

On-Page SEO for Blog Posts

A CHECKLIST

How to optimize your blog posts for search engines

1: Keyword research

Always perform keyword research before you start writing.
Find high-volume long-tail keywords that target your audience and read through the first page results for that keyword

2: Use your focus keyword throughout the blog post

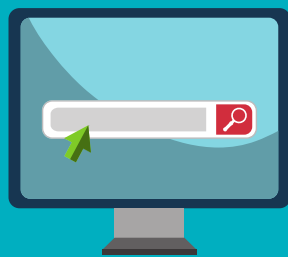
- In the first paragraph of your blog post
- Throughout your blog post, where relevant
- In h2 and h3 your subheadings
- In your posts' URL

3: Optimize your images

Optimize the images you use in your blog with alt tags and filenames

4: Use LSI keywords

In your blog post, include synonyms of your keyword, along with other related keywords (LSI keywords)



5: Optimize your SEO title and metadescription

Add your keyword at the beginning of your SEO title and write a metadescription that includes your keyword



6: Add outbound and inbound links

Add relevant links throughout your blog post, including both outbound links to authority sources and links to your other (relevant) content



7: Optimize your URL

Make sure your focus keyword is included in your URL and that it's short – about 3-4 words max



8: Submit your blog post

Add your blog post to the Google Search Console to index it ASAP

