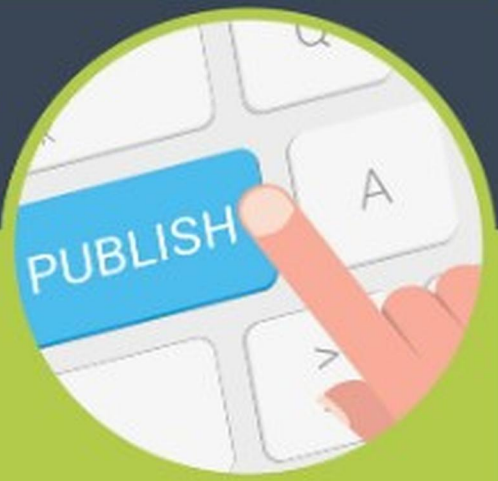
BEFORE YOU HIT PUBLISH

OPTIMIZATION TECHNIQUES FOR BLOG POSTS



What good is content if no one is going to read it? Before you hit publish on your next blog post, make sure you've implemented these SEO techniques to optimize your post and make it visible to search engines, and thus, your readers!

Keywords

- Use a keyword within the **first 100 words** of your blog — QUICKSPROUT
- Include these keywords in the **title of your blog** and in the **headings** — QUICKSPROUT
- Use **synonyms and similar keywords** that relate to your main keywords within your post — QUICKSPROUT
- **93%** of people start their web experience using a search engine — SEJ SearchEngine Journal
- Use **relevant, top-performing keywords** that people search for in your blog posts — QUICKSPROUT

Content

- **Keep your content unique** - don't copy and paste content from other sites — QUICKSPROUT
- Focus on **quality** - make sure you are writing for humans and not search engines — MOZ
- **Don't skimp on the length!** Posts should be at least 500 words long — QUICKSPROUT

LinKs

- **Cross linking to relevant internal pages** spreads authority across your site — QUICKSPROUT
- Don't stuff **anchor text** with too many keywords — QUICKSPROUT
- Do link to relevant **external web pages** — MOZ
- As you add new blog posts, **add links from your old posts** to your new posts — QUICKSPROUT

iMages

- Use **relevant keywords in your image file names** — QUICKSPROUT
- Add an **"alt" tag description** for each image — QUICKSPROUT
- Keep the file size of your images as **small** as possible — QUICKSPROUT

URLs

- **Keep your URLs short** — QUICKSPROUT
- **Use relevant keywords** in your URLs, but don't over-saturate with keywords either — QUICKSPROUT