

Follow These Long Form Content Examples to Boost Your Rankings

NEILPATEL

neilpatel.com

1. Content Marketing Made Simple: A Step-by-Step Guide

- Read this guide to learn how to enhance your content by adding images, screenshots and videos.
- This guide also provides a simple breakdown of a topic that all internet marketing professionals want to learn more about.

2. The comprehensive guide to video advertising in 2016

- The word “comprehensive” is used in the title and for good reason.
- Once you are finished with this guide, you won’t have many (if any) unanswered questions related to this subject matter.

3. The (Don’t Get Burned) Kitchen Remodeling Guide

- If you want to compete for organic traffic, it goes without saying that your content needs to be among the best.
- This guide takes a unique approach to providing content, breaking down its guide into five distinct sections, on five different pages. And all of the information in this guide helps you learn how to find the best contractor, planning a layout, etc.

4. 10 Steps to Buying a Used Car

- No matter who you are, it is likely that there’ll come a time when you find yourself in the market for a car.
- With roughly 1,600 words, this isn’t the longest guide on buying a used car.
- It is, however, one of the most comprehensive. The reason for this is its 10 step layout, which gives consumers a clear idea of what they should be doing, one step at a time.

5. The Ultimate Guide to Planning a Casino Vacation

- If you want to stand out and reach the top of the search engines, it’s imperative that your content be head and shoulders above the rest.
- Here are a few things you can learn from this guide. Use these to your advantage, regardless of your niche:
 - ❑ Use of headings to push the content along from one idea to the next.
 - ❑ Use of images to break up the content, but not so many that it becomes cluttered and difficult to follow.

- ❑ Use of numbered lists and bullet points, which provides for easy skimming and the ability to easily reread the guide upon completion.

6. How to Start a Business: A Step-by-Step Guide

- If you truly want to start a business, you'll find everything that you need in this guide.

7. A Complete Beginner's Guide to Online Dating

- This guide is 1,600 word long, there are others on this subject that are much longer. But, what the competition doesn't provide is the same level of expert advice.
- This Cosmopolitan guide isn't the longest, but it is among the most detailed, when it comes to expert advice.
- You may not realize that your content is among the best in your space, but your audience and the search engines will take notice and reward you.