12 STEPS TO

SEO-FRIENDLY BLOG POSTS

TWO BROTHERS

CONTENT IN A BOX

01 WHAT IS MY BLOG ARTICLE GRADED ON?

1. **SEO:** Keywords, links, images, metadata.
2. **Readability:** Does your article match the reading level of the target audience (e.g. 'college', 'easy', etc.)?
3. **Originality:** Is your article written by you or has it been plagiarized?
4. **Tone of Voice:** How does your article read? Is it informative, casual, witty, etc.?

02 DETERMINE YOUR KEYWORDS

1. **Define primary keyword and/or key phrase:** The main topic of your blog in one word or phrase. Example: "writing a blog."
2. **Use SEO tools for keyword research:** Determine volume, difficulty, and related keywords using free SEO tools like Google Trends, Ubersuggest, or Google Keyword Planner.
3. **Define secondary keywords and/or key phrases:** For example: If your primary keyword is "Writing a blog," then secondary keywords could be "blog marketing," "SEO blog," or "writing blog for SEO."

03 USE THE PRIMARY KEYWORD IN THE MAIN TITLE

1. **Know the Lingo:** The main title of your blog is called an H1 Title Tag.
2. **Be Blog Specific:** Clarity, brevity, and specificity are your best friends with titles. Make sure to include the keyword in your headline, but be clear, be brief, and be specific.
3. **Stack the Keyword:** Place the keyword as close to the front of the title as possible.

04 CREATE AN OUTLINE

1. **Stay organized and on point:** Without an outline, it's easy to ramble and write without a sense of direction. Outlines act as your blog's GPS and keep you headed in the right direction.
2. **Use tools to help stay on track:** Writing tools like Jasper.ai are great to help you assemble a blog post outline based on your topic.
3. **Example:** Topic "Writing a Blog for SEO" Outline:
   - What is a blog?
   - What is SEO?
   - How do blogs boost SEO?
   - How to check your SEO blog writing

05 USE OUTLINE TO CREATE HEADER TAGS

1. **Use H2 and H3 Header Tags:** Turn your bullet points into H2 and H3 Header tags.
2. **Follow the Order of Importance:** Header tags are Google's way of organizing the article's main points. Start with the H1 Title Tag, then follow the order to H2 and H3.
3. **Use AI writing assistants:** Use AI writing assistants like Jasper.ai or SEMrush to help write and rephrase copy.

06 WRITE YOUR BLOG

1. **Write Your First Draft:** Write your first draft by providing answers to each bullet point to your outline. Do this with 2-3 sentences.
2. **Keep Your Paragraphs Short:** Use a simple writing style that matches around a 10th grade reading level. Keep paragraphs short (2-3 sentences).
3. **Utilize Bullet Points or Numbering:** Bullet points and numbering increase reader engagement and improve SEO by increasing readability.

07   USE IMAGES IN YOUR BLOG

1. **Use Main Image and Secondary Images:** The main image is the dominant photo on the page and should correlate with your blog topic. Secondary images are smaller, but should also still relate to the topic and bullet points.
2. **Use the Correct Size:** Blog photos should be 1200x600 pixels. Use tools like XnViewMP to resize and rename large batches of photos.
3. **Re-title Images:** Titles should include your main keyword and an accurate description. For example: business-owner-hugging-family-overcoming-business-failures-advance-life-coaching
4. **Use Royalty-Free Images:** Original images perform the best, but stock images work also. Use sites like Pexels.com and Pixabary.com for access to royalty-free images.

08   ADD INTERNAL LINKS

1. **Identify Keywords and/or Key Phrases:** Find words or phrases in your blog to highlight and use as a hyperlink.
2. **Avoid Posting Full URLs:** Always use hyperlinks; avoid using full URLs in the article.

09 ADD EXTERNAL LINKS

1. **Link to Outside Websites:** Link to outside websites, articles, and blogs that are an authority on the topic.
2. **Choose Reputable Websites:** Add credibility to your blog by linking to reputable websites. Through SEO and topic research, you'll discover the most reputable sites pertaining to your topic.

10 INCLUDE RICH MEDIA ELEMENTS

1. **Use Videos, Slides, and Graphics:** These visual aids enhance the reading experience and make your blog more engaging.
2. **Link to Your Own Media:** Include hyperlinks to your own videos, podcasts, popular YouTube content, and other media. Linking to high traffic media raises your ranking in the eyes of search engines like Google.

11 MAKE CONTENT EASY TO READ

1. **Proofread and Revise:** Go back through your draft and proofread for common spelling and grammatical mistakes. Make sure all paragraphs are no more than 2-3 sentences, include primary and secondary keywords/key phrases, and matches a 9th-10th grade reading level.

12 USE SEO TOOLS TO IMPROVE FINAL DRAFT

1. **Use SEO Yoast and/or SEMrush:** Use tools that show you if you are missing any SEO components such as keywords in titles, photo descriptions, etc. SEO Yoast and SEMrush are two great tools that will tell you where you need improvement and how to get there.

HOW WE CAN HELP YOU

We believe that every business deserves video content marketing that's affordable and effective. Our Video Podcast System will deliver marketing results for your business.

HERE'S HOW IT WORKS

1.

Book a Free Strategy Call

We'll talk through your goals and vision and give you a customized report and plan for your business growth.

2.

Start Your Video Podcast

Show up with your special sauce, then sit back and let us do the rest.

3.

Amp Up Your Visibility

We'll leverage your video podcast to meet all of your marketing needs for your website, SEO, and social media.

Book Your Free Strategy Call Today.
TwoBrothersCreative.com

TWO BROTHERS
CONTENT IN A BOX