

**BECKHAM COPYWRITING**

# **ACHIEVING SEO BLOG WRITING SUCCESS**



**YOUR 9-STEP GUIDE**



**A Step-By-Step Guide to Writing a  
Search Engine Optimized Blog Post**

# WHO AM I?

---



Hi! I'm Jillian.

A Natural Health Copywriter, mother to a hilarious and sassy 3-year-old, travel enthusiast, tree-hugger, and health nut.

When I was pregnant with my daughter, I struggled to have my wants and needs listened to by my OBGYN. I found myself having to quite assertively say "no" to medications and procedures that I knew the research did not support... just because, "That's how we do it."

When I eventually found myself in the doctor's office of an acupuncturist, I was finally able to take a deep sigh of relief. Between him, my chiropractor, and my naturopath, I felt **heard**. I felt like they **cared**. I had **hope**. They were **working with me**, not against me. They were **on my side**.

Natural health practitioners have changed my life. So I've now built a career around *helping them!*

**I write website copy, email newsletters, and blog posts** for busy natural health practitioners that change people's lives on a daily basis.

If you want to learn more about me and my services, check out my website [www.beckhamcopywriting.com](http://www.beckhamcopywriting.com).

# TABLE OF CONTENTS

## WHAT TO EXPECT IN THIS GUIDE

**Step 1:** Come Up With a Topic.....*Page 6*

**Step 2:** Keyword Research.....*Page 9*

**Step 3:** Topic Research.....*Page 24*

**Step 4:** Outline Your Article.....*Page 27*

**Step 5:** Write! .....*Page 29*

**Step 6:** Images.....*Page 32*

**Step 7:** Final Touches.....*Page 34*

**Step 8:** Edit.....*Page 39*

**Step 9:** Publish! .....*Page 42*

# WHY YOU WANT A BLOG ON YOUR WEBSITE

One of the first things you may be asking yourself is if you even really need a blog on your website to begin with.

**So let me ask you a few things...**

- *Do you want more organic traffic to your website?*
- *Do you want more of your ideal clients to find you and book your services?*
- *Do you have a unique perspective and knowledge you want to share with the world?*

**If you said "yes" to any of these questions, then you want a blog for your website.**

## **Websites with consistent blogs have 55% more organic traffic than websites without a consistent blog.**

---

Blogs show Google that you have an **active, up-to-date website.**

Each blog post is a whole new page of your website that provides valuable opportunities for including **keywords.**

*How do new people find your website?*

They ask questions on Google. You answer them in your blog posts. **You become the answer.**

They get to know and trust you. You are a dependable source of information. **They hire you to help them more.**

Follow the steps in this guide, and let's start getting your website found and your voice out there.

Are you ready to get started?

---

*If you have any questions along the way, feel free to email me at [jillian@beckhamcopywriting.com](mailto:jillian@beckhamcopywriting.com)*

# STEP 1: COME UP WITH A TOPIC

Before you can do *anything*. Before you can write a single word. Before you can do topic research. Before you can worry about headlines. **You need a topic.**

## ***So how do you know what to write about?***

### **1. Client Questions**

I hate to break it to you, but what you *think* people want to learn about isn't necessarily *what your audience wants to read about*.

If you've been practicing for a while, you may have a few ideas of what you often get asked about.

It's important to differentiate between what they ask you about (ie what they *want* to know about) versus what *you* feel they need to know about.

Start paying attention.

## **What questions do patients ask you?**

***You can answer these in your blog posts!***

## 2. Forums

If you're a newer practitioner, or haven't been paying attention to patient question trends, you can turn to the good ole trusty internet.

Hop on to forums like *Reddit, Quora, or even Facebook groups.*

If you're wanting to write an article about **meditation**, type "meditation" in the search bar of the forum.

- *What have been the discussions around meditation?*
- *Where are people struggling?*
- *What do they want to learn?*

When I do a quick Reddit search on meditation, people are asking questions about *what activities are even considered to be meditation...*

*"Can running be meditation?"*

*"Can introspective journaling be meditation?"*

*"What do you actually need to do to get the health-promoting benefits of meditation?"*

A lot of people seem to ask:

*"How do I know if I'm doing it right?"*

People also want to know **specific meditations for specific purposes.**

*They want a step-by-step how-to on meditation for inhibitions, for stress, or for sleep.*

## What do I *not* see them asking about?

*The health benefits of meditation.*

The benefits of meditation have been pretty well documented and cast out into the world through mainstream media like the news, magazines, and Instagram.

People seem to understand that meditation is good for them. ***But now they want to know how to do it.***

There, now that's a bit more direction than just a blog post on "meditation".



## STEP 2: KEYWORD RESEARCH

To understand **Keywords**, you first need to understand what SEO is.

SEO = Search Engine Optimization

**Search Engine** refers to websites like Google, Yahoo, or Bing. People type something into the search bar. *The Search Engine gives them recommendations of websites that will give them the answers they're asking.*

**Search Engine Optimization** means making your website appealing to these Search Engines.

You want websites like Google to recommend your site over the sites of your competitors. *But Search Engines don't know to recommend your site if they don't know what your site is about.*

*How do Search Engines learn what your website is about?*

**With Keywords.**

**Keywords** are actually more like “*Keyphrases*” that people are typing into Search Engines.

You want your blog post to match what people are searching for on Google.

***You tell Google that your blog post matches their searches by including these keywords in your article.***

Example:

If someone is searching for “Acupuncture in Charlotte, NC”, and you happen to be an acupuncturist in Charlotte, *your website needs to tell Google that you are a match for these searchers.*

You'll tell Google that you're a match by including specific keywords on your website.

*You'll want to include the term, “Acupuncture in Charlotte, NC,” in targeted places throughout the page.*

You are telling Google who you are, where you are, and what you do.

Google then knows when it is appropriate and useful to their searchers to recommend your website.

**Without these keywords, Google will never know who to recommend your website to.**

*That's great and all, but how do you even know which keywords to use?*

Let's get into it...

Going back to a blog post, let's stick with the meditation example.

Let's say you decide you think you'd like to write about the topic of ***meditation for sleep***.

**My keyword research tends to have a 3 step process to it...**

1. Google Search
2. Google Ads
3. Ubersuggest

1

## Google Search

**Type your topic into the regular Google search bar.**

When I type "*Meditation for Sleep*" into Google, there are a few things I take note of.

***"People always ask" Section:***

There's usually a section that provides some typical questions that people search on Google. These questions will be related to what you typed into the search bar.

Jillian Beckham  
Health and Wellness Copywriter  
[www.beckhamcopywriting.com](http://www.beckhamcopywriting.com)

Here's what comes up in the "People Always Ask" section when I search "Meditation for Sleep":

*How do I meditate to sleep?*  
*How do I turn my brain off to sleep?*  
*How can I fall asleep in 10 seconds? (really?? Ha!)*  
*Is it bad to fall asleep meditating?*

These are some ideas of questions you could answer throughout your article.

### ***"Related Searches" Section:***

The next section I always check is "Related Searches". Scroll to the very bottom of the page. After all of the results, it says, "Searches related to meditation for sleep".

Here's what comes up in "Related Searches" when I search "Meditation for Sleep" in Google:

*Free guided meditation for sleep*  
*Meditation for sleep and anxiety*  
*Guided meditation for deep sleep*  
*Meditation for sleep music*  
*Mindfulness meditation for sleep*  
*Guided meditation sleep, relaxation*  
*Youtube guided meditation for sleep Jason Stephenson*  
*Meditation for sleep for kids*

Obviously, all of these Related Searches aren't exactly useful for you. But it's important to *take a look at some trends that you may see.*

These suggestions can also be ideas for what exactly you want to address in your article. They can also be helpful to guide the subheaders and sections of your article.

*It looks like people like guided meditations.* This makes sense if a common concern is that they aren't doing it right. A guided meditation shows you how to do it.

*You could consider including an audio clip for a guided meditation along with your article.*

*It looks like Google searchers are interested in guided meditations for sleep for their kids.* You could include a guided meditation that parents could read to their kids to fall asleep at night.

You could explain what music could be good for falling asleep. If relaxing music is the same as meditation - why or why not.

These results also show you different options for phrasing things. Like including the term "mindfulness meditation", which you probably wouldn't have otherwise considered.

## ***The Search Results***

Finally, I take a look at the search results and what competitors are titling their articles. I look at how they're addressing the topic.

When I search, "*Meditation for Sleep*," on Google, some competitors are using both the terms "sleep" and "insomnia". Actually, quite a few of them do.

This is an indicator to you that, "Meditation for insomnia," could be another possible target keyword.

Some of the search results emphasize meditations and tips for how to fall asleep quickly.

This could be another indicator that falling asleep quickly is important for Google searchers.

Now that you have a better idea of what is popular in Google searches related to your topic, it's time to move on to *the next step... Keyword Research with Google Ads*.

## 2

## Google Ads

The next step on my keyword research journey is to head on over to Google Ads.

I take all the ideas and insights I got from my Google Search and dive a little deeper into the data with keyword research in Google Ads.

Here's the thing that a lot of people don't understand... **You can set up a Google Ads account and never actually run an ad.**

You *do* have to pretend like you're going to. You even need to input credit card information.

This can be scary, *but trust me, you won't actually be charged anything* if you never actually run the pretend campaign.

*After you've set up your account, log in to your account.*

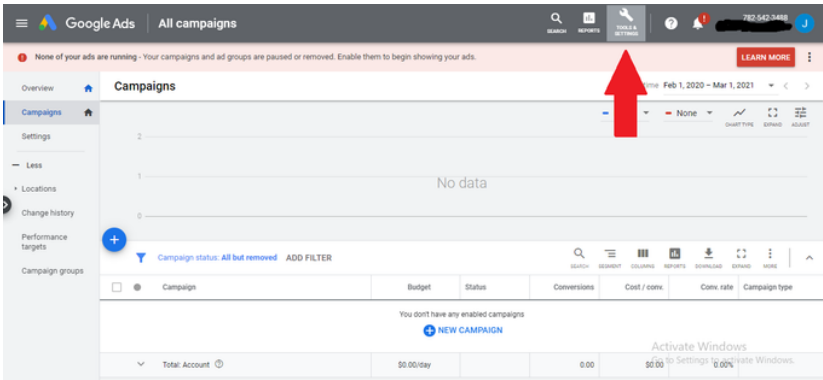
In the **top right corner**, click the **"Tools and Settings"** drop-down.

All the way **on the left of that drop-down menu**, select **"Keyword Planner"**.

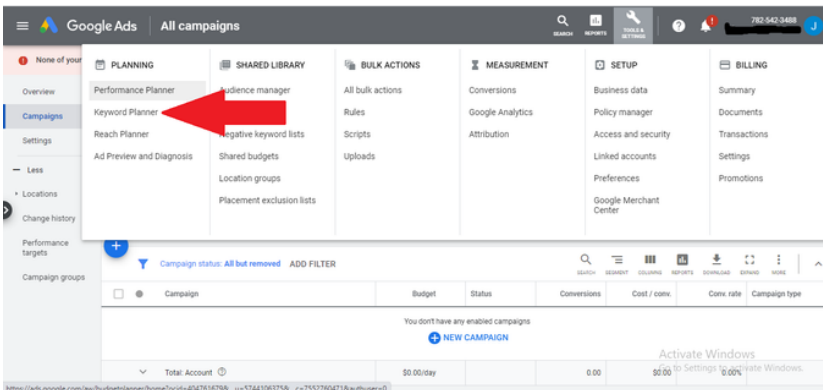
Select **"Discover New Keywords"**.

*See the following page for images of how to find this.*

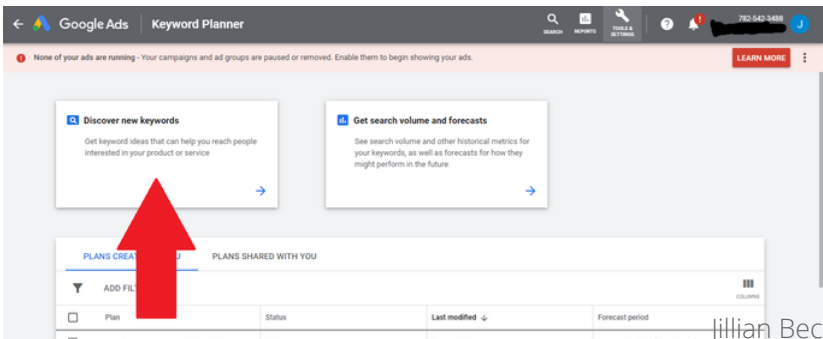
# Find the "Tools and Settings" Drop-Down



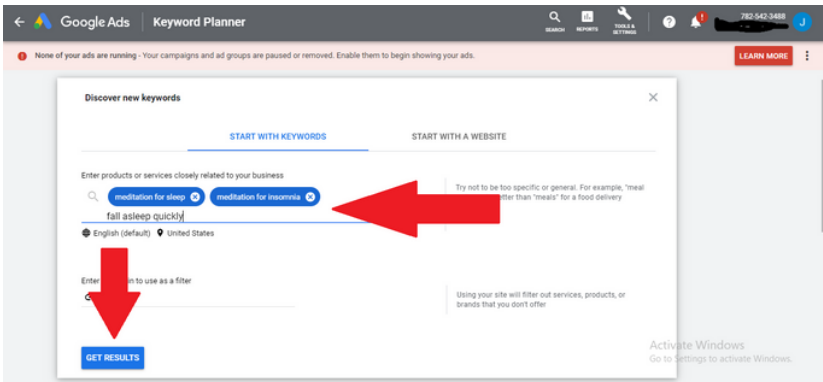
# Select "Keyword Planner"



# Click "Discover New Keywords"







In the search bar, enter up to ten keywords that you'd like to look up.

Based on the previous searches I've done on Google, here's maybe what I would look up for our "Meditation for Sleep" example:

*Meditation for sleep*  
*Meditation for insomnia*  
*Fall asleep quickly*  
*Guided meditation for sleep*  
*Meditation for anxiety*  
*Meditate to sleep*  
*Sleep meditation for kids*  
*Fall asleep fast*

Once you have entered them, click "Get Results".

## The Results

In the results box, you'll get two main numbers:

1. A range of average monthly searches
2. A competition score

In general, you want to **aim for words that have a higher average monthly search number with a low competition score.**

*At the top of the list*, it shows these numbers for the specific terms and keywords that you searched.

*Beneath that list*, if you keep scrolling, it'll suggest other keywords that are related to what you searched. The monthly searches and competition scores will be listed for these suggestions as well.

## The Results for Our Meditation Example

Based on my search, the following terms get **10k-100k searches per month** and have **low competition scores**:

*Meditation for sleep*  
*Guided meditation for sleep*  
*Fall asleep fast*  
*Sleep meditation music*

Based on what I wanted to write about, it looks like my main keywords will be **"Meditation for sleep"** or **"Guided meditation for sleep"**

For our meditation example, the following terms get **1k-10k searches per month** and also have **low competition scores**:

*Meditation for insomnia*  
*Sleep meditation for kids*  
*How to fall asleep quickly*  
*Deep sleep meditation*  
*Guided meditation for anxiety*  
*Bedtime meditation*  
*Night meditation*

These certainly give some ideas for words that I hadn't considered. Phrases like "bedtime meditation" and "night meditation".

These results could also help guide different subheadings and sections of your article... as well as how you word things at times when you're writing.

For example, you could include the words "deep sleep meditation" instead of something like "meditation for quality sleep".

# 3

## Ubersuggest

Finally, I sometimes use Ubersuggest. I mostly use this tool **if I'm deciding between two main keywords.**

*The benefit of Ubersuggest is that it gives you a more specific number for monthly search volume.*

The monthly range of 10k-100k that you see in Google Ads is kind of a huge range!

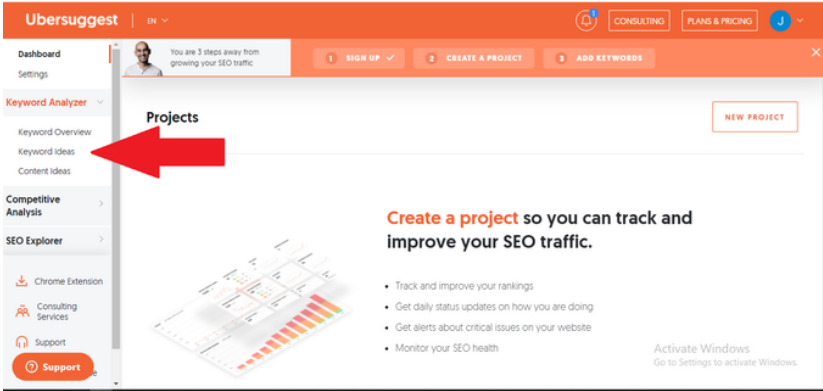
What if one keyword is more at the 11k mark, and the other option you're considering is more at the 95k mark?

**That difference in monthly searches could definitely impact your future traffic.**

You *do* need to create an account with Ubersuggest. And at the moment, you are allowed 3 free searches per day with your account.

The limited search capacity is another reason why I use Ubersuggest last.

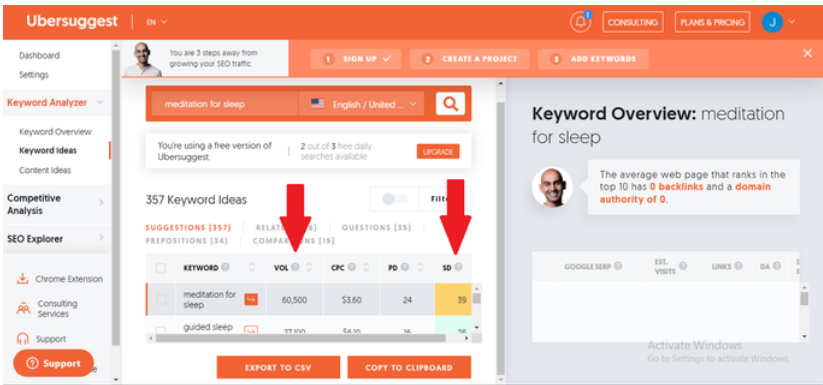
After I've narrowed my results with Google Searching and Google Ads, I rarely have more than three keywords I want to check on Ubersuggest.



After you sign in, head over to the sidebar on the left of your screen.

Select **“keyword ideas”** and enter your first option in the orange search box. I've entered *“meditation for sleep”*.

My results actually show *“Meditation for sleep”* as getting around **60k monthly searches** with a **“39” difficulty**.



*(The difficulty score here is equivalent to the "competition" rating in Google Ads. You want a low difficulty score)*

The results also suggest *“Guided meditation for sleep”*, and this option comes in at around **27k monthly searches** with a difficulty score of **25**.

In this case, it depends on your preference. "Meditation for sleep" has a higher monthly volume, but also a higher difficulty score.

I would probably still go with *“Meditation for sleep”*. I plan to address topics other than guided meditation in my article.

I will then plan for *“Guided meditation”* to be included in one of the subheaders as well as sprinkled throughout the article.

# Keywords Completed!



There you go. You now know your main keywords and some "secondary" keywords to use in your blog post.

I keep a list of these keywords at the top of my working document. That way, I can easily refer back to them as a reminder to include them in my writing whenever possible.

## Want more help?

As a copywriter, keyword research is something that is included in my services.

If you're looking for additional help with SEO and keyword research, feel free to reach out to me at [jillian@beckhamcopywriting.com](mailto:jillian@beckhamcopywriting.com)

## STEP 3: TOPIC RESEARCH

My next step is to do all my research about the intended topic. In this case, *Meditation for Sleep*.

**If you're already the expert**, you may already know what you want to say and everything there is to know about the subject. **You may only have to research some hard facts and statistics to back up your claims.**

*What's the easiest way to find these facts and statistics?*

Surprisingly, I don't usually start with PubMed or Google Scholar. There are a lot of articles to sift through on those sites. And which ones even have the information that could benefit your article?

Instead, **I turn to good ole trusty Google.**

Sometimes, Google will show me peer-reviewed journal articles anyway. And when they do, the articles tend to be the most relevant ones to my topic.

Other times, existing blog posts and websites are recommended to me. *I don't discredit these.*

*I see what others are saying on the subject, see what facts and statistics they're using, and take these statistics (along with their sources) and save them for my own article.*



If I'm writing an article about the importance of sleep routines and obesity, I may type in, "social jetlag and obesity". Google recommends a number of relevant peer-reviewed journal articles to me.

But articles from various hospitals and magazines are also included in my search results.

If you have a pretty vague topic, and searching the topic itself doesn't automatically bring up statistics, there's an easy solution to that problem.

**Simply search your topic, but add the word "statistics" to your search.**

Let's continue with our "meditation for sleep" example. When you type in "meditation for sleep", your results are focused on how-to guides and guided meditations to download or stream.

If I search "*meditation for sleep statistics*", my results provide a variety of sources *like peer-reviewed journal articles, university websites, and articles from The Sleep Foundation.*

**If you're not already the expert... no problem!**

If you don't know much about the topic you're writing about, you'll want to take a look at what others are saying about that topic. You can piece together relevant information as well as statistics.

If you're not already the expert, you need to dig deeper to learn all about the topic yourself. You need to learn enough that you're then able to explain the topic to others.

This is often one of my favorite parts of the writing process. *I get to learn about something new!*

I'm a bit of a health and wellness nut. I'm constantly listening to health and wellness podcasts, researching different health subjects, and finding my trusted sources of information.

If researching isn't your thing, I'm happy to do it for you. Schedule a [free consultation call](#) and we can see if I'm a good fit to help you out!

## STEP 4: OUTLINE YOUR ARTICLE

My next step is to organize the flow of my article. I create my subheaders and all the sections I'd like to include in the article.

**When you are creating your subheaders, make sure you keep your main keyword, your alternative keywords, and your long-tail keywords in mind.**

For the meditation example, see the outline on the following page.

Do you see how I tied in the keywords from my research into the outline?

Don't forget to keep your keywords in mind as you're writing the body of each section as well.

Then, I organize the research I've done and figure out where it'll fit within my outline.

## **Intro**

### **Does Meditation for Sleep actually work?**

*Note here, I didn't title this subheader "Does it actually work?" Instead, I made efficient use of that header to include my main keyword. This is also where a lot of your statistics will come in.*

### **Fall asleep fast: Could a guided meditation help?**

*Other tips for falling asleep quickly. What to do paired with your meditation.*

### **Guided Meditation for Sleep**

*Written and an audio clip.*

### **Sleep Meditation for Kids**

*Written as a guide for parents*

## **Conclusions**

### **CTA**

*(Call to Action)*

# STEP 5: WRITE!

Now just write!

Don't hold back. Don't overthink everything. That comes later. If you want a synonym for a certain word, don't dwell on it for now. *Just get all your thoughts on paper.*

## Here are a few things to keep in mind as you write your blog post:

### Word Count

Aim for at least 1500 words. In the health and wellness industry, 2000 words is more ideal. This is for SEO purposes and Google tends to recommend longer articles to its users.

### Link to Your Previous Content

As appropriate, link to other content you've written. If you've written an article about establishing a healthy sleep environment, find an appropriate place in your meditation article to link to that content. You don't want the reader's experience to stop at this one article!

## **Link to Your Services**

As appropriate, link to your Services that are related to this blog article. If you offer blood tests to analyze things like cortisol levels that could be impacting your patients' sleep, mention it and link to the information either about these services, booking these services, or setting up a consultation.

## **Include a CTA**

No matter what, include a CTA!

CTA means *Call to Action*.

It's what you want the reader to do next. It could be some of the above examples, like encouraging them to check out additional blog posts or your services. It could also be to encourage them to sign up for your newsletter or to share the blog post on social media.

Like I said before, you don't want their experience with you to end at the conclusion of the article.

## Write for the digger, the skimmer, and Google.

### *The Digger*

Someone that wants to learn a lot. They've opened up the article on their computer, they've made a cup of tea, and they're ready to read every single word you've written. They want to learn something. They want something that they can take and implement into their daily lives.

### *The Skimmer*

Someone who is reading your article standing in line at the bank. They want a few quick tips. They want to be able to navigate to the part of the article that is of most interest to them. Your article needs to be organized, the different sections need to be clearly labeled, and you need to include a lot of italics and bolding to draw their attention to the most important points. Numbered lists and bullet points are also helpful for this reader.

### *Google*

We've talked a lot about Google. But writing for Google means writing enough and using those keywords. When you write for the digger and the skimmer, you also write for Google. Google has indicators of how engaged its users are with your content. Things like how long they're on your page, and if they click to any of your additional content.

## STEP 6: IMAGES

Yep, you'll want to include some images in your blog post as well. Not too many, but enough to break up the text a little and provide some dynamic visual stimulation.

*You don't just want to go and find some Google Images for your article, though.* Most likely, these images have royalties and you would technically have to pay to use them.

So what do you do if you don't have any images of your own to share? And you don't want to have to buy images for every blog post?

**Here are three sites where you can find royalty-free images to download and use for your posts:**

1. [Unsplash](#)
2. [Pixabay](#)
3. [Pexels](#)

Type in what kind of image you'd like to find in the search bar and see what they have. Sometimes, you need to play around with the wording a bit, but you get the hang of it.



When I type in “meditate” into Unsplash, I get a lot of images of yoga studios or people meditating in nature.

I tried typing in “meditate at night” and nothing really relevant came up. But when I tried “meditating in bed”, I found this image, which could work for our article:



### **A few additional tips:**

**Keep the image sizes small.** You don't really need super quality high-definition images if they're just for supplementing your blog posts. Larger-sized images slow down your web page, which hurts your SEO.

**Plan out your Alt-text.** Your alt text isn't a caption, and no one really sees it. It's available for anyone with vision impairments that maybe can't see the image. It's also available to Google, though, and *it's another prime spot for inputting some keywords*. For this example, you could even say something as simple as, “Woman meditating for sleep in bed”.

# STEP 7: FINAL TOUCHES

1

## Title Tag

The **Title Tag** is what Google searchers see as they're scrolling through their results. To them, it looks like the name of the webpage. It looks like this:

www.beckhamcopywriting.com

Beckham Copywriting: Health and Wellness Copywriter

Web copy, emails, and blog writing for Natural Health Practitioners and Coaches. Beckham Copywriting helps you increase revenue, save time, and make an ...



*You'll want the title of your blog to be catchy, but also include your main keyword.*

### **Include your main keyword**

It's important to include keywords here, as this is one of the main places that tells Google what your page is about and who to recommend it to.

## Make it catchy

For an objective opinion on how catchy your title will be to potential readers, check out the [Co-Schedule Headline Analyzer](#).

Type in a title you're thinking of using, and it'll give you a score from 0-100. I usually *aim for a score of 70 or higher*.

In our meditation example, let's say you think, "Using Meditation to Sleep Better" may be a good title. That title gets a score of 58. The analyzer gives me suggestions to:

- *Increase my emotional words*
- *Increase my uncommon words*
- *Increase my word count by 4 words*
- *Increase my character count by 11 characters*
- *Rephrase my title as a question or how-to statement*

Now I try, "Want to Fall Asleep Faster? Try This 10-Minute Meditation for Sleep".

The new score? 87! It's a winner!

*Confession: When I wrote that title, I wasn't sure whether or not to capitalize the word "this". But it was no problem. Because there's a tool for that as well!*

*Check out [capitalizemytitle.com](http://capitalizemytitle.com). Copy and paste your title into the title box, and it'll readjust your title to be correctly capitalized... magic!*

## 2

## URL

### ***Don't* go with the default URL.**

The default URL will be the title of your blog post. So, in our meditation example, the URL would be:

[www.yourwebsite.com/blog/want-to-fall-asleep-faster-try-this-10-minute-meditation-for-sleep](http://www.yourwebsite.com/blog/want-to-fall-asleep-faster-try-this-10-minute-meditation-for-sleep)

Way too long, and way too many words that just aren't helpful for what your URL is meant to do.

### ***Do* include your main keyword.**

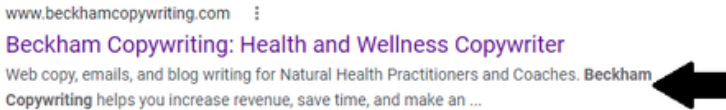
I would make the URL for our example article:

[www.yourwebsite.com/blog/meditation-for-sleep](http://www.yourwebsite.com/blog/meditation-for-sleep)

# 3

## Meta Description

The meta description is the quick summary that Google searchers see on their search results page. It looks like this:



***Don't* use the default meta description.**

The default meta description will just be the first few sentences of your blog post.

***Do* include keywords in your meta description.**

It's a better use of this real estate to make sure you're including a few keywords as well as an enticing recap of what readers can expect from your blog post.

Google will bold keywords that appear in the meta description. This makes your article stand out from other articles in the search results.

# 4

## Headlines

Your website will have the option for you to “tag” the text in your article as H1, H2, or Paragraph.

**H1 and H2** stand for Headline 1 and Headline 2.

These will be your headers and subheaders. *Include keywords in these titles as well.*

Remember how above we outlined the article using keywords? This is how you tell Google about these sections and what they are all about.

### Paragraph

Use this mode for the main body of your blog article.

Remember to write for the skimmer. Include plenty of **bolding** and *italics*, and use short, 2-3 sentence paragraphs.

If your readers are presented with long paragraphs, they're going to feel like they're reading a textbook.

This is especially true for *mobile readers*... who are actually the majority of your readers.

If the paragraph takes up the entire page, their eyes are going to glaze over. They're less likely to actually read the article, and more likely to hit the "back" button.

## STEP 8: EDIT

You've finished writing your article... Hooray!

You may be tempted to just copy and paste it onto your website and hit "publish", but it's always helpful to edit first.

You never know what you've missed along the way while you've been in the zone of writing.

***Here are some options for editing your blog:***

### **Read it aloud.**

Reading your writing aloud causes you to read every word, rather than just skim the article. It also helps to show you any run-on sentences you may have, or times that you may have repeated a word one too many times.

### **Have someone else read it aloud to you.**

If someone else is stumbling over your words as they're reading it aloud, that's a sign that maybe that sentence or paragraph needs some reworking.

## **Have someone else read it to themselves.**

They can provide feedback on the general messaging of the article, as well as any problematic sentences, grammar mistakes, or word choices.

## **Hire an editor.**

An editor will be able to catch subtle grammar mistakes, make word choice suggestions, identify any confusions your readers may have, or make suggestions regarding the tone of your writing.

## **Use some tools.**

My go-to tools are *Grammarly and Hemingway App*

Grammarly is a Chrome plugin that edits your work for basic spelling and grammar mistakes. It edits your writing online in places like emails, Google Docs, and the back end of your website.

I'm always amazed by how many mistakes I've made if I've written something quickly offline and then transfer it to an email.

There is a "Pro" version, but I don't find it necessary. The free version will do just fine for writing your blog posts.



Hemingway App isn't actually an app at all. It's a website.

Copy and paste your entire blog post into the website, and it will tell you what reading level your writing has (aim for around a 7th-grade reading level).

It'll also identify any sentences that could be difficult to read and complex sentences that you may want to simplify.

## STEP 9: PUBLISH!

Phew! You've written your article, incorporated the keywords in all the right places, found some images, and edited the post. **Now hit Publish!**

*Now what??*

Share your posts on social media and in your email newsletters. **Then do it all over again and write another article.**

*Wait... what?*

You heard me correctly. If you want to gain more organic traffic to your website, blog posts are definitely the way to go.

**Websites with consistent blogs have 55% more organic traffic than those without a blog.**

*What does "consistent" mean in the eyes of Google?*

**Typically, I recommend a *minimum* of twice per month, but weekly blog posts are more ideal.**

And then, you continue writing and you continue waiting. For how long?

**Expect to wait 6-12 months** before you start seeing significant gains in your organic traffic.

But if you consistently put the work in, and remember to do these 9 steps for all of your blog posts, *it will happen!*

*Still feeling overwhelmed? Have additional questions?*

I'm happy to have a chat. Set up a Zoom call and we can talk about your specific problems, your business, and some potential solutions.

*Do you have comments or suggestions about this guide?*

I'm constantly tweaking it, and I'd love your feedback! Feel free to email me with any suggestions at [jillian@beckhamcopywriting.com](mailto:jillian@beckhamcopywriting.com)