

Sarah's Social Strategy

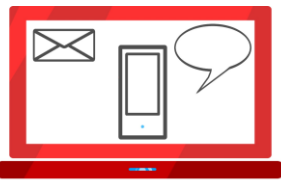
Blogging and SEO Advice

Do you want to start your own blog, but not sure what to write? Well, here are some things you need to know...

BLOGGING:

1. Opening paragraph needs to include your focus keyword
2. Body should be broken down into bullet points, numbers, or subheadings. That way, if the reader skims, they absorb the main point
3. Use your social media lives or podcast for inspiration or a direct transcription
4. Research Google for ideas to overcome writer's block by checking out other blogs, Pinterest boards, etc.
5. Guest blogging can help expand visibility. Collaboration is key!
6. Publish 2 post per week if you're just starting to write. If you're established, then 1 post per week is sufficient
7. Word count for a blog is typically between 300-600, whereas an article is much longer up to 1K
8. Tone of voice for a blog can be a diary/opinion form versus an article is much more factual/citations
9. You might want to connect (aka hyperlink) one blog post to another, so that it's not orphaned content
10. When choosing a featured image for your blog, make sure that the picture is not only high quality, but royalty free as well

Ready to conquer the written word?



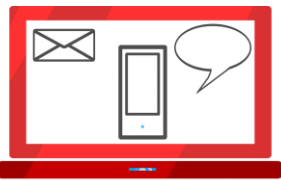
Sarah's Social Strategy

Do you want to learn what SEO stands for and how to optimize it? Do you need WordPress and plugin tips? Here's what you need to know...

Search Engine Optimization: (SEO)

1. Yoast Plugin once downloaded will help guide you through the SEO process, only available in WordPress
2. Focus Keyword ties together the SEO title and meta description. Basically, it's the entire focus of your blog post and SEO
3. SEO title primary job is to tell visitors and search engines what they can expect from the web page (in the most concise way)
4. Meta Description describes the content of your page for the benefit of users and search engines
5. Slug is the URL, which is generated/connected to the blog title, but you should delete smaller words like... the, a, and, at...
6. Internal/External links are best in the last paragraph and it's an opportunity to showcase your social media platforms and your service/product/contact pages
7. Image are best when the alt description is filled in with the focus keyword
8. Text Length: 250 minimum, 300+ is much better for the word count
9. Tags are like hashtags
10. Categories help you to classify your posts, so that readers can search them using the widget

Ready to conquer keyword ranking?



Sarah's Social Strategy