



10 Best Practices For Blog Writing That Will Jumpstart Your Online Presence

GOAL

To Google, the end goal is “user intent.” Does your article solve/answer/serve the searching user’s intent better than your competitors’ articles? One way to find out is to type your blog topic into Google and see the first few results (not including the first 3-4 Ads). Learn how they go about explaining or answering your topic and incorporate a similar approach in your article. Then do it better.

LENGTH

The longer, the better (but don’t write a novel). 500 words is the absolute minimum. 800 words is our standard length, though we often go beyond this depending on the subject and competitive landscape.

KEYWORDS

When writing a blog, it’s helpful to identify the keyword you want to focus on and incorporate it naturally into your writing. You can use variations of this keyword throughout your blog post to help with ranking for Google. (see example below)

Example: Blog Title = How to Guarantee Long-Term Business Growth

Use “long-term business growth” as your keyword/keyphrase in mind.

Similar keywords/phrases to use—grow your business, long-term growth strategy, ensure long-term growth for your company, etc.

Use this keyword and/or its variants throughout the blog where it is natural to do so. Overusing a keyword within

an article can actually cause Google to penalize your keyword ranking for what’s called “keyword” stuffing.

IMAGE

Google indexes images separately, giving you an additional way to show up on search results. Images are also another place where you can add keywords describing the image (aka Alt Text) when posting them to the site. Here are some websites that supply royalty-free stock images that you can use without attribution, also known as photo credit:

- <https://pixabay.com/>
- <https://unsplash.com/>

**Whatever image source you use, make sure they are royalty-free as using images that aren’t guaranteed royalty-free can result in copyright infringement penalties.*

ALT TEXT

Alt text is “alternative text” used on images to denote what the image is about for both Google and your web browser. If you open a blog and, for some reason, the image is broken or can't load properly, your browser will show you the alt text, giving you a description of that image. WordPress allows you to click on any image you're using and add alt text in the specified field. The alt text should describe the image, but you should also include the keyword you are focusing on in this text. (see below)



LINKS

Always try to include at least one external link (a link to an authoritative website). These can be links to news articles, studies, Wikipedia, or anything relevant to the topic. These links help rank in SEO as they provide the end-user with resources related to your article.

If you mention a service/product you offer or a topic you've written a previous blog about, link to that service, product, or blog. This will help point Google's search “robots” in the right direction when they crawl your site.

CTA

It's always good to end your article with a power “Call to Action” (CTA). “Contact Us Today to book a free consultation,” “Want to learn more? Click Here”, or any sort of sentence/ paragraph to guide your reader to the next step after reading something on your site.

HEADINGS

Break up the text with headers and/or subheaders to allow for a smoother look and an easy-to-read experience for the end-user. For example, if you are writing a blog on the Long-term Business Growth keyword above, the article structure might look something like this:

- **How To Guarantee Long-term Business Growth** (title)
- (intro text)
- **Utilize Business Growth Strategies** (heading)
- (text)
- **Strategy #1** (subheading)
- (text)
- **Strategy #2** (subheading)
- (text)
- **Learn From Past Mistakes** (heading)
- (text)
- **Consult With A Professional** (heading)
- (closing text)

Wordpress Suggestions

If your site is built in WordPress, you can also take advantage of these suggestions.

CATEGORIES

Use defined, relevant categories. If you sell furniture, have a category for each type of furniture. If you are a lawyer, have a category for each practice. In the Long-term Business Growth example, this could go under something like "Business Strategies" or "Sustainability."

You don't want to use non-specific, general categories like "Tips" or "Solutions." If you have a type of blog that is posted regularly, use labels like "Weekly Announcements" or "Friday's Top 10 List" to improve user-experience and organization.

You can use more than one category. Suppose that the same Long-term Business Growth blog was written solely for the manufacturing industry. In that case, the categories could easily be "Business Strategies" and "Manufacturing" (which would differentiate your business blogs written for other industries).

YOAST

Yoast is a great SEO tool to use in WordPress. It's important to remember that Yoast is a prescriptive tool, meaning it makes recommendations based on general SEO guidelines. The best way to use Yoast is as a checklist to ensure you've covered the SEO basics relevant to that article. Not every blog will get a "perfect score" by Yoast, which is entirely okay. Some additional helpful information:

- Always try to keep your Title tags within their suggested length limit (too short is OK but avoid having them be too long).
- Meta descriptions should include your keyword or topic idea. These can be longer than suggested; just make sure to keep the keyword/topic at the beginning of the description, so it doesn't get cut off.
- UR—Keep these short (it's what Google prefers) and include keywords you have in mind if possible. Don't include short articles or helper words like "to, a, for, etc." unless necessary. i.e. / guarantee-long-term-business-growth
- Make the Title Tag and Meta Description as enticing as possible. You want to persuade people to click through to your website instead of the nine other results on the Google Search Results page. (full Yoast example on right)

The screenshot shows the Yoast SEO editor interface. At the top, there are radio buttons for "Mobile result" (selected) and "Desktop result". Below this is a preview of the search result, showing the URL, title, and a snippet of the meta description. The main editing area includes fields for "SEO title", "Slug", and "Meta description", each with a "Close snippet editor" button and an "Insert snippet variable" icon. The "SEO title" field contains "A Guide To B2B Marketing Best Practices | David Taylor Design". The "Slug" field contains "b2b-marketing-best-practices". The "Meta description" field contains "While each company should tailor its strategy to their unique needs, these key B2B marketing best practices are a good place to start." At the bottom, there is a green checkmark icon and the text "SEO analysis b2b marketing best practices".



David Taylor Design is a pioneering digital marketing agency in New Jersey, founded in 2007. Through our award-winning services, we help businesses and organizations achieve optimal growth of their bottom line. We pride ourselves on our personal connection with each of our clients, which allows us to deliver superior customer service. Our capabilities range from marketing strategy, web design, Search Engine Optimization, PPC, and Social Media advertising, to logo design, web hosting, remarketing, and more!