

# How you can write an effective blog post with these five tricks

By **BOBBY WARREN**

The good old days of blog writing when you just needed 300-500 words and a photo are gone. Oh, you can still do that if you want to, and I have been known to do it here and there, but if you want to ensure your page and your website perform better in search engine results page rankings (SERPs), then let me politely suggest you follow the advice below as it relates to optimizing your blog posts in these five areas:

- + **Page titles**
- + **Page descriptions**
- + **Headings**
- + **Main content**
- + **Miscellaneous items**

Did you notice the main content of your blog is the fourth item in the list? There is a lot to blog writing that many people do not realize. While the fourth item on the list is main content, I hope you realize having great content for your post is extremely important. Regularly produced content (whether words, photo galleries, videos or white papers) is what keeps people coming back to your website to see what is new.

**Page titles**



In order to fall under the best practices for search engine optimization, your page title needs to be add least seven characters and not more than 65. It is easy to think of the page title as being the headline for your page, but it is not. Many blog posts have the same headline and the same page title, but they do not have to be, and they are technically two distinct items. The page title is what appears in your browser's web address bar. The page title for this blog post is

blog-writing-secrets, and it appears in the browser as:

<http://www.woostermediagroup.com/blog-writing-secrets>.

Having said that, whatever keyword (or keywords) you want to focus on in the blog post should be used in the page title. My keywords for this post are "blog writing." While you need at least seven characters, you should also have

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## Web logs: The start of it all in January 1994

What, exactly is a blog? What we know of today as a blog began as a web log, or weblog. At some point it was shortened to just blog. Dave Winer gave us a definition in 2003: "A weblog is a hierarchy of text, images, media objects and data, arranged chronologically, that can be viewed in an HTML browser."

The first blog was Justin's Home Page, launched in January 1994. It was rudimentary. It was written in HTML, or hypertext markup language. When I worked at The News-Journal in Daytona Beach, Fla., we entered copy into a mainframe computer system.

In order to get it print out the way we wanted, we needed to code it with HTML tags. These tags made headlines a larger font; told the computer what the font size should be; what words should be bolded or italicized.

In the early days, Neil Patel, a digital marketer, said: A blog is a channel where you share your thoughts. Think of it as a public journal, diary, or even book. You can share personal thoughts, quick updates, or even educate others on what you learned.

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at least three words. The goal of this post is not to teach you how to write compelling page titles and headlines, but you would do well to read up on how to do so.

### Page descriptions

Page descriptions, often called meta descriptions, are the words that appear under the title of your page in Google searches. There are SEO plugins, like Yoast SEO and WebTextTool (both have free and premium editions; I like WebTextTool and an using it to write this blog post) to help you write this separate piece of information. Readers of your blog will never see it if they visit the page, however, they will see it on the search engine listings.

When writing your page/meta description, you want at least 50 characters. Recent guidance was to stay within 155-160 characters so this “snippet” wouldn’t get cut off in search results, however, MOZ and Search Engine Land are reporting seeing snippets of greater lengths: 230 to 300-plus. Google confirmed to SEL it is allowing for more characters in the page/meta descriptions and snippets, however, they are not sure just how many. MOZ recommends staying within 300 characters.

And, I am sure you know by now, make sure you use your keyword at least one time in the page description.

### Headings

The main headline on your page is the H1 header/tag. You should only have one H1 tag on your page, else it will cause confusion. And, of course, you want to use your keyword one time in your H1 tag.

The H1 for this post is “Learn blog writing secrets in 5 areas to improve search results” — a total of 62 characters. The length of the H1 really is not limited, however, Neil Patel suggests between 20-70 characters. Over at MOZ, they say “long enough and no longer.”

While your use of the HTML H1 tag is limited, the use of others (H2, H3, H4, H5 and H6) are not. These are generally headers of different sizes, with the size getting smaller as the number gets larger. You should also use additional header tags, too.

In this blog post, I am also utilizing the H2 tags. These tags help to break up the page, make it easier on the eye and add a design element.

While the recommendation is to have at least one H2-H6 tag, I recommend having more, at least three. Just as you used your keyword in the page title and H1 tag, make sure to use it at least one time in your H2-H6 tags.

### Main Content

There is still some debate about what the length of a blog post should be. As I mentioned previously, the good old days of blogging and writing 300 to 500 words are over. However, they are not over for some. I have heard of people writing 200-word posts. Websites could get dinged by Google in search engine results page rankings by having too many short pages, which are pages with word counts fewer than around 250. An article in June 2017 from SEOCopyWriting.com



noted how it appeared pages ranking high had nearly 1,000 words. Hubspot pointed out 2,500 words were the sweet spot. Still, another study showed pages with 3,000-plus words were going viral?

So, what should you do when it comes to word count? I recommend between 1,000-1,500 words. WebTextTool recommends 450. When I wrote to them to share my insights, the reply was: “Webtexttool always adapts to the newest SEO rules. If we notice that the minimum amount of words should be longer, we’ll adapt it to our rule sets.” I wouldn’t go fewer than 500 words, but remember, you are the master of your blog, not me.

You want to use your keyword at least a couple times with a blog post of around 1,000 words. Make sure when you use your keywords it comes across as natural. You don’t want your content to sound stilted, like you were just trying to insert your keyword or its synonym, which in this case is blogging. You also want to be careful not to use it too many times, else Google’s search bots will think you are keyword stuffing.

Be sure to use the word(s) you are focusing on with the first 50 words of your page. Your synonyms should be used at least once. Have at least one image on your page.

On my wife Wendi’s site, which is a food, travel and fun blog, she uses a lot of photographs. On my blog here, I stick with generally one, and I typically place it after the first paragraph.

In your content, you will also want to add one or more links to external websites, and one of more links to other pages on your site. I typically end my blog posts with a link on how to contact me or to schedule a free SEO consultation.

### Miscellaneous

Some other things to think about while writing your blog post: Add a bold/strong tag on you page; put your keyword or synonym in the bold/strong tag (you will see I did that in the main content section); add an italics tag to your page, and put your keyword/synonym in an italics tag at least once.

So, that’s it.

As you can see, creating a blog post requires more than just words.

The overall goal is to create a blog post in such a way search engine bots understand the intent of the page.

# Blogs offer plenty of benefits

By **BOBBY WARREN**

People create blogs for a variety of reasons. Some for travel and food; others for news; others for political, cultural or societal commentary; others to sell, sell, sell.

No matter how you decide to use your blog, keep in mind the important thing is to provide visitors to your site with quality, relevant information." I tell my clients and potential clients: Provide useful, relevant information regardless of whether they do business with you.

To that end, what I offer on my Wooster Media Group website are digital marketing tips, tricks and hacks. I make good money doing what I am doing because some of this stuff are not the easiest things to do. And, there are enough businesses and organizations with enough resources to hire me because they do not want to be bothered with the work, and they do not want to hire another employee to do it.

However, there are plenty of businesses that just do not have the extra money to hire someone like me. Either they are just starting up and trying to build a clientele, or they need to invest their money in new equipment or meet payroll. For those people, I tell them how to do this stuff on their own.

Digital marketing is a sexy term, but it's the same old marketing you have always done, but in a different arena, using different tools. When I was preparing to launch Wooster



Media Group, I was reading about how the old direct marketers used to write letters back in the 1970s and 1980s.

Some of you might be thinking: If a client isn't willing to hire me, then why would I be willing to help them by offering

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## START, Cont'd

Patel's version closely aligned with Winer's description. A blog wasn't so much a full-blown website as it was a web page with a running list of blog posts, or entries.

But, you know how these things work, people began thinking: How can I monetize a blog? How can it produce revenue? The same thing happened with social media networks, like Facebook and Twitter.

Ian Cleary, a content marketer, gets us closer to what a blog is today when he says, "A blog is a magnet that attracts your potential customers if you write high quality relevant content. Once you have relevant traffic you can then start working on conversion of this traffic."

And, by conversion, he means ultimately closing a sale. Now, a conversion can mean a lot of things: It can mean you are signing up to receive emails; it can mean you subscribing to a

newsletter; it can mean you giving someone your email address in exchange for something of value, an ebook or piece of software. That thing offered in exchange for your email address is the magnet, more often called the lead magnet.

So, this is where the mind goes: How do I make money. As the chief financial officer of our municipally owned hospital once said: Where there is no margin, there is no mission.

Today, blogs cover a broad spectrum. My wife, Wendi, has a blog: Wendi's Weekend Trips & Whatnot (www.wendiwarren.com). She primarily writes about places we visit; restaurants where we eat; family; and other fun stuff ... whatnot.

It was a blogs, Little Green Footballs and Powerline, that demonstrated documents used by Dan Rather and presented as authentic to discred George W. Bush's time in the Air National Guard



were fakes. Part of what was used to conclude the documents were fake was the fact they made using a font that was proportionately spaced ... something not available on typewriters at the time the documents were alleged to have been produced. As a side note: Dan Rather maintains to this day the documents are authentic, and if they are not, then the story is still true.

– Bobby Warren

## BENEFITS, Cont'd

free advice?

There are a lot of reasons. One, I would not be here today with the generous help of others. I am what is considered a solopreneur: Wooster Media Group is me, myself and I. However, so many people had a hand in guiding me and directing me to reach this point. So, in one sense, I am giving back, just as others have given to me.

Another reason is if you visit my website at [www.woostermediagroup.com](http://www.woostermediagroup.com), you will get the sense I know what I am talking about. So, a second reason is my blog helps to establish myself in the eyes of others as an expert and an authority when it comes to search engine optimization, digital marketing and blogging. A friend of mine said an expert is someone who travels 50 miles to tell you something you already know.

A third reason is I strive to live by the Golden Rule of doing unto others as you would have them do unto you. I will never

come out on the short end of the stick when I help another person.

Fourth, and make no mistake about it, I hope to one day do business with you. By offering the useful, relevant information I do, I am building trust with others. As trust is built and people recognize I am not out to fleece them, they will consider doing business with me.

So, being kind and helpful, makes good business sense for Wooster Media Group.

There are other benefits of having a blog, like:

It boosts your SEO: Search engines love fresh content.

It lets your customers and potential customers know what your company offers

It works to establish you, or your company, as a trusted authority in your industry

It fosters relationships with your customers and potential customers and builds trust with them

It gives people a reason to come back to your website, where you can help guide how they move through your site.

# WCCVB played a role in WMG

Wooster Media Group LLC is a digital marketing agency. We specialize in conducting search engine optimization audits on websites to determine whether the sites are as effective as they can be in attracting organic web traffic. To enhance the search engine results page rankings, Wooster Media Group also provides content creation services. Relevant and informative blog posts, videos and infographics on sites help boost page rankings. And, we help spread companies' messages further through social media management. And, think, all of this might not have been possible without Guy Fieri, a restaurateur who rose to fame as host of the Food Network's Diners, Drive-ins and Dives.

No, Fieri is not a partner in the business. He has not invested a dime in it, and the odds are good he has no clue the business exists. So, how is it that I can say definitively the restaurant maven and popular Food Network host played a role in the formation of Wooster Media Group? Well, sit down, relax and let me tell you. My wife, Wendi, is a blogger. Her blog is found online at [wendiwarren.com](http://wendiwarren.com). For a couple years I told her she needed to start a blog. I would tell her, but she was always apprehensive. One night, we were watching Diners, Drive-ins and Dives, and the episode featured Grover's Bar & Grill in East Amherst, N.Y., in the Greater Buffalo area.

Wendi did a search for Grover's and put the address in Mapquest and discovered it was only a few hours away. We left on a Thursday and returned on a Saturday. After making the whirlwind visit (we also went to Lake Chautauqua, Lucille Ball's hometown — Jamestown, N.Y. — and Niagara Falls), Wendi was walking our dog, Owey (he writes blog posts, too, which you can check out here), she was thinking about how much she really liked going on these quick trips. She thought she could write about them and whatever else she

wanted to. Then, the name came to her: Wendi's Weekend Trips & Whatnot.

Wendi began her blog as a subdomain on an old site of mine. In August 2015, she moved her blog to her own domain. A friend, Jacki Chamberlain, told me about a blogging conference Wendi might be interested in. So, Wendi and I registered for the 2016 Bloggy Conference at Cedar Point Park in Sandusky, Ohio. While there, I attended a session with Claudia Pennington, who preached the virtues of search engine optimization.

I already had been exploring SEO, so when I saw Pennington's session I was in. Part of what Pennington does is to train others how to conduct SEO audits. I trained to do the search engine optimization audits on websites, how to do keyword research, how to do content audits and how to do content marketing. Because of the training, I decided to start my own business, Wooster Media Group LLC. None of this would have happened without my wife going to the blogging conference. The blogging conference would have never happened without Chamberlain saying something about it. Chamberlain would have never said anything about it if my wife were not a blogger. My wife would not be a blogger if had we had missed that episode of Fieri's Diners, Drive-ins and Dives featuring Grover's Bar and Grill.

So, I hope you can see why I can say with complete confidence: Guy Fieri played a role in the formation of Wooster Media Group LLC.

I am always fascinated by the connections of things.

