FAQ Template

TITLE:
(This appears in Google, on the top of the article's page, as well as in the main list of articles on your site. *No more than 60 characters, including spaces.* Make it interesting and be sure to keep pertinent information within the first 60 characters. More than 60 characters will be indexed by Google; however, only the first 60 will be displayed in search results.)

META DESCRIPTION:
(This appears in Google and is a brief, interesting description of the article. *No more than 160 characters, including spaces.*)

AUTHOR:

QUESTION:
(Make it interesting. What do people really ask or want to know? Keep it short and simple.)

ANSWER:
- Minimum 400 words.

- The key consideration here: Are you providing information that is interesting, useful, or relevant to a reader? This article should show you in a positive light as an expert willing to share your knowledge freely.

- Be sure to start the content by appealing to the reader's emotions. Keep in mind the types of questions the reader has and any concerns going through his or her mind.

- Use bulleted lists and subheadings as much as possible. Break up long paragraphs.

- You may add external links to reputable sites for more information on studies, etc., as well as internal links to corresponding articles when appropriate. However, DO NOT OVER-LINK; use one or two links per article maximum. It's perfectly okay to have no extra links. Do not link to your practice area page.

- End with a call-to-action. Avoid stale appeals to telephone you in favor of alternative ways to get the reader to act: contact through social media, order a free book or report, subscribe to newsletter, start online chat, etc.

RELATED LINK BOX LINKS:
You may include hyperlinked headlines of three related articles. They may be articles that are already live on the site. Use full (absolute) links.

PRACTICE AREA:
(List the corresponding practice area from your site.)