

036 - SEO for Blogs

Prologue 0:00

SEO needs to be taken into account right before you actually start writing a piece of content. You want to make sure that you know who this content is for, where this content should be found? Is this just a piece of content people are going to see on social media? Or is this a piece of content that answers something a lot of people usually search for? Because then you want to take into account what Google wants to rank.

SEO Leverage Podcast Intro Music 0:27

Welcome to the SEO Leverage Podcast, where we talk about search, marketing, and conversion.

Gert Mellak 0:37

Hello and welcome this is Gert Mellak from Seoleverage.com, episode 36. Today we are going to talk about SEO for blogs. First of all, I would like to make sure you know that over at Seoleverage.com/podcast you're going to find all our episodes, and a written version of the content. We present here in case you rather prefer to read or want to just check something you heard about on the show, head over to our podcast section and find information you need there. Also, you're going to find means of contact in case you want to learn something more about what we present here on the show, just get in touch with us support@SEOleverage.com. Before we jump into some SEO tips for bloggers. Let's first clarify something. Very often I get asked if it's already too late to start a blog. I personally don't think so because a blog is a very informal space, where you can talk a lot about a lot of things present a lot of content in different ways to make sure people can find you when they're looking for what you're talking about in the content there. So yes, definitely is worthwhile starting a blog, if you can be consistent and consistently work on this blog, not only adding new content, but also re-establishing, re-structuring, revising existing content over time. Many of my clients main foundation for attracting content to their website is their blog. A blog they have been building up over years and that got more and more traction over time. But it's sometimes we also see clients losing some traction after some Google algorithm updates, or just apparently users thinking the content might be outdated, or they would want to consume this content in a different way. So being staying on top of your game here, when it comes to content, and making sure that the content is up to date with users expectations has played a very, very important role. And I think this is really where SEO comes in. Because if we do SEO right, we do SEO on an ongoing basis, consistently, checking what our readers want to read, how do they want to consume this content. And by giving it to them in the best possible way on the blog. SEO stands for search engine optimization. And this means we optimize content, so it can rank on search engines. Why is this important? It's important because we want to attract search traffic to our blog. There's no point in writing a blog that nobody ever sees. The blog is there to attract interested like minded people to your brand, to your blog, give your brand exposure, make sure people start trusting your brand. And just bring them into your circle. They might then maybe download. Something you have might come to your mailing list, might follow you on social media. So this is really the end game we are trying

to play here. So SEO has an important role, because it's going to make sure that your content actually gets seen beyond you sharing it on social media. SEO needs to be taken into account right before you actually start writing a piece of content. You want to make sure that you know who this content is for? Where this content should be found? Is this just a piece of content people are going to see on social media? Or is this a piece of content that answers something a lot of people usually search for, because then you want to take into account what Google wants to rank. If you want to get see your article ranking on Google, you first need to see check Google what they actually want to rank when it comes to this topic. And make sure that your article is actually pretty much in line with the general competitive landscape here out there, so to speak, so it doesn't stick out too much. Obviously, in marketing, we want to be different. But being too different in SEO can cost you a page one ranking. So make sure you do your research. Check out the top 10, 20 articles or URLs ranking on Google for the keyword you expect your others to rank for. And make notes, check what your article might also need to cover in order to be eligible for a page one ranking. For the research process, you can essentially use Google head over to google.com or in your country, top level domain. Google.es, Google.de, Google.fr, wherever you are, and just research the topic on Google and check out the first pages. I've been doing this for years just making notes about the results I see. What are the common things they show, when they presented to this topic. Do they have infographics? Do they have videos? What are the kinds of sub topics to talk about etc. You can essentially make notes and all those notes can then serve you to produce a valid eligible content piece. Beyond the google.com research, you can also use some specialized tools. And this is a question that comes up from a lot of bloggers. What kind of tools should they get? Many, many tools are out there available, but many also come with a price tag. So what I usually suggest people get is, first of all, a tool we recommend here, this is Ahrefs, or Ahrefs.com. This is a tool that has been growing really, really fast thanks to an excellent content marketing strategy, and is pretty much the de facto standard among SEOs. A very similar tool is Semrush.com, which covers largely similar functionalities, maybe not as deep but has a little bit of a different approach, both tools could be valid, choose one and make sure you really know how it works. What I really like about Ahrefs is they have a lot of content that shows exactly what you can do with this tool, cover a lot of use cases. So you just want to make sure that the investment you make with these tools, and those are usually on a monthly subscription, you definitely leverage the investment, take the best advantage out of it. And make sure if you have a team or assistant, they already also know how to use this. So to really just apply the knowledge or the information this tool gives you for your content marketing strategy. If you can afford an a second tool, I would probably search for some sort of text optimization tool. There are two tools out there I like both really, really a lot. One is InLinks.net. InLinks, essentially, is a tool that compares your content with top ranking websites, and does a very thorough very technical analysis, and shows you what is the Knowledge Graph around your article and the Knowledge Graph around competitors articulate. Roughly a knowledge graph is how concepts are related to each other. Concepts, or they call this entities, essentially, topics if you want largely that are interconnected. And you want to make sure that you connect to topics in a similar way as your competitors do. A competing tool we also like and also use is Surfer SEO. Surfer SEO is probably the easier entry point. Although InLinks has been improving a lot on the user experience to make it easier to use. And then essentially also compares your article to top

ranking websites and gives you an editor liking links as well, where you can type in your content and get instant feedback on how you are measuring up when benchmarked against top ranking articles. Ultimately, these kinds of tools make sure that your articles is pretty much in line with top 10 ranking pages. So you can save yourself the handwritten notes I've been doing for years, and do this with machine learning support. Once you have your content written and have been using the main tools in order to get it written, it's really about how to attract more traffic to your blog. Certain content, pieces of content are going to drive traffic because they're going to position themselves well on Google if you do enough research and don't go after to competitive terms directly. Google is going to see your article is eligible, your article is of good quality, and might start your ranking your article after a few weeks or months. Other topics are going to be harder to rank. And those are usually the topics where there's a lot of search volume. A lot of searches every month for these topics. And there is a chance they're already covered by people also doing SEO on their end. So it's a little bit harder to get in there. One very important point for content marketing is to right off the bat, consider links or backlinks from other websites to your content as a very important part of the puzzle. A link essentially is a vote of confidence, something that another website tell us Google. So essentially it's another website telling Google that your website, your article is relevant in a certain context and endorses your article so to speak. This makes it easier for Google to figure out which articles are essentially worthless or might not be backed up enough or might not be legit enough and which articles are really endorsed within the industry by other authoritative blogs or other authoritative relevant sites. And this may helps Google to figure out which articles should really be ranking. So links are still important, but not only external links of backlinks, but also internal links. You don't want to just add your content to your blog and see what happens. You want to make sure that whatever article you put up on your blog is linked together with the existing content pieces. My suggestion usually is to at least create 5 or 10 internal links to a new article you just published from other relevant spaces on your blog. This might be harder at the beginning, but once you have 20, 30, 50 articles on your blog, this is usually a very straightforward process. And this makes sure that Google doesn't only discover your article, but also can make a connection to your existing content Google already knows and start ranking your article for topics that might only come up in referenced articles. So make sure that the content you put up gets tied together with other relevant pieces of content. So if we wrap this up, we have definitely learned that you can still do blogging, you can still get very value traffic with blogging. SEO is important because you probably want to attract traffic from search engines. You want to get found for your articles when people search for their topics on Google. So you definitely want to make sure SEO is part of the puzzle. There is a lot of research involved because you need to write something that Google actually wants to rank. You can do this manually on Google, you can use tools like Ahrefs, SEMrush, InLinks, Surfer SEO to help you do the research and create the content. And you should make sure that there are links coming to those pieces of content so that Google can actually understand that they are relevant in a certain space. I hope this was helpful as an overview for you as a blogger and how to leverage SEO for your traffic. If you have any questions, shoot over an email to support@SEOLEVERAGE.com. I'm always on the helpdesk every single day as well. So I'm really looking forward to getting your emails and if you have any suggestions on topics we should be dealing with here on the podcast, or any guests we should

be by inviting definitely also let us know. This is episode 36 you're listening to Seoleverage.com.
My name is Gert Mellak. Thank you.