

# How to write SEO friendly blog posts that work for humans too

## Goal:

Writing a blog post that attracts the right kind of audience via SEO AND connects with your audience

**Step 1** - keyword research - Try to find high(ish!)-volume keywords that are easy to target (i.e. your competitors aren't already working hard to target them) and which suit your website's area of expertise.

### Tools to help you with your keyword research

- Google Keyword Planner
- UberSuggest
- KW Finder (this is a paid tool)
- Google (but remember to go incognito)

## **Step 2** - What's your goal?

Define the goal of your blog - what would you like your reader to do as a result of reading your blog. Now using your keyword research define your main target keyword or keyphrase for the blog.

**Step 3** - Create your blog post outline - a well structured blog will be easier for you to write, and easier your reader (and Google) to digest.

Research other content pieces which have had high engagement, and start to craft the structure of your piece using sub-headings

Top tip for content research:  
Buzzsumo

**Step 3** - Write! Using your outline and keyword research you're now ready to populate your blog.

**TOP TIP:** Just start writing, it doesn't matter if it's rubbish! That's what editing is for.

Tools to help you write:

- Grammarly
- Hemingway
- and for readability - Web Fx

**Step 4** - Edit. Add links to other pages on your site where relevant and check you've kept to your keyphrase goals AND your readership goals.

**Step 4** - Create Page Title Tags and Meta Descriptions that describe to the reader and Google what's in your blog.

**TOP TIP:** Not sure what Page Title Tags are? READ THIS

**Step 5** - Images - If you have images in your blog make sure you've accurately titled the image and completed the alt tag description

**Step 6** - You're good to go. Set your content free!

# Need some help?

Not sure where to start with your marketing, or no time to do what you want to do?

We're The Polka and we're here to help you connect with your audience online.

You can find more free resources here:  
[thepolka.co.uk/resources](https://thepolka.co.uk/resources)

We'd love to connect with you on social

