

SEO

ESSENTIALS FOR

BLOGGERS



the **GUIDE**



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SEO BASICS

a powerful tool for your blog

What exactly is SEO? Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's unpaid results, often referred to as organic searches.

**SIMPLY PUT, SEO IS CRUCIAL FOR YOUR SITE TO BE FOUND ONLINE.
IT BOOSTS YOUR TRAFFIC AND KEEPS 'EM COMING.**

Don't worry we will walk you through every step to set up your site SEO and make sure that it is as best as it can be. It is not difficult to have good SEO you just need to have a strong solid keyword that describes your blog. So let's dive in shall we?

1. YOUR KEYWORD

What are keywords? Your SEO keywords are the words and phrases in your web content that make it possible for people to find your site via search engines. Think of it as the words someone would google to find you. Here are some tips on how to choose the best keyword for your business.

Things to consider when choosing your keyword:

- + Stick to 2-4 words that make up the essence of your biz.
- + Think of what your target market would most likely Google to find you.
- + Be specific to your market so that you reach more people in your niche.
- + Know your competition, Google them and read their search engine description.
- + Make sure your keyword can be used throughout your content and stay relevant (headings, body copy, social media, etc).
- + Make it simple! What two words describe your biz?



For example: Our keyword is *web design studio california* that way when people search for web design in california we pop up on the search results. I find it best to use more than one word as your keyword. Imagine someone googles *web design*, there are thousands upon thousands of results spanning from what is web design, to best practices for web design etc. Someone who is looking for a web designer is more likely to search for web design studios in their area rather than web design. Just think of what people are likely to google to find your product/service and voila! You got yourself a keyword.

FIND YOUR KEYWORD

Here's a quick exercise to help you find and narrow down your keyword. Fill out the blocks with your info below!

your blog category

where are you located

type of services

products you offer

other

Now start making some keyword phrases with the list above.

Once you think you have a good keyword, type it into Google and see what comes up! If your competition turns up in the search results then you are on the right track.

your keyword



2. SEO YOAST PLUGIN

Why a plugin? This is the BEST plugin you can ever get for your blog. It's totally free and it's a great aid to get SEO perfect on your site. We talked about it recently on the blog ([read about it here!](#)). It takes you step by step to ensure that your keyword is in all the right places. It rates each post for you so you know how SEO-friendly it is. Green means your site is perfect and if you get any other color it gives you a handy page analysis that gives you insight on what to fix to make it SEO ready. [Get it here!](#)

A handy checklist to make sure you are using your keyword in the right places.

- Your post title
- Your post URL
- H1 or H2 (headings within your post)
- The first paragraph of your blog post
- Meta description (the short blurb under the title on a search result)
- 1 more time in your content

Careful with Keyword Stuffing. Basically try not to use your keyword more than 5-7 times in your post. If you overload your content with your keyword, Google will think it's spam and that's not good.

3. SEO-FRIENDLY IMAGES

Alright so your content is all ready and full of keyword goodness, it's time to optimize your images so that they too can boost your SEO!

Naming your images. Google can also read your image name. Ditch the generic image naming like `IMG_1234.jpg` and opt for something that can come up on search results, for example: `freelance-tips-for-bloggers.jpg`.

Optimize your images for web. Nothing sucks more than having to wait for images to load. Not only does it make your readers annoyed but Google will rank you lower on search results. Don't worry, there is a very handy plug-in by TinyPNG that resizes your images for you to be web friendly and all the same size. Voila! Faster load times. [Get it here!](#)



4. USE LINKS WISELY

There are different ways you can use links to your advantage. Below are some of the ways you can use them to drive more traffic to your blog with SEO.

Clean up your permalinks. There are a lot of ways links are structured these days like wearekemy.com/?p=123 or wearekemy.com/2016/01/123-design-tips. Basically the simpler the better, you want search engines to rank you the highest and for that you need clean links. Try something straightforward like wearekemy.com/top-design-tips.

PSST. You can change your permalink with the Yoast Plug in, easy peasy!

Inbound links can boost your traffic! Inbound links happen when someone else adds a link to your site on *their* site. The more inbound links the more credible your site will look in Google's eyes boosting your ranking. The easiest way to get this going is to write guest posts with a link back to your site.

Link to old posts. When you write about the same topic (let's say its freelance advice), you can link back to old posts. Doing this regularly makes Google believe that you are an expert on the topic, and so you rank higher in results. Boom.

5. WRITE BANGIN' BLOG POSTS

There are other things you can do to boost SEO even further and it all comes down to the quality and quantity of your posts.

Write lengthy articles. The minimum is a 300 word post. I always say quality over quantity but Google assumes that short articles are not worthy and so will rank them lower. Try to write lengthy articles without compromising the quality of the content you create.

Be consistent. Add fresh content regularly or on a schedule. Google will pump up your site if it is receiving new articles. Aim to post at least once a week (more if you can).

Know your focus. The more you blog about a certain category the higher your ranking. The trick is to show Google why your site is the BEST for a certain topic. Try to narrow your focus to be an expert on one main topic.





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-TINA FEY