Blog Guide

Suggested Writing Guidelines for SEO-friendly Copy

Writing SEO-optimized blogs can improve your ranking and attract more leads to your website.

However, your content must do more than merely exist. It must accomplish two goals:

1. Solve a particular problem/provide answers
2. Appeal to your end user (clients, customers, etc)

Remember: at the end of the day **you are writing for people, not search engines**. These are intended only as guidelines. If you need to bend the rules a little to reach more people, we encourage you to do so.

Here are some of our most tried and true guidelines for improving the quality of your blogs.

Blog Title

First impressions are so important. Your blog title needs to distill your valuable content into a post that makes you want to click on it.

A good blog title should:

1. Tell readers what to expect — and deliver it.
2. Provide useful information
3. Include your chosen keyword, preferably near the front of the h1 header.

Ideally**, a blog title should only be no longer than 60 characters**. It's a lot of information to fit into a small space.

Protip: using potent action verbs that double as nouns like "Power, hinge, snowball, or balloon" can give your headlines that extra bit of edge.

Your title doesn't need to match what is suggested in the content assignment. But it should capture the targeted keywords. Likewise, If the target keyword is **pizza**, it's more ideal to have "**Pizza** that shocks with taste" than it is to have "the taste of this **pizza** is phenomenal."

Also, the titles and section headers in a Content Assignment are meant to indicate the general topic of the subsequent paragraphs. **You are encouraged to exercise some creativity with the final titles and headlines**.

Headers

Using headers between paragraphs is a great way to improve user experience. Headers break up the text and give more clues as to what the post is about. **Try to create unique headers that reflect your specific topic**. This helps Google better understand your content.

It is also important to properly tag your headers with heading tags (<h1>, <h2>, <h3>, etc.) — [check out this recent FF example](#) to see how we structure the headers.

Your blog title will act as the h1, so any headings within the copy should be marked as h2 and beyond and should be used hierarchically. Said another way, **don't use an h3 unless an h2 precedes it**.

Body

You want easily readable content. A blog post's job is to deliver the goods without exhausting your reader.

- Implementing lists is a great way to increase the readability of your content.
- Try to avoid long passages of text and use line breaks whenever possible.
- Other tools like **bolding help increase the general readability** of your blog.

Additionally, it's always a good practice to use the target keyword in the first paragraph of the article. Having the targeted keyword in this paragraph signals what the page is about to search engines.

We recommend that the content be no less than 500 words.

Meta Description

The meta description pops up in Google search results. Take this example from DoorDash:

This is a good meta description because it tells you everything you need to know about finding a great slice near you. It entices the reader with words like "largest selection" and talks about delivery. Yum, yum.

Think of a meta description like an elevator pitch. You've only got **120 characters (mobile) - 155 (desktop) characters** to entice the reader to click.

Therefore, your description should answer the following questions:

- 1) What is the post/page about? (should include keywords)
- 2) Why should I click on it? (CTA, or call to action)

Images

Images liven up your blog and give it some nice visual contrast.

When using images, **be sure to include your keyword/topic in the file name**.

Internal Linking

Linking is a great way to help users (and search engines!) discover your content. It has the added bonus of distributing your page authority and ranking power.

Internal linking should be user-focused, i.e., links should be relevant to the rest of the content and come about naturally *within* the content. For example, take this page on The Most Common Types of Truck Accident Injuries.

> "We've helped *recover millions of dollars in compensation* for our clients. If you or a loved one has been injured in a truck accident ..."

The link leads to FF's results page, which provides pretty persuasive facts about the client victories. It naturally relates to the content.

Pro-tip: **It's important to link to your content in different ways** (think: synonyms) to better round out the topics covered. Linking to the same page the exact same way every time can be misinterpreted as spam.

Reading the KW Research

When you receive a content assignment from BBC, it may feel hard to read at first. Look at this keyword bank for [Car Accidents Category Page](#):

Keywords

- Florida car accident lawyer (1)
- Florida car accident attorney (2)
- car accident lawyer (3)
- car accident attorney (11)
- auto accident lawyer
- accident lawyer (3)

- accident attorney (12)
- auto accident attorney
- car accident law firm
- car accident case (2)
- car accident settlement
- car accident injury claim

It can be a little disorienting to read if you don't know what you're looking for. Each of these keywords are powerful tools for helping your ranking and attracting clients.

Take the first keyword, "accident attorney (12)" The 12 indicates how often it is searched in this area in the last month. That means more people are looking for this keyword than they are looking for the keyword "car accident lawyer" which only has a 3. **Because more people are searching for it, it is much more valuable**.

That said, you never want to sound unnatural or to over-use your keywords.

Don't bend sentences into pretzels to get a keyword. While capturing targeted keywords in the title and headers is important, please avoid "keyword stuffing" in the body text. Cramming target keywords into every sentence sounds unnatural and is an outdated practice.

Using the **target keywords and their synonymous variants once or twice per section** should be plenty.

JM: I aim for target keyword in title, <h1>, around the first paragraph at least and a multiple times throughout the content

While it's great to have many types of keywords, you don't need to use every keyword.

URL

The URL should reflect your title which will include your key topic. However, **it should not be overly long or include [stop words](#)**, e.g., and, for, the, with, etc..