Make Your Blogs Rank In Google

Your 10 Step Guide To Blogging Success

(On Wordpress Websites)
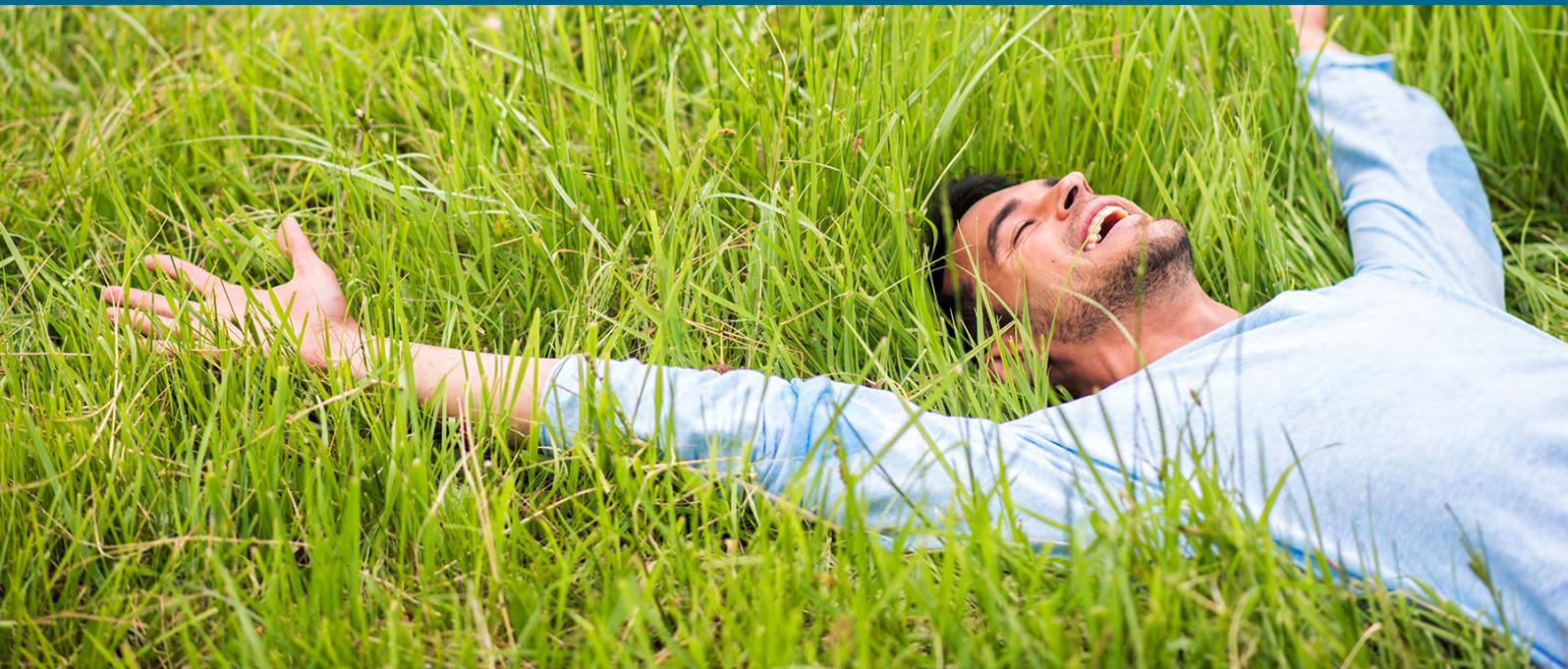
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"You have to have lots of content on your website to rank well with Google"
- Unknown

Creating great website content alludes most people as they often just throw up anything believing that "any content is good content" - Wrong!

If you are going to go to the trouble of creating content for your website, you may as well **make it count** and boost you SEO rankings.

In this 10 step guide we outline how you can ensure every word you put on your website counts towards boosting your position in Google searches.

Let's get stuck into it...

Step #1 - Decide On Your Focus Keyword

Decide what keyword to work on. To find a good keyword (or key phrase) to work on you must think like your customers:

1. Identify your target audience and put yourself into the shoes of a customer. From this position you can determine which keywords would be good for your audience. For example what are the ten most common questions your customers ask? These can be your keywords! Simple isn't it?

2. Use Long Tail Keywords. These are a combination of three or more words or phrases. While long tail keywords tend to boast lower search volumes, they generally attract more relevant traffic, and are less competitive which in turn helps your pages to rank well.

3. Check your competition for keywords using Google AdWords Keyword Tool. This tool can give you data on keyword volume and trends, keyword competition, similar keywords, ideas for new keywords and more.

4. For the best keyword results, your keywords must be placed in the following:
   - Page Title
   - Meta Description
   - Header
   - Sub Header
   - Body Paragraphs
   - Image Alt Tags

Let's look at how to do this...

Install "Yoast Plugin" For Wordpress Websites

If you don't have it yet, ensure that you install the Yoast Plugin for Wordpress on your website. Once installed, continue with the following steps using the Yoast Plugin.

Step #2: - SEO (Page) Title & Slug

1. Your SEO Title (Page Title) and Slug (your URL extension) should both contain your focus keyword.

2. Your headline on your Blog Page ought to be set up as an H1 Heading (this should be an automatic setting already set up by your web developer). An H1 heading will tell Google what the page is about. It should also include your focus keywords/phrase.

3. It is important that you include your entire keyword/keyphrase in your headline.

4. Remember that your headline should be also be attention grabbing, i.e. give the reader a reason to stop and want to know more.

Step #3 - The Meta Description

1. A good Meta Description can help improve your page ranking with search engines. A meta description is a brief summary of up to 160 characters, that is displayed below the title and URL in search engine results.

2. Your Meta Description should be in an active voice, have a call to action and should contain your exact focus keywords or key phrase.

Step #4 - Place Your Keyword At The Beginning of the Content

The head section, hidden in a web page's HTML code, is read by search engines and critical for SEO. Placing your keyword(s) at the beginning of your content will boost your pages "Google likability".

In other words, simply place your focus keyword at the very beginning of the content so Google knows immediately what the page is about. For example if your keyword is "Marketing Automation for Dummies", your content could start with, *"Marketing Automation for Dummies is a step by step guide to..."*

Step # 5 - Put Your Keyword In The First Paragraph At Least Twice

1. You need to put your keyword in the first paragraph twice. Firstly in the first sentence as already discussed and at the end of the first paragraph as well.

2. The first 200 words of your article should most heavily contain your keywords because usually most users don't scroll down to see what's "below the fold."

3. Keep your writing natural, as search engines may penalise you if your article is over stuffed with keywords and appears unnatural. The Yoast Plugin will let you know if you've exceeded the ideal number of keywords on your page (it has a colour coded SEO check on the right side - you want to aim for "green" always.

Step #6 - Each Image Should Have An Alternative Image Description

1. The purpose of alt attributes is to provide a description of the contents of an image file. You can add your alt image description to the image inside the media library. To do this open the image in the library and fill in the "alt image description" on the right side - it saves your description automatically.

2. This will give search engines another reason to return your page on Google searches. An image's file name, surrounding text and alt attribute all contribute to relevance for ranking.

3. According to Google itself, *"Google uses alt text along with computer vision algorithms and the contents of the page to understand the subject matter of the image."* So, if you want your images to show up on Google, use alt text!

Some quick tips for creating effective alternative image attributes:
- Be specific. Describe exactly what your image looks like and don't include unnecessary detail.
- Consider the text surrounding the image. Place images with alt tags near relevant text to help create a coherent experience for non-visual users.
- Use keywords in your alt image descriptions to help your site rank better in searches. Include the keyword you want to rank for on that page.

Step #7 - Structuring Your Content

1. Creating a number of Sub Headlines within you page helps Google to understand better what this page is about. Ideally use your focus keyword in two sub headings on the page.

2. Studies show that the top ten ranking pages on the first page of Google on any search average 1,890 words in length. This suggests that Google prefers high quality well thought out content.

3. Include images and videos where possible. This helps to add value to your content.

Step #8 - Tips For Writing Engaging Content

You must grab the reader's attention within the first three sentences. A good basic structure could be as follows:

- First, state something they can agree with.
- Second, offer an alternative to this view.
- Third, let them know what to expect in the content.
- Fourth, discuss your content in detail.
- Fifth, sum up what they have learned.
- Sixth, put in a "call To Action", i.e. Ask them to take an action you'd like them to take after reading this information. For example, *"check out my products that help you with this problem."*

Attention grabbers at the beginning of your content can be:
- Sharing a Quote.
- Make a bold promise, for example: *"After you read this, you will understand how to take over the world!"*
- Ask a question that evokes deep thought.
- Invoke a memory. For example: *"Do you remember the first day you and your partner's eyes met?"*

Above all, make sure that your content is truly useful to the reader.

Step #9 - Simple And Short Sentences

Most people these days are time poor, so they want to be able to digest information quickly and easily. Keep this in mind when writing and make sure that you use short sentences.

Try to keep sentences less than 18 words long if possible. Also avoid using fancy 'big" words as they can give you the appearance of being arrogant and unapproachable. Make your content readable to "a 12 year-old".

Use simple short bit-size pieces of information at all times.

Step #10 - Links To Other Pages

Links to other pages with "anchor text" that talks about the other page (and not about your current page), adds value and credibility to what you are writing about in Google's eyes.

This being the case, link to at least two relevant pages within your own website (internal links) using keyword-rich anchor text.

For example if you are writing about business efficiencies and you have a page about Marketing Automation, you can say, *"Businesses who use [Marketing Automation](#) increase their sales on average by 8 - 10% over twelve months." i.e. linking the words "Marketing Automation" to your Marketing Automation page.*

Google also loves "external links", i.e. links outside your website to other websites. make sure you link create links (2 - 6 links) to pages that offer support to your topic. The higher the quality of the sources the better you will be perceived and rank with Google.

Summary

So there you have the 10 steps to follow when creating your blog posts and have them rank high in Google searches.

We hope this has helped you understand how to structure your pages as well as help you move up those important Google rankings to **where you belong...**

At the top!

See you there :-)

The Team at Success Wizards

We Simplify Marketing Automation