

SEO?

SEO stands for Search engine optimization. It is a set of rules for optimizing website so that it can achieve higher rankings in search engines' organic results. It's the process to follow to increase the visibility of your website in search engines and get more traffic.

SEO has two main goals.

The first is to help you understand what users are searching for online so that you can create high-quality content to satisfy their intent.

The second is to help you create a website that search engines can find, index, and understand its content.

In addition, following good SEO practices is a great way to increase the quality of a website by making it user-friendly, faster, and easier to navigate.

The most important SEO tasks have to do with:

- Identifying what users are searching for that is related to your products and services
- Creating content that will make users happy
- Providing the right signals to search engine crawlers and algorithms through various SEO techniques

SEO can be considered as a complete framework since the whole process has a number of rules (or guidelines), a number of stages, and a set of controls.

SEO Concepts:

Organic Result: Organic search results are the ones that are earned through effective SEO, not paid for (i.e. not advertising)

Search engine results pages: Search engine results pages are web pages served to users when they search for something online using a search engine, such as Google. The user enters their search query (often using specific terms and

phrases known as *keywords*), upon which the search engine presents them with a SERP.

Search Engine Marketing: Search engine marketing is the practice of marketing a business using paid advertisements that appear on search engine results pages (or SERPs). Advertisers bid on keywords that users of services such as Google and Bing might enter when looking for certain products or services, which gives the advertiser the opportunity for their ads to appear alongside results for those search queries.

SEO is important because:

- The majority of search engine users (more than 70% – see graph below) are more likely to click on one of the top 5 suggestions in the search engine results pages (SERPS). To take advantage of this and gain visitors to your website or customers to your online store, your website needs to appear in one of the top positions.
- SEO is not only about search engines but good SEO practices improve the user experience and usability of a website.
- Users trust search engines and having a presence in the top positions for the keywords the user is searching, increases the website's trust.
- SEO is good for the social promotion of your web site. People who find your website by searching Google or Bing are more likely to promote it on Facebook, Twitter, or other social media channels.
- SEO is important for the smooth running of a big web site. Web sites with more than one author can benefit from SEO in a direct and indirect way. Their direct benefit is an increase in organic traffic and their indirect benefit is having a common framework (checklists) to use before publishing content on the site.
- SEO can put you ahead of the competition. If two websites are selling the same thing, the search engine optimized website is more likely to have more customers and make more sales.

HOW SEARCH ENGINES WORK: CRAWLING, INDEXING, AND RANKING

Search engines work through three primary functions:

1. **Crawling:** Scour the Internet for content, looking over the code/content for each URL they find.
2. **Indexing:** Store and organize the content found during the crawling process. Once a page is in the index, it's in the running to be displayed as a result to relevant queries.
3. **Ranking:** Provide the pieces of content that will best answer a searcher's query, which means that results are ordered by most relevant to least relevant.

What is search engine crawling?

Crawling is the discovery process in which search engines send out a team of robots (known as crawlers or spiders) to find new and updated content. Content can vary — it could be a webpage, an image, a video, a PDF, etc. — but regardless of the format, content is discovered by links.

Googlebot starts out by fetching a few web pages, and then follows the links on those webpages to find new URLs. By hopping along this path of links, the crawler is able to find new content and add it to their index called Caffeine — a massive database of discovered URLs — to later be retrieved when a searcher is seeking information that the content on that URL is a good match for.

What is a search engine index?

Search engines process and store information they find in an index, a huge database of all the content they've discovered and deem good enough to serve up to searchers.

Search engine ranking

When someone performs a search, search engines scour their index for highly relevant content and then orders that content in the hopes of solving the searcher's query. This ordering of search results by relevance is known as ranking. In general, you can assume that the higher a website is ranked, the more relevant the search engine believes that site is to the query.

It's possible to block search engine crawlers from part or all of your site, or instruct search engines to avoid storing certain pages in their index. While there can be reasons for doing this, if you want your content found by searchers, you

have to first make sure it's accessible to crawlers and is indexable. Otherwise, it's as good as invisible.

SEO Techniques:

1. On the Page SEO

2. Off the page SEO

On-page SEO (also known as on-site SEO) refers to the practice of optimizing web pages to improve a website's search engine rankings and earn organic traffic.

In addition to publishing relevant, high-quality content, on-page SEO includes optimizing your headlines, HTML tags (title, meta, and header), and images. It also means making sure your website has a high level of expertise, authoritativeness, and trustworthiness.

It takes into account various aspects of the webpage that, when added together, will improve your website's visibility in the search results.

1. E-A-T

E-A-T, which stands for Expertise, Authoritativeness, and Trustworthiness, is the framework that Google raters use to assess content creators, webpages, and websites as a whole.

Google has always put a premium on high-quality content. It wants to make sure that sites producing high-quality content are rewarded with better rankings and sites that create low-quality content get less visibility.

There is a clear relationship between what Google considers high-quality content and what appears in the search results.

2. Title Tag

The title tag, an HTML tag that exists in the head section of each webpage, provides an initial cue or context as to what the topical subject matter is of the respective page it is on.

It is featured prominently in the search engine results pages (typically used as the clickable link) as well as in the browser window.

The title tag by itself has little impact on organic rankings, this why it's sometimes overlooked.

That said, missing, duplicate, and poorly written title tags can all negatively impact your SEO results, so make sure you're optimizing for this element.

3. Meta Description

Since the early days of SEO, meta descriptions have been an important optimization point.

Meta descriptions, meta tags that provide a description of what the page is about, are often displayed in the SERPs underneath the title of the page.

ADVERTISEMENT

While Google maintains that meta descriptions don't help with rankings, there is anecdotal evidence that indirect attributes of better descriptions do help.

Optimizing meta description correctly can help improve:

- Click-through rate (CTR).
- Perception of the quality of the result.
- Perception of what your website offers all change.

4. Headlines

Want your website content to perform well on search? Then start writing compelling headlines.

Coming up with a title for a blog post might seem too basic, but a great headline can mean the difference between a click and an impression – that’s why it’s important to create them strategically.

Your headlines need to spark interest for it to stand out on the SERPs – enticing users to click through and continue reading the rest of the content.

5. Header Tags

Header tags are HTML elements (H1-H6) used to identify headings and subheadings within your content from other types of text (e.g., paragraph text).

Header tags aren’t as critically important for your site rankings as they used to be, but these tags still serve an important function – for your users and your SEO.

They can indirectly impact your rankings by:

- Making your content easier and more enjoyable for visitors to read.
- Providing keyword-rich context about your content for the search engines.

6. SEO Writing

SEO writing means writing content with both search engines and users in mind.

There is a strategy behind writing solid SEO content – and it is more than just keyword research and fill in the blanks.

Simply producing content for the sake of it won’t do. Remember that you’re writing content for people – therefore that content must be high-quality, substantial, and relevant.

7. Keyword Cannibalization

True or false? The more pages you have targeting a keyword, the better you'll rank for that keyword.

False!

Targeting a specific term across multiple pages can cause "keyword cannibalization" which has some potentially disastrous consequences for your SEO.

When you have multiple pages ranking for the same keyword, you're actually competing with yourself.

It's important to identify whether keyword cannibalization exists on your website and resolve it right away.

8. Content Audit

Most content creators are focused on creating new content that they forget to audit their existing content. And this is a mistake.

Auditing your existing content is crucial because it helps you:

- Evaluate whether your existing content is achieving its goals and gaining ROI.
- Identify whether the information in your content is still accurate or has become stale (or even outdated).
- Determine what types of content are working for you.

Content audits can greatly help your SEO strategy and they should be done on a regular basis.

9. Image Optimization

Adding images is a good way to make your webpages more appealing. But not all images are created equal – some can even slow down your website.

Optimizing images properly will help you make the most of a valuable SEO asset.

Image optimization has many advantages, such as:

- Additional ranking opportunities (show up on Google Image Search).
- Better user experience.
- Faster page load times.

Images shouldn't be an afterthought. Make sure to incorporate images that support your content and use descriptive titles and alt text.

10. User Engagement

Enhancing your website's on-page SEO elements is only half the battle.

The other half lies in making sure those users will not bounce – but instead, they'll continue viewing your content, interacting with it, and keep coming back for more.

Retaining engaged users is a great challenge in itself, but it's certainly doable. To increase user engagement, focus on aspects such as site speed, user experience, and content optimization, among others

Off Page SEO:

- Off-page SEO refers to all the activity that takes place away from your website, which determines where you rank within the search engine results pages (SERPs).

- Optimising for off-site SEO ranking factors is crucial for improving the relevance, trustworthiness and authority of your website.
- This is mirrored in Google's algorithm factors, with off-page SEO contributing to over 50% of the ranking factors.
- Having a strong off-page SEO strategy can be the difference between where you and your competitors feature within the SERPs.

Strategies of Off Page SEO

1. Creating Shareable Content

Amazing content is always the KING in search engine optimization. Creating amazing and shareable content is a smart way to generating more and more natural backlinks to our website or blog. Research often and keep your content always fresh and updated.

2. Influencer Outreach

If you have created any kind of content which is share worthy, then don't hesitate to reach out influencers in your industry. Tell them to check your blog and ask for link backs from their blog. Make sure you get the links from completely relevant domains.

3. Contribute as Guest Author

There are a number of good and quality blogs that are open for guest post from various authors. Write an amazing research piece and reach them with the content for guest post. Don't focus on quantity of links but rather focus only on quality links. Also don't keep posting multiple times on the same guest blog site.

4. Social Media Engagement

A major **Off-page SEO technique** is social media engagement. If you want to make your business, website or blog popular, engage with people on multiple social media platforms. Social media presence will help grow your business and also help you get more back links.

Top social networking sites

S.No	Social Networking Sites
1	http://www.linkedin.com/
2	https://www.facebook.com/
3	http://www.twitter.com/
4	https://www.pinterest.com/

5	https://www.instagram.com/
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5. Social Bookmarking Sites

Social bookmarking sites are one of the best platforms to promote your website. When you bookmark your webpage or blog post on popular social bookmarking websites, you gain high traffic to your webpage or blog.

Popular and high PR Bookmarking Websites

S.No	Social bookmarking sites
1	http://digg.com

2	http://slashdot.org
3	https://www.reddit.com
4	http://diigo.com
5	https://www.tumblr.com/

6. Forum Submission

Participate in search forums which are related to your website and business and make a connection with that community. Reply to threads, answer people's questions and give your suggestions and advice. Make use of "Do-Follow" forums.

List of high PR forums

S.No	Forum Submission Sites
1	https://www.flickr.com/help/forum/en-us/
2	https://www.addthis.com/forum
3	https://bbpress.org/forums/
4	https://www.careerbuilder.com
5	https://www.chronicle.com/forums

7. Blog Directory Submission

Directory Submission is constantly working to build quality back links. Choose an effective directory and select a proper category. It takes quite some time to deliver good results, but these results stand out over a longer time period.

Free directory submission list

S.No	Blog Directory Submission Sites
1	https://industrydirectory.mjbizdaily.com/
2	https://directory.entireweb.com/

3	http://www.elecdir.com
4	https://www.sitepromotiondirectory.com/
5	http://www.a1webdirectory.org/

8. Article Submission

Submit your articles in a high PR article submission directory. You can also give links to your website. Make sure your content is unique and of high quality. Low quality content and content that has more keyword stuffing might get rejected. Choose the correct category and give a good title to your content.

Free Article Submission sites

S.No	Article Submission Sites
1	http://hubpages.com/
2	http://ezinearticles.com
3	https://www.thefreelibrary.com/
4	http://www.brighthub.com/
5	http://www.magportal.com

9. Question and Answer

One of the best ways you can get high traffic is from question and answer websites. Join high PR question and answer sites and search for questions related to your business, blog or website and give clear answers to these questions. Give a link to your website which will help in bringing you more visibility.

Question and Answer Websites

S.No	Question and Answer Sites
1	https://www.quora.com/
2	https://answers.yahoo.com/
3	http://www.ehow.com/

4	http://answerbag.com/
5	http://www.blurtit.com/

10. Video Submission

If you want to make your videos popular, head to popular video submission sites. Give a proper title, description, tags and reference links. It is one of the more popular ways to get quality back links because all video submission websites have high PR.

Video sharing sites

S.No	Video Submission Sites
1	https://www.youtube.com/
2	https://vimeo.com/
3	https://www.dailymotion.com/in
4	https://vine.co/
5	https://www.metacafe.com/

11. Image Submission

Share your photos on popular image submission websites. Before submitting your images please optimize them with the correct URL and title tag. Before submitting your images, check if they have a proper title, description and tags.

Image sharing sites

S.No	Image Submission Sites
1	https://www.mediafire.com/
2	https://in.pinterest.com/
3	https://instagram.com/
4	https://www.flickr.com/
5	https://imgur.com/

12. Infographics Submission

Make creative infographics. These days, infographics are getting popular on the internet. Submit your infographics on infographics submission websites and give reference links to your webpage or blog. The image sizes differ with different websites.

Infographics Submission Sites

S.No	Infographics Submission Sites	DA	PA
1	http://www.reddit.com/r/Infographics	91	69
2	http://visual.ly/	78	70
3	http://www.infographicsarchive.com/	55	52
4	http://submitinfographics.com/	47	47
5	http://www.nerdgraph.com/	45	50

13. Document Sharing

Create attractive documents relating to your business or blog. The documents should have unique content and should be in either pdf or ppt formats. Submit these documents in the document sharing websites.

Document Sharing Sites

S.No	Document Sharing Websites
1	https://www.slideshare.net/
2	http://issuu.com/
3	https://www.scribd.com/
4	https://www.box.com/
5	http://en.calameo.com/

14. Press Release

Press Release Websites

S.No	Press Release Websites
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1	https://www.prnewswire.com/
2	https://www.prlog.org/
3	https://www.openpr.com/
4	https://express-press-release.net/
5	https://www.issuewire.com/

15. Web2.0 Submission

Above all, Web2.0 is just another technique where we can create sub domains in high domain authority website. For example medium.com, tumblr, blogger, word press etc.,

Best Tips for web2.0:

1. Keep sharing the great content
2. Update the site regularly
3. Build backlink for published article

16. Use Google My Business

Google My Business is another Google product for free. Optimize this platform for best local SEO ranking. There are n number of places where you can smartly optimize the content and links and from that we can generate decent number of social traffic and brand awareness.

What are keywords?

Keywords are ideas and topics that define what your content is about. In terms of SEO, they're the words and phrases that searchers enter into search engines to discover content, also called "search queries." If you boil everything on your page — all the images, video, copy, etc. — down to simple words and phrases, those are your primary keywords.

As a website owner and content creator, you want the keywords on your page to be relevant to what people are searching for so they have a better chance of finding your content among the search engine result page (SERP) results.

Role of keywords in SEO

Keywords help you as a website owner to:

- Identify and speak the language of the target market

- Create useful content for your target audience
- Communicate to Google that a webpage is a relevant match for a query
- Improve search engine rankings by helping Google understand what the webpage content is about
- Get content in front of the right people at the right time
- Drive more qualified traffic to appropriate webpages
- Increase time on site by directing more qualified traffic to webpages
- Increase conversions by helping consumers find you rather than your competitors

6 Places Where You Can Incorporate SEO Keywords

You can incorporate SEO keywords into existing content or create new content targeting those keywords. You can optimize the SEO keyword importance by placing them in strategic locations.

1. Page titles

While searching for any information, the first thing users read is the page title when it shows up in search results. If the keyword they're looking for appears in the page title, it immediately catches their attention and drives them to your site. The users and search engines also pay attention to such page titles, showing them higher up in the searches. Thus, use keywords in the page titles for a higher ranking.

See the example below.

Indeed: Job Search

www.indeed.com/

job title, keywords or company name, city, state or zip code, Advanced Job Search · Upload your resume - Let employers find you. Employers: Post a job - Your ...
Company Reviews · Orlando, FL jobs · Post a Job · Shreveport jobs

The Six Best Ways To Find Your Next Job - Forbes

www.forbes.com/sites/deborahjacobs/2013/.../the-six-best-ways-to-find-your-next-jo...

Mar 22, 2013 - Whether you recently lost your job or are ready to jump ship from your current one, the chances of your getting a new position through the want ...

CareerBuilder

www.careerbuilder.com/

Find the right job. ... Add your resume and let your next job find you. ... To start getting recommendations, upload a resume or complete a job application.

[Browse Jobs | CareerBuilder](#) · [Advice & Resources](#) · [Explore Careers](#) · [Entry Level](#)

Source

2. Meta descriptions

A clear and concise meta description tells users more about an article and encourages them to visit your website. A higher click-through rate leads to a higher Google ranking. The importance of keywords in SEO is enhanced with a well-written meta description that can be your pitch to attract users to visit your page. Tell them why they should visit your site and include keywords.

The example below shows where the meta description is.

Meta Keywords: How a Meta Keyword Plays a Small but Important Role ...

Meta keywords, or tags, are additional copy included in the HTML of your website . They help improve search engine marketing campaigns, especially with Yahoo ...

www.wordstream.com/meta-keyword - 25k - Cached - Similar pages

Use **WordStream** to assist your SEO efforts as well as SEM

Don't forget to use these **keywords** and their relevance to search engines for your website. Use **WordStream's keyword** ranking to optimize your keywords for

www.wordstream.com/improve-seo - 22k - Cached - Similar pages

[More results from www.wordstream.com »](#)

This is the page's meta description.

Source

3. URLs

URLs are highly visible and describe what the page is about. Try to keep the URLs short and use keywords to inform Google that your website contains the information people are searching for.

A story of graduate school serendipity

In the fields of observation chance favors only the prepared mind "Friedmann's journey shows that, even in this day and age, it can be tough to predict what a scientist is going to do on a well-defined problem, like synchronized activity in the spinal cord. Scientists are used to expect the unexpected (and live for those moments)."

berkeleysciencereview.com/fields-observation-chance-favors-prepared-mind/

Source

4. Content

Your content is the major attraction of your page. Relevant, engaging, and unique content will keep users hooked to your page. Why are keywords important? They help a user find your interesting content.

Remember that the keywords flow naturally with the content, and you must place it among the first 100 words.

23 Proven Growth Hacking Examples You Can Steal to Gain Traction

by Sharon Hurley Hall on March 14, 2018



95 SHARES

Growing your business is the dream and goal of every entrepreneur, yet sometimes it's hard to come up with ideas to propel you to the next level.

Stuck for ideas on how to grow fast?

Take a look at the success of others for inspiration.

To help you get inspired, we've collected the most effective growth hacking examples of businesses who've successfully used **low-cost promotion techniques to drive incredible growth.**

Source

5. Internal links

Using keywords in the anchor text of links directing to your webpage shows Google what your page is about.

Authority flows through links, internal and external



Source

6. Image and video file names

Instead of using the name given to image or video files by default, provide them with a name that incorporates some relevant keywords. Placing keywords in images, video names, and URLs enhances the importance of SEO and increases your chances of ranking on search engines, as more people are likely to be exposed to your content.

ORGANIC SEO

Organic SEO, or organic search engine optimization, is an online marketing strategy designed to improve your website's rankings in unpaid search results on search engines like Google or Bing. It involves tactics such as keyword research, link building, content creation, and optimizing page load time, all of which work together to appeal to search engine ranking algorithms for higher placement in search results pages (SERPs).

Why is organic SEO important?

Organic SEO matters in organic marketing because a staggering 75 percent of searchers don't even click past the first page of results. If you're not ranking highly, you guessed it — your website won't get any traffic, which means your site will struggle to bring sales and leads to your business.

Companies also need to pay attention to organic search engine optimization because users rely on search engines to find what they need. Over 90% of online experiences begin with a search engine, like Google.

If you don't appear at the top of organic search results, you're giving away revenue.

In fact, organic traffic captures more than 40% of revenue. Not to mention, search engines deliver a close rate that's eight times higher than traditional marketing. Search is a valuable marketing channel that's waiting to drive revenue for your business.

You just have to start optimizing your site for organic SEO.

NON-ORGANIC SEO

Inorganic SEO in the sense, for getting the result you have to pay to a search engine or to other. Artificial or inorganic SEO may yield quicker results and bump up your initial ranking or frequency of a website, less management responsibility, easy to implement, but the results are generally less effective in the long run as compared to organic SEO.

- It works by concentrating in search engine marketing which involves paid advertising, pay per click advertising as well as paid affiliate marketing. Inorganic SEO is all about [Pay Per Click \(PPC\)](#) advertising on search engine result page (**SERP**) and placement of a banner advertisement on relevant websites and it provides instant results.

- For businesses that are just embarking on the use of search engine optimization, the best idea is to consult with **EPS Infotech** a firm that offers organic and inorganic SEO (search engine optimization) strategies. In some cases, both types of campaigns are used to generate the best results; while others; using one strategy instead of the other is best.

SEO Techniques:

- Study Your Competitors' Best Performing Pages
- Conduct a Competitor Keyword Gap Analysis
- Find (and Steal) Your Competitor's Broken Backlinks
- Use Internal Links to Supercharge Page 2 Rankings
- Clean Up Toxic Links
- Earn Authority Backlinks with Digital PR
- Turn Brand Mentions Into Links
- Use Supporting Content to Show Topical Expertise
- Optimize for 'People Also Ask'
- Optimize for Image SEO
- Improve Your Organic CTR Using PPC Testing

BLOG

Blog Marketing is a content marketing strategy. The marketing strategy uses blogs to address potential customers directly and individually, thus achieving customer loyalty for their own brand. This type of marketing uses viral marketing methods in which an interest group is built based on a blog.

A blog is a website or page that is a part of a larger website. Typically, it features articles written in a conversational style with accompanying pictures or videos. Blogging is a fun and flexible way for self-expression and social connection, so it is no wonder blogs have become very popular.

BENEFITS OF BLOG:

- To Educate Others and Build Online Presence
- To Help a Business With Brand Awareness
- It helps drive traffic to your website.
- You can repurpose blog content for social media.
- It helps convert traffic into leads.
- It drives long-term results.
- Blogging helps with link building.
- It drives long-term results.

- Blogging Allows You To Understand Customer's Needs

How do I start blogging?

You can get started with your blog by following these steps:

- Step 1: Choose the subject you'd like to blog about. Don't think too broadly here – it's best to focus on a niche or a specialty, rather than a very wide topic. Also, it's a good idea to blog about something you are passionate about or that excites you. Hopefully, your enthusiasm will shine through in your content.
- Step 2: Choose a domain name. This is essentially the title for your blog, so make it something that's easy to remember and easy to spell. It's always a good idea to include a keyword in the domain name if you can. And try to use a domain name that ends in 'dot com' if possible. You can purchase a domain name from several sites, including NameCheap and GoDaddy.
- Step 3: Choose a blogging platform. There are a variety of different blogging platforms you can use to create your blog, some of which are free. Free platforms, such as WordPress.com, are a great choice for beginners. However, if you choose a free platform, ads will be run on your site and you never actually have full ownership of it. On the positive side, you won't have to purchase a domain name or hosting. For a business, choosing a paid platform in which you host your own blog is recommended: WordPress.org is one of the most popular. Other platforms to consider include Squarespace, Wix, and Joomla.
- Step 4: Choose your blog host and theme. A blog host is a company that provides space on its servers, for a fee, to store your blog. There are many to choose from. When choosing a host, as well as considering cost, consider whether it offers a reliable service and enough server space. When you have chosen a host, you can put your blog up online and install a theme. A theme is a template that can enhance the look and feel of your blog. You can access a free theme or purchase one. You can also install plugins to improve functionality.
- Step 5: Create your content. The final step is to create your content. Remember, the more you blog, the better you will get at it. So now it's time to start writing

TIPS FOR WRITING AN EFFECTIVE BLOG

Here are some tips you can use to write well crafted, interesting, and engaging blog posts:

- Create an outline before you begin, to help plan what you're going to say in your blog post.
- Include an introduction, main body, and conclusion. Introduce your topic and set the scene in the introduction. State your main points in the body. And summarize your argument in the conclusion.
- Use a conversational, informal tone. Imagine you are having a friendly chat with the reader. Avoid jargon, clichés, and overly technical language.
- Address the reader directly. Use words like “you”, “we”, and “I”.
- Use contractions. Use “I’m” instead of “I am” and “don’t” instead of “do not”.
- Include a catchy headline that generates curiosity or an emotional response in the reader. Headlines that pose a question can be particularly effective, for example: “Would you like to double your turnover in a week?” Whenever possible, incorporate a keyword into your headline to increase SEO. As a rule of thumb, aim to limit your headline to eight words or less.
- Use subheadings and lists to break up your content. These are easy for readers to scan. Subheadings, in particular, can act as signposts to guide readers through your blog. Subheadings should usually be in Header 2 format.
- Incorporate images and videos, if possible. Videos are very popular with readers and increase user engagement. Consider summarizing your main points in a video, and then expanding on them in the written content.
- Include a call-to-action at the end of your blog. This could be a link to connect with your company on social media, or to tweet about your blog. Also include links to other people’s sites, and hashtags.
- Invite readers to comment about your blog, ask a question, or share their views. Then be sure to respond to them.
- Edit your content carefully, before it is published. Ensure there are no typos or grammatical errors, and that the content is structured appropriately.

TYPES OF BLOG

1. Personal Blog

As the name implies, a personal blog is about the person who runs the blog. A personal blog is very different from the other types of blogs because it contains opinions and beliefs of the blogger.

Some of the oldest blogs on the internet are personal blogs. Their owners started way before the internet became very popular. They began by documenting their daily lives and experiences for others to read. Usually, personal blogs are not set up to make money. These bloggers use their blogging to find and connect with people who share the same opinions and beliefs as the blogger. That doesn't mean that all personal blogs don't make money.

2. Business Blog

A business blog contains content focused on an area of specialty to attract the attention of potential clients.

The business or blog owner makes money through the products and services they offer to the readers.

For example, to attract more readers and therefore clients, a dentist could post blog content on all aspects of dentistry.

Maintaining the blog over time solidifies the dentist's expertise while also attracting new clients to the practice.

3. Affiliate Blogs

An affiliate blog is a blog that posts content promoting other products and services.

The blog owner typically writes product reviews or tutorials and includes a link for the reader to buy the product or service.

These links are called affiliate links and when clicked and a purchase is made the blogger receives a small commission.

4. Niche Blog

First off, a niche is a small section of a larger group.

Niche bloggers focus their content on a very specific subset of a larger topic.

They solve a particular problem and have a specific audience.

