

Welcome to Blogging 101

Blog set-up and optimized content is included with every Dakno site, but we always encourage our clients and our friends to post additional content whenever they have the time. In this guide, we've shared a few techniques we use when writing content that you can use when writing your own blog posts.

We like to follow the "Pennies in a Jar" strategy. There are multiple Search Engine Optimization (SEO) strategies. It's best to focus on ALL of these, rather than just one. So let's cover a few of the basics.



There Are 3 Times To Tell Google What A Blog Post Will Be About:

- 1.) Title tag (headspace)
- 2.) URL (permalink)
- 3.) Blog Post Title

You **don't** want to use the same info all 3 times!

For example, the Flash/USB/Zip drive analogy:

1. **Title tag:** Everything You Need To Know About A Portable Hard Drive
2. **URL:** /zip-drive-information
3. **Post Title:** Why You Need A USB Drive

Title Tag

The text that is shown on each "Tab" in a web browser, and most importantly, the title shown in search results.
64 Characters or less. Title case each word.

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Meta Description

The page description that is shown in search results that encourages people to click on your search result link. Also shown when you link to a page somewhere that gives a link preview (for example, on Facebook or Google+).

Any longer than 156 characters will add an ellipsis.

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Keywords: Include Terms that Surround the Bigger Picture of the Main Keyword

For example: The Chicago Bears

Are you referring to the football team or bears running rampant around Chicago?

Tell Google with keywords:

- Chicago Bears
- Football
- NFL
- Coach
- Quarterback
- Team
- Fans

Don't repeat the same keywords over and over - it's frowned upon by Google. Using different words to help Google comprehend the message of the post is called Latent Semantic Indexing.

Common Real Estate Keywords

Housing	Home buyers	Commercial real estate
Real Estate	Home sellers	New construction
Homes	Listings	New homes
Houses	Homes for sale	Property for sale
Home search	Selling homes	and many, many more!

Don't imply the context: *home sellers vs. sellers – what are they selling? You can also specify the city for more targeted keywords.*

Subheadlines in Blog Posts

- Help increase time on site, pull readers into the content.
- Bullet points are also great to break up the content (those pesky “walls of words”).
- Google places more weight on headlines – they need to be very reader-friendly, conversational, and focus on telling what the paragraph is about.

For Example, "Housing Costs in Metro DC Pressed Higher During 2012":

<http://blog.theestridgework.com/2012/12/01/housing-costs-in-metro-dc-pressed-higher-during-2012/>

Current Subheadlines:

- 1: DC Metro Home Searches Rise
- 2: DC Metro Home Prices Rise
- 3: DC Metro Rents Rise

Even Better Subheads Would Have Been:

- 1: Considering Selling Your Chevy Chase Home? You May Be Able To Fetch A Higher Price
- 2: Chevy Chase, MD Home Prices Rise
- 3: Real Estate Outlook for 2013 in the Chevy Chase, Maryland Area

Additional Subhead Options That Would Work For This Post:

- Real Estate Market Stats for Metro DC
- Metro DC Real Estate Market Up
- Real Estate Data for Bethesda, Chevy Chase, and Cities Surrounding DC
- Market Stats in the DC Area
- Home Sales Rise in DC and Surrounding Areas

Deep Linking

- The blog post needs to link to various pages on the website.
- This carries weight, but not as much as outside links back to the site. It is still important to tell visitors and Google what each page on the site is about!
- Ultimate SEO Formula = internal links throughout post + external links coming in + social links (Facebook, Twitter, Google+, etc)
- Avoid looking spammy when linking - switch up keywords/phrases in link text
- Link area/neighborhood pages when possible.
- Other pages that may be on the site to link to: listing searches, contact pages, local resources, and any page with a lead capture (form).
- While you're writing, keep opportunities to link to these pages in mind - it's much easier to add the links as you go and avoid sounding spammy if it was planned rather than an afterthought.
- Be sure external links open in a new tab/window.

Tags

- Be sure to tag zip codes.
- Tag neighborhood/area names (especially ones that are mentioned in the post).
- Use as many tags as you want, just be sure that they are relevant.

- Avoid repetitive and spammy tags - they are visible to the reader as well as Google.

Keep Up with SEO and the Real Estate Theme in Fluff Posts

You don't have to sacrifice SEO or ties to real estate when you blog about "fluff" posts.

For example: "Great new restaurant just opened down the street from X neighborhood. Conveniently located next to Y condo building in Z area!" (Link to the areas/condos/neighborhoods on your site.)

Don't over-think things. Ask yourself these questions:

1. "What would be best for the site visitor?"
2. "What are common questions that I find myself answering?"
3. "What would I want to know about this area if I lived here, or were planning to live here?"

Finishing Touches

Once you've written your blog post, give it a quick once-over using the Dakno Real Estate Blogging Checklist: <http://blog.dakno.com/checklist-for-real-estate-bloggers/>

For more blogging tips, also check out: <http://blog.dakno.com/category/blogging-tips/>

Short on time? Utilize our [marketing packages](#), which include custom-written blog posts and content pages every month!