

# Blogging for Business

If you're ready to create blog posts that will bring people to your page, you're in the right place.

The guide includes:

- A basic blog post layout
- Tips for using keywords
- Websites that offer FREE image downloads



Enjoy!

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Founder of Stephanie Tilton Copywriting

# Blog Layout

Main Header

Content

Photo or  
Video

Sub-heading

Photo or  
Video

Content

Call-To-Action

# The Blog Title

This is the name of your blog and what readers will see before anything else. Make sure your title describes what information will be found in the blog post.

## Use Keywords in your Title!

No more than 2 per blog post.

If you need help finding keywords that are popular, try the [Serps.com](https://serps.com) free Google Keyword search tool.

Example Title:

How To: Tie Your Shoes in 5 easy steps!

# Header and Sub-Headings

The Header should be an attention grabbing sentence at the beginning of your post. Your sub-headings should highlight the main points of your blog topic.

Use Keywords in your Headers!

Example Header:

Are you ready to ditch the slip-ons and velcro and get shoes with strings? These 5 easy steps will teach you how to tie your shoes in no time!

# Blog Content

This is where you write all the details on your topic. Include links when relevant. Make sure to add keywords when appropriate. Don't overuse keywords. Your reader WILL notice and they won't like it!

**Use Keywords in your Content!**

Add photos, videos, gifs, or graphs throughout the body to break up some of the text.

You can also use spaces between paragraphs to do the same. Don't be afraid to write paragraphs in varying lengths.

# URL Slug

The url is the link readers will use to find your blog post. Think of it as the address to your blog post.

Using keywords in your URL can increase your SEO.

Use Keywords in your URL!

Example URL:

[www.websitename.com/blog/how-to-tie-your-shoes-in-5-easy-steps](http://www.websitename.com/blog/how-to-tie-your-shoes-in-5-easy-steps)

# Meta Description

The meta description is a short blurb about your blog post. This is what search engines will post under your blogs title and in search results.

Use Keywords in your Meta Description!

Example URL:

For years, you've been living in slip-on or velcro shoes. Don't fear shoe strings any longer! These 5 easy to follow steps will teach you how to tie your shoes in no time!

# Get To Writing!

I hope you've found this guide super helpful! If you follow these tips, you'll be writing SEO friendly blog posts in no time!

One last thing before you go!

## FREE STOCK PHOTO SITES

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