

Keywording Strategy – the Basics

A Catchy title, around 50 to 70 characters with keyword included

If you're really going for SEO, then 'how-tos' and 'tips' type titles get best results. Look also at a few types of titles – e.g. threats, promises, mistakes, lists, piggy-backs.

So it might be something like:

“How to avoid the crowds with grandchildren in Walt Disney World Florida”

Here the writer has included the keyword 'Walt Disney World Florida', a how-to, and a mistakes.

Subheads

Include the keyword in at least one subhead.

The first 200 words

These are generally considered the most important, and so you should look to place the keyword here a few times.

Meta description

Write a meta description that includes the keyword

Synonyms

Do a google search on the keyword. At the bottom of the screen you'll find suggested searches related to the keyword – use one or two of these in the body of the blog to help drive traffic.

External Links

If at all possible, include at least one reference to reputable external data.

Internal Links

Look for relevant links to onsite content – this will become easier over a period of time as you add more content.

Keyword use – other:

Of course, it's also important to use natural language and fit in the keywords naturally – as well as using the tone and voice to reach out to your target audience and draw them in.

The current recommendation is to use the keyword between 1% and 3% density.

Other SEO elements:

- Include a call to action

- Bullet pointed lists (though not on every blog)
- White space
- Shorter paragraphs and sentences work best for most blogs
- Try to make an emotional connection to the reader asap

Don't forget that social media can make a real difference. You could hang the following off each blog post:

- Two twitter tweets with a link back to your blog
- A Facebook Comment (around 50 words) with a link back to your blog

Finally, add an image to your work. Something like the following works pretty well:

