SEO Helpsheet: The SEO Behind A Blog Post

Understanding the SEO basics behind a blog post will help your content get more exposure and create a structure that people want to read.

A blog post can take hours before you get to the publishing stage. If it doesn't receive as much traffic as you had hoped for, it can feel like a waste of time.

The ranking factors behind how search engines interpret your blog post are important to understand before you can achieve top positions in SERP.

Basic Blog Post Structure

Every blog post has four key elements:

- The title: *grabs attention and makes a promise (which needs to be fulfilled by the end of your post).*

- The introduction: *hooks the reader, draws them in, and sets up the post.*

- The main body: *works through a logical sequence of points, holding the reader's attention.*

- The conclusion: *ends the post decisively and calls the reader to take action.*

This is a very basic post structure but these elements remain prominent across all blog post structures.

10 Important SEO Factors Of A Blog Post

1. Post title The title of your blog post is the most important factor as it tells search engines what your post content is about.

2. Heading tags (H1-H6) If you have written blog posts previously you may have come across heading tags before. If you haven't, heading tags range from H1 to H6 and allow you to split you blog posts into sections and sub-sections that search engines can better understand. H1 should be used only once (post title). Heading hierachy should then feed down to group relatable content together. Most blog posts will only use H1, H2 and H3 tags. H4-H6 tags are used for in-depth technical writing.

3. Permalink The permalink is the URL Slug that follows on from your website address. Usually, if no permalink is entered, your website will display the post title, which is fine. You can use this to your advantage and offer a variant on your post title to give search engines an extension of the title.

4. Categories These allow you to organise your blog posts into relevant categories. Primary categories can be used to form part of your URL permalink.

5. Images Having relevant images amongst your content increases user experience and keep them on your website for longer. When optimised, images also benefit the SEO of your page.

6. Links Internal links will help create a link structure and spread link juice around your website. External links to influential websites are also important. Search engines will not penalise you for linking to related content and you may also get recognition from the writer by them linking back to your website.

7. Keyword research It is an important part of blog writing. With millions of websites on the internet it is important to spend time researching keywords and phrases that you can compete for.

8. Keyword distribution Once you have found your keywords and phrases, you should look to distribute these throughout your blog. You should look to include them in the body text, introduction, headings, image alt text and meta tags.

9. FAQ's are great for SEO Questions are great for capturing long-tail keywords or phrases people may be typing into Google. If setup correctly with Schema Markup, your snippet can also appear in Google's 'People Also Ask' section of Google's search results.

10. Meta Title and Descriptions These aren't displayed on your blog post but allow you to edit what appears in search result listings. This allows changes from displaying the generic page title and site title. Add keywords about your blog post here that will be more likely to entice searchers.

Bonus: You should also ensure your social graph meta tags are setup correctly. These allow you to display custom titles, description and image that can be more eye-catching to social media users. We would also recommend adding share buttons to your posts.

Keyword Research - Finding A Diamond In The Rough

Spending the time doing keyword research will help your blog posts reach a lot more potential visitors. Identifying untapped keywords can be difficult without the correct tools.

- If you have a budget for marketing and write more than 2 blog posts a month, investing in a keyword research tool is definitely a worthwhile investment. We use KW Finder which offers insightful ranking factors such as search volume, keyword diffculty, related keywords and cost per click for paid advertising. It also allows you to reverse engineer your competitor's keywords by entering their domain.

- If you don't have a budget for marketing, it is a little more time-consuming. To identify keywords you can use social platforms to look at the latest trending words. Google Trends also offers basic ranking details for searches on their platform.

Signing up for a Google Ads account offers a more of an in-depth view into search volumes for keywords.

Looking for management of your SEO? *Contact us about our flexible SEO plans tailored to suit your needs.*

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