SEO Guide

For Blog Posts & Website Pages

Finding Keywords
Long-tail keywords mean that your keyword is specific and unique, making it easier for your post or page to rank for it. Add your location to some to differentiate your business and show Google where you are located. Moz & Ubersuggest are great places to find keywords.

When searching choose the country you are located in and add your area of interest. Try adding words around the word, for example if I was writing a blog post about Pinterest I would add 'for business' or 'top tips'

Choose ones that are searched over a 100 times a month (volume of searches) but with a low SEO difficulty. You don't want to compete with other sites, a low SEO difficulty means the number of sites using that keyword is low and you stand more chance of ranking for it.

How to Use Them
Once you have your keywords you want to add them to the following places ...

- Post or page title
- URL
- Within the first paragraph and once more in the text, if possible
- Image alt tag
- Meta description (160 characters, around 2 average sentences)
- Meta heading.

Other Top Tips
- Use lists where possible as Google loves them
- Write a minimum of 600 words per post. Once a month write a longer post of around 1000 words.

For more tips and advice visit moxieva.co.uk or
@growwithmoxie on Instagram

Grow with Moxie