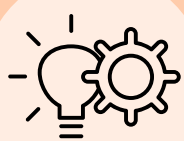


10 TIPS TO OPTIMIZE Your Blog Posts To Rank



01. Topic & Keywords

Know your topic and clearly identify target keywords and phrases. Understand what you want your readers to learn when reading your post.

Organize headers into H1, H2 and H3 sections which are clearly organized so readers can easily view and read the post.

02. Format



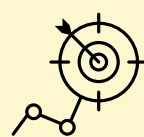
Make meta titles & descriptions enticing to encourage users to click. Put target keywords towards the beginning but do not overuse.



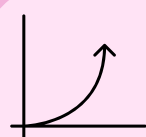
03. Meta

Link to articles that are on and off your website. Organize into topic clusters and link similar articles together. Set links to open in a new tab.

04. Linking



Compress your images so they are a small file size and the proper pixel size. If possible use .webp format so the page loads quicker. Add video when possible.



05. Media

Organize and setup blog post categories and tags. Organize similar topics together and assign them prior to posting.

06. Organization



Put more important links and keywords towards the top of the article. Mention target keywords in the first paragraph.



07. Strategy

Make sure all images have alt tags and clearly describe what is being shown in the image. Use target keywords.

08. Alt Tags



Make sure the page web address is not too long. Remove Google stop words like "a", "an", "the", "your", etc.



09. URL

Have a summary at the end of the article which ties the article together. Include a call to action to get more information or contact.

10. Summary

