

Post Outline Template

POST CHECKLIST INCLUDED!

WAIT! BEFORE YOU GET STARTED

READ ME FIRST

Important notes about using this outline template:

Why Use an Outline: Using an outline allows you to keep posts consistent and to maximize your use of related keywords while providing additional value to your reader so they stay on your site longer. Whether you are running Feast and use their template or running a different theme, this outline can be used on its own or to gather ideas.

Why Use this Outline: Because it's the best! We hope. This outline allows you to have ample opportunities to include related keywords without the words feeling forced. We always recommend reading a post out loud before posting. If it is not easy to read aloud or seems unnatural, the amount of keywords should be reevaluated to see if they all need to be included. It is always better to have less keywords and better content. Not only will the reader pick up the overuse of keywords, but so will Google.

How Does it Work: This outline was designed to work in conjunction with a content optimizer like Rank IQ, Keysearch, or SEM Rush. Optimizers recommend keywords that are most common in the top posts on Google. They typically follow common themes, such as methods of cooking, descriptors, ingredients, and common questions. If you are not using a keyword optimizer, this outline will still help you add keywords naturally while adding value to your post.

Iterate: Outlines are ever changing to meet your current needs. The outline should be revisited when you review your analytics to revise based on what readers are loving and using from the content. Many iterations will come from this outline as your website evolves.

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Terms to know:

Keyword Stuffing: This involves using suggested keywords in ways that are repetitive or not helpful for the sake of including the keyword.

Recipe Keyword: This is your primary keyword for a post, typically the recipe name.

LSI or Related Keywords: These are keywords that relate to or support the recipe keyword, such as "cheesy", "easy recipe", or "red pepper flakes".

Feast: The Feast plug in provides templates for those running Genesis on Word Press.

Content Optimizers: Optimizers are programs you can put your content/post into and it will rate the writing based on the related keywords the optimizer recommends.

Keyword Density: Density is how many a keyword is in your post relative to the total number of words in a post. This is recommended to be 2-3% max.

LEGEND

Be sure to take note of this legend for what heading titles are what.

Heading 1

Heading 2

Heading 3

Paragraph

OUTLINE

Recipe Title (include any jump to links or other)

Entry Paragraphs: 1-3 paragraphs with 2-3 sentences each about the dish and why they need to make it

If you are looking for something different try one of these other Mexican inspired recipes: [Recipe 1](#), [Recipe 2](#), [Recipe 3](#)

Table of Contents

Includes each H2 and H3 (if helpful to link)

Legend

Heading 1

Heading 2

Heading 3

Paragraph

Ingredients and Substitutions

Ingredient: Include relevant or interesting ingredient information and relevant links

Substitutions: List of other options

How to Make this - Step by Step

Write out how to make it with additional details or tips than in the recipe card, can link as applicable

Photos can be included (alt text)

How to make this video

Facts and Common Questions

Can I use corn tortillas for these enchiladas?

answer

How do I know when the bake is done?

answer

Want to save this for later? Here's how!

Fridge: Store in an airtight container up to 5 days.

Freezer: Store sealed tightly with plastic wrap for up to 3 months.

More joyful recipe!

If you loved this recipe, we hope you will try our other 30 minute dinners!

[Recipe 1](#)

[Recipe 2](#)

[Recipe 3](#)

Recipe Title (for recipe card)

CHECKLIST

Pre-posting:

- Keywords are included naturally - read the post aloud
- Common Questions - 5 maximum
- Alt Text for images
- Pin Descriptions for images
- H2's do not contain Recipe Keyword except in recipe card
- Image sizes are 1200 wide minimum
- All relevant information is linked within post (affiliate, other recipes, sources)

Once post is live:

- Add link to this new post from older posts

This is intended to be a quick reference guide but by no means covers everything that should be or could be included in a checklist.

If you have any questions, please do not hesitate to reach out at
joytothefoodcontact@gmail.com

Thanks for reading this far!

 Mika