

## FRASE AI TEMPLATE BLUEPRINT

# BLOG H2 GENERATOR (STANARD)

*In this blueprint, you'll learn how to use both the FREE and Pro versions of this template, and how this template might fit into your workflow. The next few pages include some sample input and output for the template. Be very careful with your input. Study the following examples and analyze them carefully. Why? So you can achieve better results. In more than 95% of cases, people who get poor output after 3 generations had poor input. That's why it's critical to fully understand what type of input a template expects before you start using it. Join the [Frase Facebook group](#) if you have questions or are struggling.*

**[RANKINGTACTICS.COM](https://RANKINGTACTICS.COM)**

# INSTRUCTIONS AND WORKFLOW SUGGESTIONS

The Frase AI template "Blog H2 Generator (standard)" is designed to create a list of possible subtopics (such as H2 subtopics) that you could discuss in your article about a specific main topic (such as your H1).

What's the use case? It depends. When writing a blog post on a keyword that is very competitive, I usually start by searching for commonalities between the subheadings (H2) in the top 20 search results on Google. When I find a bunch of common subheadings, I'll include them in my article. Then I might use this template to insert additional subheadings that the SERP hasn't included (but are contextually relevant).

In contrast, if you write a blog post about a keyword that is not competitive, most of Google's top 20 results won't be relevant to your blog post. In that case, what subheadings should you include in your article? Use your brain and research abilities as a starting point. Once you've exhausted all your ideas, try this template. It might surprise you and generate some interesting discussion topics.

Writing a 5,000-word blog post isn't the goal. The goal should be to cover the topic exhaustively so that your article can rank number one on Google.

TLDR: Use headings from relevant results in the SERP first, then use this template.

*Matt Zimmerman*

RankingTactics Founder & CEO

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## RESOURCES TO HELP YOU

The following resources will help you in your content generation workflow while using Frase.

Need Frase? Use code "rankingtactics" and our affiliate [link](#) for a great deal.

### Frase Beginner to Master Course

Includes more than 8 hours of expert training on using Frase from an SEO perspective, creating your own AI template, and a heck of a lot more!

[www.rankingtactics.com/frase-course](http://www.rankingtactics.com/frase-course)

### Frase Pro Templates

Virtually all of my templates have a free and pro version. The free version is found in the Frase community template section. But if you want the best possible output, then get the pro template.

[www.rankingtactics.com/frase-pro-templates](http://www.rankingtactics.com/frase-pro-templates)

# BLOG H2 GENERATOR (STANDARD): EXAMPLE 1

*Test Method: Here's an example of what the template expects to see as input, and what it generates as output. For each template, I had the AI generate three outputs. Then I took bits and pieces from each generation to form the final list of H2 subheadings. That is my exact process when using these templates in production.*

## INPUT

**Article Title:** How to Practice for a Marathon

## OUTPUT: FREE VERSION

Practice for a Marathon: What You Need to Know

Planning Ahead

Training Tips

Preparation Tips

Running Tips

Stretching Tips

Nutrition Tips

Hydration Tips

Exercise Tips

Sleep Tips

Relaxation Techniques

-- Grade: B

-- Comments: I think the output from the three generations is satisfactory, but it sounds uninteresting.

## OUTPUT: PRO VERSION

Run a Few Miles Each Week

Start Slow and Build Up

Practice Running Long Runs

Do Cross Training Exercises

Stretch Before Running

Eat Well During Training

Practice Breathing Exercises

Train With Other Athletes

Stay Hydrated

Eat Healthy Meals

-- Grade: A

-- Comments: I like the variety between the different headings. It's much more readable and I would read an article with this subheadings.

# BLOG H2 GENERATOR (STANDARD): EXAMPLE 2

*Test Method: Here's an example of what the template expects to see as input, and what it generates as output. For each template, I had the AI generate three outputs. Then I took bits and pieces from each generation to form the final list of H2 subheadings. That is my exact process when using these templates in production.*

## INPUT

**Article Title:** Secrets to Get More Backlinks

## OUTPUT: FREE VERSION

Write Articles That People Want To Read  
Use Keywords that Bring Traffic  
Find Niche Topics  
Get Links From High Quality Websites  
Submit Content to Social Bookmarking Sites  
Add Good Images  
Build Trust With Your Readers  
Be Unique  
Make Sure Your Website Has Good Content  
Link Out To Other Websites

*-- Grade: B+*

*-- Comments: Having some knowledge about building backlinks, I would have a hard time filling out detail for each of these. As an example, "be unique" is somewhat vague. I could write that creating unique content makes it more interesting for people reading, and they might want to then link to my article. But that's a couple too many steps from Kevin Bacon.*

## OUTPUT: PRO VERSION

Create Great Content  
Build Links Using Guest Posts  
Link to Others' Sites  
Share Other People's Work  
Add Social Bookmarking Sites to Your Link Building Strategy  
Submit Press Releases to Newsletters  
Use Social Media to Promote Yourself  
Use Google Analytics to Track Your Links  
Build Relationships With Other Bloggers  
Link to Popular Articles on Other Websites

*-- Grade: A*

*-- Comments: Unlike the free version, I would have a much easier time filling out content for each of these potential sub-headings.*

# BLOG H2 GENERATOR (STANDARD): EXAMPLE 3

*Test Method: Here's an example of what the template expects to see as input, and what it generates as output. For each template, I had the AI generate three outputs. Then I took bits and pieces from each generation to form the final list of H2 subheadings. That is my exact process when using these templates in production.*

## INPUT

**Article Title:** DUI Penalties in Cleveland

## OUTPUT: FREE VERSION

Penalty for DUI in Ohio  
Ohio Penalties for Drunk Driving  
Incarceration for DUI Offenders  
Conviction for DUI in Ohio  
Probation For DUI Offenders  
License Revocation for DUI Offenders  
Community Service For DUI Offenders  
Restitution Payments For DUI Offenders  
What Happens If You Refuse a Breath Test?  
Ohio DUI Laws: How Much Can I Be Charged?

-- Grade: A

-- Comments: *The list of potential subheadings is very usable and on point with the topic. An Ohio lawyer (or someone writing about this) should have no problem adding usable content to these talking points.*

## OUTPUT: PRO VERSION

If You Have a Blood Alcohol Content of .08% or Higher, You Can Get Arrested  
  
If You Have a Blood Alcohol Content Between 0.05% and .07%, You Can Still Get Arrested  
  
If you are under 21 Years Old, You Can Still be Charged With DUI  
  
There Are Different Types of BAC Levels that May Result In Jailtime  
  
First Offense: No Jail Time, \$500 Fine  
  
Second Offense: 1st Offense - 90 Days in Jail, 2nd Offense - 180 Days in Jail, 3rd Offense - 365 Days in Jail  
  
Third Offense: 1st Offense + 5 Years in  
  
Breathalyzer Test Results Must Be Admitted as Evidence  
  
You Cannot Refuse Breath Testing  
  
If You are Convicted of DWI, You Could Lose Your Driver's License

-- Grade: A+

-- Comments: *Wow! The output here is very detailed! Now, as with any numeric data from any AI, I would fact check this for sure (especially in the law niche). But after a slight edit, you could have some really great talking points!*

# BLOG H2 GENERATOR (STANDARD): EXAMPLE 4

*Test Method: Here's an example of what the template expects to see as input, and what it generates as output. For each template, I had the AI generate three outputs. Then I took bits and pieces from each generation to form the final list of H2 subheadings. That is my exact process when using these templates in production.*

## INPUT

**Article Title:** Top 10 Things to Do in Vegas

## OUTPUT: FREE VERSION

Enjoy Free Shows and Concerts

Go Shopping

Get Some Sun

Visit the Museums

Eat Out

Play Games

See a Show

Walk Around Town

Attractions for Families in Las Vegas

Sports in Las Vegas

-- Grade: B+

-- Comments: The headings are slightly too generic. I think they work, but the AI can do a better job with suggesting good subheadings to cover for this topic.

## OUTPUT: PRO VERSION

Go to the Strip

Visit the Grand Canyon

See a Broadway Show

Eat at a Steakhouse

Take a Helicopter Tour over Hoover Dam

Drive through Death Valley National Park

Visit the Hoover Dam Museum

Watch Comedy Shows

Walk Along the Strip

Visit the Luxor Hotel Casino

-- Grade: A+

-- Comments: The suggested H2 subtopics are much better in this pro template output than the free output. The best part is from a context standpoint, it will be easier to make a correct relevance determination between these H2s and the H2s in the free template output.

# BLOG H2 GENERATOR (STANDARD): EXAMPLE 5

*Test Method: Here's an example of what the template expects to see as input, and what it generates as output. For each template, I had the AI generate three outputs. Then I took bits and pieces from each generation to form the final list of H2 subheadings. That is my exact process when using these templates in production.*

## INPUT

**Article Title:** 10 DIY House Renovation Tricks

## OUTPUT: FREE VERSION

Use Plastic Sheeting as Wallpaper

Cut Out Pieces of Sheet Metal

Make a Wooden Door Frame

Use Wood Planks Instead of Plywood

Build a Raised Bed Garden

Buy Used Tools

Do Some Research Online

Find Free Resources

Get Creative

Save Money By Using Recycled Materials

-- Grade: A

-- Comments: *The list sounds like a giant honey-do list... I really don't like those things very much. Anyway... the output seems decent and there are some great DIY ideas in the result.*

## OUTPUT: PRO VERSION

Reuse Old Furniture Parts

Repurpose Old Items

Turn Trash into Treasure

Use Old Doors as Shelves

Repurpose Wood Floors

Create a Custom Shower Curtain

Repaint the Exterior of Your Home

Replace Door Hardware

Create a Mudroom

Build a Fireplace Mantel

-- Grade: A

-- Comments: *Just like the free template, the output here is good. It has a lot of good ideas on it to keep someone busy.*



# BLOG H2 GENERATOR (STANDARD): EXAMPLE 6

*Test Method: Here's an example of what the template expects to see as input, and what it generates as output. For each template, I had the AI generate three outputs. Then I took bits and pieces from each generation to form the final list of H2 subheadings. That is my exact process when using these templates in production.*

## INPUT

**Article Title:** Steps to Start a Babysitting Service

## OUTPUT: FREE VERSION

Write a Business Plan

Choose a Niche

Decide What Kind of Childcare Services You Want to Offer

Find Out How Much Money You Need to Make

Get Started

Make Sure That Your Home is Safe

Get Licenses

Set Up Your Office

Make Phone Calls

Contact Potential Clients

-- Grade: B+

-- Comments: I think some of these are okay, and others are kind of bland. As an example, the "write a business plan" is good for someone young that wants to start a babysitting business. But what does "get started" mean. It's a little vague.

## OUTPUT: PRO VERSION

Create a Business Plan

Research Other Services

Start Small

Offer Unique Services

Network With Parents

Network with Other Baby Sitters

Ask Parents What They Want

Market Yourself

Build Trustworthiness

Provide References

-- Grade: A

-- Comments: I believe a lot more of the potential H2 subtopics are on point in this pro template than from the free template.

# VISIT MY FRASE RESOURCE PAGE

[www.rankingtactics.com/frase](http://www.rankingtactics.com/frase)

*Visit my resource page to find lots of juicy  
tips and secrets to getting the most out of  
Frase.*