



# Blog

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# 4-Step Process for Search Engine Optimization

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**Search Engine Optimization** is ensuring that your website and related pages show up on the results pages of search engines. It's an important process that every business should implement to acquire organic traffic. But with tons of websites on the internet, how do you keep up with the competition?

According to **Mill for Business**, some 380 websites are created every minute. That's roughly half a million websites published every day. Although it's possible that not all websites are optimized for search engines, and only a handful could be your competition.

## Establish a Blog

Create a blog for your business. Write articles relevant to your industry. Talk about best practices or respond to issues affecting the business. This will show your knowledge of the industry your business is in.

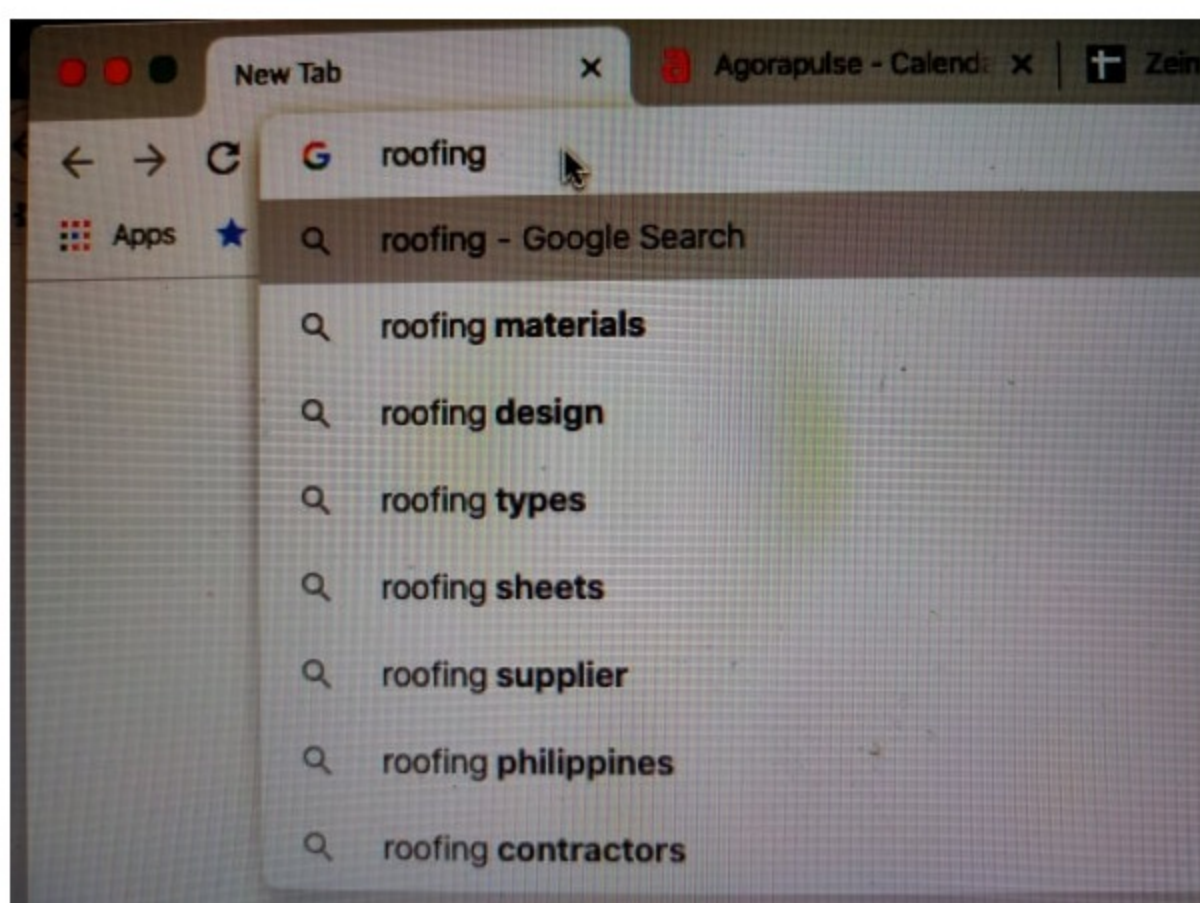


It would also be good if you can discuss Case Studies showing details about a certain project, showing detailed consideration of processes and decisions made, along with the results. Your reader could gather helpful information that can be applied in their situation.

Establishing a blog highlights your business expertise and knowledge. You gain trust and find you a resource that will make them share your written content and keep coming back for more.

## Do Keyword Research

As you work on the articles you intend to publish, you'd do well if you conduct keyword research. Keywords are words or phrases that defines your website and its content. Doing keyword research is identifying which phrases are used by your target customers when looking for information on the internet.



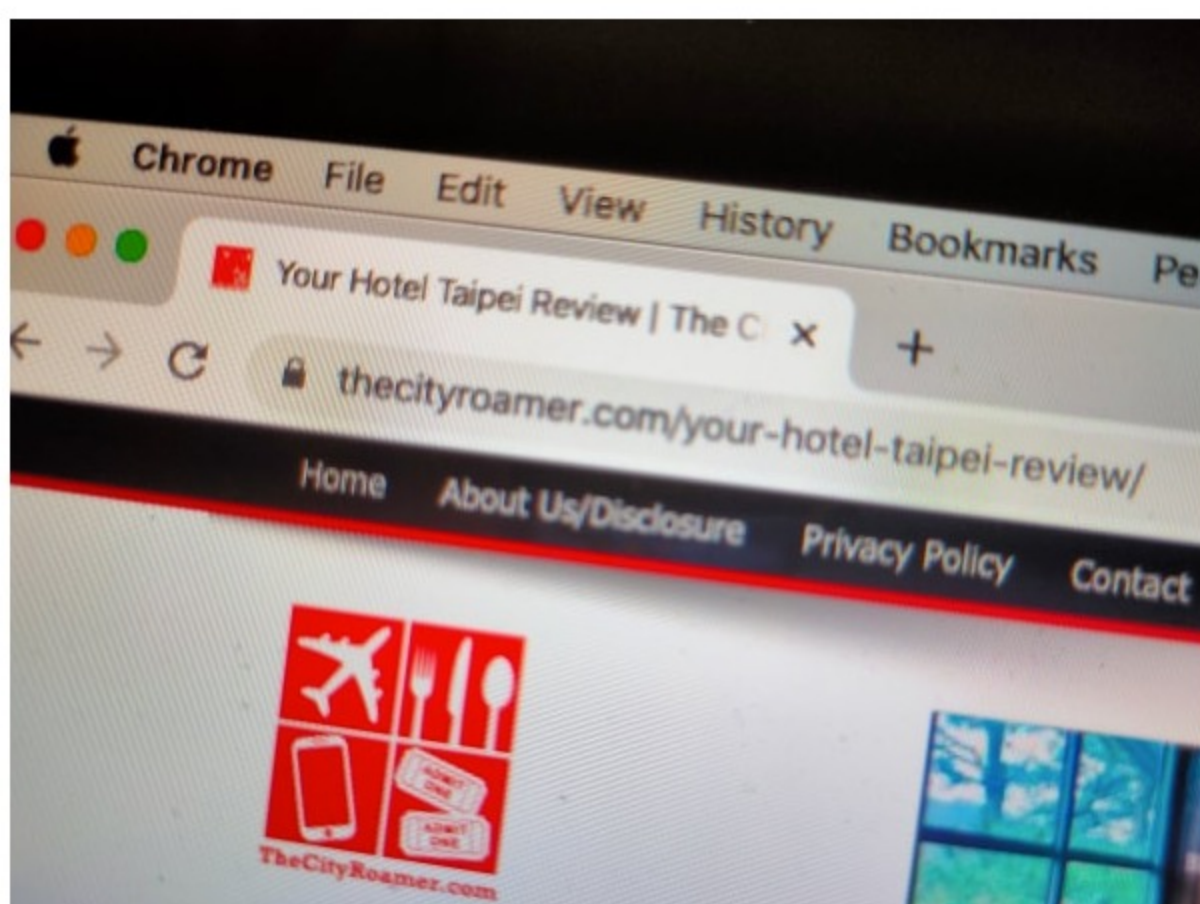
## Use Keywords on Your Blog

When you've identified the keywords that your target customers are using, use the keywords in your article. Be careful not to overdo it or you'll be penalized by Google. As a rule of thumb, your keywords should be equivalent to 10% of the total number of words of your blog.

For example, the recommended minimum length of an article is 300 words. That means your keywords should appear at 3x on the body of the article. More than that and that's already considered keyword stuffing and you will be relegated at the bottom of the search results even if you have a good content.

## Optimize Your Article

Aside from using keywords in the body of your written content, make sure that the keywords are found on the title of your blog, on the URL, and the ALT tag of your images.



The 4-step process for search engine optimization is the easiest way to optimize your content. With each SEO-optimized article published, your website will be crawled for new information. Regularly posting blog on your website will help your ranking and bring you to the top pages of search results.

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