

# Super Simple SEO for Blog Posts

A free guide on how to optimize a new blog post for a popular search term.

---

- 1 Identify the laser-focused search term (keyword).
  - 2 Naturally use the search term in the title of the post.
  - 3 Use search term in the file name of the featured image.
  - 4 Naturally use the search term in the alt tag of the featured image.
  - 5 Naturally use the search term in one of the heading tags (H1-H3).
  - 6 Naturally use the search term in the first 100 words of the page's content.
  - 7 Naturally use the search term or variations 2-3 times in the post.
  - 8 Bold or italicize the section or an entire sentence in the post containing the search term.
  - 9 Use variations of the search term in all image file names, alt tags and captions.
  - 10 Revisit old posts and naturally link to the new blog post using the search term.
-