HOW TO ADD SEO TO SQUARESPACE BLOG POSTS

WHERE & WHAT TO OPTIMIZE FOR IMPROVED SEARCH ENGINE RESULTS - 2020

SIMPLE & SOULFUL CREATIVE

KEYWORDS 101

Keywords are ideas and topics that explain what your content is about.

For SEO, they're the words and phrases that people type into Google when they are searching for something. Keywords are sometimes referred to as 'search queries.'

If you boil everything in your blog post down to a few simple words or phrases that summarize your main talking point, those are your keywords.

As a website owner and content creator, you want the keywords on your website pages and in your blog posts to be relevant to what people are searching for.

People cannot find your content if they aren't actually searching for it. So be sure to do a little planning (and research) before writing your blog post.

How could you could present your blog post topic so it's aligned with topics that people are *already* trying to find information about on the internet?

Once you have that, then it's time to write your post.

While you're writing your post, be sure to use your keyword two or three times in the body of your content.

Then, add it in the locations to the right.

YOU'VE WRITTEN YOUR POST

IT'S TIME TO OPTIMIZE IT IN SQUARESPACE

Add your primary keyword in seven places:

1 // Use it in the blog post title
2 // Weave it into the main banner image caption*
3 // Use it (and variations of it) as tags for the post
4 // Your post url or permalink should contain the keyword
5 // Repeat the keyword 2 or 3 times within body of the post
6 // Add the keyword to image file names
7 // Work your keyword into your blog post excerpt

in Squarespace, image captions are also considered 'meta tags.' You can hide your image captions if you'd like. Do this by clicking DESIGN >> DO NOT DISPLAY CAPTION in the image editor.