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## Feedback

If you can think of any other SEO tips that should be included in the next version of this PDF, please contact [Andrew@WeBuildYourBlog.com](mailto:Andrew@WeBuildYourBlog.com) with your suggestions.

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## Introduction

**Fact 1: Every blog post you write should NOT be optimized for SEO purposes.**

Why?

Because sometimes you just want to share some news or write from your heart or write about something you did last week and has nothing to do with the niche of your blog

**Fact 2: Some of the blog posts you publish MUST be optimized for SEO purposes.**

Why?

Because you want free targeted visitors and the way to get free targeted visitors is to ensure you optimize your blog posts for the search engines.

**Why am I sharing this knowledge?**

I see too many bloggers who THINK they are optimizing their posts for the search engines and they are not.

I also see many blog owners who don't optimize some of their blog posts for the search engines and they should!

**If you want to read the original blog post that details the 12 different steps, you can here:**

**[How To Make A Blog Part: 12 Steps To Boost The SEO Of Your Blog Posts](#)**

## The 12-Step SEO Checklist

### Do you do this in your post?

1. Ensure your targeted keyword phrase is part of the blog posts URL.	<input type="checkbox"/>
2. Use your targeted keyword phrase in the title of your blog post (towards the beginning, if you can) and ensure the title is less than 70 characters.	<input type="checkbox"/>
3. Use a SOE plugin like the All-in-one-seo-pack or WordPress SEO and add your targeted keyword phrase within the “Meta Description”. Ensure your Meta Description is less than 156 characters.	<input type="checkbox"/>
4. Aim for a keyword phrase density of between 1% and 5%. If your post is 500 words in length, your keyword phrase needs to be mentioned between 5 and 25 times. If 1000 words, then between 10 and 50 times and so on.	<input type="checkbox"/>
5. Break up your text with sub headings and use the H2 and H3 tags. Use your targeted keyword phrase in the sub-headings.	<input type="checkbox"/>
6. Link from your blog posts to relevant internal (i.e. your blog posts) and external blog posts using appropriate anchor text.	<input type="checkbox"/>
7. Ensure your blog post is at least 300 words in length.	<input type="checkbox"/>
8. Use your keyword phrase in the first and last sentences.	<input type="checkbox"/>
9. Add the post to ONE category that is a keyword related to your targeted keyword.	<input type="checkbox"/>
10. Add an image and ensure the image is called ‘your targeted keyword’ phrase’. Plus add a title and ‘alt’ title of your targeted keyword phrase. The plugin SEO Friendly Images automatically does this for you.	<input type="checkbox"/>
11. Use a SOE plugin like the All-in-one-seo-pack or WordPress SEO and add your targeted keyword phrase within the “Meta Keywords”	<input type="checkbox"/>
12. Bold your keyword phrase a couple of times.	<input type="checkbox"/>

## Keep In Touch

I really appreciate you downloading this free SEO checklist and I also hope you find it very useful.

**Please note...you can give this PDF report away. You can share it, blog about it...as long as you don't change anything within the report.**

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Thanks again for downloading and to your Blogging success!



*Andrew Rondeau*

Andrew Rondeau

<http://www.webuildyourblog.com/>

## About Andrew

Andrew spent the first 30 years of his career in the 9-5 corporate world. He was happy, climbing the career ladder and comfortable with his monthly pay check, and yet there always seemed to be something missing from his working life.

So, in between going to work and achieving his responsibilities, Andrew decided to start doing something differently. While still working full-time, Andrew set up a small company, doing website / blog set up and support for friends and family, charging nominal rates while he built up his experience.

After 3 years, feeling nervous but determined, he made the jump from the 9-5 and became self-employed.

Andrew now runs his on-line business from home helping others succeed in their own on-line companies.

Andrew lives in the UK, married for 27 years and has 2 children.

**Andrew's recent kindle book has just been published. You can view it here:**

**[The Pajama Tycoon](#)**