

SEO GUIDELINES FOR BLOG POSTS

Basics of proper implementation of SEO-side blog post articles

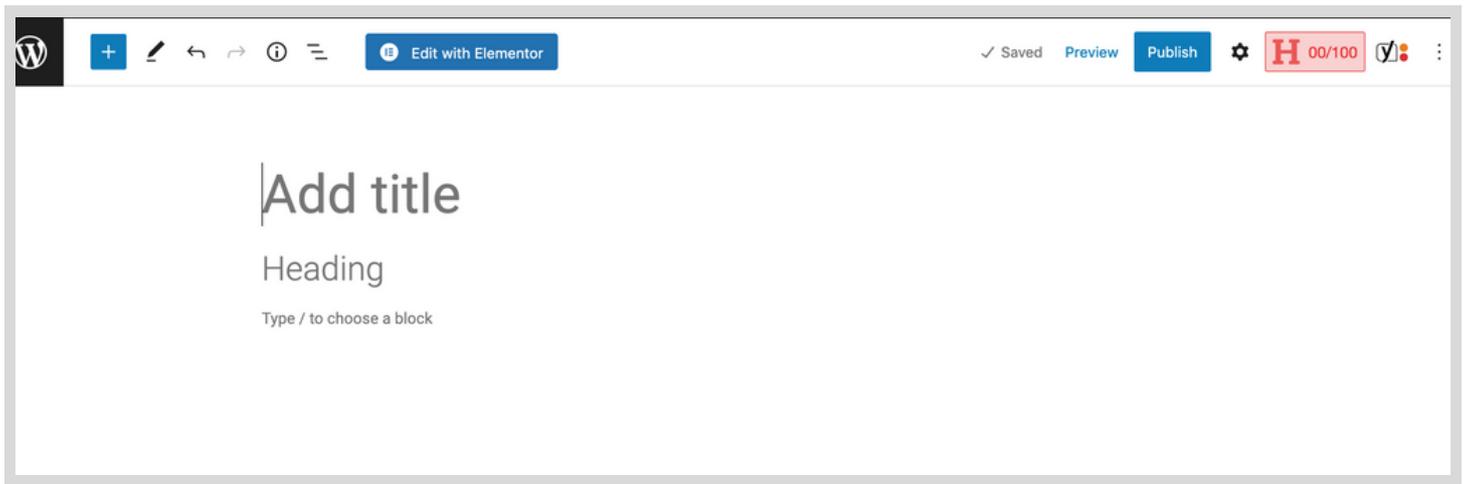
Blog posts need to be structured in a certain way in order to get results with SEO, and should always contain the following elements:

- Title
- Subtitle
- Content
- Images
- Links
- Yoast parameters

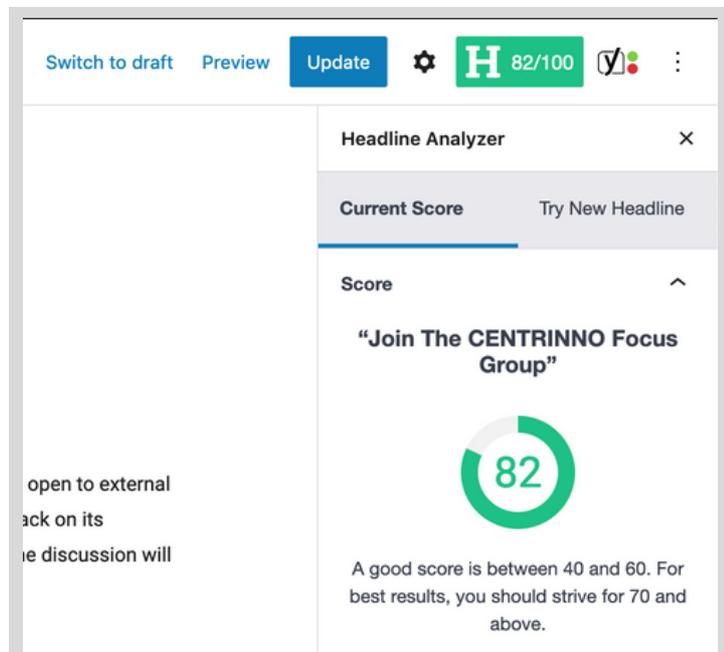
TITLE

The Title should be clear and concise and contain the key words of the topic being discussed. When you create a new post through the “New Draft” function you can simply delete the previous one and write in the new one; otherwise, the space for the title will be clearly labeled as “Add title”.



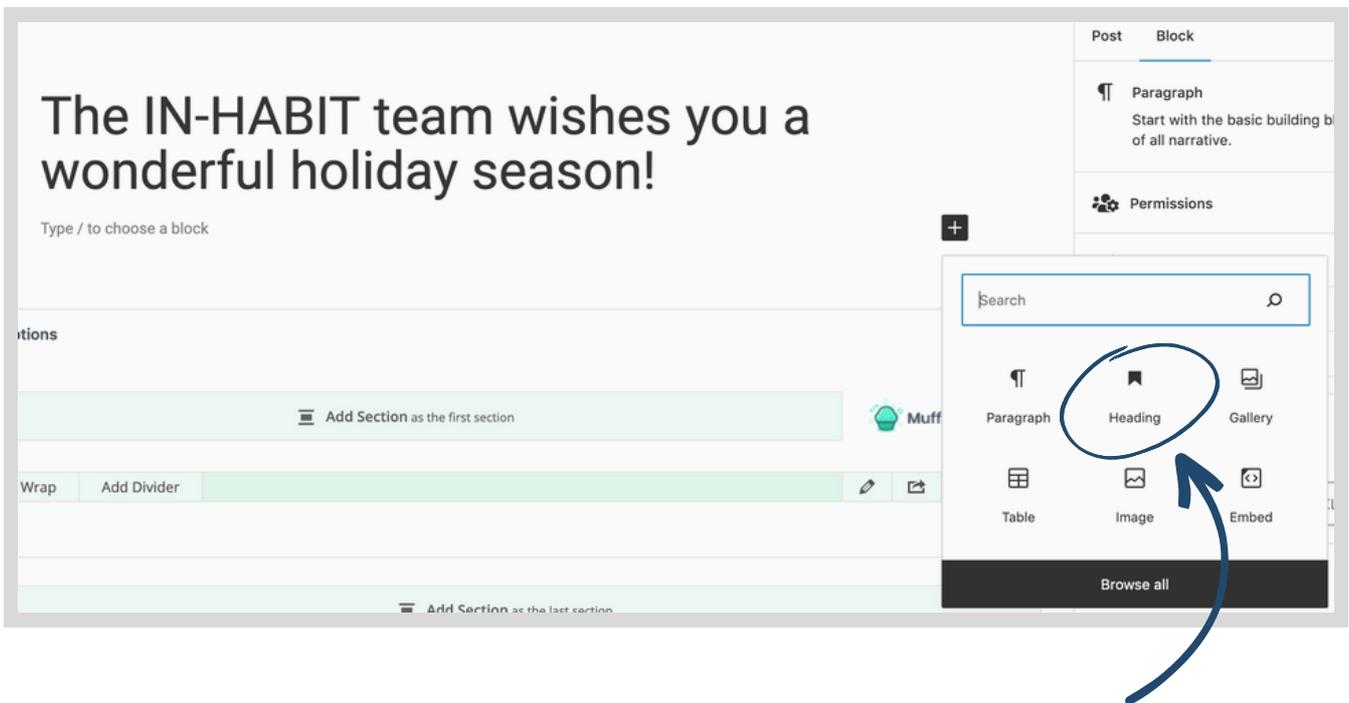


Ideally, the Headline Analyzer at the top right corner should be orange or green, and score at least 40. You can click on it to see an analysis of the chosen title.



SUBTITLE

The subtitle should always be inserted; it should describe the content of the post in multiple words and using alternative keywords. In a new draft, the space for it is clearly labeled as Heading. If not present, you can add it by clicking on the button icon on the right and choose Heading.



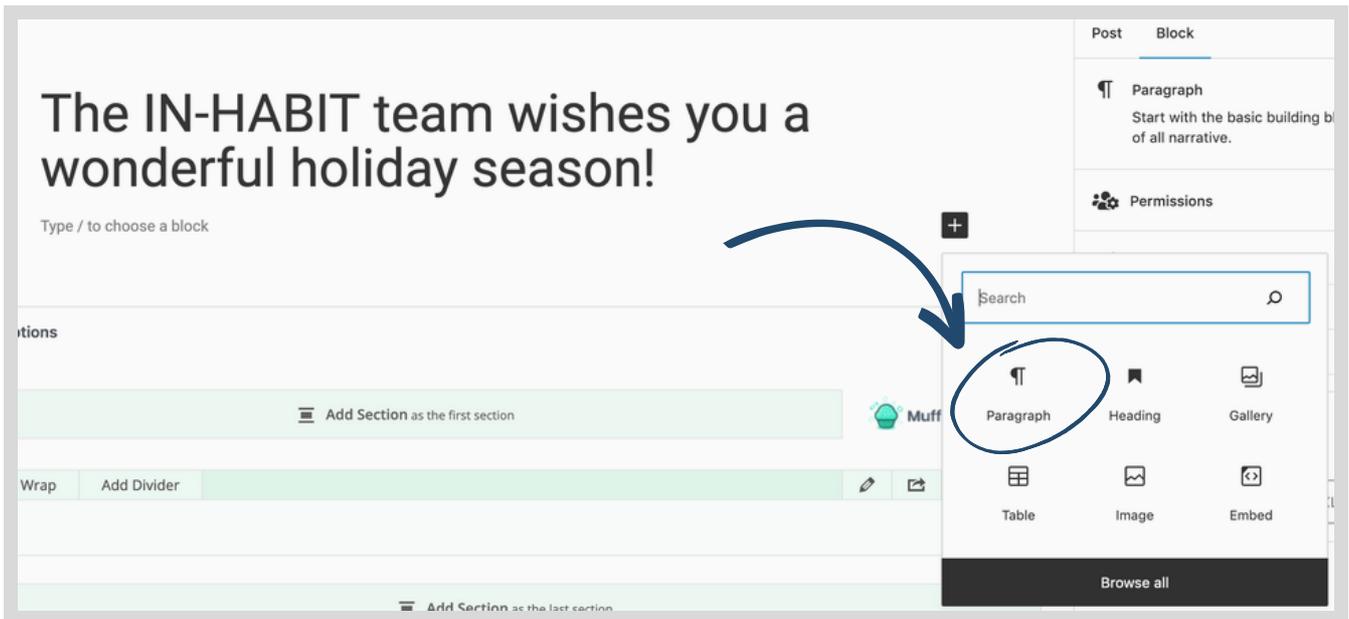
REMEMBER: It must be formatted as Heading 2 (H2).

PARAGRAPHS

In SEO writing, paragraphs and sub-paragraphs of text should follow a hierarchy based on their relevance. They can also be added by choosing Heading, but they should be formatted as Heading 3 (H3), the main one, and as Heading 4 (H4), the sub-paragraphs.

CONTENT

The content of the post should be entered by choosing the Paragraph option and will be automatically formatted as Paragraph.



An optimal SEO-side content must have these requirements:

- Bold for focus words
- Contain hyperlinks (i.e., a link connecting between pages on one site or sending to another site's page or allowing you to jump between topics on the same page via text)
- Avoid thin content (i.e., content that is sparse, worthless, or too short)

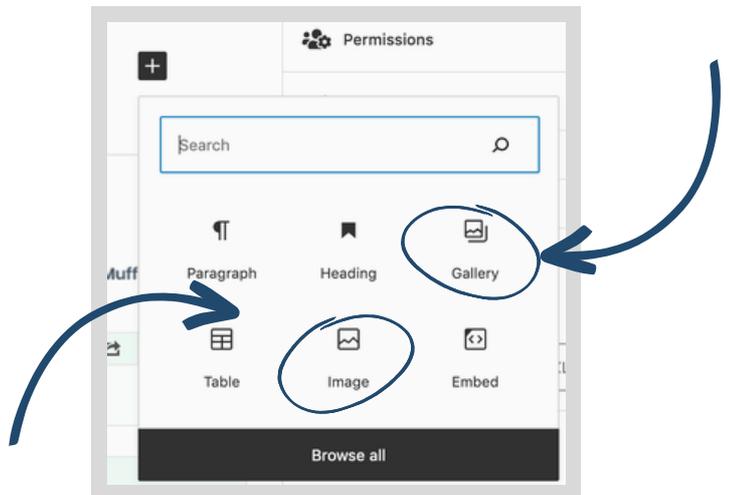
CONCLUSION

It must summarize the main message of the blog post and it is important that it contains a compelling call-to-action, based on the goals you want to achieve.

Images

Pictures can be added to the article by clicking on the button on the right and choosing the options Photo or Gallery.

If you choose Gallery, the photos will be added at the bottom of the post.

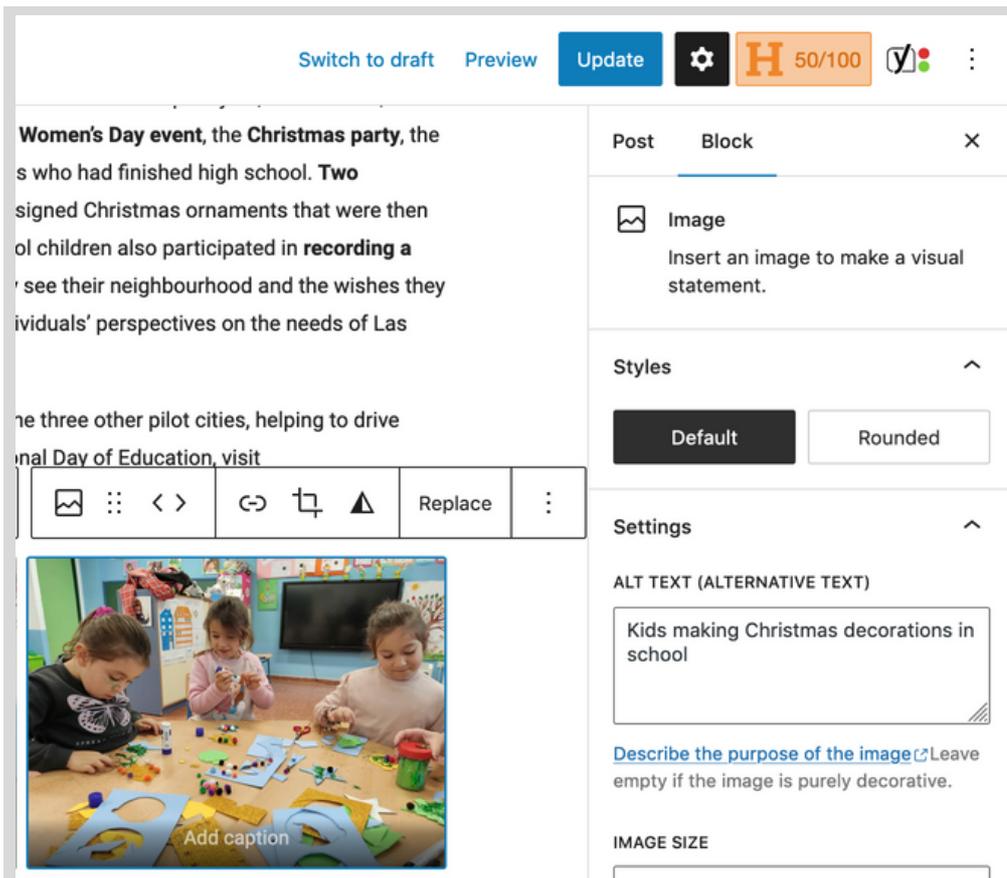


As the IN-HABIT project continues, education will remain a priority in Cordoba, as well as the three other pilot cities, helping to drive both health and individual and collective well-being. For more information on the International Day of Education, visit <https://www.unesco.org/en/days/education>.



An optimal SEO-side image must have these requirements:

- The file name must be short and descriptive (never use generic terms such as "image1.jpg" or "img_36862386.png")
- Always insert the ALT attribute (Alternative Text). You can do so by clicking on the image and typing the text in the column on the right.



For very large images, you need to reduce the weight of the file. Just go to compressjpg.com, upload the files in question and download them compressed.

SEO SETTINGS via Yoast

Once you have completed the blog post content you need to fill out the SEO parameters section in the Yoast SEO window.

Focus Keyphrase

Insert keywords that describe the content of the blog post.

SEO Title

It can be left as it is.

Slug

When creating a new draft, the slug generated might be the same as the previous post. If this is the case, write a new one based on the title you have given to the article.

Meta Description

Sentence of maximum 160 characters whose purpose is to entice the user to visit the page for more information.

N.B.1: Do not use the Subtitle of the blog post.

The screenshot shows the Yoast SEO settings for a blog post. The 'Focus keyphrase' field is circled in blue and contains the text 'International Day of Education'. Below it is a 'Get related keyphrases' button. The 'Google preview' section shows a mobile result for the same title. The 'SEO title' field is also circled in blue and contains 'Title Page Separator Site title'. The 'Slug' field contains 'international-day-of-education'. The 'Meta description' field contains 'In 2023 we celebrate the fifth International Education day. In Cordoba, the activities organized with the local schools are numerous.' The 'SEO analysis' section at the bottom shows a green status and the title 'International Day of Education'.



USEFUL LINKS:

- <https://supercooldesign.co.uk/blog/how-to-write-good-alt-text>
- https://yoast.com/blog-post-word-count-seo/#utm_source=yoast-seo&utm_medium=software&utm_term=text-length-name&utm_content=content-analysis&php_version=7.4&platform=wordpress&platform_version=6.1.1&software=free&software_version=18.6&days_active=181-365&shortlink=34n

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