These 3 Places Will Make Your Business Blog Posts Attractive

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On-page search engine optimization is one, often neglected aspect of blogging. It can be overlooked even by the most passionate of bloggers. And it is a huge mistake.

Even if you've written a great piece, when no one knows about it, then you are left with just an article which no one will know about.

Of course, you can always remember to market it via social bookmarking and social network sites but the chances of it being found by those who are "really" interested in reading it a.k.a those who search for it via search engines is very small.

If you are targeting specific types of market, which I, 100% believe you are, then optimizing your post should be your No.1 priority after writing and editing it.

There are several ways of optimizing blog posts to make sure these show up in relevant search results. But you should give importance to these 3 places on your article to make sure they get found by people searching for them on the internet.

No.1 The Headline

Often, this is the first thing most writers write and this is also the first place which you need to optimize. This applies to other types of posts like web pages, press releases, and emails as well.

Aside from making sure that your headline grabs the attention of your reader, you also need to **place your keyword or keyphrase or a variation of this in your headline.**

But be careful though.

Always make it sound natural. This rule applies at all times. Humans are the ones who will read your blog post, so even if they land on your

site by finding your post in search engines because of the keyword detected by the SE's spiders, the human may still leave your site ASAP if he can't understand what your headline is trying to say.

No. 2 Your Opening Paragraph

Some SEO strategists say it's best to place your target keyword on the first sentence of your post. However, this is not possible at all times. Your next best option then is placing the keyword or keyphrase within the first paragraph.

If you will use your keywords as your anchor text as well for links to other posts within your site or outside resources, then as much as possible, still place this within the first paragraph. But again, **keep it natural and not stiff-sounding**.

No. 3 Sub headlines

With this place in your post, **it is not necessary to put your keywords in all sub headlines**. Placing your keywords on only one is enough. Some SEO tutorial sites suggest for the keywords to be placed on the first sub headline but this has not been proven to have greater impact to the post compared to those with keywords in the second to the last sub headlines.

There have been a lot of debates on the internet over the topic of keyword density or the number of times you must mention your chosen keywords within your blog post. From much researching, I believe it doesn't matter how many times you put your keyword in your post's body. **What matters is you keep it as natural and conversational as possible.**

Karon Thackston, in her interview with *Matt Cutts* of Google, revealed that with the Penguin and Panda updates, Google, the Top search engine, is now more into recognizing **synonyms of keywords or**

keyphrases than finding exact matches of those keywords. Read the entire interview [here](#).

This just goes to show that you or your writer should be writing for humans and not for search engines alone. Search engines are only avenues for your business blog posts to reach your potential customers but these bots are NOT your customers. Google's algorithms will not purchase your products or services, it's the humans who read your posts who can do that.

So always **write posts with your customers in mind** and **optimize** this kind of written content, **just enough**, so these will be found by humans who can truly read and understand.

There are still a lot of places in blog posts which should be optimized. Which ones have you found gave you good results?