Locallect Marketing Presents

HOW TO GET MORE TRAFFIC TO YOUR BLOG

With 10 Simple Tactics

1. FIND A GOOD KEYWORD

It all starts with a good keyword! Base your post on a keyword that:
- Your target audience would use in a search
- Has high monthly search volumes
- Is not too competitive
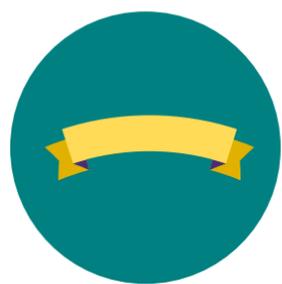
2. WRITE A BEAUTIFUL TITLE TAG

This is the title that shows up in the search engine results. Write a title tag that people want to click on! Be sure to:
- Include your keyword in the beginning
- Make it 50-60 characters long
- Be descriptive

3. CRAFT CATCHY META DESCRIPTIONS

Meta descriptions show up right in the search results and often determine if someone clicks or not. Write a description:
- That is 150-160 characters long
- Makes people want to click
- Has a strong call to action

4. USE SHORT URLS (PERMALINKS)

The URL or permalink for your post is the address. Give your audience and search engines a clue about the post topic by:
- Keeping it short
- Including your keyword
- Using dashes instead of underscores

5. USE H1-H6 TAGS

H1-H6 tags help make your post easy to read. Search engines use these tags to determine what your post is about.
- Use one H1 tag per post
- Include your keyword in the H1 tag
- Use the H2-H6 tags add structure

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6. USE KEYWORDS LIGHTLY THROUGHOUT TEXT

Use your keyword throughout the post text. Don't use too frequently. Make it sound natural. More tips:
- Use keyword in first sentence
- Place keyword where it makes sense
- Include keyword in last paragraph

## 7. LINK TO OTHER PAGES ON YOUR SITE

Link to other pages on your website. This will help guide readers and search engines to your other great posts and products.
- Insert links to other pages on your site
- Use the keyword of the page being linked to in the link text

8. LINK TO CREDIBLE WEBSITES

Include links to other high authority, well established websites in your industry. This will help give your blog credibility.
- Link to other external websites
- Make sure the link opens in a new window so readers don't leave your site
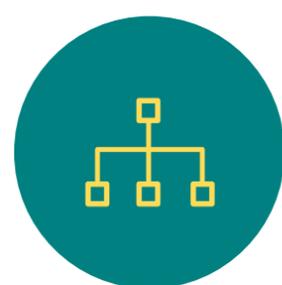
9. ASSIGN RELEVANT CATEGORIES

Categories allow you to group posts with similar topics and guide readers to related posts. Search engines like it too.
- Use no more than 6-8 categories total for your blog
- Assign 1-3 relevant categories per post

10. INCLUDE KEYWORDS IN TITLE OF IMAGES

Search engines look at the title of images and the image alt text to understand what posts are about. For all images:
- Use the keyword in the title
- Include a short description and the keyword in the image alt text