

# 25 Steps to Success

## Search Engine Optimization and Business Blogging Strategies

Douglas Karr with Bryan Povlinski

Version 1.3



### ABSTRACT

Blogging has brought to search engine marketing and content management what the production line brought to modern manufacturing. As with any tool, though, it needs to be fully leveraged to produce results. The fact is that MOST business blogs fail. Businesses require a blogging strategy where a return on investment is measurable and fully realized.

This advice isn't my 'opinion', it's gathered and based on results from over 400 businesses that we've advised through my company and as Vice President of Blogging Evangelism with Compendium Blogware.

## Table of Contents

<b>Why Blogging Works .....</b>	<b>5</b>
Key components to a successful business blogging strategy? .....	6
<b>Understanding Search.....</b>	<b>7</b>
What is Pagerank? .....	7
Does Pagerank Matter?.....	8
How can you impact your search engine ranking for specific keywords? .....	8
<b>Keyword Analysis .....</b>	<b>10</b>
Keyword Stuffing.....	12
Long-Tail Keywords.....	12
Semantic Search.....	13
<b>Selecting Your Domain .....</b>	<b>14</b>
Changing your Domain .....	14
Subfolder versus Subdomain .....	16
<b>Selecting Your Platform.....</b>	<b>18</b>
Businesses Need Help!.....	19
The Slashdot Effect!.....	21
<b>Designing Your Blog .....</b>	<b>22</b>
Theme Design is Critical.....	22
Aesthetics Do Matter!.....	23
<b>Enhancing Your Blog .....</b>	<b>25</b>
Plugin Performance.....	26
Plugin Security .....	26
<b>Selecting Your Categories.....</b>	<b>27</b>
About Duplicate Content.....	27
<b>Robots and Sitemaps .....</b>	<b>29</b>
Robots .....	29
Sitemap .....	29
<b>Registering with Search.....</b>	<b>30</b>
Register your Blog with Google Webmaster Tools.....	30
Register for Bing Webmaster .....	32
<b>Getting on the Map.....</b>	<b>34</b>
Searches that display maps.....	34
Map Searches .....	34
Geographic-Based Services.....	35
<b>Writing Post Titles.....</b>	<b>36</b>
Importance of Post Titles.....	36
14 Styles of Post Titles .....	37

<b>Permalinks and Post Slugs .....</b>	<b>38</b>
What's a Permalink? .....	38
What's a Post slug? .....	39
<b>Meta Data Enhancements .....</b>	<b>40</b>
Meta Keywords Tag.....	40
Meta Description Tag .....	41
High Performing Posts .....	42
Image Usage.....	43
50 Content Strategies for Your Business Blog.....	45
<b>User Generated Content .....</b>	<b>49</b>
Commenters .....	49
Customer Testimonials.....	50
<b>Guest Blogging .....</b>	<b>51</b>
Email Target Bloggers .....	52
Adding Value .....	53
Other Guest Blogging Tips.....	53
<b>Promoting Your Blog .....</b>	<b>54</b>
10 Ways to Promote Your Blog.....	54
<b>Linking – Outbound and Inbound .....</b>	<b>55</b>
Outbound Linking .....	55
Inbound Linking .....	55
<b>Syndicating Your Blog .....</b>	<b>56</b>
Feed Analytics.....	56
Feed Readers.....	58
<b>Social Media Integration .....</b>	<b>59</b>
Twitter Integration with Twitterfeed .....	59
Twitter Integration with Hootsuite.....	61
Facebook Integration .....	62
LinkedIn .....	63
<b>Monitoring Search .....</b>	<b>64</b>
Google and Bing Webmasters .....	64
Analytics.....	65
Analytics Goals .....	66
Keyword Ranking.....	67
<b>Conversions .....</b>	<b>70</b>
Call-To-Action .....	70
Measuring Blogging Return on Investment.....	71
<b>Re-igniting Old Content.....</b>	<b>72</b>
SEOPivot.....	72
Using Google Webmasters.....	73
<b>About the Authors .....</b>	<b>74</b>
Douglas Karr.....	74
Bryan Povlinski .....	74