

# Key SEO Rules of Blog Article Writing

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Below are some Key Search Engine Optimization (SEO) Rules in the formatting of your blog articles. Follow these rules for better SEO so that your Blog Articles rank better in Google.

## General formatting rules of Keyword (Phrase) in your Article

- Your Blog Article should be between 500 and 700 words.
- Place Keyword (Phrase) in the title of your Blog Article.
- Place Keyword (Phrase) as the first words of the first sentence of your Blog Article (if Possible).
- Place Keyword (Phrase) in the last sentence of your Blog Article.
- Place Keyword (Phrase) in an H1 tag. (Title is usually an H1 tag)
- Place Keyword (Phrase) in an H2 tag
- Place Keyword (Phrase) in an H3 tag
- Underline at least 4 Keywords (Phrase)
- **Bold** at least 2 Keywords (Phrase)
- *Italicize* at least 3 Keywords (Phrase)

## Rules of Keyword (Phrase) in Links Internally and Externally

- Add Keyword (Phrase) as the Title of a link to an internal page.
- Add rel="nofollow" to ALL External Links that leave your Blog.
- Have an External Link to an Authority Site (a relevant Wikipedia page for example).
- Add Keyword (Phrase) as an Title text in link to the Authority Site.

## Rules of Keyword (Phrase) in Images

- Add a backlink to internal pages using an image.
- Name an image your Keyword (Phrase)
- Add Keyword (Phrase) as the ALT tag in an Image in your Blog Article.