

# **Upping Your Game: Why Search Engine Optimization is Crucial for Blog Writing**

## **Shelby McDonald**

Wondering why your blogs aren't doing too well? If you aren't evaluating Search Engine Optimization or SEO when it comes to blog writing and posting, you need to get your head in the game. Let's explore why SEO is crucial for your brand and discuss some new insights I have gained about it this semester.

### **So, What Exactly is SEO?**

Search Engine Optimization is improving your website's visibility and ranking on certain search engines such as Google. The main goal of SEO is to increase organic traffic to your blog or website. In simple terms, SEO helps your blog or website pop up first in search engine results when users search for relevant topics. SEO is crucial for blogs to reach the top of searches and to reach a larger audience.

### **Why is SEO so Important?**

SEO is make it or break it for your blog. If you want to reach a larger audience and gain more traffic to your blog, you need to work with SEO, not against it. Reaching a larger audience can only affect your blog positively. Effective long tail keywords help your blog to pop up on Google searches of users searching for your specific topic. These keywords are specific and work to your advantage.

### **Let's Get Specific**

That sounds like a lot, so let's get specific. What are real, applicable things that you can implement to increase your blog's SEO and visibility? If implemented successfully, you can attract new, organic traffic to your blog, ultimately boosting your brand to new heights. Here are 3 key practices you can apply to increase traffic to your page and increase your blog's performance. Go ahead, try them!

#### **1. Fresh Content**

The algorithm favors fresh content. This means that a frequently updated blog with consistent posting will increase SEO. Update statistics and write about relevant topics. Plus, what fun is an outdated blog anyways?

#### **2. Effective Long Tail Keywords**

By optimizing your blog with specific keywords, you can attract a more targeted audience with interest in your specific content. A long tail keyword is a phrase repeated multiple times in specific places in a blog to strategically increase ranking in search engines.

#### **3. Get Creative**

Writing your blog with your unique, interesting touch is the way to go. Your audience wants to read something entertaining and fun. Write creatively, yet effectively to increase traffic to your blog.

### **What I've Learned**

This semester, I have learned so much about Search Engine Optimization in PRCM 4020. Specifically, about incorporating long tail keywords to boost your blog to the top of Google searches. I have also discovered the benefits of outbound links. Outbound links link to another website, from inside your blog. Outbound links help increase SEO because search engines detect the "relationship" between the two web pages.

Search Engine Optimization sounds simple yet holds so much power. As I continue to dig deeper into the world of blogging and SEO, I am excited to gain new insight into how to improve my blog's performance and effectively implement new approaches.