

10 Things You MUST Know About SEO Before Publishing Your Next Blog Post

1. Platform SEO: WordPress.org CMS gives the most flexibility.

2. Three Pillars of SEO: content, backlinks, & structure.

3. Onsite vs Offsite SEO:

- Onsite SEO: SEO factors that can be affected on your site, without outside intervention: **our focus in this guide.**
- Offsite SEO: SEO factors that can ONLY be affected offsite & includes things like: generating backlinks, social media activity, & online reviews.

4 & 5. Keywords are key.

- Don't just guess: use SEO tools (I have [suggestions for every budget](#)).
- Use keywords to target for intent:
 - Navigational** — Example searches: *Facebook login, Gmail*
 - Informational** — Example search: *how to*
 - Transactiona** — Example searches: *Get a quote, coupon, discount, reviews*
- Basic keyword research strategy:
 - Input your search terms: start vague (to get suggestions).
 - Limit keyword difficulty to realistic results based on your domain rank.
 - Search volume >10/month.
 - Optimize for your most relevant result(s).
 - Get specific (ex. Healthy Gluten-Free Chocolate Chip Banana Bread Recipe).
 - Use semantic keywords throughout.

6. Onsite SEO: URL, metadata, subheadings, throughout content, internal/external links, images (file name & ALT tag).

7. SEO Slam Dunks: social share buttons & click-to-tweets (don't forget Pinterest), video, internal links/external links, & long-form post length.

8. Don't Do This (Black Hat SEO): Paid links, spam comments, duplicate content, article spinning, cloaking, keyword stuffing, & invisible text.

9. Technical SEO: Google Ranking Factors

- Mobile-first, mobile-responsive websites
- Page load speed
- HTTPS
- User Experience (UX) Design

10. What to Do After You Hit "Publish"

- Use a [blog post publishing checklist](#)
- Update content often.
- Plan marketing promotions.

