



## Keyword

- Choose a keyword or phrase that you believe people might use to find this blog.



## Featured Image

- Choose a featured image that is eye catching and corresponds with the concept in your blog.
- Make sure the size of the image is appropriate for your specific blog (usually not wider than 900px).
- Name the image the primary keyword or phrase.
- Write alt text that is the primary keyword or phrase.
- Provide an image description that can be saved as metadata for the image.



## Page Title

- Use the title tag in the page design. Use your keyword or phrase in the title.



## Heading 1

- Use the H1 tag in the page design. Use your keyword or phrase in the title.



## Heading 2

- Use the H2 tag in the page design. Use your keyword or phrase in the heading 2.



## Add an Image for Pinterest Image (if you want your blog easily pinned to Pinterest)

- Image size: minimum of 100 by 200, max width of 238 - tall pictures do well on Pinterest.
- Name the image the primary keyword or phrase.
- Write alt text that is the primary keyword or phrase.
- Provide an image description that can be saved as metadata for the image.



## Body text

- Include the keyword or phrase in the body text at least once.
- Link to internal pages that relate to your content where you can.
- Link to high value, meaning reputable and established websites wherever appropriate.
- Write in a natural and informational tone so it is easy for readers to consume your content.
- Use bullet points, headings, bold, and italic to visually break up the text and support ease of reading.



## Call to Action

- Include a clear call to action on every page. What do you want the reader to do after reading this blog?
- Contact us, sign up for a newsletter, or sign up to download a document are a few common options.



## Do you have more questions about how to create a successful blog?

Visit our blog at [blog.breezyhillmarketing.com](http://blog.breezyhillmarketing.com) to learn more about blogging as a tool to provide value to your clients and optimize your site for search.