Ignite Visibility Consulting

How to Blog

Prepared by John Lincoln

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Introduction

Ready, set, blog! This document will give you a basic overview of the critical elements to blogging for SEO. This document focuses on blogging for Wordpress websites. While that is the case, many of these practices can be used on any platform! Ready to learn about blogging? OK, let's go.

What is a Blog?

A blog is a section of a website that features all the latest information about your company. It is the lifeline of your business to the online world. But outside of company updates, you can also feature content on just about anything that you want to be associated with. The most common themes you will see on blogs are:

- Industry Insight
- Videos from the Company
- Humorous Posts that Brand is Happy to be Associated With
- Images Relating to the Company and Industry

Each blog post is like a little online marketing campaign. Each post has the ability to be shared on social media, to rank in search or to be linked to from another website. When you blog, you get more exposure for your online business. But the kicker is, that if you blog in the wrong way all of your efforts will be wasted.

Technical Checklist

If you are not a developer that is OK! Just send this checklist on to the person making the changes on your website. If you have a Wordpress blog, this is what you need. Keep in mind, this is the basics.

- Install Wordpress on a directory or subdomain (directory preferred).
- Make sure post URLs only contain the post title
- Install Yoast Wordpress plugin
- Add share buttons to posts (recommend installing AddThis)
- Install W3C Total Cache
- Install Wordpress Online Backup
- Install PS Auto Sitemap
- Install Image and Video Sitemaps
- Consider adding the Facebook comments plugin
- Make sure your blog home page is optimized for top keywords
- Add important items to your sidebar
  - Facebook like box
  - Twitter updates
  - Links to social media profiles and RSS feed

Important Promotional Notes

You want to get exposure for your blog, right?! So before you start consider doing the following.

- Hook your blog up to Technorati, the largest blog index in the world
- Create the following social media accounts so you can share blog posts on them
    - Twitter
    - Facebook Page
    - Google +
    - LinkedIn
    - Pinterest

Time to Blog!

Now it is time to blog. Let's take a moment and discuss content requirements.

- The longer the blog the better chance it will be indexed by Google
    - It is recommended blogs be 300 to 1,000 words

There are two kinds of blogs

- Blogs for SEO: These are blogs we want to get ranked in the search engines
- Blogs for social media: These are blogs we want to get shared on social

Of course there is cross over between the two! But for the purposes of this document, we want you to think about them this way. It will help you understand how to write the content.

Blogs for SEO

If you are writing a blog for SEO that means that you want it to get ranked for a specific keyword in the search engines. For example, say that I want to get ranked for "Best SEO Company in San Diego." I might write a blog post titled:

Best SEO Company in San Diego – Why Choose Ignite Visibility

As you can see I am writing a post about the keyword I chose. So let's go through this set by step.

Step 1: Choose 1 to 5 Keywords
- You can use the Google External Keyword Tool for this:
  https://adwords.google.com/o/KeywordTool
- In case you do not know, this is a tool supplied by Google that tells you the search traffic for all the terms they track.

Step 2: Write a Post Using the Following Guidelines

OK, so this part is going to be a little tricky if you are hearing it for the first time. But it is the MOST important part.

Rank your keywords based on importance

- Keyword 1
- Keyword 2
- Keyword 3
- Keyword 4
- Keyword 6

Once you have done that, you need to fill in the following fields. Let's take a quick look and then we will explain a little more.

This is the title users see

This is where you add your content.

Add the #1 keyword you are focusing on here.

If you do not see Yoast it is because it is not installed on your site.

We will talk about titles and descriptions on the next
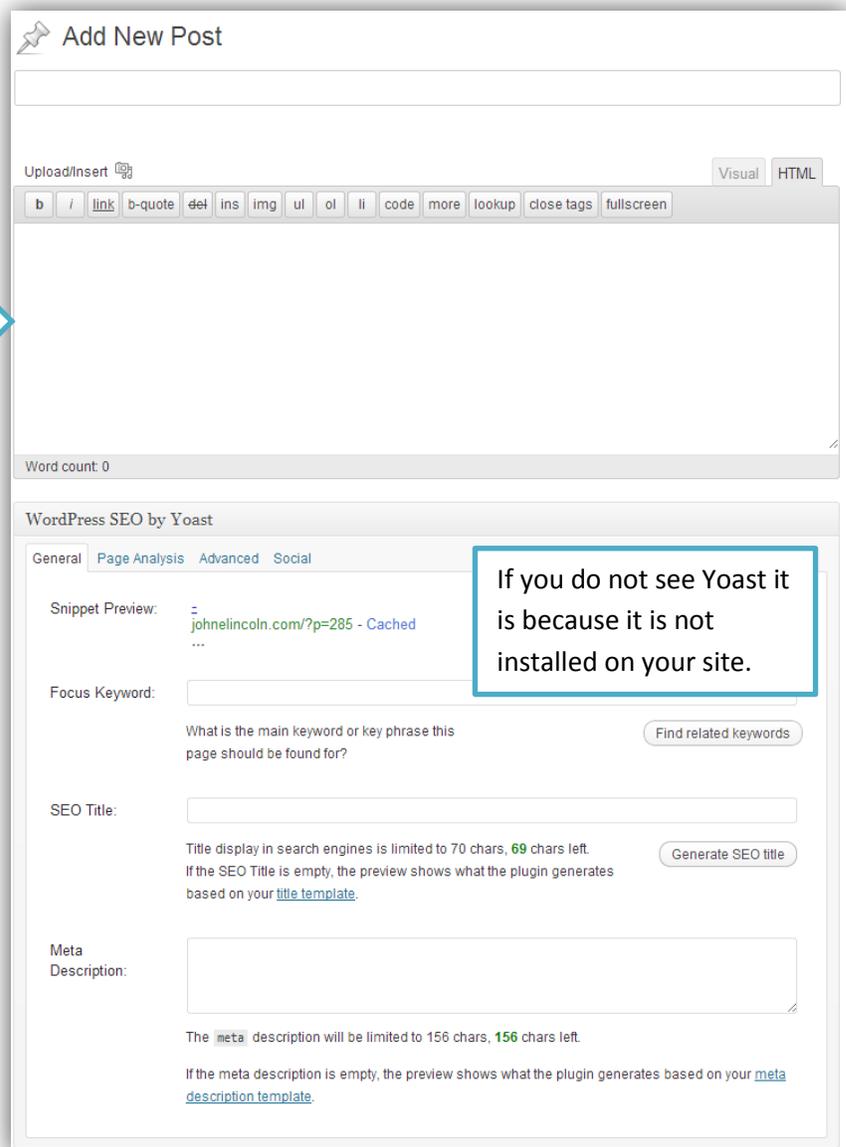
Add New Post

Upload/Insert | Visual | HTML

b | i | link | b-quote | del | ins | img | ul | ol | li | code | more | lookup | close tags | fullscreen

Word count: 0

WordPress SEO by Yoast

General | Page Analysis | Advanced | Social

Snippet Preview: - johnelincoln.com/?p=285 - Cached ...

Focus Keyword:

What is the main keyword or key phrase this page should be found for?

Find related keywords

SEO Title:

Title display in search engines is limited to 70 chars, **69** chars left. If the SEO Title is empty, the preview shows what the plugin generates based on your title template.

Generate SEO title

Meta Description:

The `meta` description will be limited to 156 chars, **156** chars left.

If the meta description is empty, the preview shows what the plugin generates based on your meta description template.

Use the keyword in the page title

<keyword 1> text <keyword 2>

If you use the keyword in your title, it will increase the chance that it shows in search. If possible use one or even two keywords in the title. Titles can be 70 characters.

Use the keyword in the meta description

<keyword 1> text <keyword 2> text.

The meta description is something only found in the code of a website. Search engine read the meta description and then display that as the description for that page in search results. If you do not fill out your meta description, you are missing out! The meta description will be limited to 156 characters.

Add an Image

If you add an image to your post, it will give you a better chance to rank for a keyword! Also, images can rank in Google image search, which is an index of all the images Google can find online.

Select Upload/Insert to add an image.
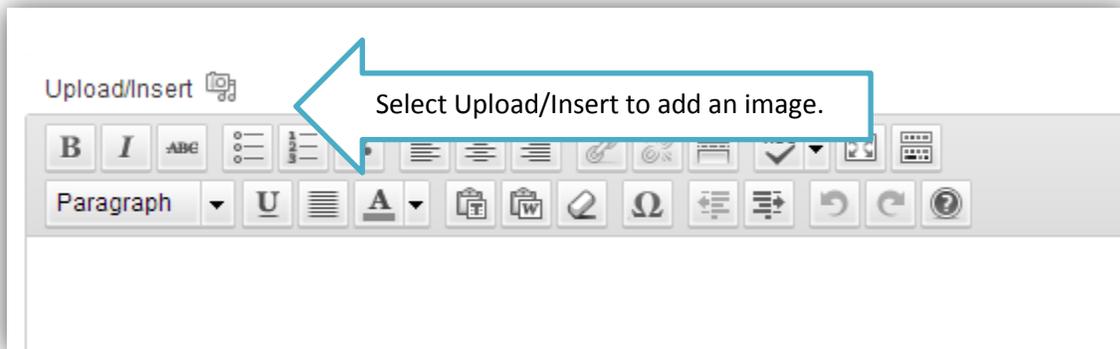
First, make sure that the image you are uploading has a file name that matches the keyword you are going after. For example, if you want to rank for **cute puppy pictures online**, your image file name should be **cute-puppy-pictures-online.jpg**

Next, make sure to fill out all the image information.

Use your same keyword in your:

- Title
- Alt Text
- Caption
- Description

Click insert into post when you are done.

Select a Category or a Tag

Select tags or categories for your blog. Categories are recommended. BUT DON'T SELECT BOTH! Why? You could create duplicate content which is a bad thing for SEO.
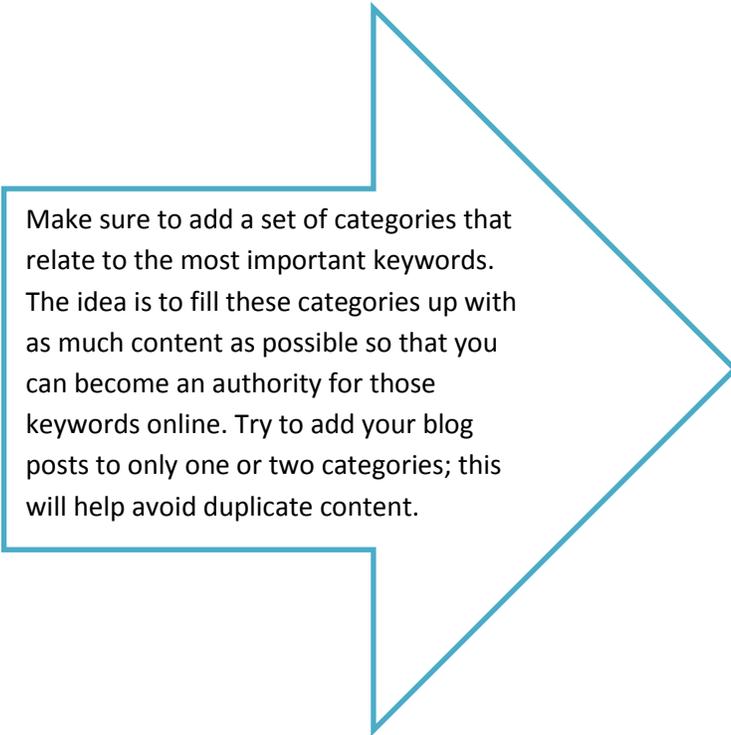
Make sure to add a set of categories that relate to the most important keywords. The idea is to fill these categories up with as much content as possible so that you can become an authority for those keywords online. Try to add your blog posts to only one or two categories; this will help avoid duplicate content.
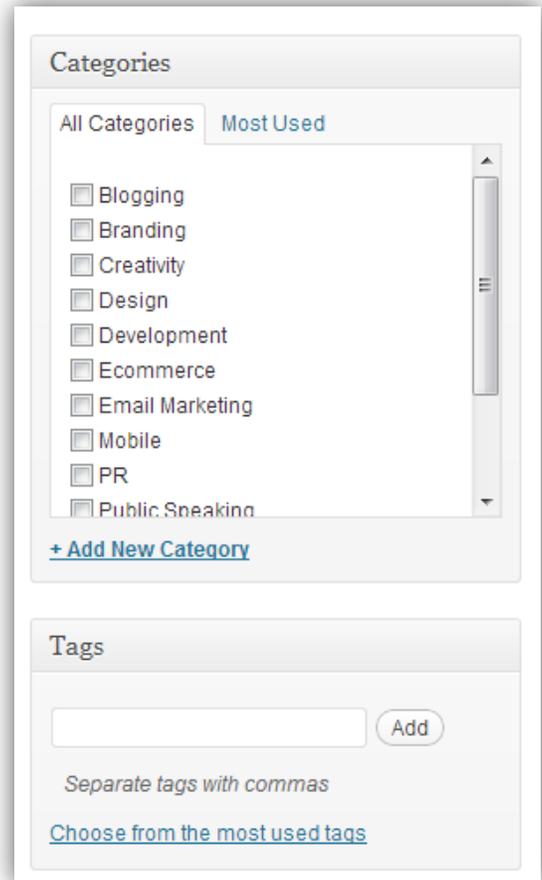
Internal Linking

Internal linking is one of the most important things in SEO. The more links that you have pointing at a page, the higher it ranks! So if you point 100 links at a page Google will think that the page is more important than a page with 50 links pointed at it.

One other kicker is that search engines look at how you link to a page.

When Google sees a hyperlink pointing at this page with the term social media marketers, Google then starts to rank that page for that term.
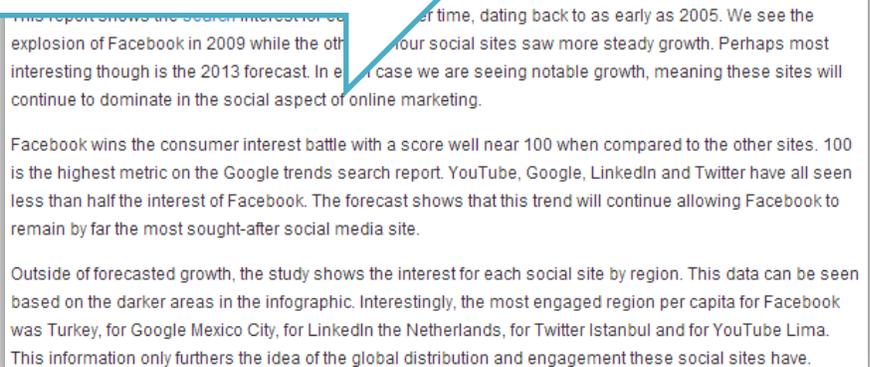
...ation for social media marketers and others

This report shows the search interest for ea...er time, dating back to as early as 2005. We see the explosion of Facebook in 2009 while the oth...our social sites saw more steady growth. Perhaps most interesting though is the 2013 forecast. In e...r case we are seeing notable growth, meaning these sites will continue to dominate in the social aspect of online marketing.

Facebook wins the consumer interest battle with a score well near 100 when compared to the other sites. 100 is the highest metric on the Google trends search report. YouTube, Google, LinkedIn and Twitter have all seen less than half the interest of Facebook. The forecast shows that this trend will continue allowing Facebook to remain by far the most sought-after social media site.

Outside of forecasted growth, the study shows the interest for each social site by region. This data can be seen based on the darker areas in the infographic. Interestingly, the most engaged region per capita for Facebook was Turkey, for Google Mexico City, for LinkedIn the Netherlands, for Twitter Istanbul and for YouTube Lima. This information only furthers the idea of the global distribution and engagement these social sites have.

Important Rules About Internal Linking

1. Don't over link. One link for every 50 to 150 words is perfect.
2. Make sure to link to a page with the term you want the page to rank for.
3. Use variations of keywords when you link to a page. So if you want a page to rank for SEO San Diego. Link to it with terms like.
   - SEO San Diego
   - SEO Company San Diego
   - Best SEO in San Diego
   - San Diego SEO Company
   - Search Engine Company San Diego

Blogs for Social Media

So when we blog for SEO, we need to keep all of those things in mind. Because if we do not work in the keywords, the blog post will never rank! But when we do a post for social media we really don't need to think as hard about those items. Blogs for social media should be fun, exciting and get shares!

Example Blogs for Social Media

- 10 Celebrities Who Love <Topic>
- The Future of <Topic>
- 15 Funny Pictures About <Topic>
- 30 Things you Didn't Know About <Topic>
- The 10 Craziest <Topic> of All Time
- You get the idea…

Make sure to stay within your corporate comfort zone. Also, stay within the general theme of your website. Other important points…

- Write like you talk: Blogs can be informal
- Write on breaking news topics! Your post might get a lot of traffic
- Post to your blog 2 to 5 times a week. The more you post the better! You will get traffic.

Thanks for taking the time to read our blogging introduction document. Have questions? Please contact us here at Ignite Visibility.

Sincerely,

John Lincoln and Ignite Visibility Team

John E Lincoln, MBA
Ignite Visibility
President SEO and Social
Number: 619-752-1943
Email: john@ignitevisibility.com
LinkedIn: http://www.linkedin.com/in/johnelincoln

Connect with IV on Social
Twitter - Facebook - Google + - Web – IV University