

Article

SEO OPTIMIZATION

Keyword Phrase

Find a keyword phrase that has a high search volume and low to mid SEO difficulty. Use a trusted keyword research tool. Make sure you have a different keyword for article.

Title

Ideal titles make people want to click but are not click bait. Keep it to about 60 characters. Include your keyword phrase. Numbers and "How to" titles rank higher.

Alt Text Graphic

Include graphics that are optimized for multiple social media platforms. Fill out alt-text and title. Include keyword phrase and description of graphic in alt text.



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Subheadings

Include H2 subheadings every 150-200 words. Make subheadings searchable. Think of what your audience would search. Include your keyword phrase in at least one.

Links

You need at least 2 links in your posts. One should be to a page, post, or product on your website. One should be an external link to an outside source or affiliate program.

