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# **Social Media Marketing -- SEO Techniques for Your Blog**

There are 3 billion searches performed on the Internet daily. Give your blog a chance to be found and read by applying 10 basic SEO techniques I learned from a very successful professional blogger -- Bill Belew.

1. Title Tag (tagline): The title tag is literally the title of a web page, and it's one of the most important factors inside Google's search algorithm. Ideally your title tag should be unique and contain the main keywords of your page. Title Tag should describe the focus of your blog in ten words or less.
2. Title : Use relevant keywords in every post title (headline). Make the title simple and search friendly.
3. Keywords : The first 100 words in your post should have some of your top keywords. Keyword research is the process of finding out the words and phrases that your potential customers use to search for your products or services.
4. Categories: Create your blog categories based on this one criteria: 100 things you can say about something. Each article should be placed under one category for best results.
5. Tags (inside your post): Tags are similar to categories, but more specific subjects you mention in your post. Use no more than five to ten of them per post.
6. Images: Use them to add more interest and variety of media to your blog posts. Be sure you add "Alt text" to your image for more search engine juice. Give credit by linking back to the source of the image you used.
7. Captions: Create captions for every image, search engines search for words, so by adding words to your images, you are adding more search engine juice to your blog.
8. External Links: Link out to authoritative sites so that the reader will know that you have done research, that you know the industry leaders and you are willing to share more valuable information.
9. Internal Links: Link to another relative article and internal pages of your site to broaden the discussion and promote your other content.
10. Backlinks (Inbound Links): They are created when other sites link to your site. Backlinks are often called "the lifeblood" of search engine positioning. More backlinks you have from high authority sites, the better your page ranking on search engines. Here are some ideas to create backlinks: create quality and optimized profiles on social media sites and include links to your site and your blog, create short posts on social media sites and link them to your blog post whenever relevant and can be useful to your readers, be a guest blogger, post your original articles to article marketing sites, comment on other blogs.

By applying these basic SEO techniques every time you write a post, the quality of your blog will increase tremendously, the readership will increase and you will be able to help more people.

Karmen Reed is one of the founding members of the International Social Media Association, and the Blogging Coordinator for Women in Consulting as well as the Social Media Chair of Women's Networking Alliance. To learn more about her Social Media services, [visit her site](#)

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