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I’ve been scouring the web looking for good advice on how to do content marketing and blogging for startups. I’ve read about two dozen articles and blog posts, watched YouTube videos, many of them by Neil Patel. Went over courses by Moz, Ahrefs, and SEMrush. And even wrote an SEO comparison guide about the popular SEO tools I've been using. There was one course that stood out in particular for being comprehensive and packed with actionable advice, and that's the Blogging for Business course by Ahrefs. The insights in this guide are my learnings from that amazing course as well as learnings I picked up from all the other sources. The one pattern of advice that I noticed consistently given across the board is the importance of doing keywords research every time you go about creating content for your company. Whether it’s for a blog post, a product page, a landing page, or a guest blog post. The biggest mistake that bloggers make is writing about things that no one is searching for. You have to blog about things that your potential readers are actually searching for in Google, so they can find your blog posts, and if the content is good then people will become regular readers of your blog. So you have to do keyword research for every piece of content on your site. Although keyword research seems easy, most people have no idea how to go about finding and using the types of keywords that matter. Many generically choose a few keywords to target, but fall short in: So the solution is to develop a method for analyzing and targeting high ROI keywords. This guide will help figure out how to go about it. Things to keep in mind: Problem: A lot of blog posts experience the “spike of hope” where there is a spike of traffic after publishing because of the promotions to email subscribers, social followers, niche communities like Reddit, Slack channels, FB groups, forums. But then the traffic dies out. Solution: In order for your blog to grow you need to be reaching new audiences all the time, that’s where traffic from Google is important. It doesn't come to your posts right after publishing, it takes some time to build up, that’s where you invest in SEO and enjoy residual traffic that builds over time. By applying SEO strategies your blog posts will start ranking in Google for relevant search queries and will bring consistent traffic that will not fade over time. Content should be keyword rich, but not to the point of saturation (keyword stuffing could pose significant problems with Google). So, as a rule of thumb, try to use 1 to 3 keywords per 100 words of text. The most critical area for keyword usage: In Title tags, Headers H1, H2, H3, H4, etc. and Meta descriptions. Titles should be 65-70 characters in length, keeping the headline visible in the search engine results page.