

OPTIMISING BLOG POSTS FOR SEO

Does Blogging Help Businesses?



Interesting Facts About Blogs

- According Torque Mag, more than 2 million blog posts are uploaded everyday; only on WordPress alone
- Works out to 24 posts every second. Despite SEO god, Neil Patel taking 4-5 hours to write and publish just one blog
- Given this statistic – how on Gods' good Google will our blogs fare? Hence, the need for this topic😊
- Blogs have enormous marketing potential
- They allow you to promote fresh relevant content and by performing basic blog post optimisation, you can take advantage of the many benefits

DO WE KNOW WHAT BLOGS ARE?

A discussion or informational piece, that is **regularly** published in a
conversational tone

The Power of Blogs

Websites with blogs have...

67% more leads

55% more visitors

97% more
inbound links

How Blogs Help Your SEO Ranking

- Keeps your site fresh & current – we know how much Google loves new content
- Keeps people on your site for longer
- Helps you target longtail keywords
- Create opportunities for internal linking
- Helps connect with your audience
- Ideally, successful blogging should make other sites want to link to you (not certain if this point is relevant to us)

*CONTENT IS THE REASON
SEARCH BEGAN IN THE
FIRST PLACE*

Lee Odden, CEO of TopRank Marketing

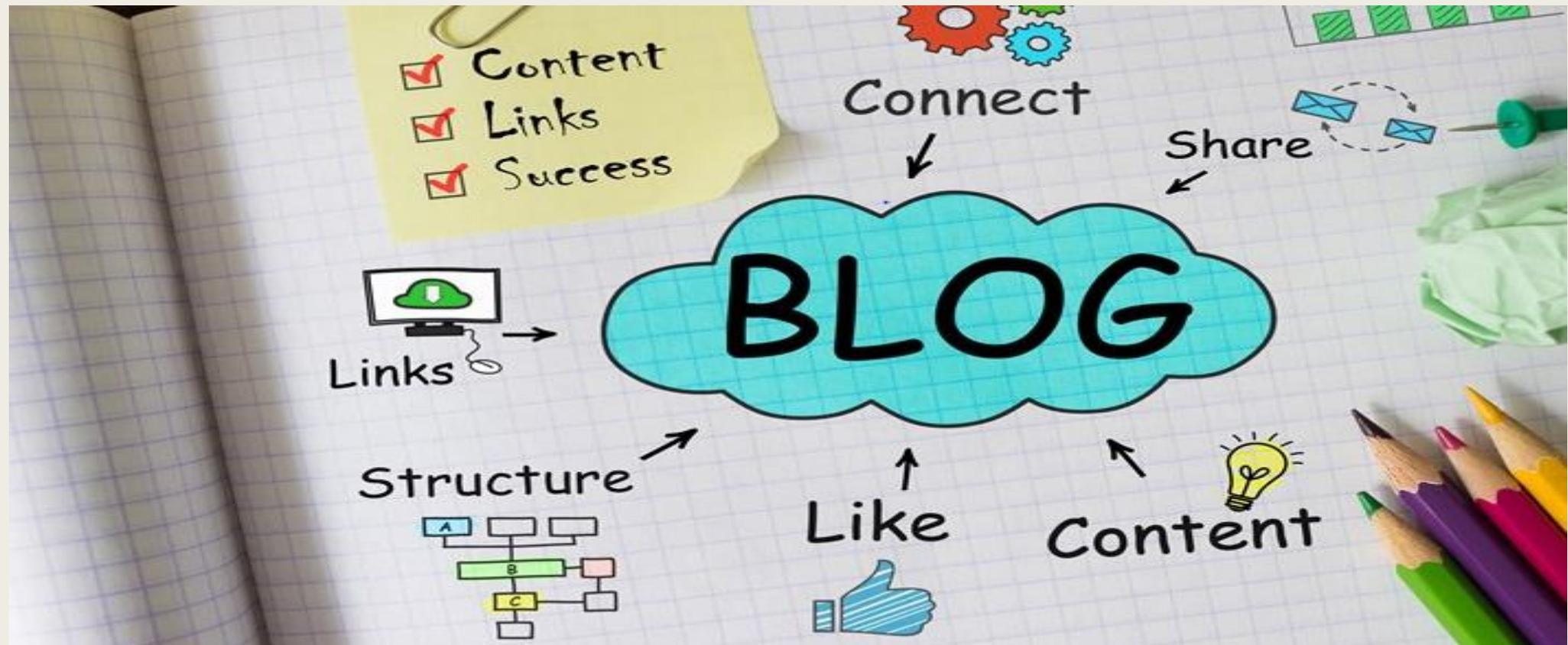
Six Ways to Optimise Blogs for SEO

1. **Research** – while you may have selected a topic, the value & importance of keyword research can't be understated. Chances are you are already including keywords without realising it thanks to valuable content on the topic. There are various methods & tools used to obtain keywords, we make use of google related searches, SEMRUSH, competitor analysis, Google AdWords, keywordtool.io
2. **Keyword placement** – this may seem like an obvious aspect but keyword placement makes your blogs relevant and rank better. Thanks to the Yoast plugin, we are flagged for either not using the keyword or using it further down; e.g. on meta titles
3. Optimise **images** by making proper use of the alt text, title & caption
4. **Reference others with links** – often we have stories that we can link to, think Crown casinos and the numerous blogs written. Linking to those blogs is not only good blog etiquette but adds to your in links and we know that in links help you rank better

Continuation...

5. **Subscribe or CTA** – offer an opportunity to subscribe to you blog page or a CTA / reminder encouraging them to regularly check / keep it locked to your blog page
6. Finally, use **social media** to broaden the reach of your blog

Blog Post Goals



So, what are the goals of your blog?

- Attract a certain audience
- Rank high in search engines – while this is not a primary goal, it does help your site grow its authority
- Inspire trust, loyalty, likeability from readers
- Convert the audience to take action

Summary

- Blogs have immense potential
- You can create your blogs to inform, entertain, inspire and build brand value for your site
- Post regularly