

The blog is the short form of weblog represents in the form of journals where discussion and informational websites published on the World Wide Web consisting of discrete, often informal diary-style text entries with frequently updated and intended for general public consumption.

It is a place to share and raise the social awareness includes your thoughts, social issues, business products, commentary on the internet etc...among the world.

Why is the blog necessary?

- Blogging is one of the great tools for Search engine optimization. Unique content can help you achieve new ranking.
- It's a great way to explaining your customer about your business, new deals, tips. If the customer finds it relevant then more likely they are to spend money.

How to optimize your blog?

As we know search engine optimization incredibly important for SEO. So here blog plays an important role in boosting your traffic.

Think carefully what do you want to write?

These are the basic tip you should know before starting your blog. Just ask yourself

- What do you want to write?
- What will be your blog theme?
- How would it helpful to your potential audience?
- What do you want your readers to do at the end of the page?

The length of your blog:

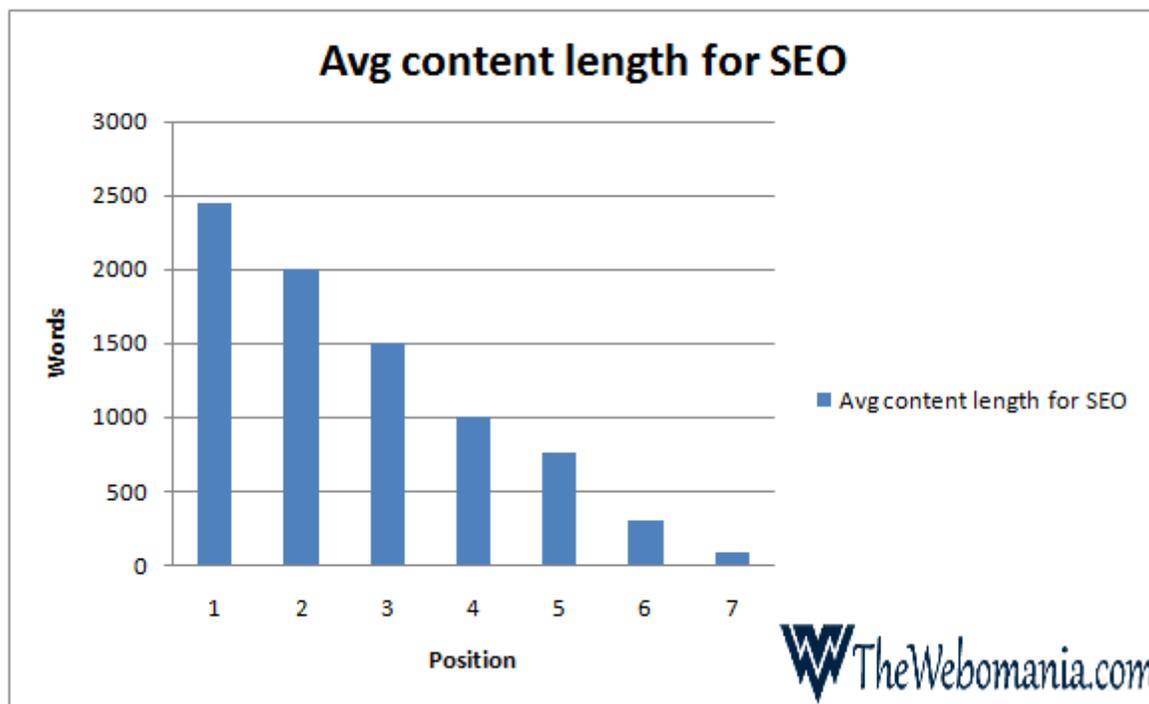
Perfect length will also help you gain more readers, more comments, more traffic, more links. So from 100 words to 2000+ words have different advantages depending on what you want to get from your blog.

Longer is usually better for social shares and SEO but shorter is usually better for getting more comments.

If you want more traffic from especially Google to your blog then long, authoritative post i.e. 2450 word will be the benefit for you, but might not get a lot of comments and they might even be shared slightly less than average on social media. However, make sure you write about a topic that people are actually searching for.

If you want to get more comments, then 75-300 words are the best for it, which is used in discussion platform but fewer shares in social media and too bad for SEO.

700 is the standard length, recommended by many expert Google bloggers. Here you find the link from other bloggers and share on social media.



Keyword research:

The keyword is an essential for on page optimization. Including the keyword in your content without realizing it by simply providing a valuable content on a topic is the best way to optimize your blog for the keyword.

Try to Focus on one or two long trail keywords per blog post which will help you focused on the goal for your post. Avoid many keywords into your post as possible because it counted as keyword stuffing in front of the search engine as well as it doesn't make the very good experience for reader also.

After getting preferable and valuable keywords by some tools like [AdWord](#), [Google trends](#), [SEMRush](#), [KWFinder](#) includes these into the specific part of your post to gain the high rank in search engine. Such as:

- Title
- Meta description
- Heading and body
- URL
- Anchor Text

Optimize the Meta description:

Meta description gives the overall idea regarding that respective topic by letting the people read the additional text appear in SERPs and it decides them to click it or not. The more descriptive, attractive, relevant description the more likely someone will click through.

So by creating reader-friendly content with including natural keyword, you'll make easier for Google to prove your post's relevance in SERP for you.

25 Tips To Optimize Your Blog For Readers & Search Engines

searchengineland.com/25-tips-to-optimize-your-blog-for-readers-search-engines-10226 ▼

Jan 9, 2007 - However, optimizing a blog is a bit different than your standard website search engine optimization (SEO), particularly because most blogs run ...

Optimize your images:

The blog post also contains the image that helps to explain your topics easily and become more user-friendly.

As we know search engine can't able to read the image file, so we use image alt attribute to give the brief explanation about the image to the search engine and also improve accessibility for people with poor vision who are using the screen reader.

So while uploading your photo in the blog include the keyword in the file name and filled out the alternative text field with a brief, keyword rich description of the photo.



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References other with the link:

While writing a blog, include the link to the information you are referencing by which search engine shows the relevancy and validity of your content.

Here you produce more back link as we know quality links is one of the best factors of ranking higher in SERPs and also help the visitor to find your websites.

Make sure your post is reliable for others:

The main purpose of writing a blog to share your thoughts to all over the world, make sure that it must be unique and useful to the user. Before publishing your blog let someone else read your post and asks him/her whether he understands the main idea of your content.

Use social media:

Nowadays social media has created a strong connection with the worldwide user. So sharing your post with these sites like Facebook, twitter, Google+ etc...for the only purpose to create a bond with potential and current customers.

