

6 WAYS

BLOGS CAN HELP YOUR
SEARCH ENGINE OPTIMIZATION

Synotac 



HOW DO BLOGS HELP SEO?

Blog articles attract inbound links and make your website an informational resource. It is common for bloggers to identify other blogs of interest, keep up to date with their articles, and quote them in their own blogs. When they quote your blog, it is common for them to include a link to your article and/or website home page. Furthermore, having ample amounts of content makes your website appear to be informative to search engines, and helps you target and identify new key terms. For instance, if you normally target the term, “portland web design,” a blog article may include the term, “portland web design for the medical industry,” and improve your rankings for the new term as a result.

Blogs also help with other forms of online marketing. Take social media marketing as an example: When you add a new blog post, we can have your blog propagate your Twitter account with that post. Your Twitter account can then propagate your Facebook, LinkedIn and MySpace account. The only additional modification you will need to make for these accounts is to add new pictures and videos, get people to join your social media profiles, and respond to emails from your social media followers. In essence, your blog can dynamically control the majority of your social media efforts with no additional efforts on your behalf. In addition to social media marketing, blogs aid with the following marketing efforts:•

- Online public relations
- Adding credibility to your brand and website
- Earning repeat visitors through RSS feeds

HOW DO I MAXIMIZE THE BENEFIT DERIVED FROM MY BLOG?

The following guidelines and tips will help you maximize the benefit you receive from your blog:

1. Make sure the blog is internal to your website. Not on another domain or sub domain. For instance:
 - a. *www.synotacblog.com is not the best URL for the Synotac blog.*
 - b. *www.blog.synotac.com is not the best URL for the Synotac blog.*
 - c. *www.synotac.com/blog is the best URL for the Synotac blog.*
2. Use the key terms you are targeting on your website within the article’s text and title. A descriptive, keyword loaded title is very important. A title should not be more than 70 characters, including spaces. Your article does not need to be more than 200-250 words.
3. Use in-text links often, and appropriately.
 - a. Linking to a a given page more than once in an article will not help your SEO.
 - b. You should turn one occurrence of a term targeted on another page into a link to that page.
 - c. We recommend using no more than one in-text link per 50 words.



4. Use the WordPress blog platform to take advantage of the available “plug-ins” that aid with SEO.
5. Promote your blog to other bloggers relevant to your industry.
 - a. In press releases, reference your blog and link to it.
 - b. Invite other industry bloggers to follow you on the various social media outlets you participate in and/or subscribe to your RSS feed.
 - c. Manually email bloggers to inform them when you create articles that will interest them.
6. Submit your blog to blog exclusive directories, like www.blogcatalog.com and www.technorati.com.