

BYTESIZE

Handout Module 6: BLOGS
With Chris Mantle



10 steps to remember when writing a basic blog:

1. Keyword research tools: Moz, Google KeyWord Planner, SEMRush, Google Search
2. 2-3 Keywords per post e.g Primary keyword, Secondary (variant), Third (location variant)
3. Use keywords in the Title, Heading & Subheadings, Intro sentence and Concluding Paragraph
4. Length: 400 words+
5. Tag images with keywords (ALT Text field)
6. Keep the copy, fresh, original and don't force keywords (KeyWord stuffing)
7. Make sure the content is original – not plagiarized, Google doesn't like copied content
8. Post on your own website – Index for the Search Engines
9. Share short previews through Social Channel (Google My Business, LinkedIn, Facebook, etc) with links back to the full content on your website
10. Repeat - Monthly

Looking for help to manage or write your blogs?

Drop us a line at sales@opticommerce.co.uk and your account manager will be in touch.