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How-to article template.

How-to articles are some of the most popular blog types among readers. Consider how frequently you turn to the internet to help you with something—whether it’s installing a new app on your phone, painting a room in your house or tending to your garden.

When writing a how-to article, the most important thing is to be clear. You want to break the content up into easy-to-follow steps and you might even consider including screenshots, graphics or a video to make it even simpler.

Nearly any industry can use how-to articles to help their readers with a task. To come up with a good idea for a how-to, ask yourself: ‘What is my audience trying to do on their own?’ Here are some ideas to get you started:

**1. How to use your products and services.**

A how-to article showing people how to use your products and services will give them confidence if they are on the fence about purchasing something. If they are already a customer a good how-to can help them use your products/services better.

**2. How to do something related to your industry.**

What struggles do your customers usually have? Make a list and see if any of those issues could be solved with a well-written how-to article.

**3. How to do something that your business can make simpler.**

A how-to can be a clever way to get people to use your products and services, especially if you’re covering something complex. You can put a disclaimer at the start, such as: ‘Below, we’ve shown you how to replace a bike inner tube. But if this seems too complicated, we’re here to help. Contact us now.’

**How-to article template.**

**How to \_\_\_\_\_\_\_ [Blog title].**

Aim for 65 characters or less and be direct about the problem you’re helping people solve in the headline. You can try variations, such as ‘How to \_\_\_\_\_\_ in 10 easy steps’.

**Introduction.**

Prior to the how-to steps, write a short introduction (100 - 300 words) explaining the topic at hand. If there are any specifications people might be looking for - how to replace oil in a specific type of vehicle, for example - list those out here so they can easily scan and see if the article will be useful to them.

**Video (optional).**

If you’ve created a video to accompany your how-to article place it underneath the introduction. That way, if people prefer a video, they can simply watch it right there in the article. If they prefer reading, they can scroll on to the next section.

**How to \_\_\_\_\_\_ step-by-step.**

*Add a subheading here to signal to the reader that the step-by-step process begins at this point in the article.*

**Step 1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

(Insert screenshot, image or graphic if applicable)

For each step, start with a bolded subheading that gives a brief summary of what is entailed. A subheading might be something like, ‘Step 1: Remove keys from ignition’ or ‘Step 1: Dig out a flower bed.

To make it simple for the reader, don’t put too much action into a single step. It will feel easier for them if they can move through the steps somewhat quickly and don’t have to reread your text to figure out what to do.

**Step 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

(Insert screenshot, image, or graphic if applicable.)

Continue on with the next steps in the process until complete. Remember to use the same formatting (same size of sub-heading; same placement of screenshots, etc.) for each step to make it easy to follow*.*

**Conclusion.**

After you’ve gone through each step, write a short conclusion summarising the whole process in a few sentences.

This is also a good chance to give your reader a call-to-action. For example, if you were showing them how to change the oil in their vehicle, you might write something like, ‘Changing the oil is something you can do on your own, but for trickier repairs, it’s best to call a professional mechanic. We’re here to help—contact our shop to make an appointment.’