



# 16 POINTS

To check before and after each blog post to

## Before Publishing a Blog post

- Select a topic to rewrite, do not spread too much. Think of Google!
- Write a title that is informative, urgent and contains keywords. Edit the pictures you want to bring and make them relevant and SEO friendly.
- Do not forget ALT texts on the pictures - these are listed as descriptions. Pinterest if someone would pin your pictures!
- Divide your post into shorter paragraphs, preferably no more than 5-7 rows per paragraph. Also add paragraph title if it suits your blog.
- Link! Both to previous posts that are relevant to your own blog but also to others if this would fit. Everyone likes link love!
- Invite to the interaction of readers, ask a question or invite them to share bring something in the comments field.
- Fill in the SEO section of the Yoast plugin if you have WordPress. Here you can also add in a picture that will be used when someone shares the post.
- Correct reading. No one likes specialism and meaningful grammar.

**BEST BLOG TIPS**

**SEO EXPERT  
MELBOURNE**

<https://www.seoexpertmelbourne.com.au/>



# 16 POINTS

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## After Publishing a Blog post

- Share the post on your Facebook page. Your biggest fans are your friends, do not afraid to invite them to your blog.
- Timer the post for your blog's Facebook page, check the statistics when most read. Usually early morning or after 20 in the evenings.
- Share an image of Instagram from the post and write something attractive. Remind that A link to the blog is in the profile!
- Do you use Pinterest? Pin a picture from the post!
- Share the post in relevant Facebook groups - but not all at the same time! Often it is same people in many groups and you do not want to be perceived as spammy.
- Reply to comments and please visit the commentary's blog and write something there!
- Make a Periscope broadcast or some clips on Snapchat about your post. Develop please the subject and receive questions.

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## SEO EXPERT MELBOURNE

<https://www.seoexpertmelbourne.com.au/>

More Help?

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