

DELCOseo



Best SEO Practices For Blog Posts

- 1) Format – be sure that content is organized by headers (h1, h2, h3). Popular keywords should be in these headers with the H1 being the main target. Checklists and how to's tend to rank better. Make sure the overall topic is clear and consider what you want clients to walk away learning.
- 2) Include rich snippets (Article schema markup). This can be set via a plugin.
- 3) Relatable Content – be sure sub-headers have relatable words and content to the topic. Make sure sub header words / related words appear early in the paragraph content.
- 4) Don't overstuff keywords – use similar words and terms
- 5) Use interlinking (links to other blog post on the site) to keep similar blog posts together and organized by topic and subject

6) Keep an eye on the amount of content – the more around the same topic, the more Google gives it emphasis – Google also gives emphasis to older pages and posts. Bonus for updating old posts.

7) Content should answer questions (who, what, when, where, why, and how). Try to keep sales language limited, we do...we have...we can...etc. Want it to be informational around the topic and provide value and a solution for the potential client's pain points.

8) Pillar page – have a large pillar page or two with a lot of content – place related blogs around it and link to it. That will raise the pillar page in addition to the related pages in the search engines. Link to services and industries pages (who we serve) when possible.

9) Add video and interaction when possible – Google loves both – comments on blogs work nice as long as they are approved first and moderated.

10) Make sure writing is not in passive voice

11) The more links to external pages and those who link back to us will help raise our authority and trustworthiness in Google's eyes. Bonus points for .org and .edu websites that link back to internal blog content and pages.

12) Backlinks - Write guest posts on other blogs and have them link to us, and us back to them. Explore other blogs and posts of related content where they might want to link to us and vice-versa. Just be sure they are a reputable site. Be cautious of doing this with competitors.

Other quick tips:

- 1) Organize posts by categories and/or topics and get more specific with tags
- 2) Set permalink (page URL address)
- 3) Make sure all images are the same size (Header size 1800X1200 or 1800x1000) Images (600x600) (425 x 575), in .webp format and have alt tags which clearly describe what occurs in the image (include keyword and topic indications if possible)
- 4) Keep more important page links at the top of the page.
- 5) Mention the topic or target keyword phrase with in the first sentence or two
- 6) Have one consistent voice and author if possible and sure that is set in the backend
- 7) Make sure any external links open in a new page
- 8) Have a summary at the end with a clear call to action.
- 9) Some sites require a certain category tor tag to be listed as the first post depending on the developer