



How to Optimise Your Blog Posts

Many people are becoming aware that optimising content is no longer an afterthought. It's very much a part of blogging that needs to be at the forefront of your mind from the get-go, and throughout if you want to get the most out of your website content.

In this guide, we have put together a handy step-by-step process that will mean your blogs work hard for you.

Keywords.

You may have many ideas for blog content, or you may have none. One way to get focus is to find out what topics are trending and what your potential customers are searching. By doing a keyword analysis, you can quickly focus on those that 'easy' wins with Google or use this research to give you some inspiration. Read more about keywords in our blog [10 Reasons Why Your Website Is Not On Page One.](#)

Make your content reader friendly and key phrase rich!

While you are writing away, you need to place your keywords both throughout the copy and in some specific areas to achieve the best results from an SEO perspective. These are:

1. In the page title
2. In the URL - shorten the URL to only be the keywords (see point 3)
3. The SEO title - different to page title - approx. 60-70 characters
4. In the first heading - use H2 tag here if you page title shows on the blog page – if it doesn't use H1 tag)
5. And in the first paragraph
6. Throughout the copy. The more word, the more times you need to mention these keywords/phrases
7. In the image file names
8. In the image alt tag - this can be your meta description slightly tweaked (point 4)
9. Meta description – this has to be unique for each post and include a CTA i.e. 'Click to find out more about X,Y & Z. (point 5)

Please ensure that:

Your Permalink (URL/Slug) Is Optimised with The Key phrase.

So rather than you URL being www.thetypefacegroup.co.uk/post-2645 make sure it's www.thetypefacegroup.co.uk/how-to-optimise-a-blog-post.

Your Images Have Completed Alt Tags.



These alt tags are the “meta descriptions” of images so make sure they are related to your post i.e. COMPANY NAME is the number one replacement windows company in Basingstoke call us today for more information, so that Google indexes the images, and when they get Pinned they have a ready-made description!

Your Meta Description Is Unique.

Not only does it have the keyword in here, but it also explains what is on this page as well as having a call to action and is not more than 160 characters long.

Links.

Make sure that there are internal and external links within the copy. Internal links are usually hyperlinked words such as ‘contact us’ or ‘following on from our previous blog in this [Blogging For Business](#) series’ to encourage Google to crawl further. External links tend to be through this method as well and when accrediting images or statistics to sources.

Headings.

Make sure that you have a header every 150 (or so) words. Images every 300 words also help with readability.

Passive vs Active Voice.

Google (and readers apparently) favour the active voice over the passive.

Finally...

To increase the chances of comment (if your blogs allow) by finishing with a call to action. This could be a question to encourage comments or a suggestion that the reader browses your site. Having sharing buttons and other related blogs on this page also help encourage action and people to stay longer. Pushing your content via social media is also key and all of this also helps with SEO.

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