

SEO FRIENDLY BLOG TEMPLATE

TITLE

Focus: Engage viewers to read the blog post.

Length: 50-60 characters (this is the max seen in search engine results).

SEO: Include your **main keyword/key phrase** for the blog post.



CONTENT

Focus: Tell a story using text and images. Include who, what, when, where, & why.

Length: At least 2-3 paragraphs or about **300 words**.

SEO: Write for humans, not for robots. Incorporate keywords/phrases naturally (no keyword stuffing).

Images: **3-7 images** is plenty, max 10-15 (consider using the pinboard layout to highlight a collection of images).

Tip: If you want people to see more images, include a link to a gallery.



LINKS

Focus: Drive people to other pages on your site with clear **calls to action**.

Number: At least 1-2 links to other relevant pages on your website.

- Include a link to your **contact** page or booking page (depending on the topic of the blog post)
- Consider linking to **credible external sources**, such as the place the photoshoot was held or where to purchase the products or services featured in the images (ask those places to link back to you as well).

Format: Set up **hyperlinks** within the text and consider using **buttons**, when appropriate (less is more when it comes to buttons).

BUTTON

