

# The Perfect Blog Post Format For On-Page SEO

★ *Just Follow The Steps in Red Below!*



Add one or two images. Squarespace recommends 2500 px in width and no more than 500 kb in size. Increase click-through rates by linking images to internal pages.

## Add An H1 Subtitle With Your Keyword

Start with your keyword as early in the body of the article as possible. Lorem ipsum— the Greek text here in black, is just filler. It's used to represent the article. Dolor sit amet, docendi oportere eum in, mea verterem explicari appellantur ea.

## Add An H2 Subheading With Your Keyword

Bold your keyword somewhere in the body copy. Be sure to add internal text links to your website pages and external text links to noncompeting websites. Lorem ipsum dolor sit amet, docendi oportere eum in, mea verterem explicari appellantur ea, ne assum intellegam pro. Ex vis convenire voluptatum argumentum, ea harum putent efficiantur cum. Audiam patrioque persequeris no cum, eam vide prompta intellegam ad.

## Add A Set Of Three Or So H3 Subheadings With Your Keyword

Make sure your keywords feel natural or you'll risk being seen as keyword stuffing and be penalized. There is no hard and fast rule but we like a 1.5% keyword insertion rate or nine insertions for every 600 words.

## An Additional H3 Subheadings With Your Keyword

A good *average* article length is in excess of 800 words. People tend to skim blog articles before they read so adding bullet points to an article is a way of getting readers to the the core points of an article quickly.

- **Bold Bullet Point** - Patrioque persequeris no cum, eam vide prompta intellegam ad.
- **Bold Bullet Point** - Ex vis convenire voluptatum argumentum, ea harum putent efficiantur cum.
- **Bold Bullet Point** - Ex vis convenire voluptatum argumentum, ea harum putent efficiantur cum.

## Add An H2 Subheading With Your Keyword

Write a conclusion with a link to a contact form and either a text link or a graphic call to action like the one below. Ideally these will link to a landing page and form so that you can collect contact information for email campaigns. Lorem ipsum dolor sit amet, docendi oportere eum in, mea verterem explicari appellantur ea, ne assum intellegam pro.

Add A Call-To-Action!

