

# Search Engine Optimized Blog Post

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**GUIDE TO SEARCH ENGINE OPTIMIZATION  
FOR CONTENT CREATORS**

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**GREENPEACE**

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# Search Engine Optimized Blog Post

The perfect post and many readers!

What do potential readers search for? What do they want to read about? Align your post with that thought in mind. You can do Search Engine Optimization boost to any text, **it takes 10 minutes**, if you have the correct SEO ABC in place.

You write text to answer questions and to entertain people. Part of your audience finds you through search engines, thus you need to keep in mind what could they search for. What question do you readers want to find answer for? Your text should cater the need your audience instead of just working as a piece of text your boss asked you to write about.

*“What question you readers want to find an answer for?”*

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## The 12+1 step short list to perfect SEO friendly blog post

- ✓ What is your keyword? Why do you write?
- ✓ First headline H1 (most important)
- ✓ Headlines H2 keep readers interest alive
- ✓ Word count 500-1200 words
- ✓ Keyword density
- ✓ Readability check
- ✓ Mobile first
- ✓ Active voice
- ✓ Pictures need ALT text
- ✓ Strong Call to Action
- ✓ Links to other pages
- ✓ Social sharing metadata

***“What do potential readers search for? What do they want to read about?”***

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## 1. Choose 1 Keyword/Phrase for the post, and list out 3-5 synonyms to use

What do potential readers search for? How can that search phrase or search keywords be said in other words? **Use the synonyms in the text body** and at least one H2 to make it easy to find and GET MORE READERS.

## 2. Headline H1

Give **some serious love** to your first headline - will this make people want to read the post, what questions do they want an answer when searching Google? Remember to use the H1 formatting on the webpage.  
**Keep it short.**

**The web headline formula:**

Number/Trigger Word + Adjective + Keyword + Promise

**Simplified example:**

“TOP 5 fascinating penguins in Antarctic”

## 3. Use engaging H2 headings for other main headers in the text

Headlines H2 include synonyms and **keep readers interest alive**. Write complete sentences and keep in mind to answer more questions around the topic the reader wants to learn more about. Remember to use the H2 formatting on the webpage.

## Example of heavy text wall

### Greenpeace and Extinction Rebellion to Finnish energy giant Fortum: phase out coal!

Tuuli Oksanen / Reuters - 08/03/2019



23 activists from Greenpeace Nordic and Extinction Rebellion Finland and a partner held a peaceful demonstration today at the Fortum headquarters in Espoo, Finland, when the company released its financial statements for 2018.

"Finland has one of the most ambitious climate targets in the world. At the same time, the state-owned company Fortum is hampering the coal phase-out in other European countries. The situation is highly controversial and to be honest, outrageous. The Finnish state and minister Tapio Sillanpää, responsible for overseeing steering, should put an end to this", says Olli Tanskanen, climate campaigner of Greenpeace in Helsinki.

Through its acquisitions of the German energy supplier Uniper, Fortum has become one of Europe's big polluters and also a major player in Europe's fossil fuel coal. At the moment, Fortum/Uniper is hampering the coal phase-out in Europe by opening a new coal plant in Germany called Datteln 4, and by threatening to use the Netherlands over their new coal phase-out law.

The new coal plant Datteln 4, a large-scale power plant of over 1,000 MW, is the next burning topic in the German climate movement. During the last two weeks hundreds of people have demonstrated against the power plant. The protesters in Espoo are showing the German flag Datteln 4 stripes. (Stop Datteln 4)

Also, the general public in Finland is becoming more and more aware of Fortum's climate obstacles. In less than two weeks' time, already almost 2000 people have signed a Greenpeace petition against Fortum, asking the energy giant to phase out



## Example of headlines

### Ministeri Paateron Fortum-puheet kummastuttavat – tässä vastauksemme kolmeen ongelmalliseen väitteeseen

Tuuli Oksanen / Reuters - 08/03/2019

Onnistujajournalistit Sirpa Paatero oli viime viikolla vierana Ylen politiikkaradiossa e... jossa häntä haastettiin tulevasta onnistujajournalistin periaatepäätöksestä sekä Fortumista.

Lähiakassa julkaistuna onnistujajournalistin linjat on yksi hallituksen merkittävimmistä linjoista, joihin liittyy, että onnistujajournalistin kautta valitetaan valtuutetun määrän päättäjät. Ylen Fortumin päättäjät yllättivät Uniper-kaupasta myöskin koko Suomen päättäjät. Lauski onnistujajournalistia valitettiin esimerkiksi, että valitsemattomia "vapaa- ja -toimipolitoja ja turvavälineiden määrän suhteen.

#### 1. Paatero kiertelee ja kaartelee omistajajournalistien ympäristöä – päätöksen pitäisi olla läpihuutojuttu

Politiikkaradiossa vierana ollut ministeri Sirpa Paatero kommentoi, että "säilyttämällä" julkaistuna onnistujajournalistin periaatepäätöksen yksi haasteista on se, että ohjelmassa pitää pitää yllä 60 erilaista valtuutettua. Tämä on totta, mutta missä on ongelmia? Ennen vaahtoa kaikki hallituspuheet vastasivat kyllä ympäristöministerin esittämään kysymykseen se, mikä päätös Suomen "lauski" linjoista onnistujajournalistin ympäristöä, joka on linjoissa 13 astetta lauskiensa kanssa ja vahvistaa lauskiensa politiikkaradiossa alustaa sekä hallituksen ja "nietujen" välistä ja lauskiensa.

Muistutettiin se, ettei ehdottomasti esimerkiksi seuraava linjoista onnistujajournalistin.

"Väite-omistaja edellytti, että yritys lauski alustadettiin, tietyssä pohjan suositellaan sitä, miten yhtiön läheisimmän seuratetaan Pariisin sopimuksen 1,3°C vaatimusta ja raportit edellyttämällä vuosittain. Pariisin sopimuksen ja keskiarvon keskiarvon keskiarvon (GDP) mukaan politiikkaradiossa vastustetaan tai haastetaan lauski ei ole hyväksytty."

Lauski periaatepäätöksen tuli linjat, että valtuutettujen yritysten hallituksen lauskiensa nähtävissä ollaan korostamaan seuroitusta ja seuroitusta linjoista.

#### 2. Paateron mukaan Uniper-kauppa ja oikeusjuttu ovat epävarmoja – sitä suuremmalla syyllä nyt on aika vaikuttaa

## 4. Posts should be 500-1200 words

Count your words, with online tool. Do you have enough to say? Do you have too much to say and you should divide the article in two or three different posts?

## 5. Keyword density should be between 0.5 and 2.5%

Don't forget to use those synonyms! You should have said your point in different ways and thus been successfully using synonyms in your text to make sure the search engines value your post and show it in the search results. **Dumping the keyword 100 times in the post is not valued** – thus make sure you repeat the words and synonyms in sensible way.

## 6. Readability

- ✓ Check headlines, are they short and easy to read?
- ✓ Use bullets or numbers list whenever you can (it helps reading)
- ✓ Use bold in text as visual aid for the reader quickly get your most important points in text. Do not overuse, it should be easy to read.
- ✓ Measure your readability <https://readability-score.com>

## 7. Mobile first

Your readers are most likely to consume content via mobile device. **Add hard breaks** in text after every 2-3 lines in a paragraph. Font size matters, use rather bigger font, in some web channels use size 14-16 as a default for mobile users. Check the post in mobile phone before posting it on social media.

### Hard breaks in text



### No breaks



## 8. Use active voice

**Active vs. passive.** For example, "Picasso painted a picture" uses an active voice. "The picture was painted by Picasso" uses a passive voice. Use active voice to help your text to come alive.

## 9. Include a photo. Remember to add the ALT TEXT.

Use high quality pictures. The recommendation is to have a photo at least every 500 words. Remember to add alt text in the picture, preferably text with the



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chosen keywords. Search engine reads the picture information as part of the web page, thus alt text helps to tell the search engines what the page is about.

## 10. Use a strong CALL TO ACTION to encourage engagement

Engagement can be with social channel, your other blog posts, a video, a petition sign-up, a newsletter sign-up etc. **Choose only one goal.** You can have multiple engagement opportunities, but you should emphasize the chosen engagement piece more than the others.

Call to action could be:

- ✓ Share this post in social channel
- ✓ Read this article next
- ✓ Sign this petition
- ✓ Sign up for the newsletter
- ✓ Support us through donation

### **Examples:**

*Find out why you should sign [Protect the Oceans petition](#).*

*You can make a difference – [donate today](#).*

*Want to read more about the topic? [Read about this topic next](#).*

*Share this and [tell your friends](#) the story of the oceans.*

## 11. Linking to other pages/content

Make the blog post more engaging by adding links. You can add links in the text or as a list in end of your text. You will build some sweet link power to your site and search engines will trust your content.

- ✓ Link to relevant campaign page or information pages
- ✓ Include at least 3 links to other relevant pages
- ✓ Instead of having link in one word [only](#) vs [Have a link in the whole sentence](#)
- ✓ **Make the most important link very dominant.**
- ✓ Do not overuse text links.

*Do you want to read more about the oceans?:*

- [Why do we need the oceans to stop the climate change?](#)
- [Why whales are climate change heroes](#)
- [Antarctic penguins are in trouble. Here's how we can help them](#)

## 12. Social sharing opportunities

Here are few tricks to add socially sharable content to the blog post that are additional to the commonly used social sharing buttons.

### Embed social post

You can embed social post to blog post in P4.

BP needs to produce a plan to start phasing down their oil and gas production over the next 10 years. Hey, they could even take those billions and put them into clean energy. Just an idea.

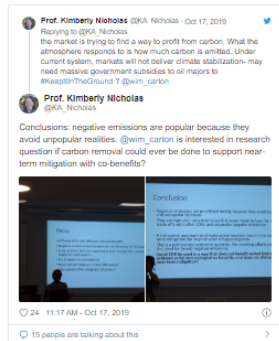
But they're not. They're still drilling for new oil, relying on future carbon emissions-capturing technologies – that even after decades of experimentation are still very, very far from being commercially viable – to trap and store their future pollution. They also think that more trees will be planted to remove carbon dioxide from the atmosphere.

This is all fantasy planning. Essentially, they think that someone else will clean up their mess.

### Meeting the 1.5°C target means reducing emissions \*and\* planting trees

While planting more trees could help take some of the carbon out of the atmosphere, a lot of this has already been factored in to the scenarios put together by scientists after the Paris agreement was signed.

And much of the extra land BP assume could be used to plant more trees would have massive negative impacts on food production and human rights. Again, they want other sections of society to have to change, while they just carry on as normal, making a killing out of oil.



The reality is that the whole world – all countries, all companies – have to rapidly reduce emissions at the same time as supporting the re-growth of healthy forests. This has already been agreed.

So why do companies like BP think they can just carry on as before? The answer is probably their belief in carbon capture and storage.

### BP's carbon capture and storage projections are an unrealistic fantasy

To justify their new oil drilling projects, BP and Shell use carbon capture projections from the "Sustainable Development Scenario" from the International Energy Agency (IEA).

### Check your sharing meta data

Check that you meta data is in order. The picture is the right size and from the right campaign. The title of the blog post or the sharing description/meta



description are up to date. P4 will do most of the job for you! Social channels will automatically pull the data, if someone decides to share your content.

### Correct meta data



### Incorrect meta data – picture size



If FB is giving you wrong information, you can use this tool to update you page information for FB: <https://developers.facebook.com/tools/debug/>

### Click to Tweet – WordPress plug in

If you have Click to Tweet plug in P4 you can add tweetable links easily. Add "Click to Tweet" into 1 or 2 good sentences or headlines

Add this code into the HTML and it will create you a click box in the text. Change the "via" part to be your local account.

[bctt tweet="Never give up, never surrender. " via="GreenpeaceSuomi"]

## 13. +1 Include at least 1 content upgrade

Offer more ways to engage. This is called content upgrade, which means people get more out of your article and feel that they received something extra.

- ✓ Relevant audio or video file
- ✓ Greenguide as a PDF download
- ✓ email course opportunity
- ✓ webinar invitation
- ✓ newsletter subscription
- ✓ embedded relevant social media content