

WRITING AN SEO-OPTIMIZED BLOG POST

INTRODUCTION

This guide is about the basics of writing a killer blog, from deciding what to write about to the nitty-gritty technicalities that make a blog rank well in a Google search.

It also includes some basic steps for anyone writing a blog without any marketing or content writing experience. That way, if you ever want to outsource this to someone without a marketing background, you can easily do so.

Please note that, before writing an SEO-optimized blog, you should have already conducted keyword research to determine which keyword to focus on in your blog. To learn more about this step in the process, download our "Conducting Keyword Research" guide from SpeakerFlow's ["Resources" page](#).

How do I know what to write about in my blog posts?

The best blogs are based around a "keyword" or "keyphrase." To narrow down keywords for your blog, follow these guidelines:

#1

If you're unsure which keywords to use, brainstorm topics or questions that are important to readers in your niche. Start with those as your keywords and, as you write more and more, adjust your blogs' focus as needed.

#2

Each blog post in your business should use a different keyword, although you'll likely have several posts using similar keywords. At SpeakerFlow, for instance, we have a handful of blogs about writing speaker bios, all of which use different keyphrases.

#3

Your keyword should appear in the title of your blog and any applicable subheadings. It should also take up 1-2% of the words in the body of your blog. Tools like [WordCounter.io](#) can be used to double-check this percentage.

#4

High-volume keywords (ones that are searched frequently on Google) are higher priority than low-volume keywords. Use SEO tools (like [Ubersuggest](#), for example) to check the search volume for the keywords you brainstormed in step #1, then narrow down your list from there. You can also use these tools to see related keywords and add any good ones to your list.

What are the “key ingredients” of a good blog?

Although the appearance of a “good blog” will vary from audience to audience, there are a handful of things you can do to make sure your blog is easy to navigate, easy to read, and SEO-optimized, starting with the five below.

ENGAGING INTRODUCTION

When someone visits your website, you have, on average, **just 15 seconds** to get their attention. Knowing this, it's important that each blog's intro is captivating and quickly segues into the body paragraphs, where they can find more information. In terms of SEO, the intro should also include the keyword or phrase in the first paragraph.

INFORMATIVE CONTENT

This may sound like common sense, but far too often, people write blogs just to... well, write. Like the saying, “They just like hearing themselves talk.” Obviously, good blog posts don't do this.

As you write, focus on providing value and addressing the topic (i.e. your keyword). Readers should end the blog thinking, “Sweet! I know way more about this now!” not “Wow. That was exhausting.” Makes sense, right?

LINKS TO YOUR SOURCES

Always credit your sources of information. Whether you're referencing a scientific study, a podcast, a blog – you name it – add a hyperlink to that source in the corresponding word or phrase.

Not only does it provide readers with a convenient way to check it out if they want to. It's also the ethical thing to do (as, if you're like me, your teachers drilled into your head in junior high). 😂

MULTIPLE HEADERS

For the majority of readers, thousands of words of text is difficult to read, at least on a computer screen. To combat this, break up the sections of your blog with headers.

Again, these should be in a nesting format and should include your keyword or phrase where it makes sense. SEO-wise, doing this adds to your blog's ability to rank for that keyword or phrase in a Google search.

VISUAL AIDS (IF APPLICABLE)

Another way to break up the body text of your blogs – and make them as engaging as possible – is to add videos, photos, or graphics related to the topic at hand. There isn't an industry standard for this, but my general rule of thumb is to include an image/graphic for every 600 words.

There's also some evidence that, if you include images and/or videos in your blogs that also use that blog's keyword, it has a greater chance of ranking for it.

Where should I share my blog posts?

All blog articles should be posted directly to your website (yourwebsite.com/blog, for example). This essentially tells search engines that your website is the “original authority” when the blog is shared elsewhere.

After that point, the URL can be shared on your social media profiles, syndicated on other content websites, or through your email marketing efforts – wherever it’ll reach your audience. Just make sure that you’re given credit for writing the article.

In the past, this has primarily boiled down to two sites: LinkedIn and Medium. However, in my experience, sharing blogs on Medium has the greatest impact aside from sharing them on your website.

Social media (including LinkedIn) can be good for exposure, but when it comes to SEO and ranking well in Google search listings, content platforms beat social every time.

Additional Tip: Many shared blog articles – including the ones I’ve shared on the above syndication channels – will add a disclaimer at the bottom, saying “This was originally published on yourwebsite.com/blogtitlehere.” This is optional, but it is a good way to direct readers back to the original post on your site, where you can then capture them as leads.

ADDITIONAL TIPS FOR HIGH-QUALITY BLOGS

- **Don't overcomplicate your keyword research.** You're inevitably going to write about a few keywords that don't bring you any traffic, and that's okay! Just start somewhere, consistently produce new content, pay attention to which blogs are attracting the most visitors, and base your subsequent keywords on that data.
- **Speaking of data, always follow the numbers.** The biggest mistake you can make is writing about stuff you want to read instead of stuff your audience is already looking for. Remember, you're there to serve them.
- **Be patient when waiting for your blogs to rank.** On average, it takes about a year for a keyword-optimized blog to "actualize" in Google, or reach its full potential in a Google search for that keyword. Knowing this, if your blog doesn't immediately show up in the list when you search for the corresponding keyword, don't worry. It just takes a little time.
- **Keep self-promotion minimal.** Linking to your other resources, products, or services is a-okay, but if you do it constantly, you're going to lose readers' attention.
- **Outline each blog ahead of time.** I usually write outlines right after finalizing my keywords for the quarter, and it saves me a ton of time and mental energy later (when I actually go to write the blog itself).
- **Follow readability guidelines.** Keep your sentences short, use less than 300 words of body text per subheading, use less than 150 words per paragraph, and avoid **passive voice**. This makes your blog easier to read and it's good SEO.
- **If using WordPress, follow the Yoast SEO plugin guidelines.** At the bottom of every blog post in WordPress, you'll find a box that shows colored "lights" for SEO and readability, as shown in the image below. Before publishing a blog, make sure you have green lights or smiley faces in both of these sections. If they're red or yellow, follow the instructions listed in each of the two tabs.

NEXT STEPS

- **Compile a list of tools to help you once you start writing.** A few of my favorites are [Thesaurus.com](#) (to keep my vocabulary diverse) and [Grammarly](#) (to make sure my grammar's always dialed in).
- **Build a list of keywords you can write about this quarter,** similar to the topics you've covered in past blogs. Look at Google Search Console or Google Analytics to see what keywords are leading people to your site, and focus on those and any related keywords.
- **Set deadlines for your next round of content.** In the past, I've planned content by quarter, so, about a month before the end of a quarter, I'll set reminders to plan content for the upcoming quarter.

ADDITIONAL RESOURCES

- ["How To Write A Blog Post: The Definitive Guide"](#) from Backlinko (my favorite!)
- ["Blog SEO: The Complete Guide"](#) from Backlinko
- ["SEO Copywriting: How to Write Content For People and Optimize For Google"](#) from Neil Patel
- ["10 Tips For An Awesome And Seo-Friendly Blog Post"](#) from Yoast
- ["Blog SEO: How to Search Engine Optimize Your Blog Content"](#) from HubSpot
- ["SEO Writing: 12 Tips on Writing Blog Posts That Rank on Google"](#) from HubSpot

Questions or Comments?

Contact us at
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and let us know what you
think!

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