

SEO FOR BLOG POSTS

November 2020



DIGGING DEEPER INTO BLOGGING

Now we are all blogging and are getting used to it I felt it was a good time to start to add in a few little tips and tricks to help you along with your blogging.

It is a good idea to have a few blog posts planned out this winter if wedding season starts to pick up again for next summer.

1.Keyword Research

Keyword research is used to gather a list of common words and phrases that people type into search engines and it is an important part of SEO.

Understanding the popularity of certain words and phrases is an excellent way to reach more people.

It is also a good idea to use a keyword research tool to validate your ideas for future articles.

Ideally, you would do your research before you begin writing, that way you can plan the structure of your piece with keywords in mind.

However, even if you've already written your post, you may want to go back and confirm that you've at least considered the best keywords. You might have missed some key opportunities.

How to do keyword research so you know what keywords to target.

Keyword research tools allow you to search for words and phrases and tell you the average number of monthly searches.

You can use a number of online tools for this and most of them come with a free trial of some kind.

Here are a few for you to try out.

KWFinder, SEO Book, Serps, Wordstream, Keyword.io

2. Choosing a blog post title for first page rankings

What is the name or title of your blog post?

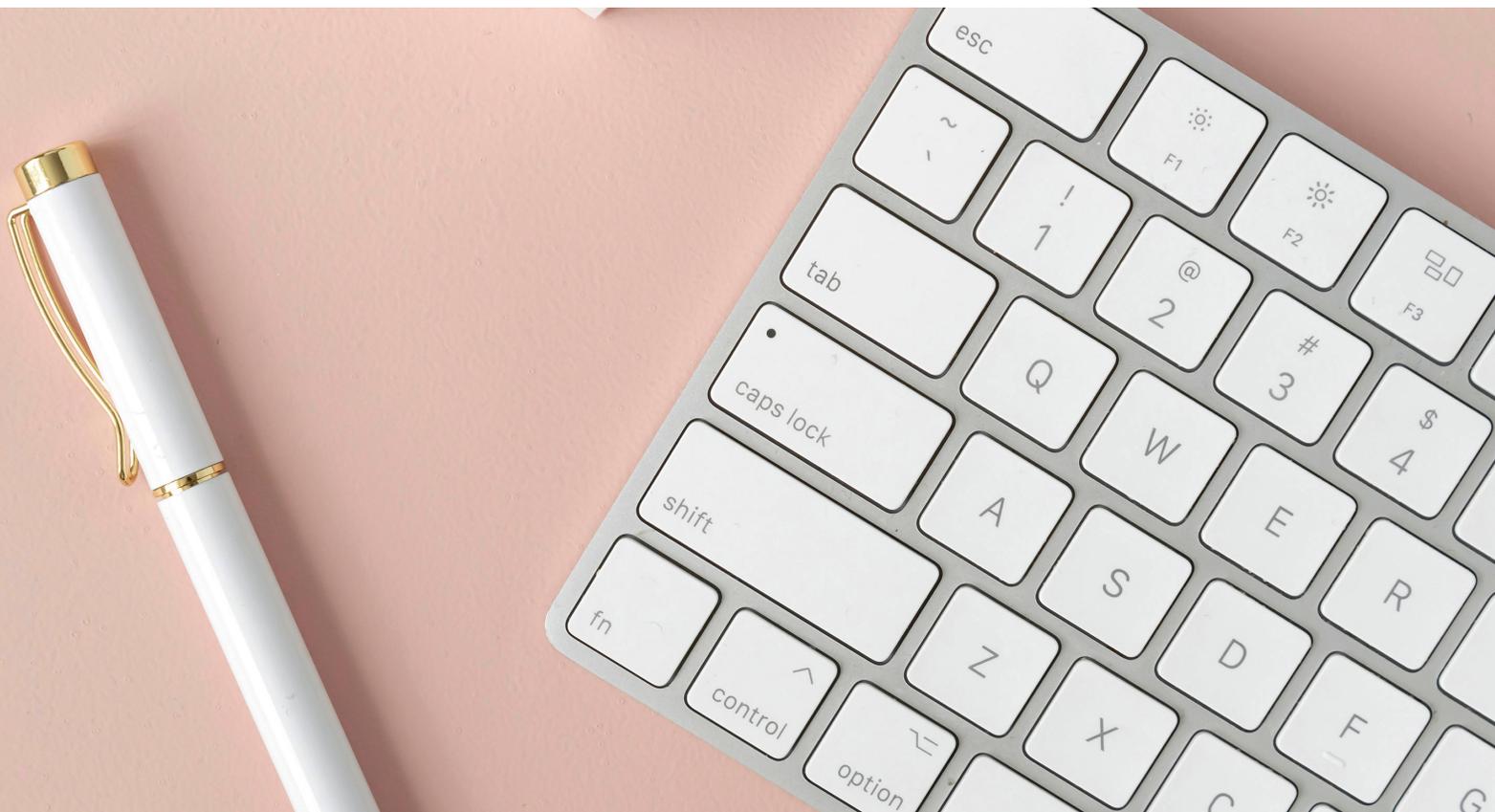
This is usually the first thing people will see when they visit your post for the first time.

The name you choose will also be the main heading for the post which makes it very important for search engines.

For instance, my main heading at the top of this page is “SEO checklist to optimise your blog posts” This is also what will appear when you share your content on social media.

Search engines will take note of the keywords you use in your main heading and use it to rank your blog post.

This is why it's important you take your time with it. It's tempting to try to be funny or clever with your heading but I encourage you to tread carefully and do what is says on the tin.





3. Optimise your blog post URLs for better SEO.

Not to be confused with your domain, URLs are the unique pages on your website.

For example, the URL for one of my blog posts is <https://www.thebusinessofweddings.co/post/the-wedding-edit-membership-club>. It isn't too long and Google prefers short URL's so you can change this.

URLs are an extremely important part of SEO.

Search engines take note of the URLs you have chosen for your blog posts and will rank you accordingly.

URLs can also be called a page “slug” and depending on which website system you are using you should be able to change them easily if you go into your SEO back end of your post.

How to choose the best URL or slug for your blog post?

Try to keep it as short as possible.

Include your target keyword

Avoid using any strange characters (%&\$£%**&)

Use hyphens to separate words (not underscores)

Don't use stop words such as AND,A,TO,IN,AN

Avoid using additional elements such as .html or .php

TAKE A LOOK AT HEADINGS

4. Structuring your headings and subheadings (H1-H6) for better rankings.

The headings you use within your blog posts will help decide what keywords you rank for.

Search engines want you to use heading tags to break up your content, making it easy for their robots to understand.

Headings also have the added benefit of breaking up your content, making it easy for your audience to read.

Your headings and subheadings should be used in a specific order as shown below.

I often see people use H1-H6 tags randomly.

They use the different H tags to style their article rather than use them in the correct order.

How to use headings for SEO

Try to use them in order, for example Heading One, sub categories would be Heading 2, paragraphs under this would be Heading 3 and so on.

Top tips for headings and subheadings.

Outline the main sub-sections of your blog post.

Try to include your keywords where possible.

Try to use sentence form rather than one word

Only use one H1 Tag

Don't forget about H3 to H6

USE YOUR METATAGS

When you have finished your blog post go and check the metatag.

This is the description underneath your blog post in SEO google rankings.

So for example if you type in your business name there will be a description of your business under your website.

It is the same for blog posts, it is telling your readers a bit more about the post so they click on it.

Blog - Reviva Weddings ✓

reviva-weddings.com/blog ▼

I started blogging before social media arrived, our **weddings blog** goes back 10 years! You can read all about **weddings** in Spain, full of useful information, beautiful real **weddings** and ideas for your **wedding** in Spain

Weddings in Spain - Reviva Weddings ✓

reviva-weddings.com ▼

Welcome to **Reviva Weddings**, established in 2007, we have created over 400 **weddings** in Spain and are renowned for our stylish and creative approach to our events. We specialize in timeless, elegant, bespoke **weddings**, elopements and some pretty cool parties! We do not have packages, all our **weddings** and events are designed specifically for our clients' requirements and taste.

Top tips for meta descriptions.

Use 130–150 characters in your description.

Ask a question e.g. Are you looking for a wedding venue?

Include a call to action where possible