

9 TIPS TO WRITE AN SEO Friendly Blog



01 USE YOUR TARGET KEYWORDS

- In the first 100 words of the blog post
- Once or twice (or more) throughout the post

AVOID

Keyword stuffing: Using keywords repeatedly and unnaturally in the content where *it doesn't make sense*



02 OPTIMIZE YOUR METADATA

Include some of your keywords on your metadata and keep your:

- Meta title between 55 and 60 characters
- Meta description between 155 and 160 characters

Check your meta title with the free [Moz title tag preview tool](#)



03 OPTIMIZE YOUR URL SLUG

Your URL slug should have a maximum of five (5) words.

Try to include keywords in your URL slug

http://



PRO TIP!

If you can ensure there are no more than two subdomains between the domain and the URL slug. Do it!

04 USE HEADINGS (H1, H2S, AND... H3S)

- H1 — Main topic, include target keyword
- H2 — Section break, include related keywords
- H3 — Subtopics to make content scannable

As a rule of thumb have only one H1 per blog post

AVOID

Don't go lower than H3. Using H4s looks... messy. And you don't need to go that deep

05 BEWARE OF THIN CONTENT

Thin content is content that adds no value to the user or is low quality.

Low quality content is usually:

- Automatically generated content
- Higher rate of advertisements over content
- Low content, less than 300 words on a page
- Duplicate content

06 USE INTERNAL LINKS

Try to include a minimum of two (2) internal links in every post

TIPS FOR YOUR ANCHOR TEXT ON INTERNAL LINKS

- ✗ DON'T use common anchors Ex: "click here", "here", etc
- ✗ DON'T use the raw URL
- ✗ DON'T remove anchor text customization

- ✓ DO make your anchor text as long as five (5) words
- ✓ DO include keywords related to the page you link back to

07 OPTIMIZE YOUR IMAGES

- File size of your image below 70kb (up to 100kb)
- Name your image (alt text) with five (5) words or less. *Include keywords*



HOW TO NAME YOUR IMAGES [EXAMPLE]

- ✓ "best office laptops"
- ✓ "laptops for IT representatives"
- ✓ "laptops with 8Gb ram memory"

DO

DON'T

- ✗ "Screenshot_20220302-32410"
- ✗ "laptop(2)"
- ✗ "cheap+laptop+affordable+pcs+IT+representatives+office+best+laptops"

08 OPTIMIZE FOR FEATURED SNIPPETS

1. Make sure there's a featured snippet spot for you to fill
2. Put a query with your target keyword on a headline (*usually an H2*)
3. Answer the query immediately below the H2



09 HAVE STRONG READABILITY SCORES

- Periods are your BFs, use them to make your sentences shorter
- Have paragraphs between 3 and 4 lines
- Don't use difficult terms to sound smart. Simplicity is better

Use the [Hemingway App](#) to check your readability score.

Your aim is to have a readability level of 9 or below. The lower your level the better your readability