

Blog Traffic Explosion

HOMEWORK 2.1 KEYWORDS

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MODULE 2 // SEARCH ENGINE OPTIMIZATION

Homework 2.1

- ❑ Install YOAST SEO plugin (if using WordPress).
- ❑ Brainstorm 30 potential keywords for the next blog post you plan to write.
- ❑ Use the “Keyword Selection Guidelines” to choose the best 10 keywords to target.
- ❑ Select one primary keyword to focus your article around.
- ❑ Write your article, including each of your 10 target keywords and several mentions of your focus keyword.
- ❑ Use YOAST SEO plugin to optimize your post for your chosen keywords.