

Top Tips for Better Blogging

What's the best way of improving your blog's performance? If you want to attract relevant traffic (we can't think of a higher purpose!), then the key is to enhance the relevancy of each blog post - for both Google and prospective readers. Follow these tips to attract and retain the right traffic.



Focus on 1 or 2 keywords

Both Google and ideal prospects will find your blog post based on the keywords you use. Long tail keywords are three to four-word keyword phrases that are very specific. Visitors that reach your blog post by searching long tail keywords may be better prospects for you. Suggested tools: [Google Keyword Planner](#), [SEM Rush](#).

e.g. 'software development' vs. 'software development courses for beginners'

Use your keyword in the first 100 words of your article and in these critical areas:

- ▶ In the first 65 characters of your title (that way it won't be cut off in the Google SERPs).
- ▶ In headers. Make sure to wrap the title in an H1 tag (typically done automatically by most blogging platforms)
- ▶ In your blog post URL
- ▶ In image file names



Create compelling headlines

When reviewing keywords, include in your research niche questions that people ask regarding that keyword. Doing so could help uncover the motivations of people using a particular search term. Use those questions as headlines for your blog content. Check out [answerthepublic.com](#) for suggested questions for your headlines.

Research shows using relevant numbers and facts in your title can increase shares.

e.g. 'Be 30% More Agile by Avoiding the 7 Sins of Software Development'



Add depth and compelling visuals

On average, blog posts are getting longer. It is not uncommon for posts with a 1,500+ word count to rank well in Google searches. These popular posts also leverage visuals throughout the blog post, breaking up paragraphs of text with engaging imagery or video. [iStock](#) and [Adobe Stock](#) are great sources for compelling imagery. [Pixabay](#) is free.



Make your content easy to read

No matter how technical your audience, no one wants to slog through industry acronyms or convoluted sentences. Try out the free [Hemingway App](#) to help keep your posts "bold and clear".