

Blog Post OPTIMIZATION PLAYBOOK



Blogging can be a challenge for many businesses today. Often times, procuring good content for publication on a blog is tough enough. Ideally, blog posts should be published two to 21 times per week for maximum search engine benefits. The steps included in this playbook are intended to be a guide for optimizing procured blog content prior to publication for SEO and to define the optimal blog setup for the purpose of maximizing traffic, conversions, leads, distribution, subscribers and fans.

- A Blog Title:** Having a title for your blog should serve two purposes – Branding and standing out to a subscriber's feed reader. You'll find about 17% of your blog visitors (average adoption across the internet in the US) will use RSS. These subscribers tend to have dozens of RSS feeds in their feed readers. Your title will help you stand out in their crowded feed reader.
- B Share Buttons:** Social media and social bookmarking are proven content distribution channels. The easier you make it for your readers to share your content the more likely it will be distributed amongst their networks.
- C Subscribe:** Always give your readers the ability to subscribe to your blog via email and RSS. By not offering both options your blog will have fewer subscribers than if you offered both.
- D Calls to Actions:** Unless you are just blogging for fun and have no business purpose for producing content on a blog make sure you have some type of unique value proposition (UVP) or moral bribe offered through a call to action (CTA) graphic or text.

- E Social Media Accounts:** A certain percentage of your readers will prefer to engage with you and your blog via social media rather than leaving comments on your blog. Make sure you give those people the option of connecting with you via social media.
- F Blog Categories (Tags):** Tags serve two purposes – The first is to allow your visitors to sort through your posts by specific topics in order to access specific information the visitor wishes to read. The second is for search engine optimization (SEO). Every tag has its own URL that is indexed by Google separately. The keyword or phrase in the tag will be in the URL and in the body content of all of the posts identified with the tag. This makes that URL very optimized for the keyword or phrase in the tag.
- G End of Post Call-to-Action:** If a visitor commits to reading your whole post and gets all the way to the bottom it is your responsibility to tell them what they should do next. You can do it graphically or with text in the last paragraph. CTA's can send people to a landing page or something as simple as asking the reader to leave a comment.
- H Comments:** For many bloggers receiving comments is a metric which determines the success of a post. Many of your readers will leave feedback and engage with your blog via the comments area. Make sure you give them this ability.

- 1 Page Title:** An **Inbound Marketing Agency's** Blog Post Optimization Guide. The primary keyword phrase is **"Inbound Marketing Agency."**
- 2 URL:** <http://www.kunocreative.com/blog/bid/51358/An-Inbound-Marketing-Agency-s-Blog-Post-Optimization-Guide/>
- 3 Header 1 (H1) Tag:** Most blog CMS's automatically assign an H1 tag to the blog post's title. When using one that doesn't make sure to have an H1 tag with the primary keyword phrase in it on the post.
- 4 Images File Name & Alternative (Alt) Text:** Always make sure to have at least one image on every blog post. Also, include the primary keyword phrase in the image file name and the image alt text.

The screenshot shows a browser window with the URL <http://www.kunocreative.com/blog/bid/51358/An-Inbound-Marketing-Agency-s-Blog-Post-Optimization-Guide/>. The page content includes a header with the Kunocreative logo, a main heading 'Brand & Capture', and a sub-heading 'An Inbound Marketing Agency's Blog Post Optimization Guide'. The main text discusses SEO practices for inbound marketing agencies, including keyword placement in titles, meta data, and content. A sidebar on the right contains a 'Subscribe by Email' form, 'Latest Posts' list, and 'Categories' menu. Annotations A through H are placed throughout the page to highlight key optimization points.

- 5 Bold the primary keyword phrase** at least one time in the post and always include it in the first sentence.
- 6 Inbound & Outbound Links:** It is recommended to link the primary keyword phrase to a page on your website domain with the intent of helping that page rank for that word. Additionally, if you have any other web properties consider including a link on those domains with the anchor text "primary keyword phrase" and point that link to the blog post. Posts give away link juice with outbound links. As a rule of thumb, try to keep outbound links at three or less.
- 7 Tip:** When trying to add the primary keyword phrase in a post consider ending a sentence with the beginning of the phrase and beginning the next sentence with the ending of the primary keyword phrase. Search engines recognize it the same as if the words were in the same sentence.
- 8 Header 2, 3, 4, etc. (H2, H3, H4, etc.) Tag:** Include the primary keyword phrase in as many relevant header tags as possible.
- 9 Ordered & Unordered Lists** are good to use for organizing information and for adding a few primary keyword phrases when the post is short a few.
- 10 Target Keyword Saturation Rate:** The recommended saturation rate for blog posts is 3% - 9%. Keep in mind, all of the words on the page matter in the calculation of the saturation rate. This includes the navigation and footer content.
- 11 Include the primary keyword phrase** in the last sentence of the post.

- 12 Meta Keywords:** "inbound marketing, **inbound marketing agency**, certified hubspot **inbound marketing agency**, **inbound marketing agency** ohio, social media & **inbound marketing agency**, seo & **inbound marketing agency**, internet & **inbound marketing agency**, new york **inbound marketing agency**, san francisco **inbound marketing agency**, **inbound marketing agency** blog." Include lots of primary keyword phrase variations. Up to 10 keyword phrases.
- 13 Meta Description:** "Ever wonder how to optimize your blog posts? This post is not an example of keyword stuffing using the word **Inbound Marketing Agency.**" Always include the primary keyword phrase in the post's meta description and remember that the meta description appears to searchers in Google's search engine results page.
- 14 Blog Tags:** "inbound marketing, **inbound marketing agency.**" Blog tags are a way to organize similar posts and each tag represents a separate RSS feed that visitors can subscribe to and Google can index. These feeds contain posts that are highly optimized for the phrase in the tag.

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