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## SEO QUOTE

*"The best place to hide a dead body, is on the second page of google!"*



# SEO CHECKLIST FOR BLOGGERS

## 1. KEYWORD RESEARCH

- Jot down the topic you have in mind & do some research online to find what other people are searching for.
- Use Google Keyword Planner or a similar research tool to check out the competition.
- Identify at least 2 or 3 main keywords that suit your blog post.

## 2. WHERE TO PUT YOUR KEYWORDS

### DO NOT KEYWORD STUFF

*You will only irritate your readers AND Google!*

- Use your keyword in your title - as early on in your title as possible.
- Use your keyword(s) in at least one title, if not more, but don't make it too obvious.
- Use your keywords in the body of your post.
- Make sure the keywords appear in the URL of your blog post.
- Add hyperlinks / Internal links to other blog posts of yours but only IF they are appropriate!

## 3. IMAGE OPTIMISATION

- Include the keywords in your image name and hyphenate it (NOT: IMG:1436) such as "SEO-Checklist-for-bloggers". *Remember, google can't read spaces so hyphens act as spaces.*
- Include the keywords in the alt text of the image.
- Image title - this should be different from the ALT text but still keyword rich.

## 4. MAKE SURE YOUR BLOG IS MOBILE FRIENDLY