

CONTENT TEMPLATES

Best Product, Product Review and
Product A Vs. Product B



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Best XYZ Article

TEMPLATE 1, LONG FORM COMPETITIVE KEYWORD (+3,000 WORDS)

Add Media

Visual Text

Paragraph B I [List Icons] [Quote Icon] [Link Icon] [Image Icon] [User Icon]

ABC [Text Color Icon] [Link Icon] [Omega Icon] [List Icons] [Undo Icon] [Redo Icon] [Help Icon]

H1: Best [Product] of 2017? Complete Reviews With Comparison

Short and catchy Intro + Featured image

H2: Top X [Product] Comparison Chart

(Table) as many rows as products you're reviewing, try and make it so it pops at the bottom of the fold, hence keep your intro short and sweet. You can add more Feature columns if the width of your theme allows and the product's complexity calls for it.

Name	Feature 1	Feature 2	Editor's Rating	
Product 1 (link the name to the review further below) Product Image with link to Amazon pulled from Sitestripe (or API)	Key feature n°1. Go for "make it or break it" kind of essential features, not some irrelevant "size weight color" kind of specs unless those really matter	Key feature n°2	Star Rating out of 5	[Call to Action Button]
Product 2	Value	Value	Star Rating	[Call to Action Button]

Table of Contents goes here.

H2: [Product] Reviews

H3: 1. [Product Name]

(make sure to write the actual product name and not whatever rubbish appears on the Amazon Product listing)

Brief intro paragraph, why you've picked it, tier it belongs to, subclass it belongs to, etc. (Example, "this is a high-end automatic watch from the luxurious brand Zodiac") which is a great way to then link to your "automatic watches" tier 2 page from this "best watches" tier 1 page.

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Word count: 0

Editor's Rating: (Star rating goes here) Product Image (pull from Sitestripe or API)	H4: Overview: Spec 1: Spec 2: (as many as you see fit)
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H4: Product Highlights

Section where you cover the main features and characteristics that make this product an interesting choice.

H4: The Good/What I like

Section where you cover specific parts where this product is better than other choices in the same price range, where the manufacturer did a really good job, special features you wished other choices had, etc.

H4: The Bad/What I don't like

Section where you cover the downsides or otherwise poor features and specs of the product

Here you can add a video review/product spotlight from YouTube that's of good quality for extra information and longer visitor dwell time

Pros	Cons
<ul style="list-style-type: none"> • Good thing n1 • Good thing n2 • Etc 	<ul style="list-style-type: none"> • Bad thing n1 • Bad thing n2 • Etc

[Call to Action Button]

H3: 2. [Product Name]

---Same structure as previous product ---

-
-
-

(Repeat with as many products you've picked for review)

Paragraph



H2: Buyer's Guide

Intro paragraph where you explain the importance of understanding what to look for in a good [Product]

H3: Key Feature n1

Explain this feature/spec/function/component so that the reader knows exactly what it does and how it matters, etc.

H3: Key Feature n2

... (As many as needed)

The buyer's guide is a great spot to place your authority links quoting highly authoritative, niche-specific sources (no, wikipedia isn't a good source) to help readers dig deeper into a certain topic if they so wish and improve your on-page SEO at the same time.

H2: [Product] FAQs

- H3: Question 1
- H3: Question 2
- H3: Question 3
- H3: Question 4
- H3: Question 5

H2: Conclusion/Wrapping up/Final Verdict

Here you close the article with a final recommendation with [Product n°X] as the best [product] because A, B, and C. You may alternatively give a second recommendation for a much cheaper option for those who are on a budget.

TEMPLATE 2, SHORT FORM, LOW COMPETITION KEYWORD

(1,500 WORDS OR LESS).

Compared with Template 1, the individual reviews are much shorter and go in less depth.

Add Media

Visual Text

Paragraph B I [List Icons] [Quote Icon] [Link Icon] [Image Icon] [User Icon]

ABC - A [List Icons] [Undo Icon] [Redo Icon] [Help Icon]

H1: Best [Product] of 2017? Complete Reviews With Comparison

Short and catchy Intro + Featured image

H2: Top X [Product, use synonym when possible here] Comparison Chart

(Table) as many rows as products you're reviewing, try and make it so it shows at the bottom of the fold, hence keep your intro short and sweet. You can add more "Feature" columns if the width of your theme allows and the product's complexity calls for it.

Name	Feature 1	Feature 2	Editor's Rating	
Super Product 1 (link the name to the review further below) Product Image with link to Amazon pulled from Sitestripe (or API)	Key feature n°1. Go for "make it or break it" kind of essential features, not some irrelevant "size weight color" kind of specs unless those really matter	Key feature n°2	Star Rating out of 5	[Call to Action Button]

Table of Contents goes here.

H2: [Product] Reviews

H3: 1. [Product Name]

(make sure to write the actual product name and not whatever rubbish appears on the Amazon Product listing)

Brief intro paragraph, why you've picked it, tier it belongs to, subclass it belongs to etc (Example, "this is a high-end automatic watch from the luxurious brand Zodiac") which is a great way to then link to your "automatic watches" tier 2 page from this "best watches" tier 1 page.

p

Word count: 0

Editor's Rating: (Star rating goes here) Product Image (pull from Sitestripe or API)	H4: Overview: Spec 1: Spec 2: (as many as you see fit)
---	---

H4: Review

A few paragraphs presenting the product's key features, a few desirable improvements and where this pick excels.

Embed Review Video (from YouTube)

Pros	Cons
<ul style="list-style-type: none"> • Good thing n1 • Good thing n2 • Etc 	<ul style="list-style-type: none"> • Bad thing n1 • Bad thing n2 • Etc

[Call to Action Button]

H2: Conclusion/Wrapping up/Final Verdict

Here you close the article with a final recommendation with [Product n°X] as the best [product] because A, B, and C. You may alternatively give a second recommendation for a much cheaper option for those who are on a budget.

Product Review

TEMPLATE 1.

As there are virtually endless different types of products, this is a generic template/guide to help you create specific templates/guidelines for the kind of products you promote in your site.

Add Media

Visual Text

Paragraph B I [List] [List] [Quote] [List] [List] [List] [Link] [Image] [Table] [User] [Undo] [Redo] [Help]

H1: [Product] Review

Review of: [Product] (link)	Category: [X]
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The following are product ratings under different headings: “Value for money” “ease of use” “quality of build” “features” and “customer service” are a few common ones, but you must pick ones that suit the product that you’re reviewing the best. Use icons alongside to illustrate further.

[ICON] [Heading] (Star rating here)	[ICON] [Heading] (Star rating here)	[ICON] [Heading] (Star rating here)	[ICON] [Heading] (Star rating here)
One sentence explaining the rating given	One sentence explaining the rating given	One sentence explaining the rating given	One sentence explaining the rating given

What I/we like	What I/we don't like
<ul style="list-style-type: none">• Good thing n°1• Good thing n°2• Good thing n°3• Good thing n°4	<ul style="list-style-type: none">• Weak point n°1• Weak point n°2• Weak point n°3• Weak point n°4

Summary of the review, max 2 paragraphs.

[Call to Action Button]

Table of Contents goes here.

p

Word count: 0

Breakdown of the Review's Body:

Part 1: Present the product.

[Full Size Image of the Product]

What it is, what it does (its mission), when was it released, has it undergone any upgrades/restyling since then, etc.

Part 2: Who is this product for?

Explain who is the ideal customer for this product. The kind of person that's going to find the right solution for a specific need. Also, explain who isn't this product for. Is it very expensive? Is it extremely hard to use (i.e. not for beginners)? This are the kind of questions you answer here.

Part 3: What's included

(A classic "What's inside the box?" kind of section.)

Explain what comes with the product, from accessories to extras, assembly tools, and so on. Also, if there are some critical or desirable parts NOT included, be sure to mention it.

You can add a 3rd party unboxing video if you find a good one.

Part 4: Overview of features

Explain the particular specs and features of the product, be sure to mention specific ones that make the product a good choice and to point the ones (or lack thereof) that are a weakness.

Part 5: Tutorial/how to use/install/get the most out of it

This part can be done by embedding an existing YouTube video if you find a good quality tutorial / installation / how to use kind of video.

Part 6: Alternatives

Based on the downsides of this product, present alternatives that do have what this product doesn't. At least one.

Part 7: Conclusion.

Final wrap up.

[Call to Action Button]

Product A Vs. Product B

Add Media

Visual Text

Paragraph B I [List Icons] [Quote Icon] [Link Icon] [Image Icon] [Lock Icon]

ABC - A [List Icons] [Undo Icon] [Redo Icon] [Help Icon]

H1: [Product Name A] vs [Product Name B]: Which one is best?

Introduction, cover what these products are and who they cater for before you proceed to break down each one side by side.

(Table of Contents goes here)

H2: Direct Comparison (table)

	[Product A Image] Product Name	[Product B Image] Product Name
Spec/Feature/Value 1	X	Y
Spec/Feature/Value 2	X	Y
Spec/Feature/Value 3	X	Y
Spec/Feature/Value 4	X	Y
Spec/Feature/Value 5	X	Y
Compare Prices Online:	[Call to Action]	[Call to Action]

H2: Breaking it down

Brief paragraph explaining how you're going to compare and judge

H3: [Feature 1] (for instance, power, size, weight, speed, battery, material)

Brief introduction on what this feature is or why it matters, what the industry standard is, what customers usually expect, etc. Essentially, why is it worth talking about this and comparing both products on this particular aspect.

H4: [Product A]

Explain how product A does in this regard.

H4: [Product B]

Explain how product B does in this regard.

Winner: [Product X or Y or Tie]

H3: [Feature 2]

Same as above

H4: [Product A]

Same as above

H4: [Product B]

Same as above

Winner: [Product X or Y or Tie]

- .
- .
- .

Repeat with as many features you're covering.

H3: Final Recount:

[Product A]: n° of won sections/total n° of compared sections (Example 2/5)

[Product B]: n° of won sections/total n° of compared sections (Example 3/5)

H2: Pros and Cons

	PROS	CONS
[Product A Image]	<ul style="list-style-type: none">• Pro 1• Pro 2• Pro 3• ...	<ul style="list-style-type: none">• Con 1• Con 2• Con 3• ...
[Product B Image]	<ul style="list-style-type: none">• Pro 1• Pro 2• Pro 3• ...	<ul style="list-style-type: none">• Con 1• Con 2• Con 3• ...

H2: Final Verdict

Paragraph explaining who the winner is and why.

[Call to Action Button]