

Blog & SEO Best Practices!

Your SEO Checklist for Increasing Your Blog's Visibility



Ed2Market

SEO Best Practices and Checklist

When writing a blog piece, there are a few things you will want to keep in mind to make sure your content is primed for SEO and easy readability.

- ✓ Text content of at least 1,500 words (2,000+ is even better!)
- ✓ Keyword length: Aim for being specific instead of generic. It may have less traffic in search, but a higher conversion rate because you are hitting your target audience
- ✓ Include at least 1 outbound link on your page/post
- ✓ Have at least 3 internal links to your website in your page/post
- ✓ Include your keywords/phrase in the title and towards the beginning
- ✓ Add keywords/phrase in the introduction paragraph
- ✓ Make sure keywords/phrase are in the metadata description (should be no more than 150 characters)
- ✓ Include keywords/phrase in 2-3 text subheadings
- ✓ Your keywords/phrase should be throughout your post/page at least 4 times
- ✓ Add keywords in image name (alt description)
- ✓ Include keywords in the URL slug

Readability Tips For Your Blog Posts

What is readability? Readability is a measure of how enjoyable and easy your blog post is to read. Below is how you can optimize your post's readability:

- ✓ Paragraphs should be 150 words maximum
- ✓ Use subheaders to break up sections if needed
- ✓ Sentence length should not be more than 20 words a sentence or over 25% of your post
- ✓ Write in active voice versus passive voice
- ✓ Include your keywords/phrase in the title and towards the beginning
- ✓ Use transitional words, they show your reader the relationship between phrases, sentences, or even paragraphs
- ✓ Using formatting tags like bold, italics and underlines in right places increases readability

