

Blogging FOR **SEO** Secrets!



Otherwise known as...

How to Make Google

(and other search engines)

Love the Shit Outta Your Website!

We're so glad you've decided to jump in and grab this fabulous guide!

Part of the secret sauce to Blogging for SEO is using your keywords to the best of your advantage to make sure your website is showing up before your competitors.

There are about a gazillion of ways to do this, and every SEO Marketer or Consultant will have their fav methods... this is one of mine that I have proven time and again to work. It works well and it can work quickly – depending on your keywords of course. 😊

In this guide we're not focusing on writing engaging content for your visitors to help drive sales. That's a different area that should be used in conjunction with this method.

This method is all about making sure you're using the right keywords in the right places through a Blog Post.

We've implemented this method for a number of our Clients in the past and have seen outstanding results for them.

The Case Study

For this guide, we're going to be using a real-life example of a Client's website (that we also developed and designed). Through their WooCommerce Online Store, they sell rollers and replacement parts for sliding doors, windows and screens. They are one of the largest suppliers of these parts and accessories in Australia.

When they approached us for help with their SEO, they wanted more business in Sydney, Melbourne & Brisbane as they had already pretty much taken over the market in their home town of Adelaide.



PLEASE KEEP IN MIND that they are an actual real-life business, so please don't contact them about blogging (we handle it for them 😊). But feel free to reach out to them if you need help with your door or window rollers or parts & accessories.

We only develop and design websites using WordPress, however, the method is the same no matter your platform.

Please remember this is just one method to focus specifically on the SEO aspect of a Blog Post.

The keyword phrase we are using is:



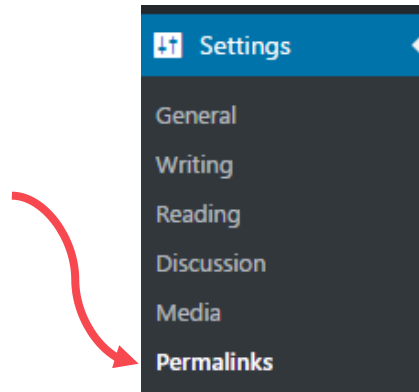
sliding door rollers melbourne



Getting Ready – Permalinks

Before we create our first Blog Post, we need to make sure we have our website setup to be SEO friendly.

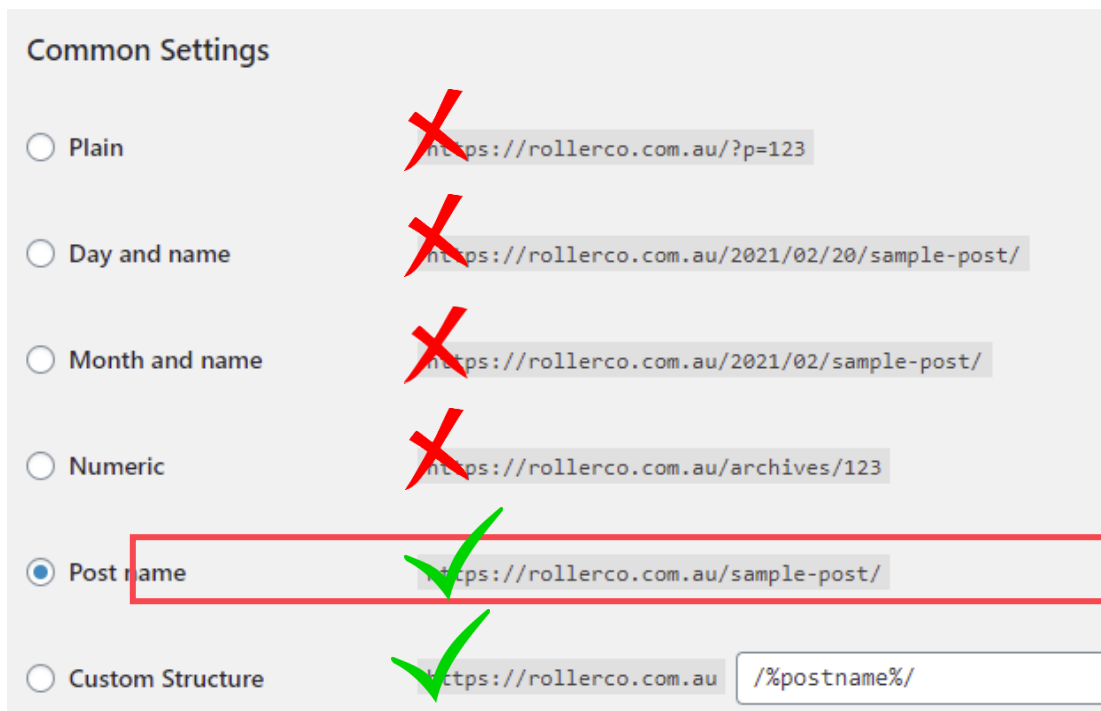
1. Go to Settings > Permalinks



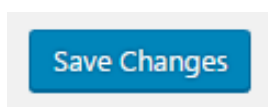
2. Make sure either Post name or Custom Structure is selected.

If anything else is selected, change it to Post name.

It should look like this...



3. Press "Save Changes"



Keyword Research

Now we're going to complete some super quick Keyword Research.

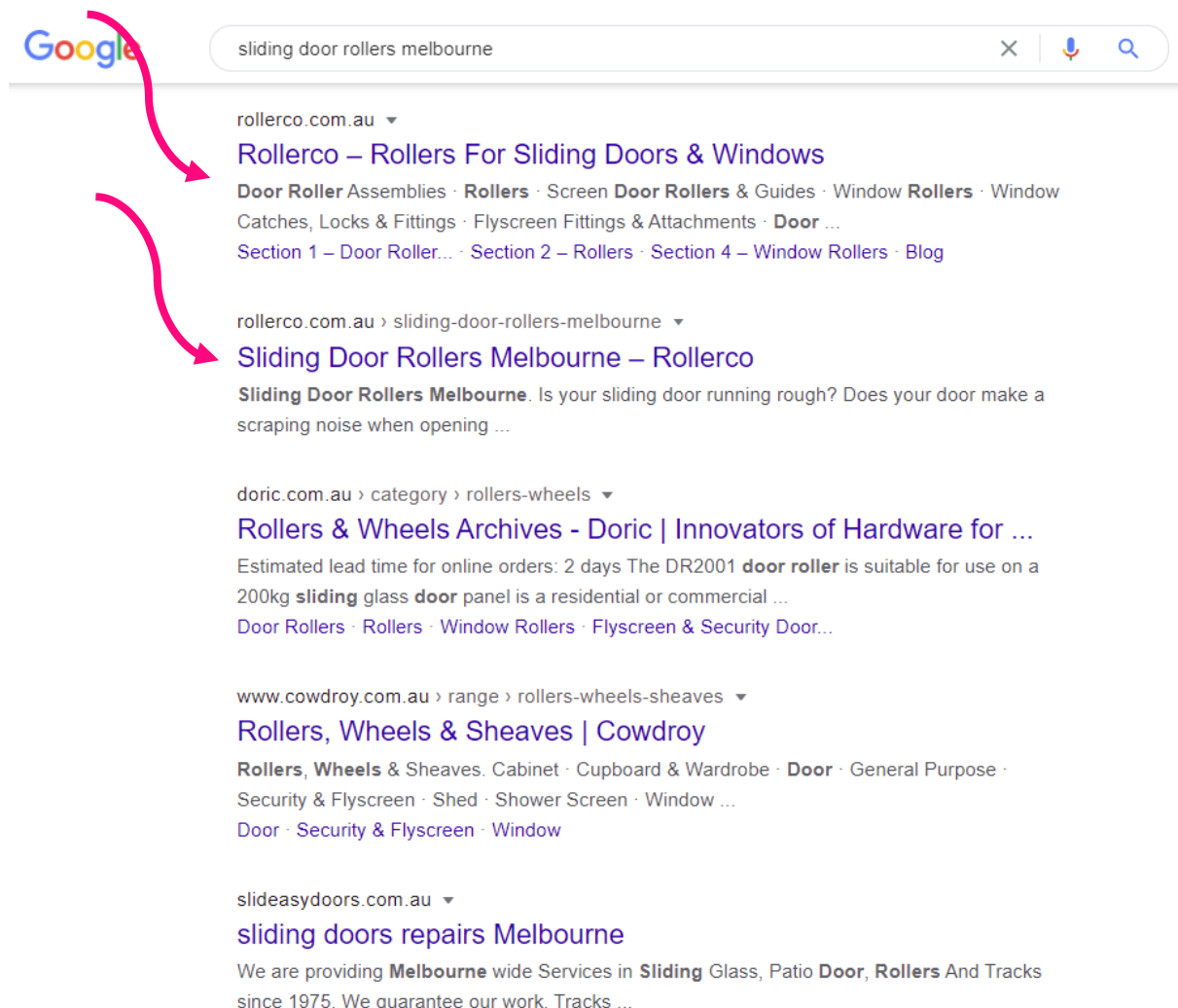
The trick here is to think like your ideal customer. Yes you might prefer the correct technical term, but if your customers don't use the technical term (or can't spell it) then you'll miss the mark by using the wrong Keyword.

So choose your ideal customers words – not yours.

4. Open up Google (or your fav search engine) and type in your ideal Keyword.

For us it's "Sliding Door Rollers Melbourne".

Here's the results I see ...



Notice the 'Images for Sliding Door Rollers'? I'll explain more about that shortly 😊

If the results showed me a lot of listings from say Yellow Pages, Yelp or other directories then I know that I can get onto the front page of Google pretty easily as there is little competition targeting this keyword.

Related Keywords

5. Scroll right down to the bottom of the page, you'll see this :

Searches related to Sliding Door Rollers

sliding door rollers **bunnings**

internal sliding door rollers

types of sliding door rollers

sliding door **roller replacement parts**

heavy duty sliding door rollers **bunnings**

sliding door rollers **suppliers**

sliding door rollers **heavy duty**

aluminium sliding door rollers

These are known as Suggested or Related Keywords.

These are other related searches people have typed into the search engine when also searching for "sliding door rollers Melbourne".

Make a note of these as you can use them in your Blog Post, and can create new Blog Post targeting each of these:

- Internal Sliding Door Rollers
- Types of Sliding Door Rollers
- Sliding Door Roller Replacement Parts
- Heavy Duty Sliding Door Rollers
- Sliding Door Rollers Suppliers
- Aluminium Sliding Door Rollers

Now we have a keyword phrase (and some related keywords), we can create our Blog Post.

Create a New Post

First – there's a difference between Posts and Pages.

Pages are for you to provide information that doesn't change often.
About, Contact, Gallery, Portfolio – these are all PAGES.

Posts are what we want to use – they are the regular updates of information to your website.

We want to create a New Post for blogging.

There are 2 quick way to create a new Blog Post...

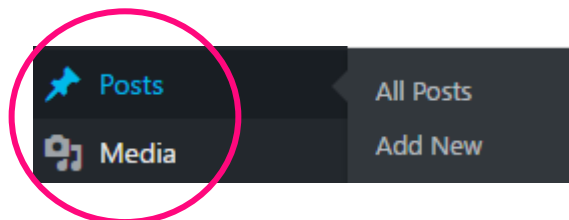
6. In the top nav bar you should see + New'.

When you hover over this you'll see 'Post' – click 'Post':



7. In the sidebar of your Dashboard, you should see 'Posts'.

When you hover over this you'll see 'Add New' – click 'Add New'



Post Title

8. Type in a Blog Post Title

Google needs to know what your Blog Post is about.

The SEO “strength” of your Blog Post increases when your keywords are at the beginning of your page title like this:



Add Post

Permalink: <https://rollerco.com.au/sliding-door-rollers-melbourne/>

Rather than something like this:



... and if you can keep it short, sweet and to the point it's even better

Here's how the Title shows up in Google's search results:

rollerco.com.au ▼

Rollerco – Rollers For Sliding Doors & Windows

Door Roller Assemblies · **Rollers** · Screen **Door Rollers** & Guides · Window **Rollers** · Window Catches, Locks & Fittings · Flyscreen Fittings & Attachments · **Door** ...

[Section 1 – Door Roller...](#) · [Section 2 – Rollers](#) · [Section 4 – Window Rollers](#) · [Blog](#)

rollerco.com.au › sliding-door-rollers-melbourne ▼

Sliding Door Rollers Melbourne – Rollerco

Sliding Door Rollers Melbourne. Is your sliding door running rough? Does your door make a scraping noise when opening ...

Notice How I Capitalise Each Word in My Titles?

That's so that it stands out as a title, tells Google that it's a title – and on top of that – it just looks better!!

SEO Friendly URLs

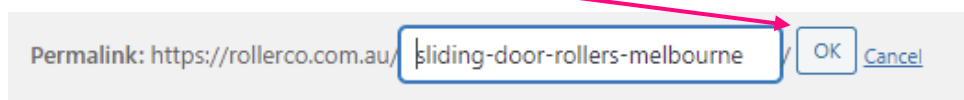
When you create a new Blog Post, as long as you put your Blog Title in first, WordPress will automatically create your URL for you.

Change it to just your keywords like this...



9. Hit the 'Edit' button and you can change it now.

10. Click 'OK' when you're done.



11. Click 'Publish' or 'Update'.

This method keeps your URL short and to the point.

URL's like the one's below are not great and honestly just look like a big mess. 🤪

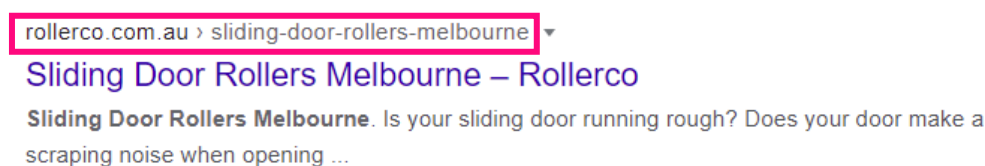
<http://www.sunloverholidays.com.au/transfers/Adelaide/Bensons-Total-Limousine-Service-Adelaide-Airport-Dom-to-CBD-Sedan-2ADLTPBENADLDAPHT.html>

... and yes that is an actual URL!

Why does a Blog Post URL matter?

Google uses your URL as an indication on what your Blog Post is all about. If you confuse them with a long-winded URL, they just won't bother trying to work it out and leave you off their search results.

This is how one of our Blog Posts look in Google:





Top Tip: NEVER use the underscore _ anywhere in your titles, image titles, URLs etc ...

...oh geez – just don't use the underscore at all!

Google doesn't recognise it so if you use it, Google will remove the underscore from what it's reading.

So this:

Sliding_Door_Rollers_Melbourne – Rollerco_Have_The_Biggest_Range_of_Door_Rollers

would become this:

SlidingDoorRollersMelbourne–RollercoHaveTheBiggestRangeofDoorRollers

Yep it's one big unreadable word!

Please don't do this!



Top Tip: URL / Slug / Permalink...

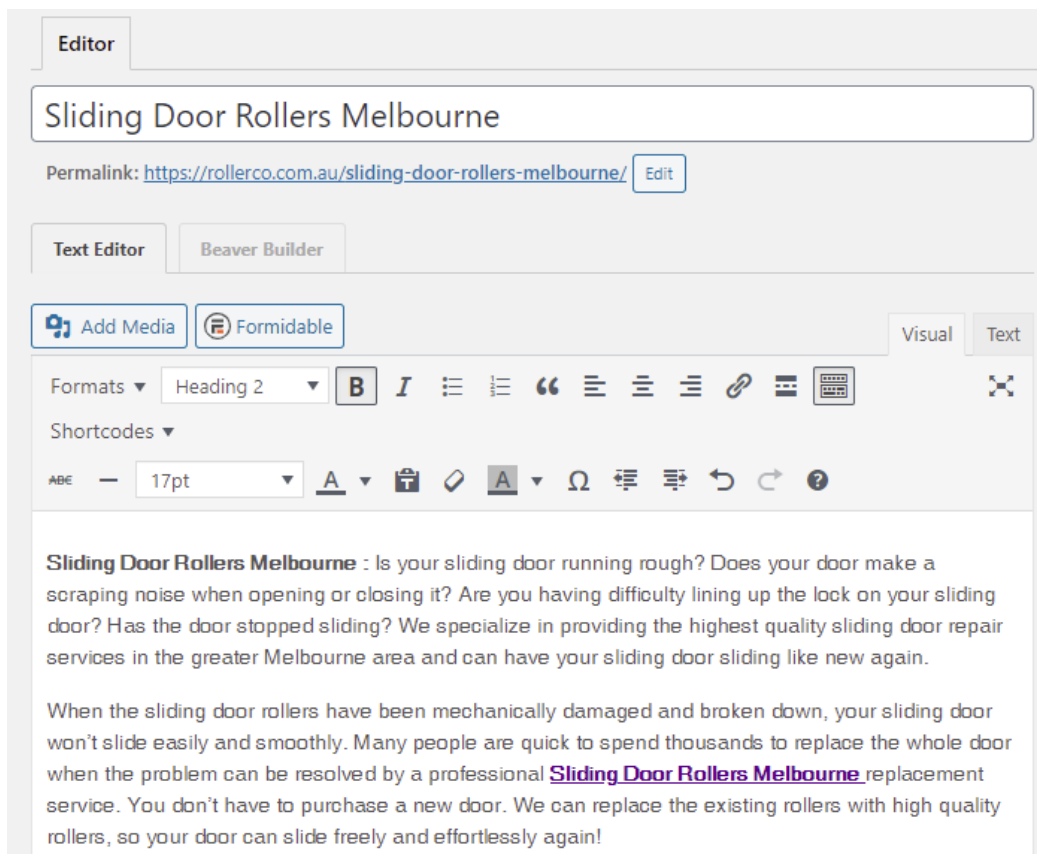
They all mean the same thing, so don't get too caught up in terminology.

Content

Lead & end with your Keywords.

Your Keywords should be the very first and the very last words in your Blog Post. If you have more than 3 paragraphs (which you absolutely should), then you should also put them somewhere in a middle paragraph.

Here's what our Blog Post looks like...



Google pays close attention to where you put your keywords so remember... the easier you make it for Google to figure out what your Blog Post is about, the more likely they are to show it when people search.

The first & last keywords should be bold.

By doing this, when Google displays your Blog Post it takes the beginning of your post for its description, like this...

rollerco.com.au › sliding-door-rollers-melbourne ▾

Sliding Door Rollers Melbourne – Rollerco

Sliding Door Rollers Melbourne. Is your sliding door running rough? Does your door make a scraping noise when opening ...

Blog Post Word Count.

It's recommended to have at least 300 - 500 words in a Blog Post (over 1000 is best – the longer the better).

In saying that, we have no trouble ranking Blog Posts that have far less by following these guidelines.

On some of our posts you'll notice the content is thin on the ground – and yet the site ranks on the first page for our search terms.

This just proves that you don't need a heap of content to rank on the first page of Google.

You do however want a reasonable amount of well structured, conversion-based content to keep your visitors engaged and provide the information they want, so consider writing longer posts as well.



Post Images

STOP!! NEVER upload an image without naming it first!

In our case our images would be renamed to

- Sliding Door Rollers Melbourne - Rollerco.jpg
- Sliding Door Rollers Melbourne - Rollerco.png

If you have more than one image with the same name, then you could have:

- Sliding Door Rollers Melbourne 2 - Rollerco.jpg

12. Go ahead and rename your images.



Top Tip: YES... I leave spaces in my image names!

When you upload an image to WordPress, the spaces are automatically replaced with a ' - ' which is exactly what we want it to do!

So remember to leave the spaces in your Image Names.

Always ... Always ... ALWAYS have at least one image in your Blog Post – did I say ALWAYS??

For 2 simple reasons...

- It gives another place to add our Keywords
- It sooo makes a Blog Post look much nicer and interesting for your visitor!

Featured Images

Adding Featured images isn't for SEO but they do make your blog look much nicer for your visitors.

Plus, when you share your Blog Post to social media, this is the image that should show up with the content snippet.

They also give you another way to get the message of your Blog Post across so always add a high-resolution image here.

13. Upload at least a Feature Image.

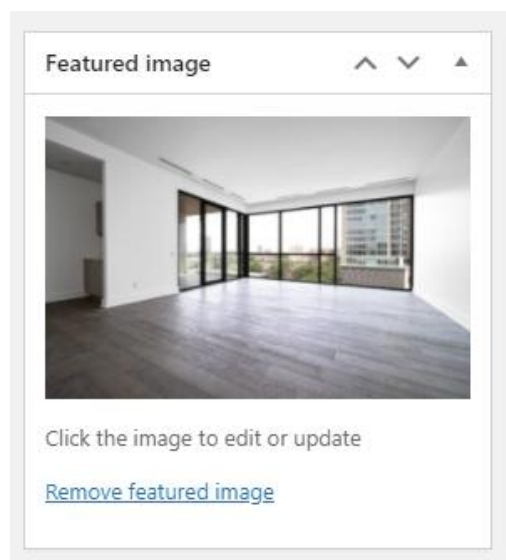


Image Meta

Image Alt Tag, Title Tag & Description


14. Add Image Meta

Once you've uploaded your images into your website, you want to go to each image and add your Keyword phrase to the Alt Tag & Title Tag.

This tells Google what your image is about.

I always do this in the Media Library when I upload bulk images... it's quicker and easier to go through them all that way with a quick copy & paste. 😊

ATTACHMENT DETAILS



Sliding-Door-Rollers-Melbourne-scaled.jpg
2 March 2020
546 KB
2560 by 1707 pixels
[Edit Image](#)
[Delete permanently](#)

Alt Text
[Describe the purpose of the image.](#) Leave empty if the image is purely decorative.

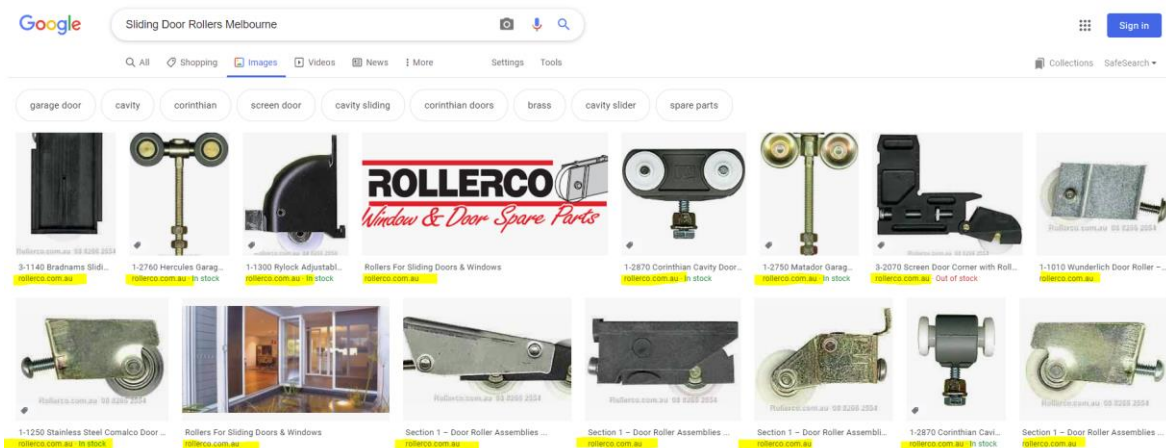
Title

Caption

Description

Google Images

When you add Keyword to your images, they will show up in the Google Images search results as well.



Post Categories

Categories are used by your visitors to navigate around your Blog.

They are also an extra opportunity to let Google know what your keywords are.

You should have a category for your base keyword "Sliding Door Rollers".

15. Add your Blog Post Category.

You can have as many Categories as are relevant.

For our case study, we also used "Sliding Door Parts & Accessories" & "Sliding Door Rollers Melbourne" which are exactly the same as our Keywords.

A screenshot of the WordPress 'Categories' management interface. The window has a title bar 'Categories' with expand/collapse icons. Inside, there are two tabs: 'All Categories' (selected) and 'Most Used'. Below the tabs is a list of categories with checkboxes and radio buttons. The categories listed are: 'Sliding Door Rollers Melbourne' (checked), 'Blog' (checked), 'Sliding Door Parts & Accessories' (checked), 'Sliding Door Rollers Melbourne' (checked), 'Featured' (unchecked), 'Gallery' (unchecked), 'How to Replace Sliding Glass Door Rollers' (unchecked), and 'Portfolio' (unchecked). Below the list is a link '+ Add New Category'. Underneath that is a text input field, a dropdown menu labeled '— Parent Category —', and a button 'Add New Category'.

Post Tags

Tags are like #hashtags without the #.

They don't need to be one word, and you should have spaces in them.

One example of a tag would be "Sliding Door Rollers Melbourne".

You can also have "Sliding Door Parts & Accessories" & "Sliding Door Rollers Melbourne" etc.

Tags are incredibly important and the most overlooked – please don't overlook them!

16. Add Blog Post Tags



Tags

Add

Separate tags with commas

- ✕ Sliding Door Parts & Accessories
- ✕ Sliding Door Rollers
- ✕ Sliding Door Rollers Melbourne

[Choose from the most used tags](#)

Your tags should be search terms or phrases – not single words.

Single words in Blogging are NOT tags – just sayin' 😊

"Melbourne" isn't a tag on its own, nor is "sliding" nor is "door"



Top Tip: Tags are REALLY IMPORTANT!

When I build a new site, or create a new Blog Post, I will often see Google pick up the tag long before it picks up the rest of the post – so please don't ignore these or underestimate their value!

Internal Linking

Internal Linking tells Google that you value your own content enough to link to it from one Blog Post to another.

Wikipedia is an awesome example of internal linking.

They add keyword-rich internal links to all their pages.

Sliding door

From Wikipedia, the free encyclopedia

*This article is about non-vehicular sliding doors. For sliding doors on vehicles, see [Sliding door \(car\)](#).
"Sliding doors" redirects here. For the film, see [Sliding Doors](#).*

A **sliding door** is a type of [door](#) which opens [horizontally](#) by sliding, usually parallel to a wall. Sliding doors can be mounted either on top of a track below or be suspended from a track above and some types 'disappear' in a wall when slid open.^[1] There are several types of sliding doors such as [pocket doors](#), [Arcadia doors](#), and [bypass doors](#). Sliding doors are commonly used as [shower doors](#), [glass doors](#), [screen doors](#), [wardrobe doors](#) or in vans.

Contents [\[hide\]](#)

- [1 History](#)
- [2 Sliding door gear](#)
 - [2.1 Top hung sliding doors](#)
 - [2.2 Bottom rolling door gear](#)
 - [2.3 Lift-and-slide door gear](#)
- [3 Automatic sliding doors](#)
- [4 Usage](#)
- [5 See also](#)
- [6 References](#)
- [7 External links](#)



[Roman sliding door tracks at Pompeii, Italy \(1st century AD\)](#)

Internal Linking (cont.)

This is where our list of related keywords comes in.

Searches related to Sliding Door Rollers

sliding door rollers **bunnings**

internal sliding door rollers

types of sliding door rollers

sliding door **roller replacement parts**

heavy duty sliding door rollers **bunnings**

sliding door rollers **suppliers**

sliding door rollers **heavy duty**

aluminium sliding door rollers

We would create a Blog Post for each of those related keywords (not all at once – but it gives you ideas for future content).

Then you link to those related Blog Posts from each relevant Blog Post.

If you have another Blog Post on a similar subject – maybe “Sliding Door Rollers Adelaide”, then talk a little about Sliding Door Rollers Adelaide and link that keyword phrase to that Blog Post.

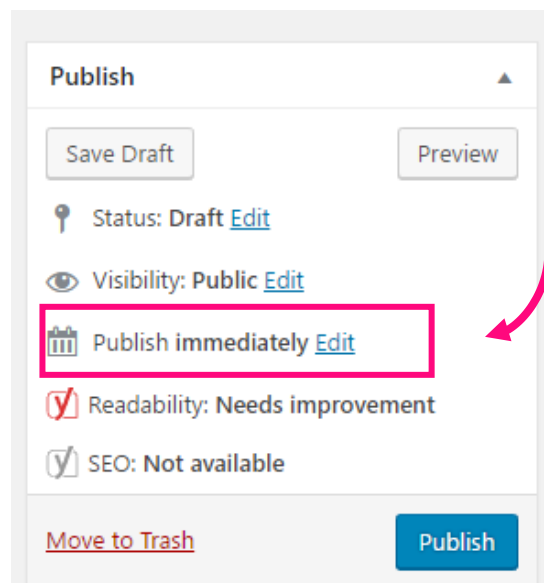
17. Add some Internal Links between your Blog Posts.

Publish

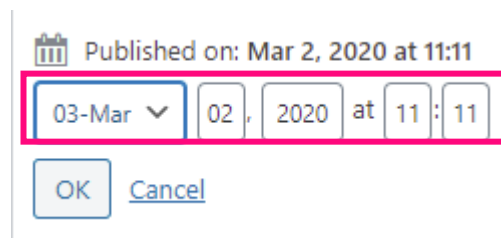
Time to publish this baby!

If you want to write a heap of Blog Posts at once and spread them out, then you can adjust the date of the Blog Post before you post it.

18. Choose the date and time you want your Blog Post to have.

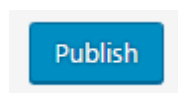


You can even schedule it to post later on.



By doing this, you can write a week or months' worth of Blog Posts at once and schedule them to post over the next month. This makes Google VERY happy cause it looks like you're blogging regularly... and Google LOOOVES regular blogging! 😊

When you're happy with that you can hit that Publish button!!



Now do a little happy dance
'cause you've just created your first SEO Blog Post!

Conclusion

The Internet provides business owners with huge opportunities to connect with new clients and better service our existing clients. It also provides us with an enormous amount of information, white noise and distraction.

With the current changes to Facebook (& possibly Google), we have to look at other ways to produce and share our content.

Blogging is one of the quickest and most effective methods available to us all.

The aim of this short guide is to cut through the bullshit and give you some actionable steps that will make a real difference to how your website is performing for your business.

If you follow this guide, you're likely to be miles ahead of your competition, 'cause most business owners either don't know how to do this, don't think it's important or just can't be arsed!

If you practice these steps every single time you are blogging, you'll find it really can make a massive difference for your business.

Stef & Caity

Can't be arsed??

Keep scrolling for our special offer if you
can't-be-arsed doing this yourself...

Fan-freakin-tastic Offers

We've got a couple of super awesome spesh offers ...
 as a treat & a thanks for reading this guide!

Blogging for SEO – Done For you!

- Don't have the time?
- This guide just made you run for the vino?
- Can't be arsed doing it yourself?

No worries lovely ... we can do it for you!

Let us take care of your SEO!

We'll put together a strategy to make sure your get as much Search Engine luvin as you can.

We start with an assessment on your website, make sure it's running smoothly and that it's SEO optimised to within an inch of its life hehe.

Then we check out your competitors and see what they're doing ... so we know what we need to do to beat them in search results.

From there we put together our plan of attack for W O R L D D O M I N A T I O N ...
oh I mean ... umm... yeah - we really do mean DOMINATION hehe.

Wanna know more?

Click here to chat!

About the Sistas

Sistas in Success are here to help you grow your business and get more customers!

We know loads more geeky stuff to help you and your business succeed ☺

Discover how we can help you today at...

www.sistasinsuccess.com

You can also find all sorts of awesome info and freebies in our Private Sistas in Success Facebook Group.

