



## How to Keyword Optimize Your Blog

There are several ways to keyword optimize your blog. Why is this important? If your blog is keyword optimized then you'll get more traffic, because your blog URL will be up there in the top ten when someone is trying to find a topic like yours.

Think of how you search for something on the Web. You type the search topic into the Google (or whatever search engine you use) search bar. Then you get a page with a number of relevant URL addresses to go to. Do you ever click on pages two and three etc? Or do you go straight to one of those websites on page one? Those page one websites are the ones with the best keyword optimization. So if you want your website or blog to be up there in the top ten, you need good keyword optimization. These keywords can be obtained from [free keywords](#) tools.

How do you go about this once you get the results of the tools? You decide which keyword or phrase best fits your topic, and you repeat that keyword to about 5 or 10%. Do it without killing off your common sense and meaning, though. If your content sounds ridiculous, change it and go for a bit less of the % count. Example: -

Your topic is gardening, but your specific topic might be how to grow annuals. So your keywords would include 'annuals' or 'growing annuals' above all. These should be repeated in the first couple of sentences.

The heading and any sub-headings should contain your main keywords. The URL of your page should contain the keywords. The keywords should be put in 'bold' tags at least somewhere through the article. The keywords should be repeated throughout your article and mostly this will not be a problem. You can include other relevant words like garden, gardening, garden bed, and the names of the annuals such as petunia, poppies, pansies and so on.

These are onsite techniques for keyword optimization; the off-site techniques include getting inbound links that are relevant to your topic. They should link to your site using your keywords, and should be from higher ranked sites than yours. You can get inbound links by submitting your site to the appropriate directories. You can also let other bloggers know of your content and ask them for a link. In return you can link to them.

It is also possible to buy links, but don't go overboard with this. If you do all your work towards giving your readers good value, it will happen naturally.



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