
How-to SEO

A Blog Post

— Matt Campbell - Las Vegas Bloggers Meetup —
August 11, 2020

Where to Find Las Vegas Bloggers?

- **Meetup:**

- [meetup.com/Las-Vegas-Bloggers/](https://www.meetup.com/Las-Vegas-Bloggers/)

- **Website:**

- lasvegasbloggers.com

- **Facebook Group:**

- www.facebook.com/groups/lasvegasbloggersmeetup/

Future Presentations

- **August 11, 2020**
 - How-to SEO-ize A Blog Post
- **September 8, 2020**
 - Grow your email newsletter subscribers!
- **October 13, 2020**
 - TBD
- **November 10, 2020**
 - TBD
- **December 8, 2020**
 - TBD

Meetup Goals

- **This group is for those wishing to start a blog AND those that have been blogging for years! Beginner to Experienced - we are here to share ideas.**
- **Topics**
 - Search Engine Optimization (get higher search rankings), Keyword research, How to make money from your blog, Picture taking and images, podcasting for bloggers, How to start a blog, etc.
- **Presentations**
 - Attendee Introductions
 - Slide Show Presentation (Organizer or Guest Speaker) with discussion
 - Review blogs for recommendations and feedback

Who Am I?

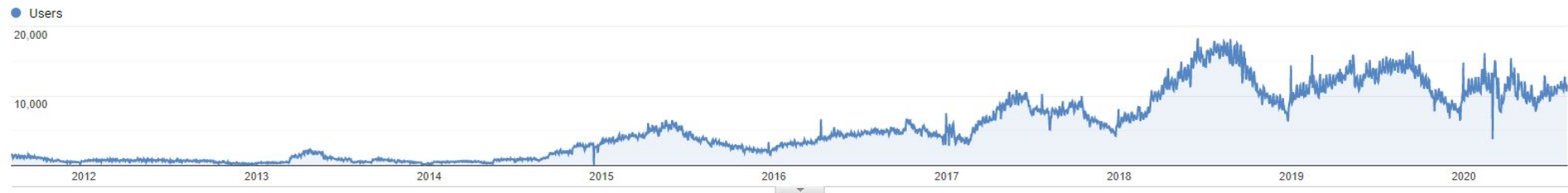
- **Organizer: Matt Campbell**
 - Owner of MyWeddingSongs.com
 - Started my online business in 2003
 - Website receives about 4 million annual visitors
 - Elevator pitch - I help couples, DJs, and wedding pros plan their wedding songs.
- **Sponsors**
 - My Wedding Songs

Introductions

My SEO Training

- **Certification from the Search Engine Academy**
 - <https://www.searchengineacademy.com/>
- **SEO Meetups from Kenny of NeonBrand**
 - <https://www.meetup.com/Las-Vegas-SEO/>
- **SEO Seminars from Jason Hennessey**
 - <https://www.jasonhennessey.com/>
- **Moz Whiteboard Friday Videos**
 - <https://moz.com/blog/category/whiteboard-friday>
- **Marie Haynes Newsletter**
 - <https://courses.mariehaynes.com/search-news-you-can-use/>
- **Neil Patel Content**
 - <https://neilpatel.com/>

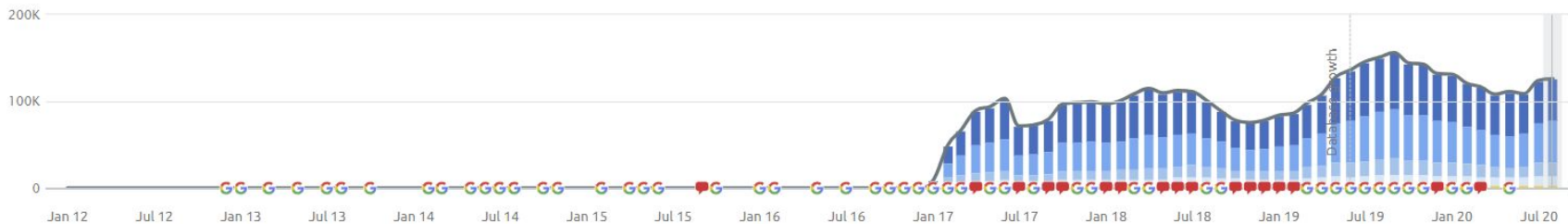
Real Life SEO Testing!



Organic Keywords Trend

Top 3 4-10 11-20 21-50 51-100 Total Notes

1M 6M 1Y 2Y All time



SEO-ize a Blog Post Checklist

1. Write content for a purpose – target specific keywords

a. <https://neilpatel.com/ubersuggest/>

KEYWORD ?	TREND ?	VOLUME ?	CPC ?	PD ?	SD ?		
stimulus checks	↘	2.7m	\$0.37	4	49		
stimulus checks 2	↘	368,000	\$0.25	1	43		
second stimulus checks	↘	110,000	\$0.20	1	43		
stimulus checks update	↘	33,100	\$0.15	4	24		
stimulus checks requirement	↘	33,100	\$0.45	8	25		
stimulus checks calculator	↘	18,100	\$3.40	1	19		
stimulus checks qualify	↘	18,100	\$0.34	9	21		
PAGE TITLE URL ?				EST. VISITS ?	BACKLINKS ?	f	p
Stimulus Checks Sent to the Dead blogs.wsj.com				0 Keywords ▾	37 Links ▾	2,225	0
Dead People Got \$18 Million In Stimulus Checks npr.org				0 Keywords ▾	2 Links ▾	936	0
Winnebago Tribe forgoes \$1.3 million in July stimulus checks for ... siouxcityjournal.com				0 Keywords ▾	0 Links ▾	79	0

SEO-ize a Blog Post Checklist

2. Write content as a benefit to the reader

Searches related to stimulus checks

stimulus checks **tracker**

stimulus **check eligibility**

stimulus **check 2**

irs economic stimulus checks **update**


stimulus checks **status**


stimulus checks **income limit**


stimulus **checks: who gets them**


are stimulus checks **taxable**

People also ask

When can I expect my stimulus check? 

How do I get my stimulus check? 

When should I expect my stimulus payment direct deposit? 

How long does it take to receive direct deposit stimulus check? 

Feedback

SEO-ize a Blog Post Checklist

3. Before uploading any image

- **Resize image to no larger than the size on your page (example: 800 pixels wide)**
- **Rename image file name to include targeted page keyword theme (use dashes to separate words)**
 - **picture-of-stimulus-check.jpg**
 - **picture-of-couple-getting-stimulus-check.png**

SEO-ize a Blog Post Checklist

4. Write the post title

- **Include your targeted keywords near the beginning**
- **50-60 characters**

SEO title

Insert variable

25 Disney Love Songs for Weddings | My Wedding Songs



SEO-ize a Blog Post Checklist

5. Shorten post URL (aka slug) to include keywords only

Slug

disney-love-songs

25 Disney Love Songs for Weddings

Permalink: <https://www.myweddingsongs.com/weddingblog/disney-love-songs/>

Edit

SEO-ize a Blog Post Checklist

6. Inside your content, use headings (H1, H2, H3)

- Most Wordpress themes have the post title at the top as the H1.

25 Disney Love Songs for Weddings

Permalink: <https://www.myweddingsongs.com/weddingblog/disney-love-songs/>

- Then, write a different and unique page title inside of the Yoast settings.

SEO title

25 Disney Love Songs for Weddings | My Wedding Songs

SEO-ize a Blog Post Checklist

6. Inside your content, use headings (H1, H2, H3)

- H1 is what the page is about & not duplicating title

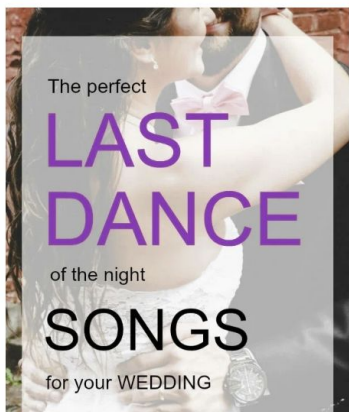
85 Best Last Dance Songs

2020

Share And Save



Last dance songs close out the evening and signal that it's time for your guests to leave. They are a great way to bookend your wedding reception from the [first dance](#) to the last. This will help everyone remember the night — especially the two of you.



How Do You End A Wedding Reception?

Wedding receptions, like all good parties, need to come to an end. In many cases, the first songs after the formal dances are meant to include everyone — regardless of their age. Toward the end of the wedding reception, you and your friends feel freer to let loose on the dance floor. It can be a little bit awkward to “Bring Sexy Back” with your Grandpa there — just sayin’.

So, how do you end a perfect wedding reception? With the last dance, of course.

What Is A Last Dance At A Wedding?

The last dance song is a closing element to [the perfect night](#). You basically have two choices for the tone of the last dance: slow or upbeat.

A slow song will help the guests key down from their sugar highs (cake, right?). It also signals that the party is over. (Please, leave, thanks for the presents.)

On the other hand, finishing the night with the last dance surrounded by your friends can be fun, too. End the wedding reception on a high note with an upbeat song that everyone will remember (and feel good about that gift they bought).

Can Our Last Dance Be Private?

Yes. Absolutely. Your last dance can be private. It's also an efficient way for the DJ to gently nudge people out of the door — lining up outside to cheer for you when the dance is over.

“The private last dance acknowledges that you and your wife (mostly your wife) have actually pulled it off: a year’s worth of planning has come to fruition.” [The Plunge](#)

A private last dance is a good way to refocus on yourselves — the wedding couple. Talk to your professional wedding coordinator and DJ to choose a song that will set the tone for the night, the honeymoon, and the rest of your lives.

The last thing you want is for your new groom to be partying with his cousins while you're in the hotel room alone. (Yeah, it happens.)

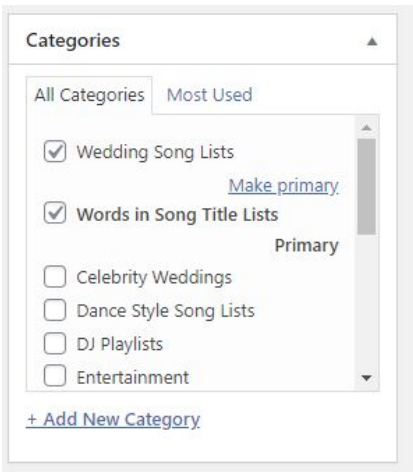
What Is A Good Last Song For A Wedding?

There are two ways to end the night. One is with a bang with an upbeat party song like

SEO-ize a Blog Post Checklist

7. Select a blog category

- **The blog category should be generic and not a targeted keyword phrase of the website**
 - **If you are a food blogger, have categories such as breakfast recipes, lunch recipes, dinner recipes, chocolate recipes, pancake recipes.**
 - **DO NOT have a blog category chocolate pancake recipes. This would be a targeted keyword phrase of a blog post.**
 - **Try to stick to one blog category but no more than two categories.**



SEO-ize a Blog Post Checklist


8. Add images to your blog post

- When you upload image, add an image title including targeted keywords
- When you upload image, add an image alt text including targeted keywords

SEO-ize a Blog Post Checklist

8. Add images to your blog post – check display settings too.

ATTACHMENT DETAILS



thursday-songs.png
July 16, 2020
132 KB
600 by 400 pixels
[Edit Image](#)
[Delete Permanently](#)

Alt Text
[Describe the purpose of the image.](#) Leave empty if the image is purely decorative.

Title

Caption

Description

Copy Link

ATTACHMENT DISPLAY SETTINGS

Alignment

Link To

Size

SEO-ize a Blog Post Checklist

9. Add an external link to an authoritative website on the topic you are writing about.

- Verify the external link opens in a new tab when clicked. You want people to stay on your website.

Insert/edit link

Enter the destination URL

URL

Link Text

Open link in a new tab

Or link to existing content

Search

No search term specified. Showing recent items.	
Thursday Songs – Songs with Thursday in the Title	2020/08/04
Newsletter Unsubscribe	PAGE
New Wedding Songs July 2020 Spotlight	2020/07/31
25 Country Two-Step Songs Everyone Will Dance To	2020/07/28
App Indie	PAGE
Wedding Songs Podcast Statistics @ 6 Months – E27	2020/07/25

SEO-ize a Blog Post Checklist

10. Add internal links to other pages on your website!

- **Keep user experience in mind. You don't want links everywhere.**
- **Only link to a single page once within the content.**

When Is The First Dance At My Wedding?

The wedding first dance is the first dance between newlyweds as a married couple. This can be the first dance at the wedding reception. The first dance can also start the formal dances following the meal. This dance is commonly followed by the [father-daughter dance](#) and [mother-son dance](#). The end of the ceremonial dances is marked by the entire [wedding party dancing](#). The bridal party invites others to join.

It's your wedding party. The timing of the bride and groom dance at the reception is based on your preferences. The first dance can be done immediately following the [grand entrance](#). You can be surrounded by your wedding party if you wish. If being watched makes you uncomfortable, that's okay, too.

Talk to your wedding planner, coordinate with the DJ, and earn more by reading our suggestion on how to [format your wedding reception](#).

What Is The Best First Dance Wedding Song?

The best first dance song as a couple is a subjective choice. BUT, if I had to choose just one song, it would be At Last by Etta James. Many brides and grooms prepare for months for their first dance by attending dance lessons. You may want to learn a magnificent [waltz](#), spicy tango, or a glamorous dance routine you saw on [Dancing with the Stars](#).

It is a wonderful surprise for the guests if they are entertained by the couple's dance number. If you plan on doing a special, professional dance for your first dance, contact a local dance studio and get lessons.

SEO-ize a Blog Post Checklist

11. Include a call-to-action within the content on what you want visitors to purchase/sign-up for! Example: Amazon links, booking page, newsletter.

Wedding Song Ideas Delivered Monthly!

SUBSCRIBE

SEO-ize a Blog Post Checklist

12. Optimize page meta description

- 160 characters max
- Include your keywords, benefit to reader and call to action.

Meta description

Insert variable

Looking for a modern song to dance the foxtrot to? Check out our 37 modern foxtrot songs! See musicians like Alicia Keys and Kenny Chesney.

SEO-ize a Blog Post Checklist

13. Select the author of the blog post.

- The author needs to be a real person, not the biz!
- About author section needs to feature E-A-T (expertise, authority, and trust)



About Matthew Campbell

Matthew (Matt) is the founder of My Wedding Songs. With his wedding and music experience as a DJ, Matt curates hundreds of song lists on this website. He hosts the Wedding Songs Podcast and is the organizer of the Las Vegas Bloggers Meetup. His work has been referenced in Rock n Roll Bride, Ruffled, Mobile Beat, DJ Times, Offbeat Bride, and 100 Layer Cake. [Read more about his inspiring story.](#)

SEO-ize a Blog Post Checklist

14. Just like a book, your targeted keywords should be included in the first paragraph and last paragraph of the blog article.

SEO-ize a Blog Post Checklist

15. Your content must be mobile-friendly - meaning it MUST look great on a mobile phone.

- **The text must be readable with a minimum font size of 16 pixels (as stated by Google). But, I recommend a minimum of 18 pixels (The more artistic font style, the bigger it needs to be).**
- **Black text on a white background is the most readable.**

SEO-ize a Blog Post Checklist

16. Write “evergreen” content. This is content that is valuable today and will still be relevant and valid in the future.

No one in 2020 will want to read an article about 2015 wedding trends. Update the content each year to make it relevant to today.

SEO-ize a Blog Post Checklist

17. DO NOT only concentrate on writing new content! Update old content and bring up-to-date.

If possible, change the coding on your blog to show the blog posts' Last Updated date and not the publish date. People do not want to read articles that show a 2006 published date.



WEDDING SONG LISTS, WORDS IN SONG TITLE LISTS

Thursday Songs – Songs With Thursday In The Title

Thursdays get no respect. Thursdays are even known as Friday Eves. Wednesdays are hump day. Mondays begin the workweek. We want to give the day much respect by creating a list of popular Thursday songs – songs with Thursday in the song title. Technically, Thursday is the fourth day of the week according to international [...]

[Read more](#)

LAST UPDATED AUGUST 6, 2020 | BY MATTHEW CAMPBELL

SEO-ize a Blog Post Checklist

18. When you do update a blog post, write the last updated date inside of the content to let your readers know.

Top 125 First Dance Songs: The List

We cannot name all the great first dance songs. This is why we have listed the most popular wedding first dance songs around the United States.

First dance song list curated by [Matthew Campbell](#)

Last Updated: July 27, 2020

Roundup

SEO software and plugins discussed

- Yoast SEO - <https://wordpress.org/plugins/wordpress-seo/>
- SEMRush - <https://www.semrush.com/>
- Alexa Ranking - <https://www.alexa.com/siteinfo>
- Google Search Console - <https://search.google.com/search-console/about>
- Google Analytics - <https://analytics.google.com/>
- Ubersuggest - <https://neilpatel.com/ubersuggest/>
- Wordpress - <https://wordpress.org/>
- Last Modified WP plugin - <https://wordpress.org/plugins/wp-last-modified-info/>

Any questions?

Review your website?

Facebook - @myweddingsongs

Twitter - @mywedsongs