

## Best Practice SEO for Blogs

Blogs provide website publishers with increased opportunities for visibility in search engines and organic rankings. Search engines “time stamp” blog postings which is why they often appear high in search engines.

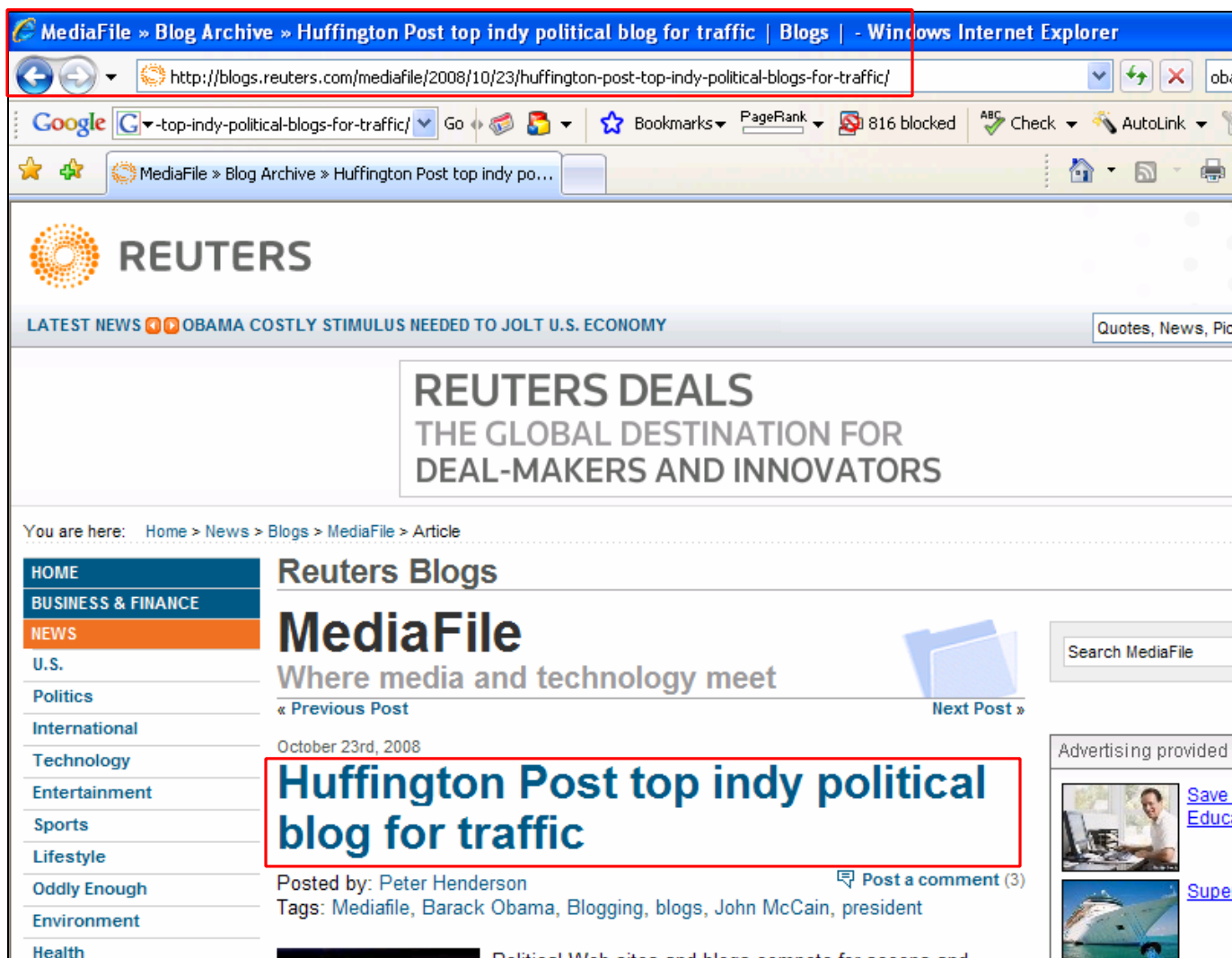
SearchForecast suggests the following best practice when implementing blogs on a website

### Action Point #1: Keywords in Blogs URLs

Whilst it doesn't make a difference if the blog is either a sub-domain (i.e. [blog.mycompany.com](http://blog.mycompany.com)) or a file extension (i.e. [mycompany.com/blog](http://mycompany.com/blog)), it is important that the keywords of the “blog title” is included in the URL. For instance:

- <http://blogs.reuters.com/mediafile/2008/10/23/huffington-post-top-indy-political-blogs-for-traffic/>
- <http://blog.newsweek.com/blogs/stumper/archive/2008/06/09/mccain-obama-blog.aspx>

As detailed in the below screen capture, the keywords should be featured in the Title Tag, URL and in the main heading title of the web page.



The screenshot shows a Windows Internet Explorer browser window displaying a Reuters blog post. The browser's address bar and the page's title tag both contain the URL <http://blogs.reuters.com/mediafile/2008/10/23/huffington-post-top-indy-political-blogs-for-traffic/>. The main heading of the article is **Huffington Post top indy political blog for traffic**, which is highlighted with a red box. The browser's title bar also shows the URL. The page content includes the Reuters logo, a navigation menu, and a search bar.

## Action #2: Inter-Linking of Body Copy in Blogs to Website

Best practice optimization ensures that there are links from the blog posts to other pages within the website. By including relevant keywords in the blog posts which are hyper linked to similar content on the website, the website pages linked from the blog will increase in search engine rankings as well.

As detailed in the below blog post by KACE – there is a hyper link to the main website using a high audience keyword.

The screenshot shows a Windows Internet Explorer browser window. The address bar contains the URL [http://rmeinhardt.typepad.com/four\\_minute\\_mile/](http://rmeinhardt.typepad.com/four_minute_mile/). The search bar shows "kace". The page title is "Four Minute Mile".

The blog post content includes:

- Text: "why so many customers are making the same choice -- the choice for KBOX."
- Metadata: "Posted at 10:28 PM | [Permalink](#) | [Comments \(0\)](#) | [TrackBack \(0\)](#)"
- Date: "MARCH 10, 2008"
- Section Header: "Customers Make the KACE"
- Image: A circular logo with the text "KACE Time SURF-KBOX Since 2003 SHORELINE BOULEVARD".
- Text: "KACE sells systems management appliances that save customers a tremendous amount of time and money. For us, the notion of saving our customers time and money is more than just lip-service... it's a core part of our corporate fabric."

A red box highlights the text "KACE sells systems management appliances that save customers a tremendous amount of time and money. For us, the notion of saving our customers time and money is more than just lip-service... it's a core part of our corporate fabric." A red arrow points from this text to a website page.

The website page shown in the inset is for KACE Systems Management. It features a quote: "KBOX has this unlimited potential – there seems to be nothing you can't do with it." attributed to Stacy Reed, Senior Desktop Engineer, Renois. Below the quote is a "Watch Stacy's Success Story" button. The page title is "KBOX™ Systems Management Appliance" and the subtitle is "Integrated Server and Desktop Management Software Alternative". The main text describes KBOX as an appliance-based approach to systems management. A list of features is visible on the right side of the page.

At the bottom of the inset, a list item is visible: "1. Easiest-to-install and operationalize: Minimal pre-requisites, training or services to get up and running".

**For further information, contact:**

Richard Andrus, VP Client Services  
San Francisco, USA  
Email: [richard.andrus@searchforecast.com](mailto:richard.andrus@searchforecast.com)  
Telephone: 925.465.1221

Raymond Norwood, VP Sales  
New York, USA  
Email: [r.norwood@searchforecast.com](mailto:r.norwood@searchforecast.com)  
Telephone: 646.761.8878

Tania Johnston, Regional Manager – Australia/New Zealand  
Sydney, Australia  
Email: [tania.johnston@searchforecast.com](mailto:tania.johnston@searchforecast.com)  
Telephone: 0407.078.537

Diego Roa, Regional Manager - Mexico, Brazil & South America  
Email: [brazil@searchforecast.com](mailto:brazil@searchforecast.com)  
Telephone: +1.650.703.9751

Riyaz Lakhani, Regional Manager - India  
Pune, India  
Telephone: +91(0) 989 066 0086  
Email: [india@searchforecast.com](mailto:india@searchforecast.com)

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