

[RECIPE] Writing SEO Friendly Blog Posts that Convert

Last Updated / Reviewed: Sept 24th, 2023



Goal: Writing a blog post that not only attracts the right kind of audience but also converts them into customers.

Prerequisites or requirements: Part of the recipe assumes you're using WordPress on your blog. But you can perform the equivalent actions on your own CMS.

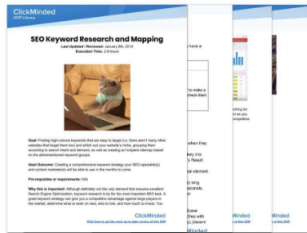
Why this is important: Without a proper strategy backing up your blog posts you'll spend a considerable amount of time writing content that will not help you achieve any of your goals.

When this is done: Every time you want to write a new blog post.

Who does this: Joint effort between the person responsible for SEO and Content.

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☐ **Step 1 – Grab your keyword research spreadsheet (or perform keyword research if you don’t have done it yet)**



Keyword research / Keyword Mapping

Find and group keywords that people are looking for within your niche, and create a comprehensive keyword strategy that dominates search engines.

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Outcome: You have defined the exact keyword that you want to target with your blog post.

Special instructions: To be more efficient you should perform comprehensive keyword research once every few months covering a large range of topics. Then, once you pick what you’re going to write about, perform in-depth keyword research on that specific topic.

☐ **Step 2 – Create an awesome blog post outline**



How to create awesome blog posts outlines

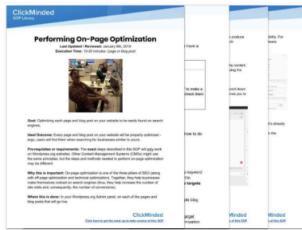
Create high-quality content that attracts users to your website, provides them the information they need, and converts them into customers.

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Outcome: You have completed the Outline Template and went through the General Blog Post Checklist included in the same SOP.

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☐ Step 3 – Perform on-page optimization on your blog post



Create an On-Page optimized blog post

Optimize each page and blog post on your website to be easily found on search engines.

[Click here to view the Yoast SOP](#) / [Click here to view the RankMath SOP](#) / [Click here to view the SEO Press SOP](#)

Outcome: You've perfectly optimized the content of your post for search engines.

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