



Best practices for blogging



Meta Title

- keep under 60 characters
- try to keep keyword toward beginning
- should always be targeting one primary keyword but it also usually makes sense to target one or two long-tail keywords (these don't have to be an exact match)



Focus:

- Each post should target one keyword/query. No two posts should target the same keyword.



<H1> Headings

- H1 is the "title" on the actual page, so you shouldn't use this in the body content. All pages need one and only one H1.
- Your H1 might be similar to meta title, but shouldn't include the site name
- In order of weight, headings go H1 > H2 > H3 > H4 > H5 > H6
- You should not overuse headings. Pages usually don't need more than an <h2> and sometimes <h3>.
- **Subheaders**
 - » If possible, format subheaders in chronological order (e.g. Step 1, Step 2 or Rule 1, Rule 2) because Google will be more likely to feature the content.
 - » Alternatively, you could consider voice-search keywords, which are often formatted as a question (e.g. what is ... How do you...). You can see what people are already asking about using platforms like AnswerThePublic.com or Google's auto suggest function.
 - » Use related keywords (or topical long-tailed versions of primary keyword)



Meta Descriptions

- Write up to about 156 characters and include primary keyword and related keywords/queries
- Keep these action-oriented to drive engagement



Linking

- Consider your proportion of internal and external links, and remember to link to always the best, most authoritative information.
- Internal links help create a clear “click path” and indexation through a website.
- External links should point to deep pages, not home pages, and the context of the link should match why you’re using it.
- Context of links should match context on page



Paragraphs

- Include the focus keyword in the first paragraph of the post.
- Try to use some variation of keyword once every 300-500 words, when it feels natural and appropriate to do so.
- Consider using short paragraphs so your content scrolls well on mobile (1-3 sentences max).



Sections

- No one section should be longer than 300 words
- If longer, split it up with subheaders



Imagery

- Use featured images, video, and graphics.
- Don’t keyword stuff your alt text; be helpful.
- In alter text, describe the image, but if keyword variation makes sense, use it.



Post Length and Frequency

- Try to post once every 3 days.
- Return to old posts to update, refresh and republish.
- Posts intended to generate leads should be between at least 1,500 (or even closer to 2,500) words.
- Pillar pages (all encompassing guides that bring together multiple ideas or concepts) should be around 4,000 words.
- A “how-to” blog post should be about 2,000 words.
- A “what is” post should be between 1,300 and 1,700 words.
- Comprehensive content with a high “Content Grade” outperforms content that doesn’t cover a topic in-depth.