Document 9 ’ scouring web looking good advice content marketing blogging startups ’ read two dozen articles blog posts watched YouTube videos many Neil Patel Went courses Moz Ahrefs SEMrush even wrote SEO comparison guide popular SEO tools 've using one course stood particular comprehensive packed actionable advice 's Blogging Business course Ahrefs insights guide learnings amazing course well learnings picked sources one pattern advice noticed consistently given across board importance keywords research every time go creating content company Whether ’ blog post product page landing page guest blog post biggest mistake bloggers make writing things one searching blog things potential readers actually searching Google find blog posts content good people become regular readers blog keyword research every piece content site Although keyword research seems easy people idea go finding using types keywords matter Many generically choose keywords target fall short solution develop method analyzing targeting high ROI keywords guide help figure go Things keep mind Problem lot blog posts experience “ spike hope ” spike traffic publishing promotions email subscribers social followers niche communities like Reddit Slack channels FB groups forums traffic dies Solution order blog grow need reaching new audiences time ’ traffic Google important n't come posts right publishing takes time build ’ invest SEO enjoy residual traffic builds time applying SEO strategies blog posts start ranking Google relevant search queries bring consistent traffic fade time Content keyword rich point saturation keyword stuffing could pose significant problems Google rule thumb try use 1 3 keywords per 100 words text critical area keyword usage Title tags Headers H1 H2 H3 H4 etc Meta descriptions Titles 65-70 characters length keeping headline visible search engine results page