

10 Tips: How to optimize blog for your business.

Content Body

1. Choose 1 keyword phrase.

Remember that blogs are great for getting new customers who search with questions that are relevant to your business. Choose a phrase that potential customers might use to find you, such as "Alaskan fishing guide," and include it 2-3 times in your blog post.

Note: it's a good idea to also include a different variation of the keyword phrase wording 1 or 2 times.

2. Include several links.

It's a very good idea to include internal links in your posts, which will direct users somewhere else in your site, such as to another one of your relevant blog posts. You should definitely also include external links to other, high quality, relevant sites.

Note: A good practice is to include no more than 1 link per paragraph.

3. Include a call-to-action.

A call to action is simply a button or graphic that will entice users further along into your site. A call to action can link to a promotional coupon, content offer, or special service, such as a button for "Download Alaskan Packing Checklist."

Note: Call to actions should stand out, such as with a bright color or enticing picture.

4. Don't repeat your keyword phrase to many times.

If you repeat it over, search engines (i.e. Google) will think that your blog post is spam.

Keyword phrases should be used *naturally*, and should include different variations of the same phrase.

Note: Different variations can also be the same phrase with slightly different words, i.e. "Alaska fishing guide" vs. "Fishing guide in Alaska".

Title

1. **Include your keyword phrase in the title.**

This one is easy; just make sure that the title of your blog post includes your keyword phrase. Because the title of your post will be a major indicator to search engines of what your blog post is about.

Note: It's also a good idea to include your keyword phrase once again within the first paragraph of your post.

2. **Keep title length under 70 characters.**

When search engines display search results, they don't display the whole title if it is over 70 characters. Keeping titles under 70 characters ensures that people see the whole title when it is displayed in a search result.

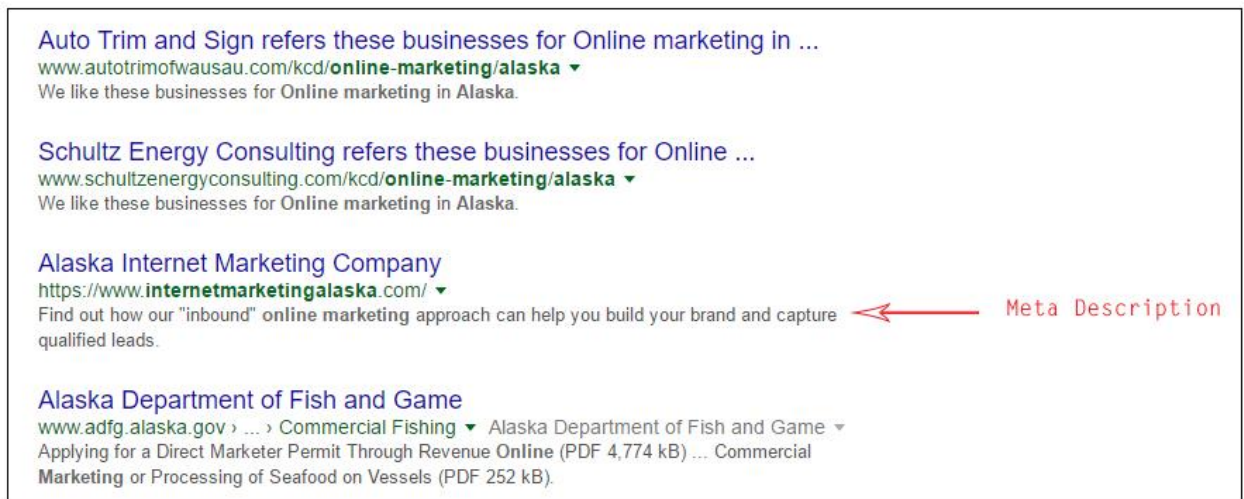
Note: Take time to create a great title, as this above all else will probably influence whether your blog post is skipped or clicked.

Meta

1. Create a good Meta description.

A good Meta description is simply a little blurb that describes what the post is about. It appears right below a search result, and should more information about the blog post that will further intrigue people about your post.

Note: Don't leave a Meta description blank, as Google will fill it with random parts of your post.



The screenshot shows four search results. Each result includes a title, a URL, and a meta description. A red arrow points to the meta description of the third result, 'Alaska Internet Marketing Company', which reads: 'Find out how our "inbound" online marketing approach can help you build your brand and capture qualified leads.' The text 'Meta Description' is written in red to the right of the arrow.

Auto Trim and Sign refers these businesses for Online marketing in ...
www.autotrimofwausau.com/kcd/online-marketing/alaska ▾
We like these businesses for Online marketing in Alaska.

Schultz Energy Consulting refers these businesses for Online ...
www.schultzenenergyconsulting.com/kcd/online-marketing/alaska ▾
We like these businesses for Online marketing in Alaska.

Alaska Internet Marketing Company
<https://www.internetmarketingalaska.com/> ▾
Find out how our "inbound" online marketing approach can help you build your brand and capture qualified leads. ← Meta Description

Alaska Department of Fish and Game
www.adfg.alaska.gov › ... › Commercial Fishing ▾ Alaska Department of Fish and Game ▾
Applying for a Direct Marketer Permit Through Revenue Online (PDF 4,774 kB) ... Commercial Marketing or Processing of Seafood on Vessels (PDF 252 kB).

2. Include 1 keyword in Meta description.

Yes, we keep harping on keywords. But if it's a good keyword that people are searching for, they should see it in your title and Meta description. It will reinforce that you have the answer they are looking for.

Note: Meta descriptions also help you attract *relevant* users who are more likely to spend more time on your site.

Image

1. **Include a main image in your blog post.**

Don't just include any image, include a *great image*. Truly, the image is about as important as the text. It will interest potential readers, catch their attention, and give you another outlet to show off your business-style.

Note: a main image can be a picture, graphic, illustration, etc., so long as it sums up your post.

2. **Make sure images have Alt-text.**

Ever wonder how things show up on Google Images? That's right, Alt-text. Google can't see images, so it relies on an image's Alt-text description to understand what the image is about. You can probably guess what to do next – put your keyword phrase in your Alt-text.

Note: use descriptive alt text and make sure it's "readable".