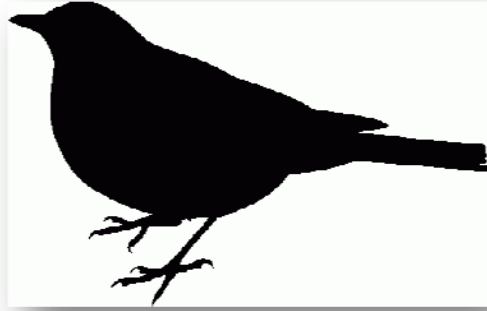


Blackbird Literary Services

Quick tips Series

#0100



“Down and Dirty Quick Tips: Using SEO to Increase Blog Traffic”

Understanding Search Engine Optimization and what it can do for bloggers

In a nutshell, SEO is a method of improving visibility of a site (blog) in search engines. Good use of SEO tactics moves your blog up in the ranks when people use search engines for keywords and tags. The higher up or earlier your blog appears, the more likely your traffic (visits to your site) increase. Who doesn't need more friends? Whether you're blogging for fun or profit, visits means visibility. And visibility in today's jam-packed blogosphere is everything.

Some Down and Dirty SEO tactics you can apply to your blog today

1. Make your titles accurate and descriptive

If you're trying to get people interested in your vintage fashion store, make sure your posts are titled appropriately. “My Weekend” won't cut it. “Weekend Finds: Vintage Armani Belts” will. The more specific, the more descriptive, the easier you make it for the software to find and highlight you.

2. Use keywords in your posts

The first step is to pick out two or three keywords or phrases—what are you trying to promote in this post? Once you've identified what your posting about, make sure to find clever ways to repeat those keywords and phrases throughout the post itself. The goal is to shoot for about 3 percent per post—any more and you risk annoying your readers with an obvious attempt to shove a topic down their throats. Any less? You're not really flexing your SEO muscle.

3. Links

Appropriate use of links to other related posts or pages featuring similar products increases your post's likability factor when search engines are doing working their magic. If you're posting a tutorial for a knitting pattern you've developed, be sure to link to an interesting yarn you found online, or to another pattern someone has posted that would look GREAT with your tri-color shawl. Links are lifeblood, right up there with keywords.

This free Quick Tip Sheet was brought to you by Blackbird Literary Services (www.blackbirdliterary.com).