

# TOP 5 BLOGGING FOR SEO BEST PRACTICES

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## 1 Do keyword research.

A keyword is a phrase you're aiming to have your blog or website display in if someone were to Google it. By knowing your target keyword, you can help refine your blogs, bettering your chances of ranking well in search engine results.

## 2 Analyse your competition.

When writing your blogs, you want to ensure they're more thorough on the topic than anything else online at that time. Researching the existing blogs and pages on page one of Google will help you know how thorough you need to be.

## 3 Format your headings.

The headings in your blog help guide both the reader and Google. A reader should be able to read only your headings and get the general message of your blog.

## 4 Optimise your images.

Correctly naming images before you upload them, as well as adding Alternate Text, helps people with visual impairments be able to know what the content contains by software that reads out the description. It also helps to increase your chances of getting into image search results.

## 5 Be a thorough expert.

As mentioned, you want to have the most thorough information on a topic. However, you also want to show search engines you're the expert on the topic too. Do this by creating a bio and linking to your professional social accounts and your other writings online, if any.

