

# Super Simple SEO for Blog Posts

A free guide on how to optimize a new blog post for a popular search term.



- **1** Identify the laser-focused search term (keyword).
- **2** Naturally use the search term in the title of the post.
- **3** Use search term in the file name of the featured image.
- **4** Naturally use the search term in the alt tag of the featured image.
- **5** Naturally use the search term in one of the heading tags (H1-H3).
- **6** Naturally use the search term in the first 100 words of the page's content.
- **7** Naturally use the search term or variations 2-3 times in the post.
- **8** Bold or italicize the section or an entire sentence in the post containing the search term.
- **9** Use variations of the search term in all image file names, alt tags and captions.
- **10** Revisit old posts and naturally link to the new blog post using the search term.

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