

# 5 Step SEO Blog Guide

- 1 Permalink also known as the URL:**  
Keep it short + simple! Most often use the Blog Title.
- 2 SEO Title:**  
Blog Title | The name of your business | Location/  
Keywords  
*Ex: 10 Common SEO Questions | LMR Consulting | Marketing in Colorado*
- 3 Meta Keywords:**  
Pick 3-5 keywords that are applicable to the blog + your  
business  
*Ex: Marketing , SEO Requirements, Common SEO Questions*
- 4 Metadescription:**  
160 Character Description (1 sentence) of your Blog. Think  
of it as a sales pitch for why to read it!  
*Ex: Look no further for the top 10 most common SEO questions for your small  
business in Colorado.*
- 5 Hyperlinks:**  
Always remember to add at least 1 internal link (meaning to  
your website) + 1 external link (to another website) to each  
post

## Email with Questions

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## Why is SEO Important?

It helps your website be found  
online by users searching using  
**KEYWORDS.**