

Blogging FOR **SEO** Secrets!



♥ *Sistas in Success!*

10 Simple Steps to Blogging for SEO

by Stef Rigby

Introduction

Part of the secret sauce to Blogging for SEO is using your keywords to the best advantage. There are 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 content to engage your visitors – this is a different area and should also be put in place in conjunction with your SEO. We're just looking at the SEO side of writing a blog post.

We're going to use an example of a site I created to target limousine hire customers in Glenelg. The site itself isn't pretty, it wasn't designed to be pretty – it was designed to rank quickly in Google for it's keywords, and stay on the front page of Google – and it most certainly has done that!

That site climbed to page one of Google within a couple of weeks of being created and hasn't moved off the front page. It was a great experiment!

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:

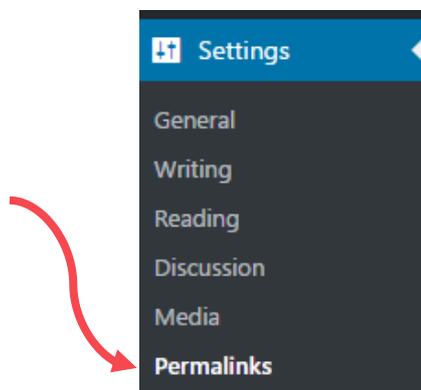
glenelg limos



Getting Ready - Permalinks

Just before we create our first blog post, let's make sure we have our website setup to be SEO friendly.

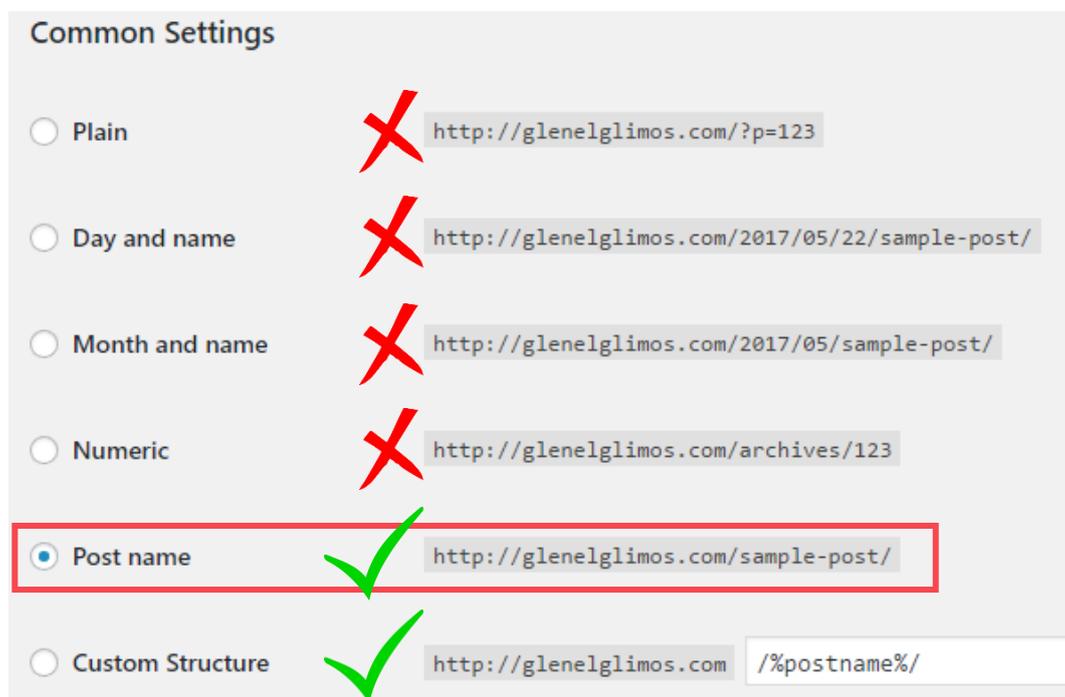
Go to Settings > Permalinks



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...



Hit

Save Changes

1.Keyword Research:

We're going to start with some super quick keyword research. The trick here is to think like your ideal customer... yes you might prefer the term limousine, but if your customers call it a limo – or can't spell limousine – then you'll miss the mark by using the wrong terminology. So choose your ideal customers words – not yours.

Go to Google and type in your keyword – for us it's "Glenelg Limos".

Here's the results I see ...

The screenshot shows a Google search for "glenelg limos". The search bar contains the text "glenelg limos" and a magnifying glass icon. Below the search bar are tabs for "All", "Images", "Maps", "Shopping", "News", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 21,300 results (0.48 seconds)".

Under the heading "Images for glenelg limos", there are five image thumbnails. Below the images are two links: "→ More images for glenelg limos" and "Report images".

Below the images are three search results:

- Glenelg Limo Hire - Glenelg Limos**
glenelglimos.com/glenelg-limo-hire/ ▼
Glenelg Limo Hire will take you where you want to go with the ultimate in Style and Luxury Limousines. With Professional Chauffeurs and Luxury Limos, you will ...
- Glenelg Limos Blog - Glenelg Limos**
glenelglimos.com/blog/ ▼
Jun 28, 2016 - Glenelg Limousines fleet of Luxury Limousines provide you with the ultimate experience in comfort and style. Whether you're looking for a ...
- Glenelg Limos - Glenelg Limos**
glenelglimos.com/glenelg-limos/ ▼
With our exquisite Glenelg Limos we've got you covered where ever you're looking to go, be it a Barossa Winery Limo Tour, McLaren Vale Winery Limo Tour, ...

Notice the images up the top of the search results... I'll explain more about that shortly 😊

If the results showed me a lot of listings from say yellowpages, yelp and other directories then I know that I can get onto the front page of Google pretty easily. This tells me there is little competition targeting this keyword. Excellent news!!

Now scroll right down to the bottom of the page and you'll see this :

The screenshot shows a box titled "Searches related to glenelg limos". Inside the box, there are two columns of related keywords:

stretch limo hire adelaide	sa limos
limo hire adelaide prices	all occasion limo hire adelaide sa
hummer limo hire adelaide	dream limousines sa
chrysler limo hire adelaide	16 seater limo hire adelaide

These are the keywords relating to your keyword – make a note of these as you can use them in your blog post, and can also create new blog posts targeting each of these.

Now we have a keyword phrase and some related keywords, we can create our blog post.

2. New Post

First – there’s a difference between posts and pages.

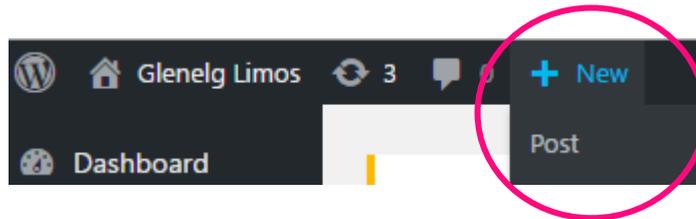
Pages are for to provide information that doesn’t change often. About, Contact, Gallery, Portfolio – these are all PAGES.

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

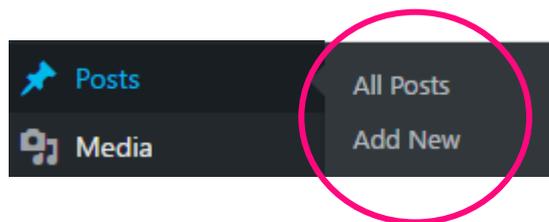
We want to create a New Post for blogging.

There are 2 quick way to create a new blog post...

1. In the top nav bar you should see + New’ – when you hover over this you’ll see ‘Post’ – click ‘Post’:



2. In the sidebar of your Dashboard you should see ‘Posts’ – when you hover over this you’ll see ‘Add New’ – click ‘Add New’



3. Title

Google needs to know what your blog post is about ... and it gives more weight when your keywords are at the beginning of your page title like this:



Add a New Post
Glenelg Limos Are The Best Limousine Service in Glenelg

Rather than something like this:



Add a New Post
You should choose us when you want a limo in Glenelg

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

Here's what it looks like in Google's search results:

Glenelg Limo Hire - Glenelg Limos
glenelglimos.com/glenelg-limo-hire/ ▼
Glenelg Limo Hire will take you where you want to go with the ultimate in Style and Luxury Limousines. With Professional Chauffeurs and Luxury Limos, you will ...

Glenelg Limos Blog - Glenelg Limos
glenelglimos.com/blog/ ▼
Jun 28, 2016 - Glenelg Limousines fleet of Luxury Limousines provide you with the ultimate experience in comfort and style. Whether you're looking for a ...

Glenelg Limos - Glenelg Limos
glenelglimos.com/glenelg-limos/ ▼
With our exquisite Glenelg Limos we've got you covered where ever you're looking to go, be it a Barossa Winery Limo Tour, McLaren Vale Winery Limo Tour, ...

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!!

4. SEO Friendly URLs

When you create a new blog post, as long as you put your Title in first, WordPress will automatically create your URL for you like this...

Add a New Post

Glenelg Limos Are The Best Limousine Service in Glenelg

Permalink: <http://glenelglimos.com/glenelg-limos-best-limousine-service-glenelg/> Edit

You want to change it to just your keywords like this...

Permalink: <http://glenelglimos.com/glenelg-limos/> Edit

So hit the 'Edit' button and you can change it now – remember to click 'OK' when you're done ...

Permalink: <http://glenelglimos.com/> OK Cancel

Make 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 it 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 wont bother trying to work it out and leave you off their search results.

This is how one of our blog post looks in Google:

Glenelg Limo Hire - Glenelg Limos
glenelglimos.com/glenelg-limo-hire/
Glenelg Limo Hire will take you where you want to go with the ultimate in Style and Luxury Limousines. With Professional Chauffeurs and Luxury Limos, you will ...

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: `Glenelg_Limo_Hire_and_Luxury_Limousines_Chauffer_Service`

would become this: `glenelglimohireandluxurylimousineschaufferservice` – yep it's one big unreadable word!

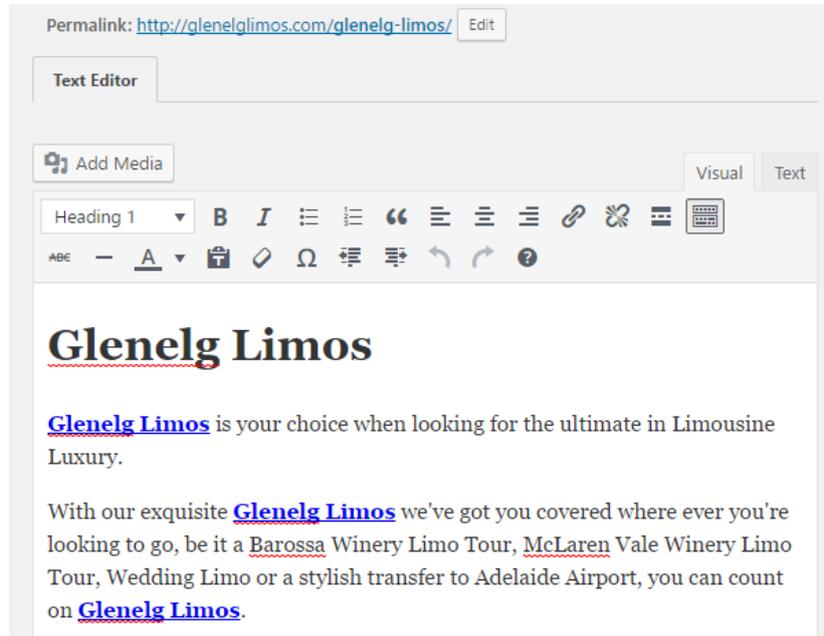
Please don't do this!

Top Tip: URL / Slug / Permalink – they all mean the same thing, so don't get too caught up in terminology.

5. Content

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 post looks like...



Google pays close attention to where you put your keywords ... 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 also be **bold**.

Then when Google displays your blog post it takes the beginning of your post for it's description, like this...

Glenelg Limo Hire - Glenelg Limos

glenelglimos.com/glenelg-limo-hire/

Glenelg Limo Hire will take you where you want to go with the ultimate in Style and Luxury Limousines. With Professional Chauffeurs and Luxury Limos, you will ...

It's recommended to have at least 300 - 500 words in a blog post (over 1000 is best – the longer the better) – but I have no trouble ranking posts that have far less by following these guidelines, and if you look at our example glenelglimos.com 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 heap of content to keep you visitors engaged and provide the information they want, so consider writing long posts.

6. Images

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

So in our case our images would be renamed to
Glenelg Limo Hire and Luxury Limousines Chauffeur Service.jpg or
Glenelg Limo Hire and Luxury Limousines Chauffeur Service.png.

If you have more than one image with the same name, then you could have Glenelg Limo Hire 2.jpg.

Top Tip: YES I leave spaces in my images.
When you upload an image to WordPress, the spaces are automatically replaced with a ' - ' which is exactly what we want it to do!

Always ... Always ... ALWAYS have at least one image in your blog post – did I say ALWAYS??

For 2 simple reasons ...

1. It gives another place to add our keywords and
2. It sooo makes a blog post look much nicer and interesting for your visitor!

Image Alt Tag & Title Tag - when 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... it's just copy & paste 😊



Edit Image

File name: Glenelg-Limos-Stretch-Limousine-Car-Service-Limo-Hire-1073.jpg
File type: image/jpeg
Uploaded on: June 24, 2016
File size: 364 KB
Dimensions: 2200 x 1461

URL: <http://glenelglimos.com/wp-content/uploads/2016/06/Glenelg-Limos-Stretch-Limousine-Car-Service-Limo-Hire-1073.jpg>

Title: Glenelg Limos Stretch Limousine Car Service Limo Hire

Caption:

Alt Text: Glenelg Limos Stretch Limousine Car Service Limo Hire

Description: Glenelg Limos Stretch Limousine Car Service Limo Hire

Uploaded By: Glenelg Limos

[View attachment page](#) | [Edit more details](#) | [Delete Permanently](#)

When you use your keywords in your images, you find yourself being found not only in Google Web Search like this...

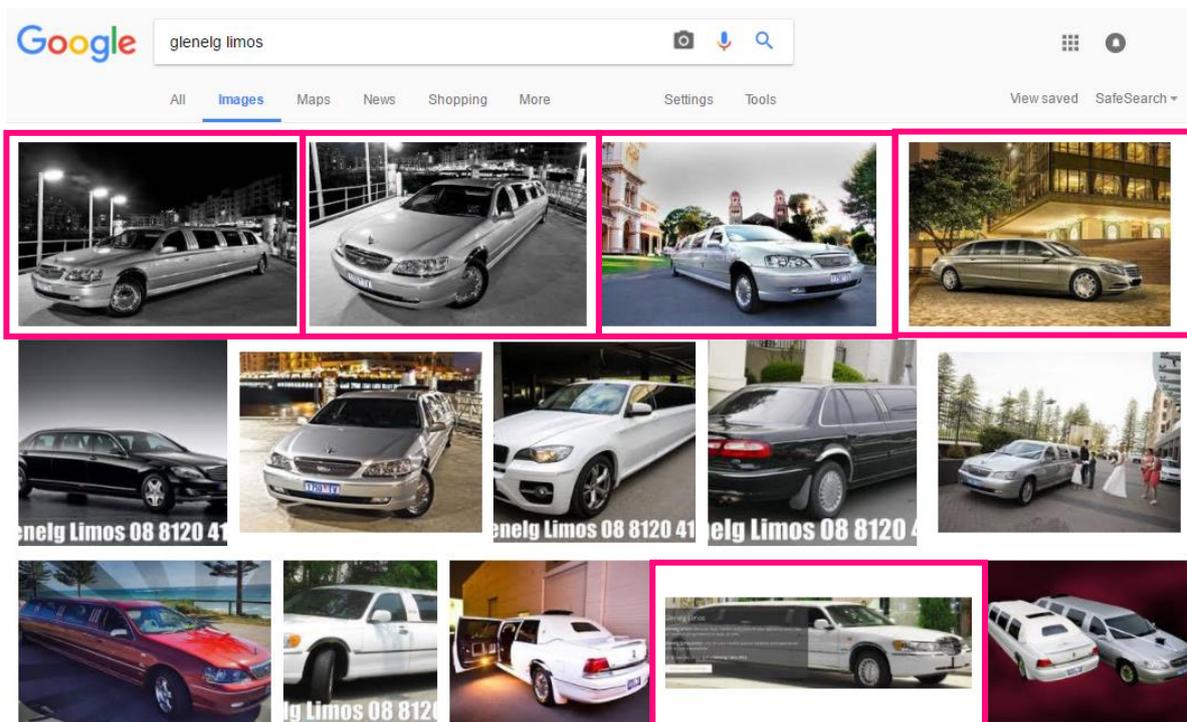
Images for glenelg limos



→ More images for glenelg limos

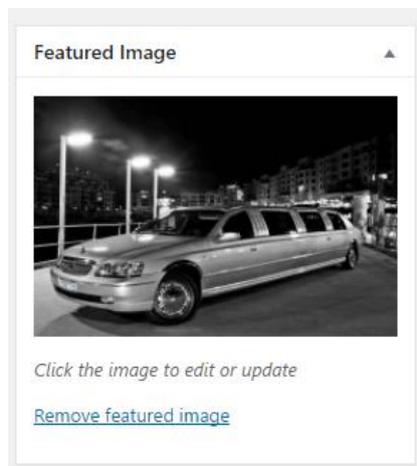
Report images

... but also in Google Image Search like this where you can see we have 5 images at the top.



Featured Images

Adding Featured images isn't for SEO – but they do make your blog look much nicer for your visitors. They also give you another way to get the message of your blog post across.



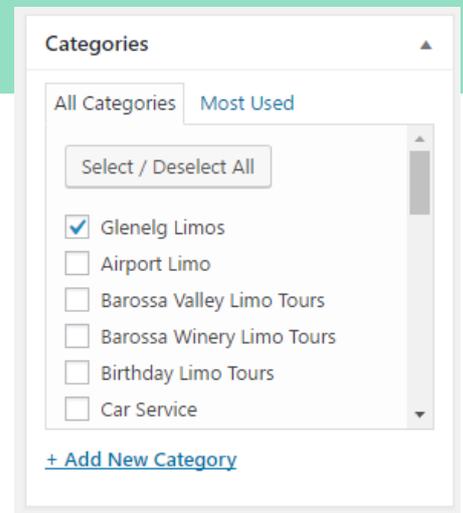
7. Categories

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 “Glenelg Limo Hire”.

You can have as many categories as are relevant.

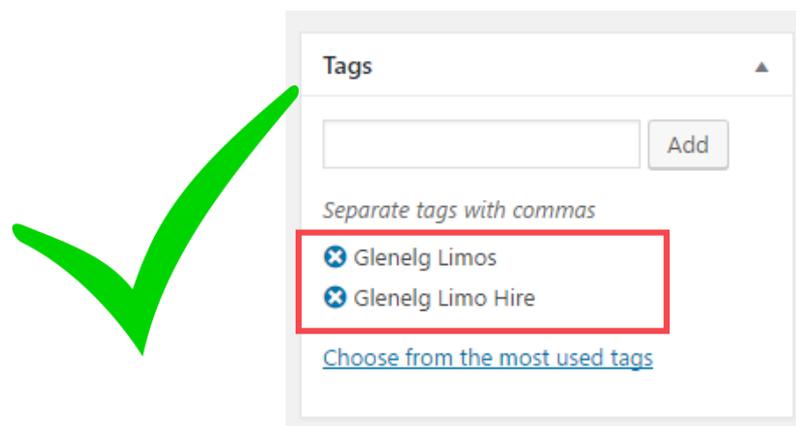
For our example we used “Glenelg Limos” ... exactly the same as our keyword.



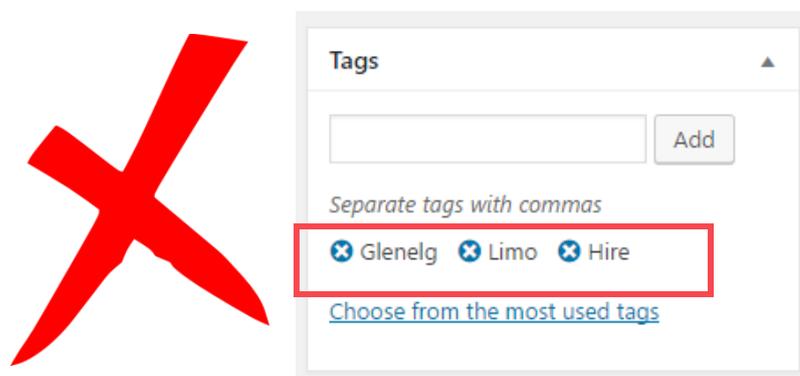
8. Tags

Tags are like #hashtags without the #.

They don't need to be one word, and you should have spaces in them ... so a tag would be “Glenelg Limo Hire”. You can also have “Limo Hire in Glenelg” “Best Glenelg Limo Hire Company” etc. Tags are incredibly important and the most overlooked – please don't overlook them!



Your tags should be search terms or phrases – not single words. Single words in blogging are NOT tags – just sayin' 😊 “Glenelg” isn't a tag on it's own, nor is “limo” nor is “hire”



Top Tip: 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!

9. Internal Linking

Internal linking tells Google 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...

A **limousine** (or **limo**) is a **luxury sedan** or saloon car generally driven by a **chauffeur** and with a partition between the driver and the passenger compartment. Limousines often have a lengthened wheelbase. Although usually associated with luxury vehicles, the word "Limousine" is also simply a generic term in some countries for a standard sedan bodystyle.

It was originally an enclosed automobile with open driver's seat.^[1] It is named after a type of cloak and hood that was worn by the inhabitants of the **Limousin** region that later resembled the covering of a carriage and much later used to describe an automobile body with a permanent top that extended over the open driver's compartment.^{[2][3]}

In modern use, a limousine is a **luxury sedan** or saloon car, especially one with a lengthened wheelbase or driven by a **chauffeur**. The chassis of a limousine may have been extended by the manufacturer or by an independent **coachbuilder**. These are called "stretch" limousines and are traditionally **black or white**. Limousines are usually **liveried** vehicles, **driven** by professional **chauffeurs**. As the most expensive form of automobile **ground transportation**, limousines are culturally associated with **wealth** or power and are commonly cited as examples of **conspicuous consumption**. Among the less wealthy, limousines are often hired during special events (most commonly **weddings, proms** and **bachelor parties**).

This is where our list of related keywords comes in.

Searches related to glenelg limos

stretch limo hire adelaide

sa limos

limo hire adelaide prices

all occasion limo hire adelaide sa

hummer limo hire adelaide

dream limousines sa

chrysler limo hire adelaide

16 seater limo hire adelaide

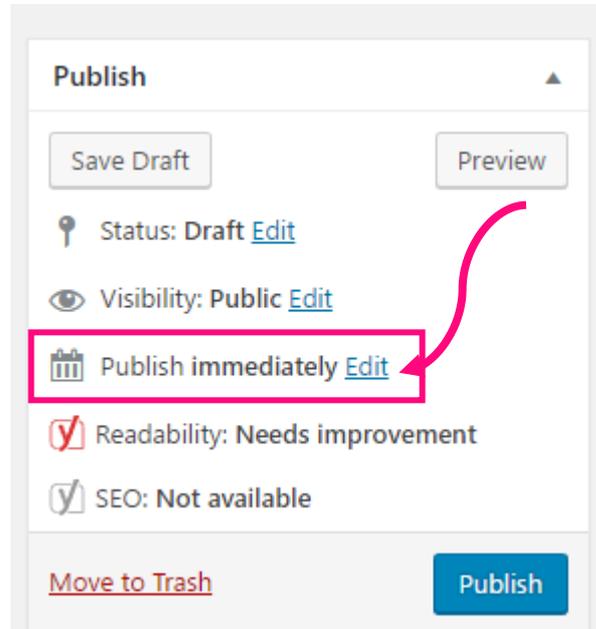
We would create a blog post for each of those related keywords (not all at once – but it gives you ideas for future content). Then you link to those related posts from each relevant post.

If you have another blog post on a similar subject – maybe “Stretch Limo Hire Adelaide”, then talk a little about Stretch Limo Hire Adelaide and link that keyword phrase to that blog post.

10. Publish

Time to publish this baby!

If you want to write a heap of blog posts and once and spread them out, then you can adjust the date of the blog post before you post it.



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 month's 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 LOOVES 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 an 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.

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.

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Private Sistas in Success Facebook Group

A woman with blonde hair, wearing a white headscarf and white sunglasses, is driving a classic car. She is wearing a colorful floral top. The car's interior is visible, including the steering wheel and dashboard. The background shows a blurred green landscape.

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