



## The 10 Step Plan for Business Blogging Success

This simple 10 step checklist will ensure *every* blog post you write on your business website will get ranked on Google.

Writing blog posts isn't just about adding content to your website, it provides **opportunities for your site to be ranked for additional keywords over and above your main target keyword that you might use on your home page.**

For example - if your business was an online Wedding Planning business, a blog post provides a great opportunity to rank your site for a keyword related to a specific wedding venue and potentially attract some business from that venue.

Our 10 step checklist below tells you exactly what you need to do to ensure your blog post is properly structured and optimised for search engines like Google and Bing.

If you follow this checklist carefully for each and every blog post on your site - you will see an increase in your website's search engine rankings, and you will see more visitors to your website.

### The 10 Step Plan for Business Blogging Success

#### 1 Decide on the correct target keyword for your blog post



This is fundamental - put yourself into the mind of your potential client - what keyword would you use if you wanted to find the content contained in this blog post that you are about to write? Taking our Wedding Planner example above - What if your potential client was planning to get married at a particular venue (e.g. Manor House Hotel), then they might search for the keyword "weddings at Manor House Hotel"? So if your blog post is about a wedding that you helped organise and plan at Manor House Hotel, then that would make a great keyword as it is specific to your target client (i.e. someone getting married) and you have content they will be interested in (i.e. details of a wedding at that venue and how to hire a wedding planner).

**If you would like to find out more about keyword research, please read our blog post where we provide a complete tutorial on this important subject.**

## 2 Ensure your keyword is in the Title of your blog post



The Title is the most important part of your blog post - it tells your readers (and the search engines) what the subject of your blog post is - so keep it short, concise and to the point - but also keep it interesting. Fundamentally make sure it contains your keyword.

So following on from our example in point 1, we may have considered a title for our blog post - let's say: "Wedding Planning News - Dave and Laura's cute wedding". However, instead we should use something still as catchy, but including our keyword e.g. "Weddings at Manor House Hotel Don't Get Any Cuter Than This - Find Out Why"

It includes your keyword "weddings at manor house hotel" and it makes your client want to read it by including a call to action.

## 3 Ensure your keyword is part of the URL for the post



When creating your blog post, most blog software platforms allow you to edit the "url" of the blog post. This is generally created automatically for you, so click on the edit url button and change the url to include your keyword if it doesn't already include it.

You need to replace spaces with a "-" character, so for this blog post our url would read "/weddings-at-manor-house-hotel"

*Very Important: If you are using WordPress, the url is also known as the permalink. To ensure your WordPress website is configured properly - go into your WordPress Dashboard, select Settings, then Permalinks - if your current option is set to "Default" change it to "Post name" and then save those settings.*

## 4 Mention your keyword in the first and last paragraph of the post



We need to ensure that Google knows that the subject of our blog post is related to that keyword, so ensure you mention it at least twice in your text - we recommend once in the first paragraph and once in the last.

You also need to ensure the use of the keyword is natural and used within the proper context of a sentence.

So for example our first sentence might read as follows:-

"Weddings at Manor House Hotel are always a pleasure to plan, but Dave and Laura's themed wedding was off the charts in terms of cuteness."

Then our last sentence might read something like:-

"So there you have it - as far as Weddings at Manor House Hotel go, I am sure you will agree this couple pulled of something quite special."

## 5 Link one occurrence of that keyword back to your blog post



Now here is a nice little trick to emphasise to Google exactly the keyword that is relevant to this blog post.

Using either your first or last sentence - highlight your keyword and make it a hyperlink to the url of this blog post.

So if your url in step 3 was “/weddings-at-manor-house-hotel”, highlight the keyword “Wedding at Manor House Hotel” click your add link option in your blogging formatting toolbar and make the hyperlink read “/weddings-at-manor-house-hotel”

If you are familiar with html formatting this would create a hyperlink like this:-

```
<a href="/weddings-at-manor-house-hotel">Weddings at Manor House Hotel</a>
```

## 6 Make sure your blog visitor doesn't just read the blog post and leave



Next we want to ensure we have good site navigation around our site - this encourages our clients to remain on the site and not immediately leave (which Google monitors as a “Bounce” - the lower your bounce rating the better, as this is an important measure of site quality).

So using a relevant part of your blog post create a link to another earlier post or page on your website - e.g. this could be to another wedding that the wedding planner was involved in at that venue or a particular vendor that they may have used. The keyword for this link is not as important, so it can be a simple link to “click here” or “this earlier blog post”. This ensures your linking practices look natural to Google and are not all about using keywords as links.

Most importantly, at the bottom of your bottom of your blog post, create a clear **call to action** to ensure your client doesn't just leave your site after reading the article. For example, you could create a sign-up form offering “Top Ten tips on how to hire a wedding planner” - this is called a “Lead Magnet” and is a great way to help capture leads and engage your client on your site longer.

## 7 For 25-40% of your blog posts include a link back to your website's home page using your website's MAIN keyword



Your website should have a main keyword that you target as your prime number 1 keyword that you want to rank for on Google. If you don't have one [follow the tutorial on keyword research we linked to at point 1.](#)

Using this main keyword, create a hyperlink to your home page - we recommend doing this **every 3rd or 4th blog post only**, to ensure that it appears natural and also to help internal linking and your overall site search engine optimisation.

**8 Ensure your blog post has at least 800 words of text - however the MORE the better!**



This is fundamental, and I know it sucks to have to write text. However search engines LOVE text - if you don't have enough text, you really reduce your chances significantly, so keep writing until you have at least 800 words - the more the better!

**9 Include images and a YouTube embedded Video in your blog post and ensure all the filenames and alt-tags for your images include variations of your keyword**



Quality imagery is an important part of our blog post and quite rightly so, but let's make sure that Google knows that any images you use relate to our target keyword.

So for filenames instead of having a simple filename like "DSC\_3407.jpg" or something similar, make sure they are named something like "weddings-at-manor-house-hotel-001.jpg" then "weddings-at-manor-house-hotel-002.jpg" etc etc

Alt tags are what are used to "describe" images - you can usually see an alt tag for an image if you hover your mouse over it.

Your alt tags should include the keyword, but may also describe the image. So here are the alt tags I might use for 3 different images:-

"Weddings at Manor House Hotel - Table Details"

"Weddings at Manor House Hotel - The Hotel Manager"

"Weddings at Manor House Hotel - Table Linen and Chair Covers"

Next you need to embed a relevant [YouTube.com](https://www.youtube.com) video as part of your blog post. This can be a promotional video for your business or perhaps a relevant video from a trade partner. In either case the video should initially be uploaded to [YouTube.com](https://www.youtube.com). Then very importantly, if it is your own video that you uploaded, include a link to your full web address (including the http:// part) in the description field of the video on [YouTube.com](https://www.youtube.com).

Now click on the "Embed" Video option on [YouTube.com](https://www.youtube.com) and copy the relevant code and paste it into your Blog post - Google loves video, and this is an excellent strategy to get your blog post indexed very fast.

## 10 Include your keyword in the Meta Description for your Blog Post



Most blogging platforms like WordPress allow you to include a “meta description” for your blog post - this is the text that would show up in the Google search results when someone searches for your keyword.

If you can't see a meta description field, the easiest thing to do is install an SEO plugin like **WordPress SEO by Yoast**

Once again ensure your keyword is included in your meta description and ensure that meta description is less than 156 characters.

So for example, our meta description might read:-

“Elite Wedding Planners have helped to organise many Weddings at Manor House Hotel - Dave and Laura's however was the cutest ever”

So there you have it, your 10 point checklist to ensure your next business blog post gets properly indexed for the right keywords by all of the major search engines.

If you have a tick in each box, **pat yourself on the back** as I know this does take a little time to do, but as we all know **in business success, there are no short cuts**. I also know that's probably 9 more steps than your competition have bothered to make!

The last page of this PDF document includes the 10 points as a simple checklist that you can print off and keep next to your computer - make it your objective to have a tick in every single box for every single blog post you publish from now on!



## **Taking your Business Website to the next level and reaching number 1 on Google**

Search Engine Optimisation is a large subject to cover, and following this 10 step checklist is a great first step in getting your site optimised.

If you are a WordPress user there are some great tools out there that you can install to provide further optimisation of your blog posts.

We highly recommend installing two key plugins. The first one is free and is the **WordPress SEO plugin by Yoast**.

The second plugin is **SEOPressor** and is extremely powerful and due to its power, **is taking the SEO community by storm at the moment**. The plugin costs just \$9 per month and will save you hours of effort and boost your blog posts - so for the price of a couple of coffees **do your blog a favour and install this today**.

Remember you can keep up to date with lots of tips on running a business that can generate a true passive income at [ThePoolsideCEO.com](http://ThePoolsideCEO.com) We cover not just SEO, but Marketing, Monetization and General Business advice for entrepreneurs.

We also have a complete video tutorial series on **How to Use WordPress**, which is available to everyone who registers for a free account on the site.

Thank you for reading and we look forward to seeing you over there.

**To your business success!**

**Alan Hutchison**  
**Founder, ThePoolsideCEO.com**



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- 2 **Ensure your keyword is in the Title of your blog post**
- 3 **Ensure your keyword is part of the URL for the post**
- 4 **Mention your keyword in the first and last paragraph of the post**
- 5 **Link one occurrence of that keyword back to your blog post**
- 6 **Include an internal link to another relevant post on your website AND a Call to Action at the end of the blog post**
- 7 **For 25-40% of your blog posts include a link back to your website's home page using your website's MAIN keyword**
- 8 **Ensure your blog post has at least 800 words of text**
- 9 **Include images and an embedded YouTube Video in your blog post and ensure all the filenames and alt-tags for those images include variations of your keyword**
- 10 **Include your keyword in the Meta Description for your Blog Post**

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