The DIgital Circus

Guide to efficient blog writing

# Why you should be blogging for your business

As discussed in the supporting video training, blogging should arguably be one of your biggest priorities when growing your online presence, probably more so than social media!

Blogging is an excellent way to bring engaged traffic to your website. With every blog you write you are giving yourself opportunity to be found.

Don't let blockers like not knowing what to write or not being the worlds best author stop you from creating incredible content.
You know your business better than anybody else and when you are unsure of what to write??

Start with the questions and queries you know your customers are always asking.
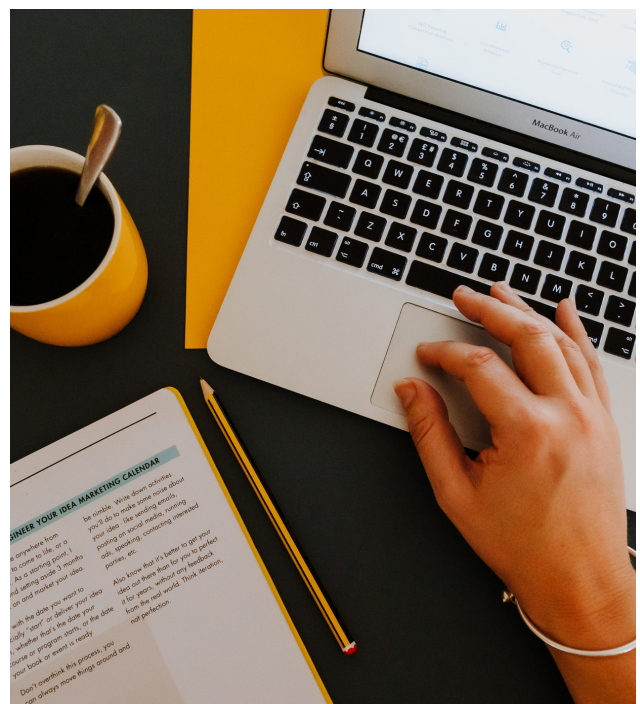
Creating an optimised blog post

What is your keyword?

Once you have defined the type of blog post you want to write and the subject matter you will need to try and define a focus keyword that best captures your blog and what someone would be likely to type into Google in order to be faced with your blog post in the search results page.

For educational/ value led pieces this is fairly straightforward however this can still apply to opinion pieces and news items. Try and think of an overarching keyword that best fits the theme of your biog post.

Do you keyword research! Utilise the training on The Digital Circus training dashboard if you need help to understand how to research your keywords thoroughly..

The back end of your blog...

Meta data

Once you have understood what your focus keyword is for your blog post it is essential to make sure that this is used as much as possible in your meta descriptions. What do we mean by this?

When you look at any Google results page you will notice that each search result is broken down into 3 sections..Meta title [the writing in blue that tells the audience what the post is called] the URL [the end part being known as the slug] and the meta description which explains what the page is about.

It is essential that when we complete our meta data we take the time to complete this as best we can and by using the keyword that we want the post to rank for. Don't forget that we need to show Google what the post is about so they know where and who to put it in front of.

As an example we have a post written on our website which is called " How to screenshare on Instagram live"

Our meta title on the backend of our website reads "How to screenshare on Instagram Live- Yellow Tuxedo" [its good to include your business name if there is space]

Our URL/ Slug reads www.yellowtuxedo.co.uk/how-to-screenshare-on-instagram/

Our meta description [60 characters max]

"In todays blog Emily shows you a quick and easy method for how to screen share on Instagram live. A great way to communicate a presentation ..."

Featured image

Depending on your website builder it is also good practice to attach a feature image/ social share image to your blog post. Do ensure that you upload an image with an appropriate file name [Don't upload as 1234.jpeg in this example how-to-screenshare-on-instagram.jpeg would be more appropriate] and ensure that you fill out any relevant alt text for your image which includes your relevant keyword too.

Can you see where we are going here??

Every layer of your post has the ability to be searchable so lets make sure we are crystal clear at every touch point.

Categories

Its good practice to get into the habit of attaching your blog posts to categories on your website. Not only does this help user experience to find similar topics to read, your blog categories are also searchable on Google. Don't go overboard with categories. You don't want to create bulk on your website, but 5 or so broad categories will help you with your overall blog structure.

Tags

The jury is out on whether or not blog tags are an actual ranking factor these days but it is still good practice to add tags to your blog posts when possible. Its much easier for you in the long run to add them as you go rather than waiting to hear that Google has changed their search algorithm again to include tags to then need to go back through to every historic blog post on your website to re-add them.

Get into the habit of writing 3-5 tags per post that are specific to the post content. Don't be obscure with your tags stay within the overarching context of the post itself.

Optimising the front end of your blog

When it comes to writing your blog post there are a few key guidelines for structuring each and every one of your posts [regardless of the type of blog you are writing.

Headings

To avoid any confusion, regardless of which platform you are using to host your blog posts, the title of your blog will be classed as your H1 header. Some platforms like Wordpress will refer to their headings by H1, H2, H3 etc and others won't go into this depth. Regardless of this fact all headers work in the exact same way regardless of platform.

If you name your blog post this will be known as your H1 header. You should only use one H1 header per post regardless of it giving you the option to add more. Your H1 header is the most important one as it gives Google context and clarity about what your post is. Its advisable that this header includes your focus keyword.

Further headings within your post

Subsequent headings are also important within your post and labelling these in the right way will once again help Google to understand how to rank you. If you can include variations of your keyword OR supporting secondary keywords that help give context to your writing this will help strengthen your position. In terms of SEO benefit, H2, H3 etc are hierarchal in their importance so be sure to include your important key phrases in H2 and H3's more so than the latter numbers.

Regardless of using headers for SEO purposes using them is a good habit to get into when it comes to blog writing. Think of the type of reader that would be finding your blog post. In a world where we are all time poor we want to be able to consume information as quickly and easily as possible. If you are answering a question in your blog post help your reader find what they need to find with the ability to skim through to the relevant part of the document to them.

Continued...

Word count and keyword density

In order for Google to start seeing your blog post as being of value you should aim for a very minimum of 300 words per post. If all you can manage is 300 words then that is great. Please don't overthink your word count as its better be consistent and actually write blogs the not at all. As you start to get more comfortable with writing absolutely move into longer form posts between 500 and 1000 words.

With regards to keyword density this is not a fixed formula. Again, Google is a clever engine and will recognise if you are stuffing your blog with keywords for the sake of it. But as gentle rule of thumb for a 300 word blog try to possibly insert your keyword into the copy 2-3 times. As you move into longer form copy you would look to include your keyword 5-6 times in a 1000 word blog.

Internal and external links

For each and every blog post that you write be sure to include at least one internal and one external link out. Why? Because we want to help strengthen your position as an authority on the internet.

When thinking about where you are linking to outside of your own site this doesn't ALWAYS have to be someone else's website. This can also include any of your other social media platforms, YouTube videos, external mailing lists etc.

Internal links- Can you link to any other relevant blog posts on your site? Can you sign post readers to your about us section or your services page?

One key thing to remember is the way you link out is just as important to who you link to. Consider the anchor text you are using.

Bad example of anchor text- Click here

Don't do this!!!

Where possible hyperlink a relevant key phrase or brand name i.e Yellow Tuxedo or Yellow Tuxedo The Digital Visibility Specialists why? Well once again remember that Google isn't a human and they need to try and understand as much as possible with the information in front of them. By linking a phrase you are giving context to the link. Just think, what does "click here" mean to anyone????

And finally...

Include a call to action in every post

So you've written an incredible blog. You have optimised it to within an inch of its life, Google has found it and you are bringing traffic to your website. What next??

It is your responsibility as the website owner to manipulate that blog traffic to go where you want them to go on your website. With this in mind you MUST include a call to action on each and every post.

Without a call to action how can you expect your readers to know where to go next on your site. A lack of call to action could mean that they read you blog, enjoy your blog and then simply leave.

Give your readers opportunity to stay on your website for longer. This will increase your session duration and ultimately give Google better ranking signals that your website is giving value.

We thoroughly recommend that you watch the live training about efficient blog writing which wil help bring this document to life. We have also included a handy checklist for you to use as a guide when you start writing. This will help you to get into a familiar pattern when you create content moving forward.

As always if you have any questions please do let us know, we're happy to help!

Emily and Alan