

# Business Blogging for SEO

Yep! There are a few tricks to the trade. Here's a short list that will keep those spiders happy!

## Use Specific Blog Titles

Many people often forget that they are writing not only for the reader but for the search engine. If your blog post titles are generic they will force you to compete on a larger scale than you need to in the search engines. Get focused! Make sure you provide your geographic locations, specific names of neighborhoods, subdivision, projects, developments, schools and communities. Target your local area, not the whole US! A useful exercise might be to "mock search test" your title in your mind. Pretend you search your whole title in Google, are you likely to get relevant local results?

## Use Your Tags and Categories

A good blog post should have four elements: a title, content, tags, and a category. Tags are for search engines and should be specific 2-4 word phrases seen as summarizing bullet points from your article. Categories are for humans and help readers easily locate content by topic. Do not bomb your tags and categories with keyphrases just to get them in there. They must make sense based on the article you've written. Try to align all four things so they fit well together as a package.

## Use Internal Linking

Internal linking is simply the practice of linking within your own websites or blogs. To effectively target keywords and keyphrases you need to write about them regularly (2-4 times every few months). One of the best ways to introduce search engines further into your site is to link from your new posts to those related, historic posts. It's like providing a bread crumb path of relevance.

## Use Meaningful Link Text

Each and every time you create a link think about the text you are highlighting to create the link. For your internal links, use text that contains some of those important keywords and keyphrases. In fact, for any link—use text that is descriptive of where you are linking someone. Don't use generic text links such as "click here" or "website". Text is the only thing that search engines can optimize—if you make it generic you only hurt yourself.

## Use your Alt Tags

An Alt Tag is associated to an image—it is the text message someone sees when they mouseover that image. Usually people don't fill them out. Search engines can read that text and will use it in their equations, so take the few extra seconds to do it. Also—make sure you're being specific in describing the photo. Again, if (and only if) it makes sense, use this space to help target keyphrases.

## Be Consistent

Be consistent. A blog must be regularly populated to attract search engines. Posting 2-3 times per week is healthy. If you are going to write three blog posts today, schedule them over the next several days so that you show the search engines consistency over time. In this medium, more is more—you really can't blog too much!

## Use the 80/20 Rule

In order to be found in the search engine for a specific topic you must write about it. Business blogging is typically tied to goals—define them and then create a blogging plan. You should aim to create content that will answer questions about those topics you wish to be visible for in the search engines. If you don't—you'll never achieve visibility for those terms. Often times the 80/20 Rule can help you with guidelines—80% of your content should be focused on achieving specific business goals and 20% can be "other". Use the "other" to develop a sense of style and add flair so that your readers can identify with YOU.



Chris Frerecks | 970.471.3079 | [chris@kineticknowledge.com](mailto:chris@kineticknowledge.com)  
[www.kineticblogs.com](http://www.kineticblogs.com) | [www.kineticknowledge.com](http://www.kineticknowledge.com) | [www.realestateblogsites.com](http://www.realestateblogsites.com)