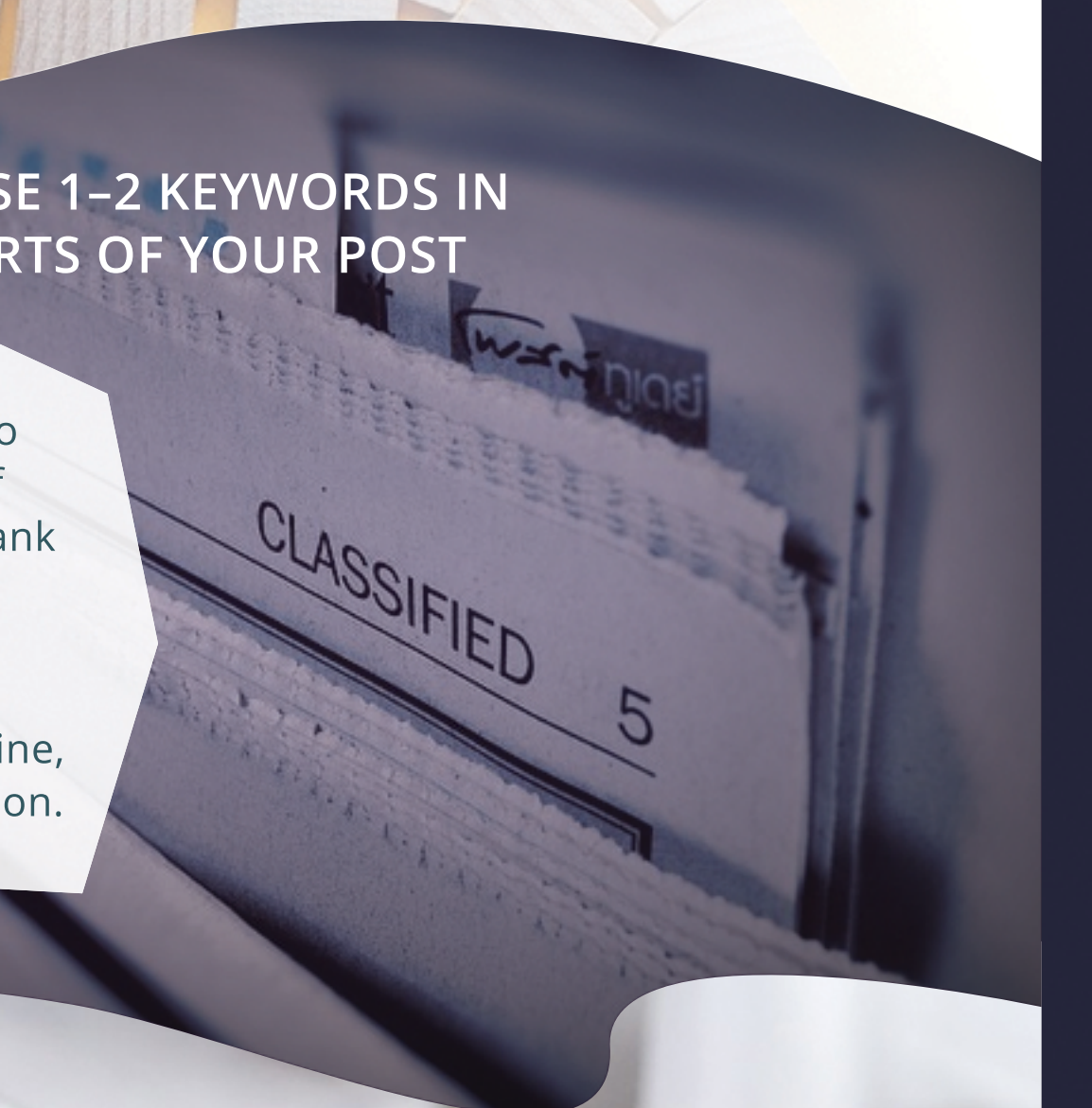# How to Write Perfect SEO-Optimized Articles

Search engine optimization is incredibly important for marketers. When you optimize your web pages -- including your blog posts -- you're making your website more visible to people who are looking for keywords associated with your brand, product, or service via search engines like Google.

## FOCUS ON 1-2 LONG-TAIL KEYWORDS

Optimizing your blog posts for keywords is not about incorporating as many keywords into your posts as possible. Turns out that'll actually hurt your SEO because search engines will think you're keyword stuffing (i.e., including your keywords as much as possible with the sole purpose of gaining ranking in organic search).

## INCLUDE THESE 1-2 KEYWORDS IN SPECIFIC PARTS OF YOUR POST

Now that you've got your one or two keywords, it's time to incorporate them into your blog post. Where are the best parts of your posts to include these terms so you rank high in search results?

There are four essential places where you should try to include your keywords: headline, headers and body, URL, and meta description.

## MAKE SURE YOUR BLOG IS MOBILE-FRIENDLY

It's been over a year since Google revealed that more people use the search engine on their mobile phones than on desktop. And for all those valuable search queries being done on mobile, Google displays the mobile-friendly results first. This is yet another example of Google heavily favoring mobile-friendly websites, which has been true ever since the algorithm updates of April 2015 and March 2016.

## OPTIMIZE THE META DESCRIPTION

The meta description gives searchers information they need to determine whether or not your content is what they're looking for, and ultimately helps them decide if they'll click or not.

## OPTIMIZE YOUR IMAGES

Because search engines can't "see" images the same way humans can, an image's alt text tells them what an image is about -- which ultimately helps those images be found in search. Alt text also makes for a better user experience, as it'll display inside the image container when an image can't be found or displayed, and can also improve accessibility for people with poor vision who are using screen readers.

## LINK TO EXTERNAL HELPFUL RESOURCES

Linking out to authoritative, trustworthy websites like Wikipedia, known thought leaders in the field, or any domain ending in .edu or .gov creates a better user experience and shows search engines you truly want to help searchers. They'll reward you with higher rankings and more traffic.
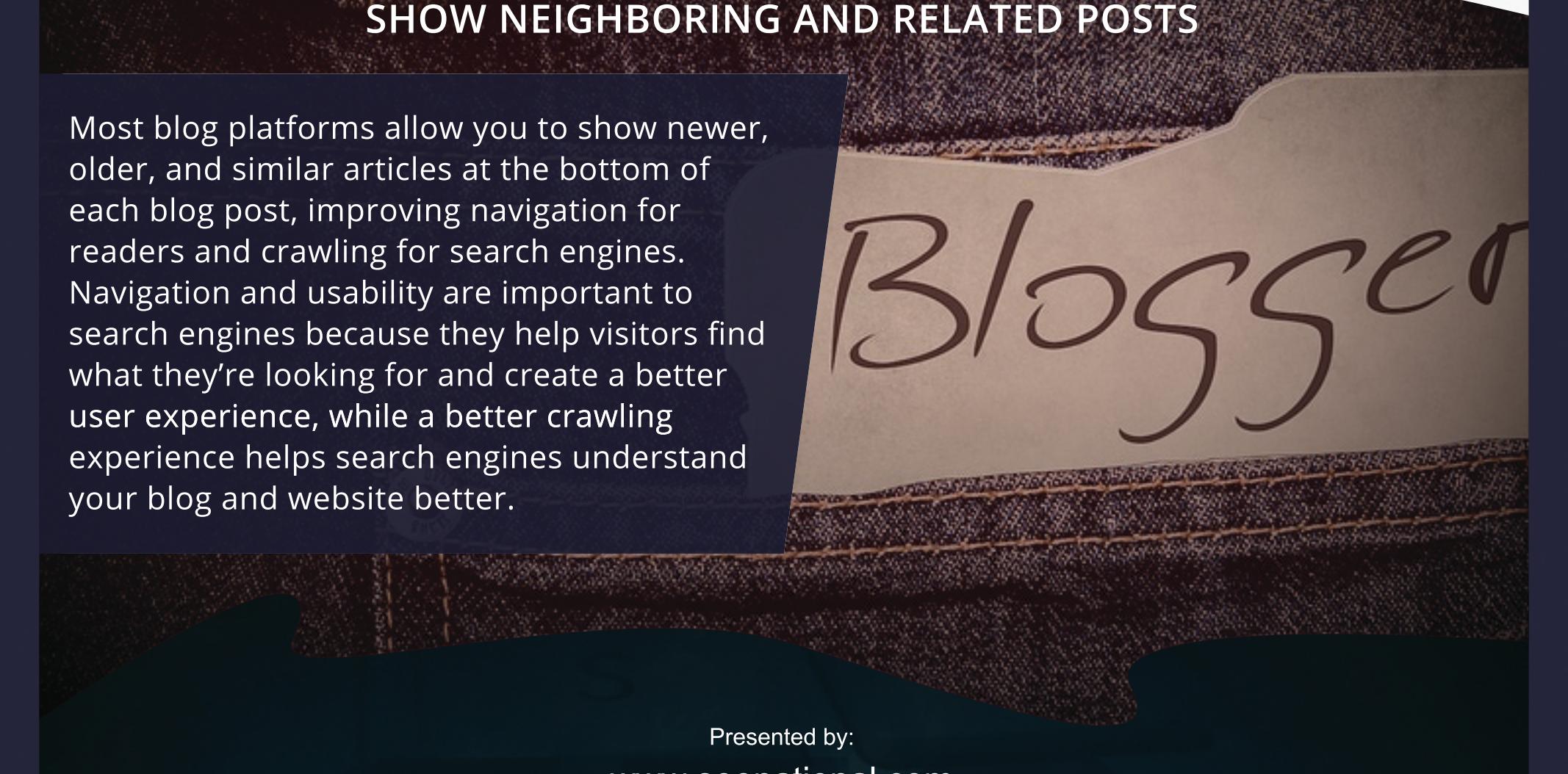
## SHARE AND ENCOURAGE SHARING

Search engines depend more and more on social signals to deliver high-quality results to searchers, and visitors want to see social proof to determine if your blog is worth their time. This means you absolutely must share your blog posts on social media and make it easy for visitors to share. The best ways to encourage sharing are placing large social buttons in prominent places and using calls to action inviting them to share.

## ENCOURAGE COMMENTS

Search engines love fresh, user-generated content, which is exactly what comments are. Encourage comments with a call to action at the end of each post, or by hosting a giveaway or contest where each comment is an entry.

## SHOW NEIGHBORING AND RELATED POSTS

Most blog platforms allow you to show newer, older, and similar articles at the bottom of each blog post, improving navigation for readers and crawling for search engines. Navigation and usability are important to search engines because they help visitors find what they're looking for and create a better user experience, while a better crawling experience helps search engines understand your blog and website better.

Source:
https://blog.hubspot.com/marketing/seo-friendly-blog-post-checklist-ht
https://writtent.com/blog/14-blog-writing-tips-for-creating-seo-friendly-blog-posts/
https://pixabay.com/