

Blog Post Structure Guide

Every element of a professional blog post — what it does, where it sits in the funnel, and what makes it work

A blog post is not a series of paragraphs about a topic. **It is a sequence of specific elements, each doing a distinct job.** When one element fails, the whole post underperforms — even if everything else is strong. This guide names every element, explains what it is responsible for, shows what it looks like when it works, and identifies where it sits in the reader's journey from discovery to action.

THE ANATOMY OF A PROFESSIONAL BLOG POST

Every element appears in publication order. Funnel tags show where each element does its primary work: **Awareness** (new readers finding the post), **Consideration** (returning readers building trust), **Conversion** (readers ready to act), and **SEO** (affects search visibility directly).

<p>Title & Headline</p> <p>THE FIRST DECISION</p> <p style="background-color: #2b6cb0; color: white; padding: 2px;">AWARENESS</p> <p style="background-color: #555; color: white; padding: 2px;">SEO</p>	<p>What it does: The title is both the search result and the promise. It must earn the click and set up the argument. Under 65 characters. Specific and searchable. No question marks — statements outperform questions. The focus keyphrase should appear naturally. Write the title last, after you know what the post actually argues.</p> <p>Test: Read it aloud. If it sounds like a topic label rather than a claim, rewrite it. "Personal Branding" fails. "Your LinkedIn Profile Is Optimised for Visibility When It Should Be Optimised for a Conversation" works. One delivers a category. The other delivers a position.</p>
<p>Deck / Standfirst</p> <p>OPTIONAL — HIGH VALUE</p> <p style="background-color: #2b6cb0; color: white; padding: 2px;">AWARENESS</p>	<p>What it does: One or two sentences in italic below the title that expand the claim and establish who the post is for. Not a summary — a hook. If the title earns the click, the deck earns paragraph one. Never begin with "In this post, I will..." — that is a summary, not a deck.</p> <p>Example: <i>Most LinkedIn profiles are abandoned within three months. The writing was the easy part.</i> — Two sentences. A specific claim. A tension the reader either recognises or wants to understand. Both outcomes keep them reading.</p>
<p>Opening Paragraph</p> <p>HIGHEST-LEVERAGE ELEMENT</p> <p style="background-color: #2b6cb0; color: white; padding: 2px;">AWARENESS</p> <p style="background-color: #555; color: white; padding: 2px;">CONSIDERATION</p>	<p>What it does: Delivers the core tension or insight immediately. One job: make the reader need the next paragraph. No setup. No definitions. No "In today's world..." or "Now more than ever...". On CareerComms, the word "I" must not open the first sentence — lead with the idea, not the author.</p> <p>The test: Replace your opening paragraph with the second paragraph. If the post reads better, the first paragraph was setup, not substance. Cut it. Most professional writers spend too little time here and too much on the structure that follows.</p>
<p>H2 Subheadings</p> <p>ARGUMENT SIGNPOSTS</p> <p style="background-color: #555; color: white; padding: 2px;">CONSIDERATION</p> <p style="background-color: #555; color: white; padding: 2px;">SEO</p>	<p>What it does: Each H2 makes one claim that the section then supports. Not a topic label — a statement or provocation. "Why Voice Matters" is a label. "Voice Is Not Style — It Is the Specific Way You See a Problem" is a statement the reader wants to test. The section should make readers want to prove the heading right or wrong. Either outcome keeps them reading.</p> <p>SEO role: Search engines use subheadings to understand what each section covers. Descriptive H2s that include related keywords improve how the post ranks for the full topic cluster, not just the primary keyphrase.</p>

Body Sections

THE ARGUMENT
BUILT

CONSIDERATION

What it does: Prose paragraphs — never bullet points in body copy on CareerComms. Every paragraph does one of four jobs: evidence, example, implication, or complication. Sections that do none of these are filler and should be cut. The Seoul lens appears here where it genuinely illuminates — Korean concepts with Hangul and romanisation on first use, woven in, not bolted on.

Length per section: Two to four paragraphs. Long enough to develop the point, short enough to keep the argument moving. If a section runs past four paragraphs, it is probably making more than one point.

Research & Evidence

CREDIBILITY LAYER

CONSIDERATION

SEO

What it does: Live hyperlinked citations integrated into the prose at the point of the claim — not appended as footnotes. The practitioner observation comes first. Data supports the claim, it does not make it. External links to authoritative sources signal credibility to readers and search engines simultaneously.

Rules: Minimum one external link per post. Link text describes the destination. Quotes from sources stay under fifteen words — paraphrase the rest. Source hierarchy: academic research and government data outrank industry reports, which outrank aggregator summaries.

Featured Image

VISUAL ENTRY
POINT

AWARENESS

SEO

What it does: Appears in social shares, search previews, and at the top of the post. The visual representation of the argument, not a decorative photograph. CareerComms featured images use Near-Black, Accent Blue, and white. No warm colours. No generic stock photography.

SEO role: The image file name and alt text should include the focus keyphrase specifically. Alt text describes the image precisely — not "blog post image" but "professional networking event Seoul Korea evening." This feeds image search and accessibility simultaneously.

Internal Links

KEEPS READERS
ON SITE

CONSIDERATION

SEO

What it does: Links to other CareerComms posts that extend or support the current argument. Moves readers deeper into the site, builds topical authority for search engines, and creates the content clusters that make the site rank for related terms. Minimum two internal links per post where possible.

Rules: Link text should be descriptive and match the destination post's argument. Links should feel like genuine recommendations — if the link would not help the reader, it is an SEO gesture, not a useful connection, and readers can tell the difference.

Closing CTA

THE SOFT TURN

CONVERSION

What it does: The post's only conversion element. Always soft, always italic, always in Lora, always points to one of three places: a related article, The Briefing newsletter, or the Work With Me page. One CTA per post. Never bold. Never imperative. The reader should feel they are choosing to follow it, not being directed.

What the CTA connects to: Career Intel and interview posts → Work With Me. Strategy and framework posts → related article or The Briefing. Briefing posts → newsletter subscription. The CTA should connect back to the argument the post just made — not be a generic "subscribe for more tips."

Yoast SEO Fields

COMPLETED
BEFORE PUBLISH

SEO

Four fields required before any post publishes: Focus Keyphrase (2–4 words, real search intent, matches the argument not just the topic). SEO Title (under 65 characters, includes keyphrase). Meta Description (under 160 characters, readable as a search result sentence, includes keyphrase naturally). Slug (lowercase, hyphenated, keyphrase-led, no dates or stop words).

Meta description rule: Write it as a sentence a person would want to read in a search result — not as a keyword-stuffed summary. It must make someone click from a results page, not just describe what the post contains.

Category Tag

ONE ONLY —
PERMANENT

SEO

Eight categories — one per post: Career Intel · Strategy Desk · Systems & Signals · Writing Lab · Seoul Side · The Briefing · My Classroom · Work With Me. The category determines tone register, H2 style, CTA destination, and reader expectation. Assigned before writing begins. Permanent after publication. No cross-tagging.

When in doubt: Which category serves this specific reader most directly? Not which category the topic touches — which one gets the reader closest to the next useful action. That is the correct category.

BEFORE AND AFTER — OPENING PARAGRAPHS

BEFORE — SETUP BEFORE THE POINT

In today's competitive job market, personal branding has become more important than ever. With social media platforms like LinkedIn providing professionals with unprecedented opportunities to showcase their skills and experience, it is essential to understand how to build and maintain a strong personal brand that resonates with your target audience.

No claim. No tension. "In today's world" framing. The actual argument has not arrived by the end of the paragraph. This could have been written about any topic by anyone.

AFTER — CLAIM IN SENTENCE ONE

Most LinkedIn profiles are built backwards.

Professionals spend weeks perfecting the headline and summary, then wonder why the right people are not reaching out. The problem is almost never the writing. It is that the profile is optimised for visibility rather than for a specific conversation — and those two things require opposite decisions.

Specific, arguable claim in sentence one. Tension established immediately. The specific reader recognises their situation. The argument is clear before the second paragraph begins.

BEFORE AND AFTER — CLOSING CTAS

BEFORE — GENERIC IMPERATIVE CTA

If you found this article helpful, please share it with your network. Subscribe to our newsletter and follow us on LinkedIn for daily tips and updates. Book your free consultation today and start building a personal brand that opens doors!

Multiple asks competing. Imperative and loud. Could appear on any website. No connection to the argument the post just made. The exclamation mark is not recoverable.

AFTER — SOFT ITALIC INVITATION

If your LinkedIn presence is not producing the conversations you want, the Work With Me page covers what a positioning session looks like in practice — and what it tends to change first.

One ask only. Italic. Connects directly to the post's argument. Reads as a natural next step rather than an instruction. The reader feels they are choosing to follow it.

QUICK REFERENCE — EVERY ELEMENT AT A GLANCE

ELEMENT	PRIMARY JOB	FUNNEL	MOST COMMON FAILURE
Title	Earn the click, signal the argument	Awareness + SEO	Topic label instead of claim

Deck	Earn paragraph one from the right reader	Awareness	Summary instead of hook
Opening Para	Deliver core tension immediately	Awareness → Consideration	Setup before substance
H2 Subheadings	Make one claim the section supports	Consideration + SEO	Topic labels instead of statements
Body Sections	Build the argument with evidence and examples	Consideration	Bullet points instead of prose
Research / Evidence	Support claims with external authority	Consideration + SEO	Appended footnotes instead of inline links
Featured Image	Visual entry point for shares and search	Awareness + SEO	Generic stock photo, missing alt text
Internal Links	Keep readers moving through the site	Consideration + SEO	Missing entirely or linked incorrectly
Closing CTA	Invite the next step without demanding it	Conversion	Multiple asks, bold and imperative
Yoast SEO Fields	Make the post findable before it publishes	SEO	Left blank or filled in carelessly
Category Tag	Set reader expectation and tone register	All + SEO	Cross-tagged or assigned after the fact

A post that does not earn the next sentence at every stage does not need better writing. It needs a clearer argument. Find the argument first. Everything else follows from it.