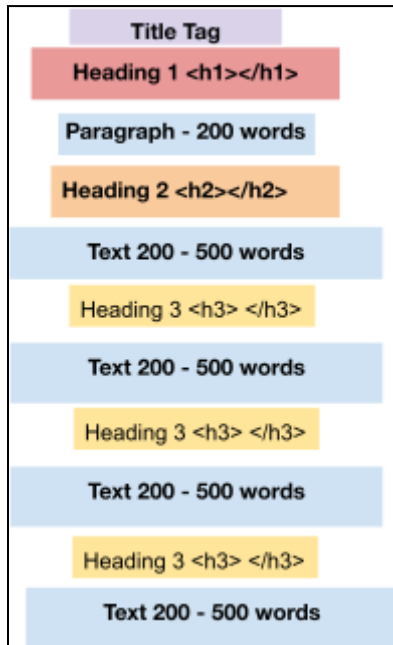**The Blog Structure →**

Title Tag (blue clickable link on search results) = Title of link viewed on Google Search must be less than 60 characters and Keywords at the left of the page.

Heading 1 = Heading of the page, employ relevant keywords which reflect the topic of the page

Heading 2 = subheading, employ keywords on similar or subcategory topic

Heading 3 = Smaller subheading can be used for lists or subtopics.

→When adding blogs make sure they are *at least 1000 words* to show Google that you are an authority in the industry and to provide the best content to Google.

→Meta Description: is the text that appears under the title tag (blue clickable link) and gives users an idea of what the page is about and what to expect when they click on it. *Best SEO practice would be to keep the character limit between 140-155 characters*.

→Title Tag: is the blue clickable link that appears on the Google search results. Best SEO practice would be to give every blog a unique title tag that reflects the page's content. *Best SEO practice would be to keep the character limit between 50-60 characters.*

→ Try *internally linking* within the blog to relevant pages (e.g. service pages) that your blog is trying to focus on in order to signify to Google the importance of these pages.

Blogging Best Practices For SEO →

1. **Use headings** → headings create a better understanding of the content within each section. Crawlers and users want a breakdown of each section and rely on H1s, H2s, H3s & H4s to break down the subtopics. It's important in these headings to use keywords to improve readability and create a higher chance of ranking within SERPs.

2. Usa visuals and add descriptive alt text to images → Images not only enhance user experience, but Google values images within blog articles. When using images, it is best practice to add descriptive alt text. Alt text describes what is happening in the image and helps Google understand *why* the image is in the blog article. Be sure to use images that align with the blog article.

3. **External links** → when discussing statistics it is beneficial to include external links to high authority websites. Linking to reputable websites shows search engines that you've done your research and you're serving readers with accurate, trustworthy information. This will help strengthen your blog article and help build a concrete argument that will help you gain trust from your readers.

4. Create longer posts that can be scanned easily → Google values lengthy, in-depth blog articles. As a rule of thumb, blog articles should be at least 800 - 1,000 words. The downside to lengthy articles is users want scannable, easily digestible information. This is where headings with relevant keywords play an important role in blog articles.

5. Internal links → allow for search engine crawlers to create an accurate sitemap of your website, meaning an increased crawlability. Linking to other valuable content on the website, such as relevant blog articles or service pages meaning a reduced bounce rate and increased chance at creating a conversion. It is important to use natural anchor text for your internal links. Avoid using spammy or generic call to actions such as 'click here'. Instead using descriptive anchor text that provides an insight into what users will find if they click the link such as 'read more about visa 189 requirements'.

6. Conclude with an enticing call to action → we want to lead the reader to the next step of their journey at the conclusion of the blog article. A great call to action is relevant to the blog topic and fits naturally inviting readers to learn more through other blog articles, discover relevant service pages or contact Absolute Immigration directly for immigration services.