How to Attract your Ideal Clients Online

We Hold Your Hand. You Get Stuff Done.

Madeline Jhawar

Owner, Travel Beyond the Obvious

Length of a blog post

- ❏ At least 300 words
- ❏ 1000 – 2500 words, ideally
- ❏ Look at the best performing content on your site
- ❏ Look up the keywords and see what others have written
- ❏ Your content should be longer than what you're trying to outrank

TRAVEL
Beyond The Obvious

Where to find great Images online

❑ Unsplash [free] – best for styled

❑ Pexels [free] – best for basic photos

❑ Pixabay [free] – best for illustrations, vector graphics

❑ Deposit Photos – not free – but when the above don't give you good results

SEO Blog post checklist

- ❑ URL & title contain Keyword
- ❑ Metapage title reflects keyword
- ❑ Images: filenames are descriptive, alt tags are entered
- ❑ Content is detailed and useful
- ❑ Content is skimmable

- ❑ Content has formatted sub-headings
- ❑ Content has bold and italics text to highlight main points
- ❑ Include links to other content, both external AND on your site
- ❑ Includes a call to action.

TRAVEL
Beyond The Obvious

Where to include your keyword

❑ In the title

❑ In the URL

❑ In the first sentence

❑ Woven a couple times throughout the content

❑ In the last sentence

❑ A couple Headings

❑ Meta description

TRAVEL
Beyond The Obvious

Blog post Images: tips

❑ Make sure the name of the file reflects its description

❑ Add the ALT and description text to each image

❑ Size: good quality but big images will slow down your site.

> ❑ Image file should be less than 500 kb

> ❑ All blog images should be the same size

❑ Use jpg format. Do not use pdf, psd, tff or doc

❑ Resize photos before uploading, not after