



Blog Optimization Guidelines

Title

Choose Your Topic Title Wisely

Choose a catchy title that offers an immediate solution to your intended audience. Some good examples are:

- “5 Useful Tips On How to...”
- “Top 10 Reasons to...”

Title Length

Google will typically display the first **50-60 characters** of a title tag, or as many characters that will fit into a 512-pixel display. Keeping this in mind, it's best to keep the title of your blog at 55 characters or less in order for it to display properly with the search engines. If your character limit exceeds this, your title runs the risk of not being displayed properly in the search list which can also affect SEO rank.

Keywords

Determine The Keywords For Your Blog

Think about *who* will be reading this blog. What “keywords” or small phrases might these users type into search for the topic you intend to write about. Determine at least 3 or 4 of these keywords and sprinkle them wisely throughout your blog. Try not to overuse them. Overuse of keywords can be flagged as a negative practice with the search engines and can equate to decreased rank.

Hyperlinks

Make Sure Hyperlinks are Relevant

If you plan to use hyperlinks within your blog, make sure they're relevant and that they really count. Don't overuse them as they can take trigger-happy readers away from your website/page.



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(Hyperlinks continued)

Always Make Sure Hyperlinks Open Up in a Separate Window

Make sure you set the hyperlinked text to open up in a separate window. This will ensure that the page they're visiting on your website remains open in their browser, but will prevent users from being taken away from your website completely.

Tie Hyperlinks Back to Your Website/Brand

It's always a good idea to link certain words that are specifically relevant to your business and hyperlink them to other pages on your website.

- Example: If you run a local nursery and write a blog about "Best Practices For Watering House Plants", you can hyperlink the word "plants" and "watering" to other pages on your website that contain or pertain to those words.

Images

Choosing Images

When it comes to images you can either use stock images (some are free, others you have to pay for), take your own, or use images that are labeled for reuse in the Google image search. Refrain from using any images that don't fall into these categories or you could run into copyright issues.

Resizing Images

Make sure the image(s) you plan to use are sized appropriately for your blog. If they're too big they will slow down your website and steer visitors away. We recommend jpg's or png's no larger than 600px in width or height at a max of 72 dpi.

Image titles

Make sure to rename your image so that it can tie back into your blog somehow. Keep it short and simple!