



1 H1: A compelling title: like, a seriously compelling title

Your catchy title should be followed by an equally concise introduction that grips the reader, sets out the purpose and intent of the article, and what's their appetite for what's to come. This is where you communicate the value of reading.

2 H2: How to do _____

Follow up that intro with an equally compelling paragraph to induct your reader into the topic. This section is also a great place for multimedia, like an infographic or video that summarizes the steps to follow.

3 Optional H2: What is _____

Ideally, you'll want to blaze straight into those steps. But if there's any background info you need to deliver first – reminding your readers what a balloon is, for instance, or regaling them with a whistle-stop written history of the balloon industry – you can do it here.

4 H2: List each step as an H2

You'll want to display each of the steps in your how-to guides as H2s.

Not only will they stand out more than H3s and H4s, but this approach will also boost your SEO – particularly if you optimize the title of each step for your target keywords. Plus, you can still use H3s. They're just better for formatting steps that aren't a list item in their own right, but rather a subsection of one of the main H2s.

Repeat this for all steps, but remember – you can also use H2s for ideas that don't belong in the list. Following our extended balloon example, some how-to-related H2 inspo could include:

- How long does blowing up a balloon take?
- Our top tips for blowing up a balloon
- The dangers of blowing up a balloon
- Should I contact a professional to blow up a balloon?

5 H2: Summary

Here's your chance to wrap it all up, and – word count permitting – add in some final concluding thoughts and analysis.

6 H2: FAQs

Include two or three FAQs to target relevant keywords, and keep them to-the-point and pithy. These are great for your how-to article's rankings and SEO performance, as well – particularly when it comes to voice searches.