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8 SIMPLE ARTICLE STYLES

TO MAKE MONEY ONLINE WITH AFFILIATE WEBSITES

INTRODUCTION

JUST GET THE WORK DONE!

One of the biggest struggles for a "content marketer", or someone that earns money by writing articles on their website, is thinking of what to write about. For a newbie, this task can seem impossible, especially as you are writing your first few pieces of content.

On top of that, even if you know what you want to write about, you'll often wonder if it's worth your time, of if you'll be spending your time writing something no one will ever read.

I find that whenever I stress about stuff, I like to organize a schedule, a template, or some kind of format to follow so that I don't have to think too much about what I'm doing.

In this training, I'm going to present 8 basic article format styles that you can use on any website, with any topic.

Many of them are targeted at low-competition keywords, so they will be easy to rank. Some do not even have to target specific keywords, and can still rank for lots of unintended search phrases.

The goal of this training is to give you a couple formats to follow so you can think less about "how" to write content for your website, and focus more on creating quality, interesting articles that people want to read.

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https://my.wealthyaffiliate.com/nathaniell/blog/writing-for-your-website-simplified

8 ARTICLE STYLES

1. REVIEWS
2. COMPARISON
3. QUESTION & ANSWER
4. TUTORIALS & HOW TO'S
5. ROUNDUPS
6. TOP 10 LISTS
7. TRENDING TOPICS
8. A TO Z EXPLAINER

Additional training to help with creating blog post topics and actually getting them ranked:

- How I Deal With Bad Grammar Keywords
- Generate Hundreds Of Blog Post Ideas pt. 1
- Generate Hundreds of Blog Post Ideas Pt. 2
- Don't Waste Time With These Keywords.

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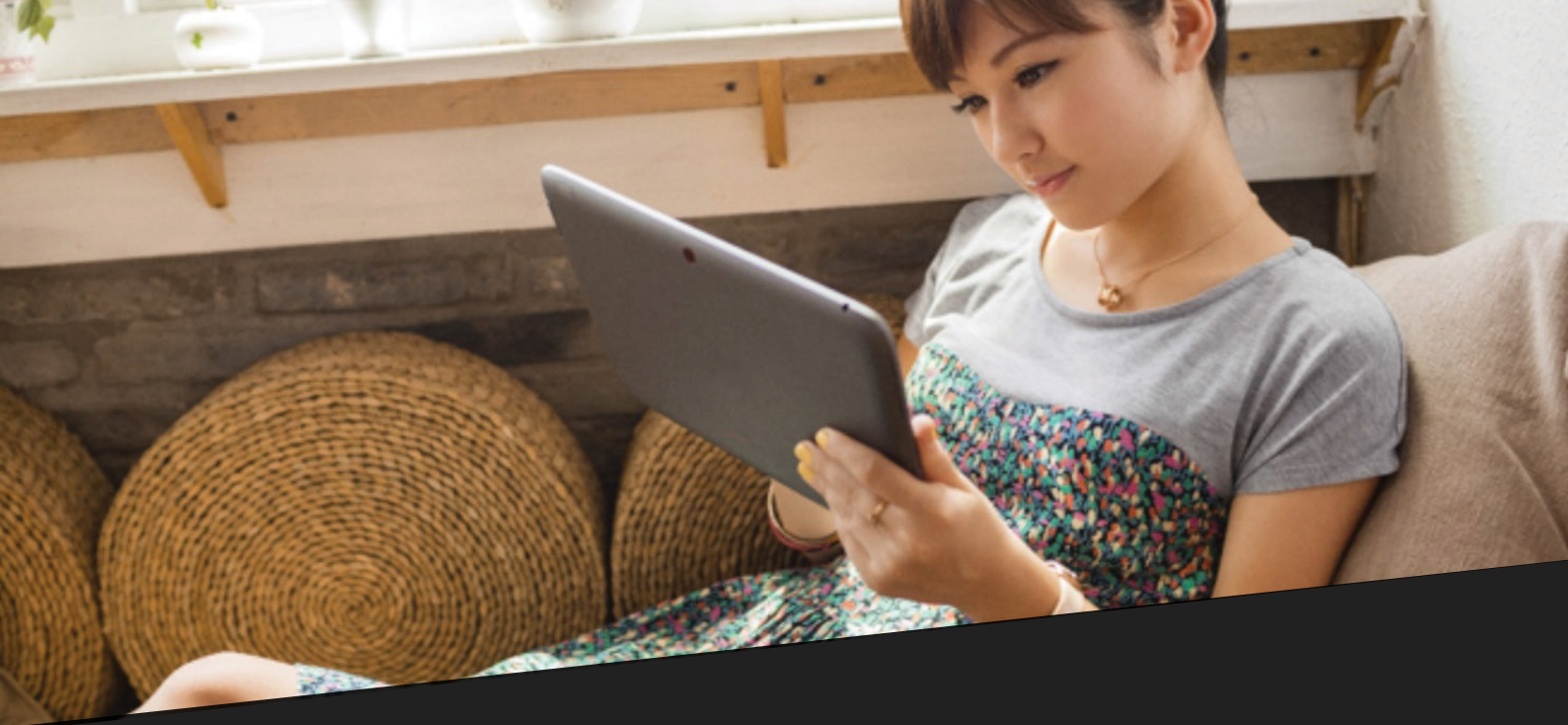
ARTICLE STYLE #1
PRODUCT REVIEWS

This is a pretty obvious topic that maybe doesn't need to much discussion, but since it's one of the main post types I use, it belongs in this list!

Product reviews are great because they are a direct way to make money with your website. The idea is simple: Is this product good or bad, and should the reader buy it?

There are lots of way to go about writing a product review.

HERE'S A BASIC FORMAT I USE FREQUENTLY:

1. Introduction
2. Quick Summary
3. Pros
4. Cons
5. Comparison
6. Conclusion

With 200 words per section, that's already a 1200 word blog post, and definitely rankable!

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HERE'S ANOTHER POSSIBLE FORMAT:

1. Introduction
2. Product Use Cases
3. New Version Details
4. Comparison To Old Versions
5. Tutorial
6. Pros/Cons
7. Conclusion

Considering a tutorial in this format could be 500-1000 words, you have a potential 2,000-3000 word product review with this format! It might take a couple days to write, or even a week, but in the end it will be worth it when you have the most comprehensive review on Google page 1!

Product reviews are great to write because you can link back to them often, or use them to link to your other product reviews. That means each product review you write could be a part of a funnel, a "landing page", your main "money page".

In other words, you can use this as the first step, middle step, or end step to your money making process.

Pro Tip 1: Use an interesting title. "Product ABC Review" is pretty boring, but "Product ABC Review: Is It Worth The Hype" is much more clickable

Pro Tip 2: I don't write product reviews of multiple versions of a product unless they are significantly different. Sometimes a company will release version 1.2, but I'll usually wait until version 2.0 before I spend a significant amount of time writing a new review

Pro Tip 3: When you decide on a product review, brainstorm 3-5 keyword-focused topics that can allow you to link back to your review and boost it's rank with internal linking.

ADDITIONAL READING:

*   Internal Linking Strategies for Rankings
*   Where To Add Affiliate Links For Results

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ARTICLE STYLE #2
PRODUCT COMPARISONS

Comparison articles are usually super low competition, but also super low traffic. It's an ultra specific keyword. There are some instances where landing a #1 spot can get you some good traffic, such as iOS vs Android, but for many product comparisons it's likely to not yield super high results.

That being said, these are still powerful post formats!

Because the are super specific, it means whoever lands on your page is going to be hungry for what you have to say. They've already done the research on two separate products and can't decide which one is the best for them.

This is your opportunity to help them make that decision!

When you search in Jaaxy, don't be afraid if it comes up as <10 traffic. In my opinion, as long as you see searches for Product 1 and Product 2, then there's bound to be searches for Product 1 VS Product 2. Makes sense, right?

Comparisons are also great for internal linking. You can do a Product 1 Review and a Product 2 Review, then write a third post comparing them. I always try to make my coverage of a topic comprehensive enough so that the reader doesn't have to go to another website to get more information.

ARTICLE STYLE #2
PRODUCT COMPARISONS

HERE'S A BASIC POST FORMAT I USE:

1. Introduction
2. Quick Review of Basic Differences
3. Product 1 Mini Review
4. Product 2 Mini Review
5. Feature A Differences
6. Feature B Differences
7. Feature C Differences
8. Which Product Is Better
9. Who Would Like The Loser
10. Conclusion

If you are really unsure of spending a couple hours on a low traffic post, a simpler version could be:

1. Introduction
2. About Product 1 & Product 2
3. Feature A Differences
4. Feature B Differences
5. Feature C Differences
6. Which Product Is Better

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ARTICLE STYLE #2
PRODUCT COMPARISONS

Within many niches, you could write comparisons every day and never run out of ideas. The matrix of comparisons multiplies fast.

- Product 1 VS Product 2
- Product 3 VS Product 4
- Product 1 VS Product 3
- Product 3 VS Product 2
- Product 2 VS Product 4

ProTip 1: Change the target audience of your post by adding something to the title such as "Apples VS Oranges: Which Is Better For Weight Loss?". This is different from "Apples VS Oranges: Are These Fruits OK For Diabetics?"

ProTip 2: Even if there's not much traffic going to the specific comparison phrase, you can still get ranked for terms related to both products.

ProTip 3: You don't have to use "versus" or "vs" to compare. Titles can be something like "Is Advil or Tylenol Best For A Hangover?"

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ARTICLE STYLE #3
QUESTION & ANSWER

Though a simple concept, answering questions in a blog post is a great way to get highly engaged traffic to your website. People go to Google with questions, and you have the opportunity to provide them with an answer!

Sometimes, that answer is a product. You can link to your product review, or directly to the product with an affiliate link.

Sometimes, the answer is more reading. You can simply link to a another post with further information... Of course which somewhere down the roads leads to an affiliate sale, an email sign up, or at the very least a contribution to the discussion or a Facebook share.

In other words, when you create a question/answer type of post, make sure you have a goal in mind of what you want the reader to do when they are done reading.

Another reason I like this style of article is that it fits great with keywords. Your keyword doesn't have to be a question though! Any keyword can be turned into a question, or multiple questions for an even lower competition phrase.

For example: restain deck (260 search / 66 QSR)

POST TITLES

- Do I Need To Strip Old Stain Before I Restain My Deck?
- What Grit Sandpaper To Use For Sanding To Restain My Deck?
- Can I Use Old Based Stain To Restain My Deck With Water Based Stain?

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ARTICLE STYLE #2
QUESTION & ANSWER

There are thousands of potential questions to ask here, and a great way to find them is to use the alphabet soup technique, which is actually now a auto-generated feature of Jaaxy. With Jaaxy enterprise you'll have about 300 potential questions in 60 seconds.

I also like to write about questions that are not featured in Jaaxy.

Sometimes, due to the specificity of deep-dive topics, questions arise that will only show where real people are talking about the product. This is why you need to become an expert (or hire an expert) in your niche.

There's a cryptocurrency called 0x which is gaining popularity. But all the questions related to this token like "how to store 0x on a hardware wallet?" or "which exchanges trade 0x?" will not show up on Jaaxy. You need to be familiar with the topic to think of these questions!

ProTip 1: Use Jaaxy to brainstorm keywords, questions, and store them on lists so you don't forget or lose track of all your great ideas

ProTip 2: Search on social media for people asking questions for ideas, but also to help them out. Answering questions, with or without posting your link can help you build your brand and authority

ProTip 3: Building out pages that answer questions can make YOU your own resource, so you don't have to link out to other websites

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ARTICLE STYLE #4
TUTORIALS & HOW-TO'S

Tutorials are one of the most lucrative types of content, but also most complicated to do right. Too many times I see newbies (again, including myself) writing up a quick 1000 word tutorial on a keyword they found and calling it a day.

However, if you use this post type to its full potential, you have a lot of tools available to you for traffic, sales, and authority. Not all tutorials have to be super in-depth, but the ones which require a lot of teaching could contain:

- Original Infographic
- Original Video
- Original Images
- Original Text Content

That's all based off of the same idea and same content, but in different formats, they'll appeal do different audiences. Plus, they can work together to make the overall "content" related to the topic much better.

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ARTICLE STYLE #4
TUTORIALS & HOW-TO'S

FOR EXAMPLE, YOU CAN:

- embed your video in your text post
- link from your video to your text post
- put your video up on multiple video hosting sites
- explain your infographic in the video
- upload the infographic to the text
- share the infographic on social media and link to the text (think: Pinterest!)
- include some text on the infographic
- include your original images on the infographic

This cross promotion helps to get links to your site, but also helps to solidify your authority on the topic.

your video

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ARTICLE STYLE #4
TUTORIALS & HOW-TO'S

As you can see, that's a lot of work. Filming a video may take a couple days at least. Transcribing the video for written content could take a couple days on top of that. If you decide to to custom images and infographics too? Honestly, doing one in-depth, comprehensive tutorial could take a couple weeks or a month.

Not all topics will require that amount of time. Sometimes, just a quick video will do, and you can have a written post with a video done in less than a day. But keep your mind open to the possibilities of dominating multiple platforms with just one tutorial idea.

There are tons of possible formats for a tutorial, depending on the length. One cool thing I like to do though is include a FAQ about the tutorial topic, and use Jump Links so people can skip the FAQ if they want and don't have to scroll through each individual question to get to the bottom.

You can also link from your YouTube video to your article, without having to put the link in the description box.

ProTip 1: Watermark your infographics. People will steal them.

ProTip 2: Canva is super easy to use to make infographics

ProTip 3: Avoid those "easy YouTube video" makers that have robot voices, or just stock photos with a voiceover. Waste of time in my opinion.

ProTip 4: Browse tutorials from other creators and see what questions people are asking to see how you can make your tutorial better!

Additional Reading: Ideas for Infographic Designs

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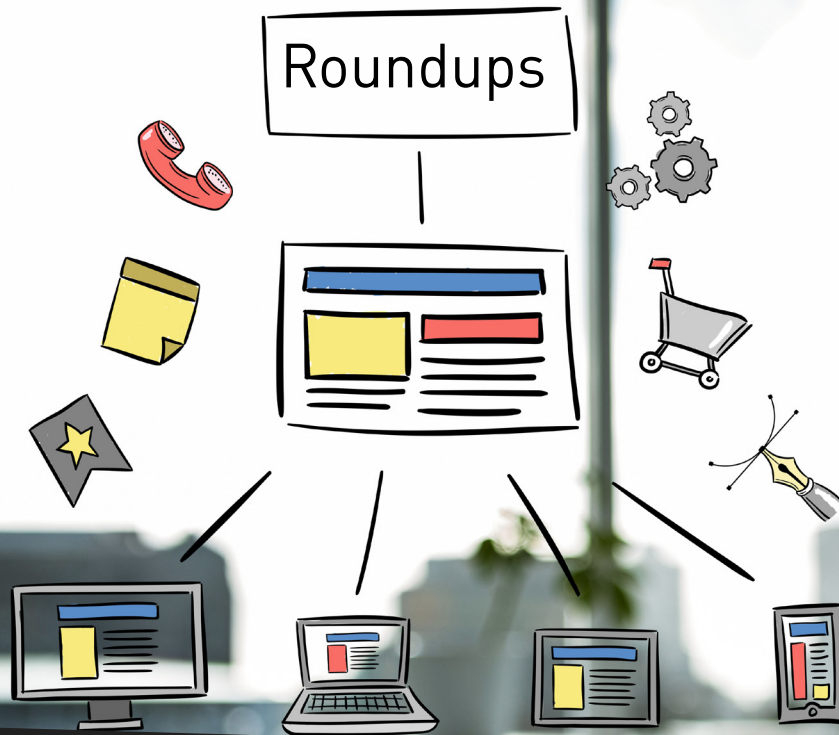
ARTICLE STYLE #5
ROUNDUPS

Often known as "expert roundups", you can do a roundup of anything. Recipe roundups are popular among the recipe bloggers, and are a good example of how roundup posts can be used.

Examples:
- 30 Vegan Chocolate Ice Cream Recipes
- 10 Travel Bloggers You Need To Follow on Instagram
- 15 Ways To Recycle Used Scrap Wood From Your Projects

In each of these blog posts, I'd pick out people, blogs, or articles that deserve to be featured on my roundup post. Here's how I'd organize the post:

1. Introduction (including keyword)
2. Title 1
3. Image 1
4. Summary 1 (including link to source)
5. Title 2
6. Image 2
7. Summary 2
8. etc
9. Conclusion

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ARTICLE STYLE #5
ROUNDUPS

How you get images depends on what the post is. For the instagram example, you can just embed an instagram post within your blog article and you don't need permission. The same goes for YouTube, Twitter, and many other platforms.

With images, you should absolutely contact the owner first to ask for permission. Many people say yes, but just as many say no, so put on your thick skin before sending out that email.

Once published, you can contact the owners and notify them they've been featured. They may or may not share your post to their social media following. This is a pretty common tactic to get attention from the "big players" in a niche, so lots of authority bloggers are tired of getting featured and may not even respond.

However, if you feature more of your peers, i.e. newer blogs looking for exposure, people will be happy to collaborate, and may even feature your site on their next roundup.

Expert roundups are basically the same thing, but with a focus on people.

- 10 Bloggers Killing It With Their Amazon FBA Business
- The Top 3 Street Artists in Los Angeles

This is all about reaching out to those authorities in your niche, and catching their attention. This is a great way to get noticed in your niche, even if it isn't from the actual authority figure.

Often enough, just having a conversation with them on social media is enough to get a couple clicks over to your account, especially if you are adding insightful information. Getting yourself in the mix is important, and if you do this enough times, people will start to recognize you.

Next time you ask for a favor, like a comment, a feature, a guest post, or some other kind of endorsement, you just might get it!

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YOUR TEAM WON!
FLOOD ZONE - CONQUEST - TOTAL TIME: 00:00:00

US	TICKETS: 6	K	D	SCORE
1	85 krekc	18	0	7950
2	49 SebaXxX16310	27	11	6238
3	45 ArmedW4RM4CH1NE	20	13	6154
4	25 keenin14	8	16	5852
5	22 X5494JESSE	20	15	5360
6	51 Rampersaud	19	7	4912
7	40 WIKK76	10	6	4438
8	39 jasrac5469	11	11	4429

CN	TICKETS: 1	K	D	SCOR
1	38 YouGoinDowns	20	17	6627
2	55 tolletudi	17	13	5722
3	66 PbO TheCrowbar	17	23	4527
4	28 ThePreist	8	14	3341
5	8 Ki1Ler17	4	22	2435
6	6 Squishyness02	7	22	2389
7	61 Coach Reid	4	16	2048
8	44 WeepDragon	3	6	1172
		4	2	781

ARTICLE STYLE #6
TOP 10 LISTS

This is a fun one, and real easy to crank out. These are also super easy to outsource because it doesn't take much brainpower to research and write these. The basic idea is to simply pick the "best of" something and put it in a list format.

It doesn't always have to be 10 things though! Top 3 and Top 5 are also popular, but really, if you want to go all out, you can do a Top 50 or Top 100.

MY BASIC FORMAT I USE IS EASY:

1. Introduction
2. Item 1 Title
3. Item 1 Image
4. Item 1 Text
5. Repeat => 10
6. Conclusion

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ARTICLE STYLE #6
TOP 10 LISTS

These posts are also great opportunity to use affiliate links from multiple companies at once. If you had a post about the top 10 drones for kids, make sure to include an affiliate link for each one featured on the list!

If there's enough attention to each of the products, you can also write an individual review of each in the top list, then cross link your posts.

ProTip 1: Pick a #1 choice and include your affiliate link in the introduction and conclusion. Many people just skim, and long lists can be overwhelming. They just want to know what's the best

ProTip 2: If your competitors have a top 10 list, make yours better to be more clickable. Would you rather read a top 10 or top 20 list?

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ARTICLE STYLE #7
TRENDING TOPICS

This one might be a relief to some of you because it doesn't involve any keyword research! The "trending" style blog post is just about capitalizing on trends. You can of course search on Google Trends, but even they can be too late. Look at twitter and other news feeds to see what's happening #rightnow in your niche (or at least in the last few days).

The other cool thing is that this post doesn't have to follow SEO rules (but it can). If you just want to punch out a 500 word post and share it to your social media channels, you can do that.

With the right hashtag, or published to the right Facebook group, this stuff can go viral!

If you do engage in a bit of SEO, and make your post a bit smarter, longer, and optimized, all that social love is going to help you in the SERPs too.

We see this all the time when big scams get busted. When a scam goes down, if you have written about that on your site, chances are your traffic will spike.

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ARTICLE STYLE #7
TRENDING TOPICS

If you have a men's fashion blog, you could write a blog post about the potential design for the new US Space Force uniforms (just announced a day ago). Who wouldn't want to take a look at that and share it with their friends?

Or with the plastic straw ban happening in California, you can write about reusable straws, or analyze what's happening with the law (assuming your blog is relevant to the topic).

New video game releases, or pictures from E3 are a perfect way to drive traffic to your video game themed blog.

These are just news items off the top of my head, but since you are the expert in your niche, you'll have more insight into what's trending in your area. Social media is important for this style of blog post to get your content noticed and ranked in a hurry!

ProTip #1: Be sure to tag people or use trending hashtags to get more traction to your shares

ProTip #2: Search trending tags on Twitter and see if anything can "fit" your niche, even if it's just somewhat related

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ARTICLE STYLE #8
A TO Z EXPLAINER

This is the most difficult of the "post formats today", but it can also be the most rewarding to finish. The idea behind an A to Z explainer is that you cover every angle of a topic, from beginning to end, on a single post.

Of course, this means you really need to organize things well!

A table of contents with jump links, or even a TOC plugin if you plan to make multiple posts like this would be useful so people can see an overview of what's going to be covered and be able to skip to a specific section if they come back to the post for reference.

1000 words? No way. Aim for 2-3000 words or more. My highest word count for a post was 16,000 words. It took several weeks to finish, including images, links, etc formatting. Word count is not the end-all-be-all to getting ranked, but it can help a lot! If you truly know your stuff and have a comprehensive campaign to promote your content, you can definitely get ranked on page 1 for some competitive phrases.

These styles of blog posts are great to have around because you can always link back to them. If you have jump links, you can even link back to specific sections of a page using the link style [mywebsite.com/page-1/#jumplink]. Using yourself as a reference, you help boost your authority in the eyes of the reader, and with Google.

ARTICLE STYLE #8
A TO Z EXPLAINER

In these styles posts, don't be afraid to include multiple videos, on top of original images to help break up the content so readers don't get fatigued.

When I write large posts like this, I will absolutely use a higher competition keyword to target. I don't want to waste my time writing 10k words for a phrase that only gets a few hundred searches per month.

I also make sure to include an affiliate link somewhere, or have a clear method of monetization. You don't want to publish content just for the sake of publishing.

ProTip 1: Don't over-optimize by stuffing your keyword into every h3/h4 tag or image alt tag. Add a variety of LSI keywords, or basically, just do what's natural. It's pretty hard to perfectly optimize a huge post like this.

ProTip 2: Have an action plan in place on how you plan to promote this page. Don't just publish and leave it to "do whatever" in Google. Make sure your work was worth the time

ProTip 3: Go back and update this post from time to time with new information, then notify Google of the changes via Search Console.

ProTip 4: Good rank on these posts rarely comes quickly, unlike low-competition posts. It could take months to rank on page one. You can continue to update and promote during this time

More In-Depth Writing Tips
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There are plenty of "formats" to use for your business. When combining keyword research with some of these templates, there's really no reason you can't come up with hundreds of topics to write about every year.

Good luck everyone!