

(Note: This is the general format that I frequently use when ghostwriting product reviews. I'm happy to format and style reviews however you'd like!)

Top 10 (Product Name / Product Keyword)

Short introduction (three to six sentences) that briefly covers:

- The benefits of the XYZ product.
- Why the reader may want/need help choosing (diverse options, large price range, XYZ products look similar but have unique traits)
- "We've researched XYZ products and selected our top picks based on (criteria here, ex. material, functions, etc.)."

1. Product Number One - Best Overall Pick

(Note: Product name can be followed by 'Best' or 'Top Trait' such as 'Product Name - Best Budget Pick'.)

Contains short two to three sentence paragraphs and bullet lists where appropriate. Each review typically includes:

- Unique traits of product.
- Relevant product details (i.e. the type of metal or plastic used)
- Cleaning, care, or maintenance.
- Warranty details.
- One or two minor cons about the product; these are typically small design features that may not suit everyone.
- Optionally, two 'wrap up' lists of 3-5 pros and 1-2 cons to summarize paragraphs.

(Repeat the above format for the required/ideal number of products.)

'XYZ Buyer's Guide', 'XYZ Buying Factors', or 'How To Pick An XYZ'

Brief paragraph about why the reader should consider the factors, how the buying guide benefits the reader, etc.

Factor One (ex. Materials, Price, Dimensions, Uses)

Two to three short paragraphs explaining why the factor is important. Will use bullet lists where appropriate. These sections typically feature outerlinks to resources with high domain authority.

(Repeat the above format for the appropriate XYZ product factors.)

Frequently Asked Questions

(Note: Questions are chosen based on: Google's 'people also ask', Google's 'people also searched for', [AnswerThePublic](#), [Ubersuggest](#), [Keyword.io](#), etc.)

Q1: How do you clean an XYZ?

A1: Answer with an outerlink reference, if applicable.

Q2: What's the best way to store XYZ product?

A2: Answer with an outerlink reference, if applicable.

(Repeat as necessary.)

Summary/Conclusion Title

Short conclusion that may include:

- Overall benefit/use of XYZ product.
- Mention of Best Overall and Best Budget Picks (if preferred).
- 'We' statement about review (ex. 'We're confident that our XYZ review will make it easy to find your ideal XYZ.')