Blog article canvas

the *less is more* methodology

DEFINING

RESEARCH

The topic
what is this
article about?

The topic we'll tackle is "must see places in the world".

The purpose
why do people
need this article?

People will read it because it narrows down all traveling destinations to an acheivable list.

The keywords
what are people
searching for?

- places to visit before you die
  primary keyword
- top vacation spots
- places to visit in the world
- tour guide

Common ideas
what are other people
writing about this topic?

- lists of most beautiful places in the world
-

My contribution
what unique insight
can I provide?

We'll talk about must see places in the United States – the country where Daniel lives.

WRITING

FINISHING TOUCHES

The outline
what are the main
ideas of the article?

- Intro: traveling locally saves time and money
- 7 sub-sections with unique places in the US
- Conclusion: ask readers for their opinion on traveling locally
-

The result
what do I want people
to do after reading?

We want people to realize that they can still travel and see beautiful places, even though they have a busy lifestyle.

Visual aid
what images or
videos do I need?

- 1 image for every place we mention
-
-

Link insertion
what websites do
I need to reference?

- official websites of the places we mention
- our guide on planning a vacation
-

Call to action
what do I ask people
to do after reading?

Book a flight to one of the places we mentioned in this article and you get 10% off your purchase.

7 stunning places in the United States you have to visit before you die

article title