

## Tips & Tricks for Blogging for a Property from epropertiesites on ActiveRain

*and some tips and tricks from ActiveRain on Blogging & SEO*

- Writing the paragraph should center around one or two of the long-tail keywords of your choice.
  - Successful long-tail keywords center around zip code, subdivision, city, elementary school and high school.
  - Repeat the title of the post *above* the epropertiesites listing and bold it.
  - For blog posts to reach *and stay* on the first page of Google, they should contain around 400 words. This is total word count, i.e. all the words in the epropertiesites listing count.
  - Your long-tail keywords should be in your blog 5-6 times and should be **bolded** and *italicized* each and every time. It does help with SEO.
  - Remember that you are writing this paragraph (or two) for Google. While it should make sense if a human reader comes across it, that is not our main goal. We know it sounds funny to repeat the long-tail keywords as many times as we do!
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### The 8 Commandments of Blogging SEO (from ActiveRain)

**I.** Thou shalt make thy blog between 300-500 words in length. (too short, not enough content, too long, Google and people lose interest.)

**II.** Thou Shalt REPEAT THY KEYWORDS! Keyword density is a major player in your content's SEO. 2-4% of your content should be your keyword or key phrase.

**III.** Thou shalt have 2-4 pictures in your blog content. Click on the insert/edit image button on the toolbar to upload images. People like having visual stimulation! We are like 3rd graders with ADD when we are surfing the web, if we don't see pictures, we usually back out and go on to the next website. Your potential audience will too! Make your Blog stand out!

**IV.** Have at least 2-5 links to your website. Doing this will naturally raise your websites ranking, as well as your blog.

**V.** Thou Must **Bold and Underline** your Keywords or Key phrases. This will help with your ranking.

**VI.** Make sure your Title is Geographically as well as property Specific (if possible), Short, Concise, and State your Keywords. Remember to title your post what you think someone would type into google

**VII.** Make sure your Title and Content complement each other. (i.e. Your keywords in your title are maplewood condos, repeat and re-enforce maplewood condos throughout your blog. Stay on topic, and keep it local.)

**VIII.** Thou Must Write Hyper-Local Content! Not your city, but your neighborhoods and communities! A good example would be instead of Seattle, write about Ballard. Google Ballard, you will see it's a neighborhood area in the greater Seattle area. [Read this recent blog Bob wrote to get a better idea of Hyper-local content.](#)

## Five Easy Steps to Get your ActiveRain blog on the 1<sup>st</sup> Page of Google

1. Test your search term (long-tail keyword) on Google to see what your competition is. You want under 1 million hits returned.
2. Make sure your search term is in the title, the 1<sup>st</sup> sentence and the last sentence of your blog.
3. Be sure to include the search term 2-4 times for every 100 words of your blog. (Your blog should include 400 words – including content from epropertiesites.)
4. Make sure you bold your search term each time it appears.
5. If your post doesn't appear on the 1<sup>st</sup> page of Google, edit the blog post to change the search term and keep trying until it does.

Tags:

Your tags are your virtual folders:

<http://activerain.com/blogview/1878312/activerain-your-tags-are-virtual-folders>

What does your tag cloud look like?

<http://activerain.com/blogview/1859375/what-does-your-activerain-tag-cloud-look-like->

Keep in mind that tags are a variation of your keywords and that you shouldn't use more than 2-3 tags per post.