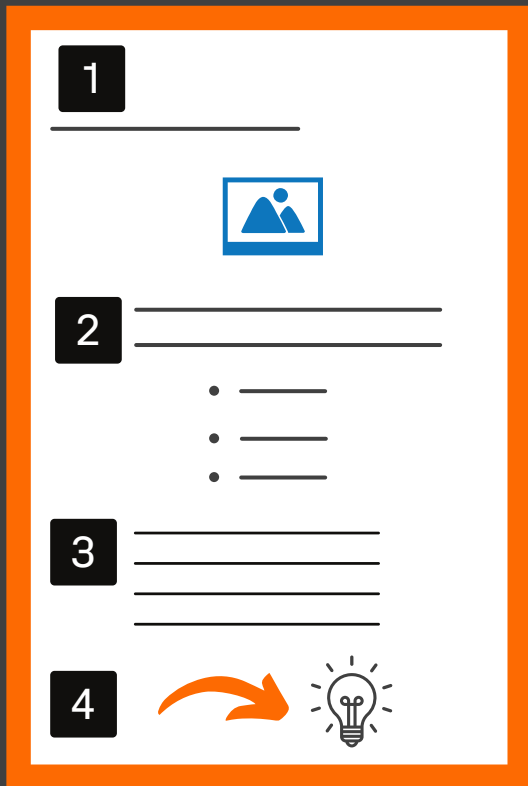


WRITING SEO-FRIENDLY BLOG POSTS QUICKLY & EASILY



with Dante St James & Business Station



1 -

ASK

Ask a question in your title

Brainstorm:

- 10x Qs that people ask you
- 10x Qs that people should be asking you

Phrase the title as someone would search for it.

2 -

ANSWER

Answer it right away

List 3x dot points to explain your answer
Consider:

- Answering in the first paragraph or even the first sentence (if you can)
- How to provide value for people searching the question in (1)

3 -

EXPLAIN

Flesh out each point

Transform each point into their own sections

- Don't be afraid to go in-depth. Multiple paragraphs are great
- Think about how to lead into...

4 -

CALL TO ACTION

Give the reader something to do next

The reader has made it to the end of the blog and is looking to take their next step. Potential call-to-actions include:

- How [your product/service] can solve the problem you discussed
- Encourage the reader to subscribe to your newsletter for future posts

Tips & Tricks

How long should my blog post be?

As long as it needs to be to provide value to the reader. Longer is better for SEO purposes (~2000 words) but avoid adding filler.

Repurpose & Syndicate

Reuse your article and your points by turning them into:

- uploads to blog platforms
- social media content
- LinkedIn posts

Remember your audience

Write about what's in it for them. Consider education level, points of view and their preferred way of reading.