**Search-Engine Optimization Guide for Blog Posts**

Keyword research and integration essentially allows us to tag our posts or include in their content words/phrases that will help us appear more frequently in google searches. The goal is to find our audience by anticipating what they will be searching for.

Think of the blog as a solution to a query: we aren’t marketing inward but outward. Think about intent of the google search.

* Single Keywords: Typically worse to target, *“game” or “streamer”*
* Competitive Stringed Keywords: 2-3 words, easiest to find, typically super competitive *“Moral Choice Game” “Character Design” “Indie Game”*
* Long Format Keywords: 4 or more, typically best to target. *Like “moral choice game small studio” or “game about moral choices” or “character design tropes and tricks” or anything like that*

We kind of want to target informational searches, since no one is really looking for us as of right now. So things like “how to make a game about moral choices” or “how to draw characters for games” are important things to increase traffic, since that’s a common thing to google!

Google Jank

* I typically started with the google method and by listing what I think were good keywords, which is like basically you write something in google like “narrative games about choice” and then start typing single letters after it to see what pops up first. It gives you a good idea. If you add an underscore it acts as a space and then fills that space.
* We can also use the “people also ask” section.
* Can also put ‘competitors’ in, so other blogs, like this site:[insert site] and then a bunch of the pages come up so you can see what other people are doing.

**Google Keyword Search** is free but it needs you to attach your credit card to an ad account in order to get access – which is weird. Here, we are searching for keywords that have 0-500 and low competition. It’s sort of a guess and check type of deal, so generating the ideas from the google jank section above is a good first step.

Some good and common blog titles (just anything you can think of that’s common, youll find a lot of these applicable to different fields but its good to know – they’ll be in the ask section too when you do that):

* How to XYZ
* Types of XYZ
* Common Mistakes XYZ
* Ideas for XYZ
* Best Ways to XYZ

**How to USE Keywords**

Wix should have these items:

* URL Slug: basically what comes after miaconsalvo.com/streamevil. Should have something to do with the keyword.
* Title Tag: what pops up on google, probably most important for SEO
* Meta description: description under title on google, this should also have some keywords in it that you found.

TAGS: These are not for SEO, theyre basically things that come up at the bottom of the article and you can click them to find other articles under that heading.

Basically you want to pepper the full strings of words together throughout your article without it sounding overly forced. Subheadings and titles are always really good for this, but also within the text if you can manage it.