

BEST ORGANIC SEO PRACTICES

- Research keyword options
- Name pictures to include keywords
- Once pictures are uploaded, add ALT and description text to each picture that also includes keywords
- Name post with keywords at beginning of title
- Put keywords in first sentence as close to the beginning as possible
- Use keywords naturally throughout your post several times
- Put keywords in last sentence or as close to the end as possible
- Add heading tags to post with keywords when possible (1 or 2 is great!)
- Link out to related articles or articles that support your text (with at least one outbound website). These links should be follow links, so affiliate and sponsored links do not count.
- Make your post at least 300 words long
- Keep the text in your post easy to read and understand
- Write a custom meta description for the post including the keywords (this is what appears when people are searching in Google)
- Try to target different keywords in each post
- After publishing, use these same keywords to promote your post on Facebook, Google, and more
- BONUS: Research keywords to target and put those on your editorial calendar to write posts at a later date
- Add heading tags to post with keywords when possible (1 or 2 is great!)