

# HEY FRIEND!

## DOWNLOAD THIS GUIDE

for future reference & feel  
free to email us if you have  
questions!



LOVE, ALIDA



# HI, I'M ALIDA, OWNER OF WEB MOMSTER

[Visit Us](#)



## A LITTLE ABOUT ME

I'm a website designer & marketing strategist for small businesses. I firmly believe that a conversion-focused website and a holistic, customer-centered marketing strategy go a long way to building a successful business.

## IN THIS GUIDE YOU'LL GET:

- Blog Basics
- How To Update Your Metadata
- Changes You Can Make To Improve User Experience AND Boost SEO (Win Win!)

## NEED OUR HELP?

Still scratching your head? Shoot us an email at [hello@webmomster.co](mailto:hello@webmomster.co) and one of our website experts will be glad to chat with you.



Let's Get Learning!

# Blog Basics

## Keywords

Keywords are phrases that are relevant to your business. What are some phrases that your target client might use in a search engine to find your type of business?

Ex. If you were a marriage coach, one could be “How to stop a fight with my husband”

Use this phrase as the title of your blog, and sprinkle in similar keyword phrases throughout the blog post.

## Be Clear & Concise

- Choose a Clear Topic: Select a specific and relevant topic that will interest your target audience. Keep it narrow enough to be covered concisely.
- Strong Opening: Start with a hook to draw readers in. This could be a question, an interesting fact, or a bold statement.
- Concise Content: Aim for brevity. Use short paragraphs and sentences to maintain readability. Stick to the main points and avoid unnecessary details.

## Structure

As attention spans get shorter and shorter, so should your website content. Short bullet points get your point across effectively. Your structure could go something like this:

Introduction Paragraph

Bullet points

Conclusion: By paying attention to these details, you can effectively stop a fight with your husband without yelling.

Call to Action: I provide personalized advice on this topic. If you need my services, contact me and we'll set up a call!

**BUTTON SAYING “CONTACT ME”**

# Metadata

## *Under “Manage Posts”*

### Permalink

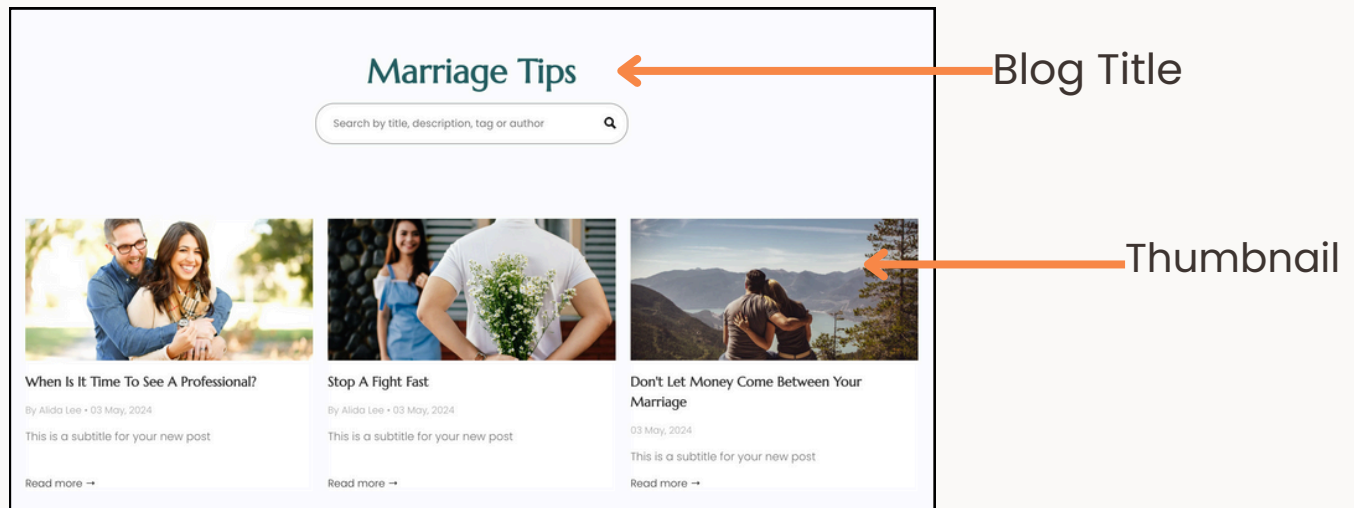
Inside the blog editor click on the settings icon. The first field is the Permalink field. Put the post title in there with dashes in between each word. Example:  
how-to-stop-a-fight-with-my-husband

### Images

Upload the Post Main Image and the Thumbnail Image

The Main image goes at the top of the post

The thumbnail image is the one that shows on the blog landing page.



### Post Meta Title

Title of your post

### Alt Text

Describe the post thumbnail. This is for people who use website readers (for example, people who are vision impaired). Describe your photo in detail.

## **Post Description**

This is a short synopsis of your post. This is what will show in search engines. This should be 2-3 sentences long.

## **Post Tags**

Tags are categories of different subjects of your blog posts. Use them to categorize your blog posts so that your website viewers can easily find blog posts on the same subjects.

## ***Under “Blog Settings”***

### **Blog Title**

When naming the page where your blog lives (the page on the navigation menu), choose a name that gets people interested in reading. If you call it “Blog”, people will likely ignore it. If you call it “Marriage Tips”, that will sound more intriguing.

Under the “Blog Title” setting, you should use the name from your navigation menu. In this example, that would be “Marriage Tips.”

### **Blog Description**

Short synopsis of the subjects your blog covers. What will potential clients learn when they read your blog?

### **Blog Thumbnail**

This is a photo that describes what can be found in your blog as a whole. This can be a photo from your website, or a photo of you, as you are the expert!

# BLOG CHECKLIST

## Keywords

- ☐ **Phrases your potential clients might use in a search engine to find you.**
- ☐ **Do you have a physical location?** Make sure to use it in your headline or subheading.
- ☐ **Sprinkle your keywords throughout your blog**

## Structure

- ☐ **Is your information concise?**
- ☐ **Do you have compelling bullet points?**
- ☐ **Do you have a call to action in the conclusion with a link or a button to your contact page?**

## Metadata

- ☐ **Are all of the fields filled out?**
- ☐ **Does your permalink match your post title?**
- ☐ **Do you photos have alt tags?**