G&B

How to
OPTIMIZE
A Blog Post

In only 11 steps! Don't worry—some of them are quick.

Post | Block | ✕

Visibility — Public

Publish — Immediately

Post Format — Standard

☐ Stick to the top of the blog

☐ Pending review

Author

Nicole Heymer

Move to trash

Yoast SEO ⌄

Permalink ⌄

Categories ⌃

Search Categories

☑ Uncategorized
☐ Branding
☐ Copyw
☐ For Int ners
☐ Interior Design
☐ Interior Design as Web Design Inspiration

Add New Category

Tags ⌄

Featured image ⌃

Replace Image

Remove featured image

Excerpt ⌄

Kitchen Remodeling in Saddle River: The Story of One Stunning Transformation

This Saddle River client came us to _knowing_ that they needed a kit remodel.

How did they know? The signs were the psum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et do a aliqua. Ut enim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cu n proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Yoast SEO

SEO | Readability | Schema | Social

Focus keyphrase ⊘

kitchen remodeling saddle river nj ①

[Get related keyphrases]

Google preview ⌃

Preview as:

● Mobile result   ○ Desktop result

kitchen-remodeling-saddle-river

Kitchen Remodeling Saddle River NJ: The Story of a Stunning Transformation

Jun 29, 2018 — This Saddle River NJ client knew needed a kitchen remodel. We transformed the space with a strategic layout and a unique twist on the client's aesthetic.

SEO title [Insert variable]

Kitchen Remodeling Saddle River NJ: The Story of a Stunning Transformation ⑩

Slug

kitchen-remodeling-saddle-river ③

Meta description [Insert variable]

This Saddle River NJ client knew needed a kitchen remodel. We transformed the space with a strategic layout and a unique twist on the client's aesthetic. ⑪

HOW TO OPTIMIZE A BLOG POST

1

☐ **Choose your target keywords.**
How do you want someone to find this blog post? What are they typing into Google? You can do keyword research* or just think like a human—because you are a human!

But why?
This gives you a direction for many of the tasks below. Your keyword phrases should really be a few words long—aka 'longtail keywords'—which are less competitive and more specific (i.e. your blog post will never show up on the first page of the organic results for "interior design"). By the way, not every post can realistically be optimized for search. Some will just live on your website to educate, build relationships, sell or entertain. Those things are important too.

2

☐ **Optimize the blog post title.**
Your title has two jobs: First, get human beings to click. If Buzzfeed has taught us anything, it is that. Second, it should contain your desired keywords if at all possible. Only include your keywords if it works in an organic, normal way.

But why?
The title of the blog post is one of the places where we can signal to humans AND search engines to say, "Hey! This post is about this topic!"

3

☐ **Adjust the permalink or slug**
The permalink is the website url. The goal here to keep it short (if possible), remove any unneccessary 'stop words' (the, a, etc.) and include our precious keyword phrase. Even if the actual title of the post is longer, keep your focus on the keywords. Use lowercase and separate words with dashes.
e.g. prettyhomes.com/kitchen-remodels-nj

But why?
This is just another chance to tell humans and Google what the post is about. Whether the link is posted on social, sent through an email or seen anywhere else, the 'slug' (those few words at the end of the url) tell visitors what they're about to read.

4

☐ **Add images to the post**
Ideally, you should optimize your images before you upload them.*** This means that they should be: resized (let's say 1000px wide as a starting point), compressed (reduce the quality of the image so that they load faster) and renamed (describe the image in the file name and occasionally use variations on your desired keywords). See resources below for some online tools**.

But why?
Images make a post more visually interesting, illustrate your points, and help define your brand. But slow-loading images (files that are too large) will KILL the experience for your reader and search engines will penalize you. Optimizing images is important.

How to Optimize a Blog Post

5

☐ **Choose (or add) a category for the blog post.**
On the right side of the edit page you will see options to choose categories. Choose one or two relevant categories. The goal is to build up to a reasonable number of categories and have a nice selection of posts within each. How many categories? Few enough that, over time, they all contain *at least* a few posts.

But why?
On a good website platform, each category will automatically generate a page on the site with the category name as the page title and all relevant posts listed out. These pages can potentially show up in a Google search. Also, these categories help search engines to understand what your website is about. And users can click on a category to explore. Note: Don't create a gazillion categories that each contain one post.

6

☐ **Use headings.**
Headings are the best. Your website builder most likely allows you to add headings throughout your post by highlighting the phrase and selecting 'Heading 2' from the dropdown (in WordPress, this applies in 'visual mode') or adding a tag around your phrase (<h2>This is a heading</h2>) if you are in 'text mode'. Include your keywords in at least one of your headings, if possible.

But why?
Let us count the reasons! They break things up visually, making the post design more interesting. They help out the skimmers. They say to Google, "Hey! These words are important! Look at them to understand what this post is about!"

7

☐ **Break up paragraphs. Use bold text where appropriate.**
People reading things on the internet can't handle long paragraphs. We are a nation of skimmers. Each paragraph should be no longer than 3-4 lines long on desktop.

But why?
A person who is checking out a blog post about kitchen remodeling is not in the same mindset as a person who is reading "A Tale of Two Cities". Let's make it easy for readers to read casually and skim. They are much more likely to make it down the page if we do.

8

☐ **Link to other posts or pages within the site.**
Give the reader an opportunity to stick around! When you mention something in your text that relates to another blog post or one of your service pages, link to it. The more content you create over time, the more opportunity there will be to do this.

But why?
First, we're doing people a favor by making it easy to find related content and journey through your blog in a way that makes sense. Second, we're keeping them on the website longer and reducing your 'bounce rate', which search engines love.

9

☐ **Add the featured / thumbnail image**
Always use a horizontal image for your featured image (that's the name on Word-Press, but on Squarespace they call it a thumbnail image). Try to aim for around 1200 pixels wide. Choose your image from the blog post or upload something that fits the topic. When uploading any image or selecting it from your media library, fill in the "alt tag" section with a description that includes your desired keywords.
e.g. Kitchen Remodel NJ by Pretty Homes

But why?
When a link to this post is shared on social media, your featured/thumbnail image will most likely appear—along with your meta title and description. It makes a real differ-ence in getting people to click. Also, the alt tag tells search engines what the image is about. (Bots can't see images in that way...yet.)

10

☐ **Create a meta title**
The meta title (sometimes referred to as the SEO title) is an important opportunity for optimizing a blog post. This is the title that shows in search engine results. Include your keywords here—in the very beginning of the title if possible and natural.

But why?
The title of the blog post is one of the places where we can signal to humans AND search engines to say, "Hey! This post is about this topic!" We know that Google does consider the words used in this section to have some importance.

11

☐ **Add a custom meta description**
The meta description is the blurb that appears under the meta title in a search result. The job of this section, like the meta title, is to get people who read it to click. We want them to visit the blog post. When possible, this section should also include your key-words or a variation on them. If you don't fill it in, it will default to the first text within your blog post.

But why?
This one is purely about click-through rate (CTR). Google doesn't take the keywords within this blurb into account when figuring out the topic of your blog post, but humans do. An intriguing blurb will get a higher percentage of people to click through to read it. Use it wisely! And remember...these things can be modified over time. If your meta description isn't making an impact, adjust it.

Resources

*Keyword Research
So what are people searching for? How many people per month are searching for a particular thing? Are they searching for "interior *design* (your city)" or "interior *designer* (your city)". A little keyword research can be helpful when you're getting ready to write or optimize a blog post. You can use this resource for a limited number of free searches:
https://www.semrush.com/
Or set up a Google Adwords account and use their keyword tool.

**Optimizing Images
There are some web-based options and free programs that will help you to size and compress your images. Here are two:
https://www.iloveimg.com/
http://toki-woki.net/p/Shrink-O-Matic/
Of course, if you have Photoshop...you can always use that.

***Image Settings in WordPress and Other Platforms
When you upload an image to WordPress, you will encounter more options than just the alt tags that were mentioned. (But those are really important!) For a full rundown on all image settings, use this:
https://gloryandbrand.com/images-on-wordpress
Is your website on Squarespace or another platform? That guide will still help. The details of the dashboard may be different, but the concepts are the same.

Remember...search engine optimization in modern times is about making a blog post *really good*. It's about creating content that people want and can use.

You can make your post as search engine friendly as possible, but you can't trick the system. Good content is your best tool.

Go get'em, tiger!