Best Practice SEO for Blogs

Blogs provide website publishers with increased opportunities for visibility in search engines and organic rankings. Search engines "time stamp" blog postings which is why they often appear high in search engines.
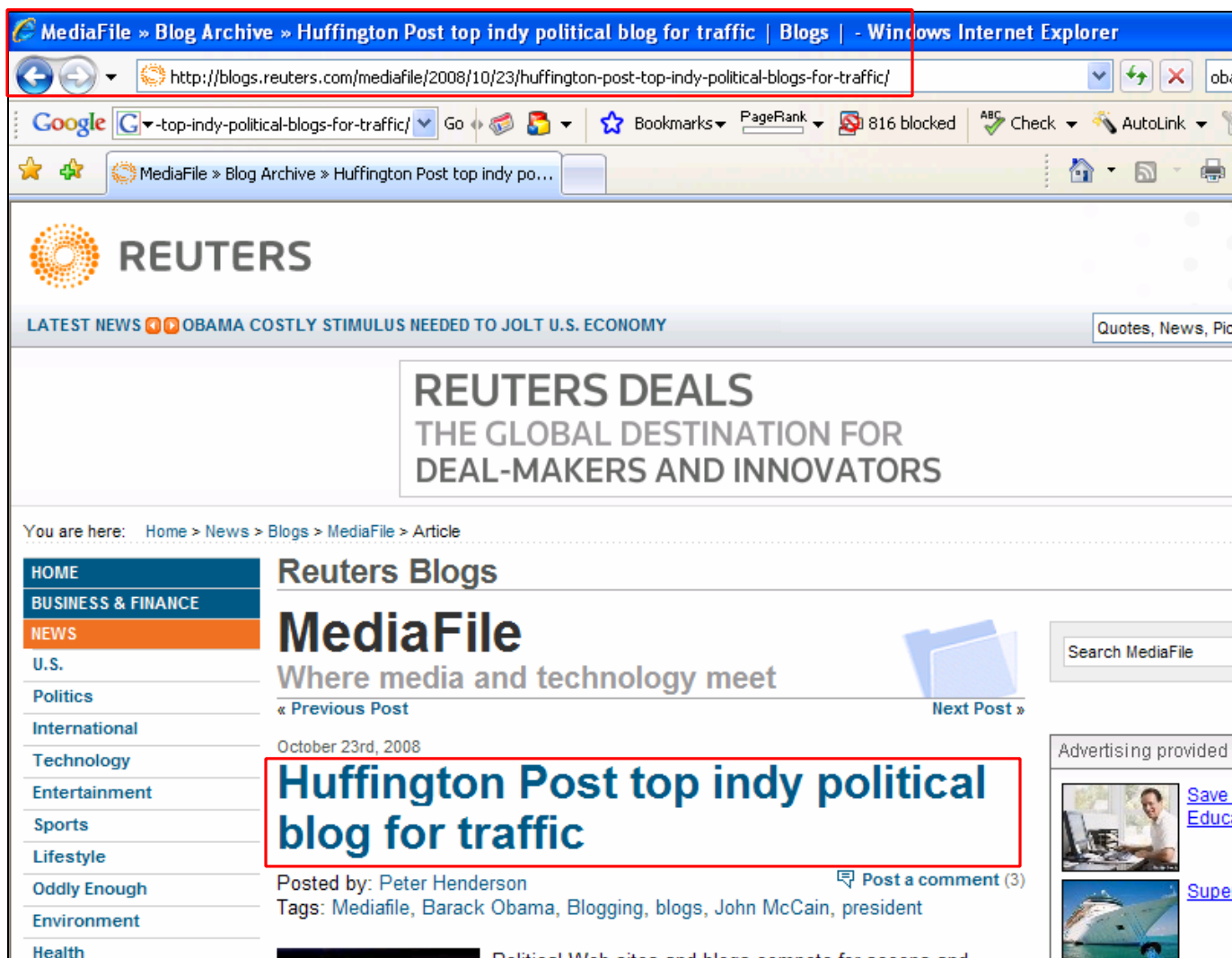
SearchForecast suggests the following best practice when implementing blogs on a website

Action Point #1: Keywords in Blogs URLs

Whilst it doesn't make a difference if the blog is either a sub-domain (i.e. blog.mycompany.com) or a file extension (i.e. mycompany.com/blog), it is important that the keywords of the "blog title" is included in the URL. For instance:

- http://blogs.reuters.com/mediafile/2008/10/23/huffington-post-top-indy-political-blogs-for-traffic/
- http://blog.newsweek.com/blogs/stumper/archive/2008/06/09/mccain-obama-blog.aspx

As detailed in the below screen capture, the keywords should be featured in the Title Tag, URL and in the main heading title of the web page.

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Action #2: Inter-Linking of Body Copy in Blogs to Website

Best practice optimization ensures that there are links from the blog posts to other pages within the website. By including relevant keywords in the blog posts which are hyper linked to similar content on the website, the website pages linked from the blog will increase in search engine rankings as well.

As detailed in the below blog post by KACE – there is a hyper link to the main website using a high audience keyword.

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