

THE SMARTER, SEXIER CHECKLIST

# Optimize Your Blog Posts

BY ALESHIRE DESIGN

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KEYPHRASE

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## Where To Put Your SEO Keyphrase

- INTO THE YOAST FOCUS KEYPHRASE BAR
- AT THE BEGINNING OF YOUR BLOG TITLE
- IN YOUR INTRO PARAGRAPH
- IN A SECTION TITLE OF YOUR POST
- SCATTERED 3-5X THROUGHOUT YOUR TEXT
- IN YOUR META DESCRIPTION

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CONTENT

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## For Each Blog Post, Remember to...

- CREATE SHORTER BLOG TITLES
- SHORTEN YOUR SENTENCES
- USE THE ACTIVE (NOT PASSIVE) VOICE
- USE MORE TRANSITION WORDS
- MAKE YOUR META DESCRIPTION POP
- FILL IN ALT TEXT FOR EACH IMAGE
- USE THE SOCIAL MEDIA TAB IN YOAST
- USE YOAST ANALYTICS TO TACKLE PROBLEM AREAS
- GET ALL GREEN SMILEY FACES

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