate the steps necessary to build your first website."

What is [X]?

Explain what X is – its purposes or functions. It's important to pose this first because some readers may not fully understand what X is. Therefore, before they learn how to utilize it, it's better to help them understand more about the subject.

Why is [X] important?

- Explain why X matters.
- Back up the facts in this section with statistics and links to external resources.

How to [X]?

- This section will make up most of the blog post.
- Break the instructions into subheadings so that readers could clearly understand and execute each step. This also makes for better article structure organization and search engine optimization.
- When applicable, include visual aids for each step, such as screenshot images, GIFs, or embedded videos. If you have screenshots, make sure not to show your personal information in them. Edit them out using any image editor.
- Keep each step concise and accurate. Try to only talk about a single action for each step so that readers could follow the steps more easily. It's important to make the steps as clear as possible – if the readers are confused this may result in them not achieving the desired results.

Tips/Best Practices

- Some tasks might be too complex for beginners. This may make some readers feel unsure whether they can successfully handle the task. Therefore, provide a selection of best practices or tips to do X. There may also be a list of reminders of what the readers should keep in mind while doing X.
- Keep it short so that the readers wouldn't feel too overwhelmed by the amount of information. Three tips are the ideal minimum, while five is the maximum.

Conclusion

- Wrap up by revisiting the key takeaways or concisely reviewing the instructions again.
- Refer to other resources you have on your site so readers can visit them to learn more about X.

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Listicle Blog Post Template

What is a Listicle blog post

It's a "Which option should our readers choose?" article. A listicle post aims to provide practical information to help readers pick an option that best suits their needs.

It lists off products, resources, or examples related to a topic that your readers may have to choose between. It serves as a round-up of the best available options, so all that the readers need to do is to take their pick from the narrowed-down list.

Example of Listicle blog posts

- Comparison: [10 Best eCommerce Website Builders to Build Your Online Store In 2021](#)
- Overview: [What to Sell Online? 30 Trending Product Ideas](#)
- Overview: [16 Best WordPress Alternatives in 2021](#)

Tips

- There are two types of listicles – the ones that compare several items and the ones that just overview several items. Decide at the beginning which type you want to work on since they have different content structures.
- If you choose to create an overview listicle, make sure that your list is not too short or long – keep it more than five and up to a maximum of 20.

[Listicle Blog Post Title]

Introduction

Start the article with an introduction to the topic. It can comprise of 2-4 short paragraphs, which contain these points:

- Explain why this list is important for the reader. Let readers know if this article has the information they're searching for.
- Include the target keyword in the first sentence or first paragraph of this introduction.
- If applicable, address whom this article is for. For example: "If you seek to maximize your business performance on this upcoming Black Friday season, you've come to the right place."

- Explain what you will cover in this article. For example: "To help you find your footing and give an idea of what's possible, we'll be going over 30 trending products to sell online."

Subheading

Some listicles don't directly jump into the list right away. Maybe the topic is not familiar enough for many people, or perhaps you want to provide several tips on choosing the most suitable option. Either way, you can use this section to create one or two subheadings for these types of information:

- **"What is...?" section** – Explain the purposes and functions of X and why it matters. Example: ["What is an HTML editor?"](#)
- **Comparison with a similar concept** – Help readers distinguish X from other alternatives. Example: ["CMS vs Website Builder: What Is the Difference?"](#)
- **"Why does it matter?" section** – While the subject may be already familiar for some, others may not be aware of its benefits and the full potential of what it can do. Example: ["Why do you need a newsletter plugin?"](#)
- **Selection strategies** – Share a few tips on what to consider when the readers are about to make their choice. Example: ["How to Find Trending Products to Sell Online"](#)

The [Number] best [X]

- Create a subheading first to introduce your list of items. This will help your content structure appear more organized and easier to grasp. It's also good for performance in search engine results – clearer structure helps your post get the featured snippet position.
- Create a transitional sentence that contains the target keyword and points out the search intent. This helps the search engine to read this as an immediate answer to the main question posed by this article, which is good for SEO.

▶ Item number 1

- Provide a visual companion to showcase this item's visual identity. For example, for a "Best Websites" listicle, you can provide the screenshots of each website's homepage, or for a "Best Plugins" listicle, you can insert the plugin's banner.
- Explain what this item is.
- Determine how you want to present each item's details – by using paragraphs or by creating bulleted lists for the rating, notable features, price, who it is best for, etc.
- Highlight each item's unique features that differentiate them from the other items in the list.

Conclusion

- Wrap up by listing the key takeaways.
- If the list is up to 10 items, you can write a summary of all the items. For example, item 1 is best for beginners, item 2 works better for more advanced users, and so on.
- Refer to other resources you have on your site so readers can visit them to learn more about X.

[Access downloadable version here](#)

Review Blog Post Template

What is a Review blog post

It's a **"What's good and bad about this subject?"** article. A review article aims to inform readers about the benefits, ease of use, and value of a particular product or service. It doesn't try to sell, but rather serves as the opinion of a professional who has already experienced using this product or service.

Readers search for review articles to find out if a product or service suits their needs or not. That's why when writing a review piece, you must try to put yourself in the reader's shoes. Provide information related to decision-making factors that someone may think about when they're about to pick a product or service.

Example of Review blog posts

- [Zyro Review: Pros and Cons of This All-In-One Website Builder](#)
- [Why Use WordPress? A Comprehensive WordPress Review](#)
- [Weebly vs WordPress: Which Platform Should You Use to Build Your Website in 2021?](#)

Tips

Readers can see it when you're being "salesy." Customers are heavily dependent on product reviews when making purchasing decisions, that's why they're looking for a professional opinion, not a sales opinion. If they see your post is trying too hard to sell, they may immediately leave your blog thinking it does not provide reliable, neutral reviews.

[Review Blog Post Title]

Introduction

Start the article with an introduction. It can comprise of 2-4 short paragraphs, which contain these points:

- Explain what this review is about. Let readers know whether this article has the information they're searching for.
- Include the target keyword in the first sentence or first paragraph of this introduction.
- Explain what you will cover in this article. For example: "This X review will explain all there is to know about the platform, including its benefits, drawbacks, and pricing plans."

What is [X]?

- Explain what X is – its purposes or functions.
- If there's any similar concept to X, compare them so that readers could tell the difference and decide between the options – for example, WordPress.org and WordPress.com. You can also provide a comparison table between these two concepts to make it clearer.

Subheading

- Use this section to inform readers about what they need to know before jumping into the product/service's pros and cons. For example, for a WordPress review, you can create a subheading that specifically talks about "What Kind of Websites Can You Make with WordPress?" or briefly talk about how to use the product/service, such as "A Quick Look at How to Use WordPress."
- If necessary, you can place multiple subheadings before jumping into the pros and cons.

Pros of [X]

Provide transitional sentences before jumping into the Pros list.

► Pros 1

For each item in this list, explain the reasons why X is one of the best products/services on the market. There are various ways to do this, for example:

- Mention several standout features of X, then point out the benefits for users.
- Mention the things that users can do by using X, then explain the benefits for users.
- Point out what makes X different from other similar products/services and what makes that beneficial for users.

Cons of [X]

Provide transition sentences before jumping into the Cons list.

► Cons 1

- For each item in this list, explain the downsides of X.
- Try to provide the solution to tackle this downside. For example, if a website builder that you review doesn't allow template switching, point out that this website builder offers good personalization options so that users can still tweak their site to their liking.

Pricing

- If the product or service has multiple pricing plans, consider creating a table for easier viewing. It also helps readers to compare each plan.
- List the price, payment period, and key features that every plan gets.
- List special pricing conditions, such as discounts that applied for yearly subscriptions or whether there's a free trial.

Who is [X] Best Suited For?

- Explain who this product/service is best suited for, based on its functions and benefits.
- If applicable, suggest an alternative for people who may want to get similar benefits but don't have the resources to do so. For example, provide a more affordable option or suggest hiring a specialist.

Summary

- Wrap up by listing the key takeaways.
- Refer to other resources you have on your site so readers can visit them to learn more about X.

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General Blog Post Template

What is a General blog post

It's a type of post that shares an idea or opinion with the readers in the form of narrative text. In other words, it's a post that does not specifically fall into any of the other categories above.

Example of General blog post

- [When Is A Startup No Longer A Startup?](#)
- [Why We Believe .XYZ Domain is The New .COM](#)
- [Reducing Energy Usage of the Website](#)

Tips

Use headings to help readers quickly see what points are going to be discussed in your article. Headings give a better organization to a long article, and it also improves the SEO performance as search engines use headings to index blog posts. However, don't use too many subheadings as it may make the structure messy and confuse your readers. Headings 1, 2, and 3 are enough to break up your texts into smaller sections that are easier to consume, meanwhile going beyond heading 4 can create clutter for your text.

[General Blog Post Title]

Introduction

Start the article with an introduction. It can comprise of 2-4 short paragraphs, which contain these points:

- Explain why this topic is important for the reader.
- Include the target keyword in the first sentence or first paragraph of this introduction.

Body Section

- Proceed to deliver and elaborate on your ideas in an order that is based on a reasonable thought process. For example, in an article about Startup Culture, you can talk about this topic in this order:

- **The definition of a Startup** – First, let readers understand the literal meaning of a startup. It may include the size limitations that differentiate a startup from a company.
- **The concept of Startup Culture** – Next, let them know that there is also an idea of Startup as a mindset and culture, not just the form of an emerging company.
- **The explanation on how to measure the culture** – Now that your readers are aware of the two previous ideas, elaborate by showing how readers can measure whether their company is a startup in its scale, its culture, or both.
- **The suggestion on how to maintain the startup culture while expanding** – As readers are now able to measure whether their company has a startup culture, assist them in figuring out how to maintain the entrepreneurial culture even when their venture has already reached a more stable growth scale and revenue.
- Back up your facts by linking them to relevant external sources, such as statistics or research papers.

Subsection (optional)

- Break down your blog post into subsections if your topic requires deeper explanations of certain ideas. For example, for an article about Startup Culture, you can create these subheadings:
 - The definition of a Startup
 - The explanation on how to measure the culture
 - The concept of Startup Culture
 - The suggestion on how to maintain the startup culture while expanding

Conclusion

- Wrap up by listing the key takeaways.
- Refer to other resources you have on your site so readers can visit them to learn more about X.

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