

## Blog Writing Tips



### Focus Keyword

Establish a focus keyword before beginning your writing. You will want this keyword to appear at least **5 times** in the body of your article. Think in terms of our products/services.

Ex: media buying, video production, marketing agency, digital advertising



### Blog Title

Titles with a number, power words\*, and under 80 characters perform best. Make sure your **focus keyword** is present in the title. The closer to the beginning, the better.

Media Buying: 3 Devastating Mistakes



### Links

Provide a link to **external and internal resources** in your blog. Internal links help Google find, index, and understand all of the pages on the site. External resources should be sites with high domain authority and properly credited.

[wakeenandcompany.com/media-buying/](http://wakeenandcompany.com/media-buying/)  
[www.stackadapt.com/](http://www.stackadapt.com/)



### Content

Web pages with **600+ words** rank the best in search results and increase average time on site. Embedding images or videos with the target keyword also improves the chances of appearing on SERP\*.

\*Search Engine Results Page (SERP). It includes "People Also Ask", article snippets, images, map packs, and video links.



# POWER WORDS



**\*What is a power word? It's a word or phrase that elicits emotion and intrigue. Think clickbait, but we actually follow up with the value. SEO crawlers eat these words for breakfast and serve them to users to enjoy as well.**

Ingredients  
Inspiring  
Jumpstart  
Kickstart  
Legendary  
Lost  
Memorable  
Mistake  
Nightmare  
Secret  
Solution

Actionable  
Absolute  
Advanced  
Assured  
Authentic  
Beauty  
Balanced  
Bold  
Bonus  
Risky  
Reliable

Obvious  
Obnoxious  
Opportunity  
Pioneering  
Practical  
Profitable  
Productive  
Quick  
Quality  
Vibrant  
Worthwhile

Breakthrough  
Brilliant  
Brutal  
Captivate  
Catapult  
Caution  
Challenge  
Competitive  
Comprehensive  
Successful  
Suprising

Conclusive  
Controversial  
Definitive  
Discover  
Dynamic  
Effective  
Elite  
Essential  
Expert  
Useful  
Unexpected

Eye-opening  
Forgotten  
Formula  
Fundamental  
Genuine  
Hack  
Heartbreaking  
Hidden  
Ignite  
Tested  
Transform

Discover  
Crave  
Impressive  
Problem  
Create  
Dominate  
Polarizing  
Relentless

Avoid  
Unpopular  
Vibrant  
Waste  
Wondrous  
Uplifting  
Vulnerable  
Timely

Targeted  
Skyrocket  
Research  
Productive  
Motivated  
Launch  
Investment  
Improved