

17 types of blog posts you need to test for blogging success



Not all types of blog posts were created equal. Some do an okay job at increasing your page view count. Others can help you attract massive amounts of traffic and grow your tribe. What types of blog posts are most likely to put you on the path to blogging success? Check out these 17 types of blog posts that can help you boost traffic on your blog and grow your tribe:

1. How-to posts

What's one thing that a car enthusiast and a shellac nail enthusiast have in common? They search online for answers to their problems. Use how-to posts to show your audience [how to do something](#). This type of blog post will let you provide value while showcasing your expertise at the same time.

Example: [How to avoid a Google penalty when you republish blog posts](#)

2. Beginner's guides

This type of blog post is similar to a how-to guide. But it targets people who are just getting started in a niche or learning a new skill. People seek out beginner's guides to [get them up to speed on the basics](#) they need to know. Just look at [WPBeginner](#); it's an entire website that functions as a beginner's guide.

Example: [5 things to do when starting a blog](#)



3. Checklists and to-do lists

How-to posts are great, but they can also be a bit overwhelming. That's why people like [checklists and to-do lists](#) that help them remember the steps or tasks they need to accomplish something. You can even boost the value offered in this type of blog post by including a downloadable PDF.

4. Lists

Numbered list posts may feel overdone, but they're a popular type of blog post for a reason: [they work](#). And what's a way to make them drive even more traffic to your blog? Make them long. Long lists intrigue people and serve as resources people reference over and over again.

Example: [5 blog post SEO tips you need to know](#)

5. Resource or link lists

One type of blog post that's a variation of the list post is the [resource or link post](#). Use these posts to give your audience a list of resources (e.g., books, podcasts, or apps) or links to them. You're probably curating a list of resources to use for your own brand, so why not share the love?

Example: [9 blog title generator tools to help you craft the perfect headline](#)

6. Reviews

When was the last time you looked up a review for a product or service? Not that long ago, right? That's why these types of blog posts are so popular. These days, people [want to read reviews](#) before they buy a product or service. So if you write a good review post, especially one that compares two competing products or services, you can get lots of traffic.

7. Controversial posts

If you don't mind rocking the boat, this type of blog post may be worth considering. Instead of writing what everyone else writes on a topic, [take a controversial stance](#). Even if people don't agree with your post, they'll be intrigued to read it. But brace yourself - you might get some angry comments from people who don't agree with you.

8. Infographics

In today's visual world, people love some good eye candy. But infographics are more than just a pretty face. They also give people some bite-sized stats to satisfy their need for information.

Even if you aren't a graphic designer, you can create some good-lookin' infographics using platforms like [Canva](#), [Easel.ly](#), and [Infogr.am](#). And if you want to give your post an extra boost as you launch it into cyberspace, [include an embed code](#) below your infographic to make it easy for others to share it.

9. Podcast show notes

Does your brand have a podcast? If it does, make the most of your episodes. Instead of just posting the audio files of your episodes on your website or on iTunes, [post a summary or transcript of them](#) on your blog. This type of blog post lets you repurpose your podcast content while introducing your show to people who might not already know about it.

10. Video posts

Just like you can repurpose podcast episodes, you can also [repurpose videos](#) you've already posted on your website or on YouTube. Make the most of your video content by embedding it in a relevant blog post or posting it with a summary or transcript.

11. Interviews

People love to hear from experts. So you can drive traffic to your blog by [interviewing an expert in your niche](#) and creating a post based on it. Summarize the interview in a post. Or, if you're pressed for time, simply post a transcript. The great thing about experts is that when you showcase them on your platform, they'll often promote the post to their followers too.

12. Expert round ups

This type of blog post essentially involves doing a series of interviews with experts in your niche and aggregating their thoughts into a single post. Although it may initially sound harder than doing a standalone interview, it can actually be easier and more valuable. Why? Because experts [want to be named alongside other experts in the field](#). And when you have multiple experts on board, the opportunity for them to help you promote your post grows exponentially.

13. Data-driven posts

Think blog posts packed with data will be too boring or technical? Think again. A lot of people online are hungry for information. And this type of blog post [serves them just what they're looking for](#). That's why data-driven blog posts can drive lots of traffic and help you establish your credibility as an expert in your niche.

14. Journey or success posts

There's a type of blog post that's been growing in popularity over the past little while: posts that [describe a brand's journey or success](#). Why do people love these posts so much? Because people love stories, and they want to know how others achieved the success they're aiming for. Besides, who wouldn't be curious about a post titled, "How I got 100 million views in one month."

15. Case studies

You don't have to write just about your own story. You can also write posts on [how your customers have succeeded](#) by using your product or service. This type of blog post helps you establish your credibility and show your audience how people have used your product or service to make their lives better.

16. Myth busters

It's crazy how strongly some people cling to outdated or downright false information. So have some fun with this type of blog post by [setting the record straight](#) about common myths in your niche. These posts are a great way to provide value to your audience and establish your expertise.

Example: [5 blogging myths that are limiting your success](#)

17. Cheat sheets

Remember those formula [cheat sheets](#) from your high school math or science days? Use them for inspiration now. If you're a baking blogger, use this type of blog post to create a cheat sheet of common baking ingredient substitutions for your audience. And if you're a grammar blogger, create a list of [commonly misused words](#).

Experiment with these types of blog posts

Not all of these types of blog posts will work equally well for your brand. But this isn't a reason to shy away from testing them. Take some of them out for a spin and see how

they fare with your audience. Once you've identified the most promising ones, refine and test them to accelerate your blog growth and success.

Want to get more blogging done without spending more time? Check out our post on [how to blog more efficiently and productively](#).

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