

# POST TEMPLATE:

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## SEO Title:

*( 60 to 70 characters) keyword rich; try combining post title and first sub header)*

## SEO Description:

*(160 to 180 characters) Will be seen in search results, keyword rich, main content, make tempting for readers to entice clicking.*

## SEO Keywords:

*(8 to 15 keywords of key phrases) Strongest relevant keywords first, separated by commas, capitalize first letters only, , use names at the end of post authors*

## URL creation:

*Edit the final URL BEFORE publishing. Remove stop words ( in, but, and, the) from the URL string, if title is more "catchy" add more keywords to URL.*

## Title of Post is H1

*(keyword rich; main idea of post)*

## Sub Header with More Keywords H2

It's very Important to have the MAIN KEYWORDS and SECONDARY KEYWORD if possible in the first Sentence. **Keywords will be the MAIN topic of a blog post.**

Format your first sub header with H2 tags. To do this, use the "EDIT HTML" button when you are formatting your post. I usually write first, then format. At the beginning of your SUBHEADERS ( big important keyword rich sentences) type in h2 between the open <> carrots Then you write THE COPY and after the copy, between another set of < >, you put /h2. Or format in word and then use past to word tool in WP back end. Also can use content editor tool in WP.

If you can't get both sets of KEYWORDS in the first sentence, then at least fit them in your opening paragraph. You can change out a bit and use the KEYWORD MAIN (switched on purpose..get it) in the same paragraph again.

*Truncate Posts with "READ MORE" tool after the first paragraphs*

## **Another SUBHEADER with H2 tags and Your MAIN or SECONDARY KEYWORDS Again**

Sun headers are not sentences, but phrases. Capitalize all words but stop words; in, and but, the, or etc. The sub heads should be both keyword rich, but also tell readers what the immediate next content is about; like an outline in an essay. Lesser keywords, that are relevant to the overall and the content below , are great additions.

Remember, while the content is written for humans, you use your formatting for the search engine spiders to read. Spiders are lazy and stupid. They don't read a whole page, they scan it. They look over for the most important words, so what they see is the headers. If the headers are formatted to grab their attention and filled with keywords, then the spiders are more apt to say :

*"Hmmm, this page must be about KEYWORD AND SEOCNDARY KEYWORD which basically, in my spider brain, means the same thing, so this page must be very much about KEYWORDS"*

Spiders also like bulleted lists, so if you can pop some keywords in a bulleted list, then please do so. You don't have to use code to make a list. Just write your words:

### **Things that search engine spiders like H3:**

- Bulleted Lists
- Formatted h tags: h1 for your titles, h2 for sub headers, h3 for lesser headers like the title to this list!
- Bold and Italics
- Pictures with alt tags that have keywords in them

For a spider to feel satisfied, try to write about **500 words minimum**. Content should be clearly about your keywords. And h2/ h3/ h4 SUBHEADERS can be used throughout.

## **Optimize Your Images**

Images used for the post should have keywords relevant to the post in the file name and then also in the Alt tags. IF the post is about books by adoptees, then the image of a book, should be called "Books by Adoptees" and the alt tag can be "Read books authored by adopted persons", etc.

Videos and other media content should also be optimized in similar fashions.

## **In Your Final Paragraph, Add a Few MAIN KEYWORDS as a Conclusion**

Bring back in the main concepts of the post. Remember that pronouns are the enemy of SEO; It, They, That, Them can almost always be replaced with keywords. : "Many of them focus on that" can be easily improved by "Many adoptive parents focus on making adoption much more child centered" ,etc.

