



Strategy10: Include Keywords

Blogging is the window of your business. It needs to reach customers and entice them to go to your website where they can buy your products and services. In order to do this, you need to use keywords in your posts so that your posts rank well in search engines.

Just as you did when choosing topics, listen to your clients to understand how they ask for information or describe their problems. The words they use are your keywords.



Make sure you put keywords in the title of each post. When a reader looks at the title of your page in search engine results, they should be able to determine what the post will be about and whether or not it is something they want to read. The title of your blog post will also appear in the URL address, so it should be simple, straight to the point, and include a keyword.

What are some keywords you can use?
