13 Powerful Places to Use Keywords in Your Blog Posts & Articles

How to use keywords to optimize your blog post and get found by people and search engines. SEO friendly keywords can optimize your blog post article to get more easily found.



Why Keyword Optimization Matters

- [ ] Keyword optimization helps your blog post get found by people who need your information, and search engines trying to help them.
- [ ] 89% of consumers search Google, Bing or Yahoo for information and solutions to their problems.

Copy: Where to Use Your Keyword in Your Blog to Optimize Your Posts

- [ ] Title - Use your keyword in your blog post title.
- [ ] Content: Include your keyword 2-3 times in the blog content - Yoast recommends 2% density https://yoast.com/seo-basics-how-to-optimize-a-blog-post : use your keyword naturally: no stuffing!
- [ ] Smart keyword alternatives and variations: Google understands smart keyword alternatives: use alternatives and avoid keyword stuffing.
- [ ] 1st sentence: Your keyword should appear in the first or 2nd sentence of your blog post.
- [ ] Last paragraph: Use your in the closing paragraph of your post.
- [ ] Image caption: Include your keyword in an image captions.
- [ ] CTA: Add a keyword to your Call To Action

Formatting: Keyword SEO Tips to Optimize Your Blog Posts

- [ ] H1 and H2 Tags: Use your keywords in post headlines.
- [ ] Blog URL: Your keyword should be the first or 2nd word in your URL.
- [ ] Image ALT Tags, file names and descriptions: Google can't read images, says MySiteAuditor http://mysiteauditor.com/blog/six-hotspot so include keywords in your image names, descriptions and ALT text.
- [ ] Snippet: Use your keywords in the blog post snippet.
- [ ] Links: Try to use your keywords in linked text.
- [ ] Meta Descriptions and Excerpts: Add your keywords to the blog post description and excerpt.

Learn more: Blogging 101: Optimize Your Blog Post http://hirecatherine.com/2016/06/02/optimize-your-blog-post/