

Scott Zack Explains How to Ensure Your Blog is SEO Friendly

SEO is one of the most important things to consider when starting a blog, and Scott P. Zack wants to ensure that you do it right.

BLOOMFIELD HILLS, MICHIGAN, USA, January 11, 2019 /EINPresswire.com/ -- When it comes to blogging there are two distinct fields that every blogger has to excel in in order for their blog to be successful. The first is content.

Content is king and that will never change; the content of your blog has to be of the highest quality if you're going to want to retain current readers and bring in the new ones. The second is SEO, or search engine optimization. This practice ensures that new readers can actually find your blog by making it rank higher on search engines through the use of strategically placed keywords. It's the new year, so we want to equip you with all the tools you'll need to make your blog into an SEO machine. And with the help of blogging [expert Scott P. Zack](#), we're going to do just that. Read more below.



Keyword research

Keywords are the backbone of SEO; they're what hold it all together. Therefore they deserve the most importance. According to [Scott P. Zack](#), when researching keywords, you should always keep intent in mind regardless of how high the search volume for that keyword is. It's also worth ranking for keywords that have a lower competition. Rather than try and compete for a very common keyword such as "shoes" for example, bid for lower ones that fewer people search for, but that will give you more opportunity to end up on the front page.

Get rid of anything that slows down your site

"A slow-loading site is the death kiss of SEO," [Scott P. Zack](#) says. "There was a time when slow-loading sites were the norm, but in today's fast-paced environment, there's no way that would fly." It's critical to get rid of anything that slows your site down then. This means getting rid of extra-large images, compressing files, or removing bulky and slow-loading videos from your home page. Every second that your site takes to load increases the likelihood that your visitor will leave.

Link to other websites

According to Scott P. Zack, SEO is a team game. That means that you will do well when you link to other websites, preferably with equally relevant content. The reason for this is that search engines such as Google view a site more favorably when it has many outbound and inbound links, as it sees it as more trustworthy and relevant. It's important not to cram in as many links as possible, however, as Google would then see this as spam, and reduce your rating.

Bryan Powers
Web Presence, LLC
+1 7863638515
[email us here](#)

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases. © 1995-2019 IPD Group, Inc. All Right Reserved.