BuilderStorm
Project collaboration made easy

Blogging with best SEO practices

Subject:
Here is where you add the subject of your blog post which may just be the title. It would be a benefit to include the chosen keyword (or close variation) in the blog title, a bonus if it is able to come first, sounding natural, but not essential.

Distribution:
Here is where you list where the blog is going. For example - website (blog), social media (LinkedIn and Twitter), email marketing, part of an email nurturing programme.

Objective:
In this section, you can note down the reasoning for the blog. For example, is it to attract sign ups, inform your audience of a new update, increase brand awareness, attract traffic to the site from Google, etc.

Key points, positioning and opinion:
In this section you will add a short overview of what you'd like the blog to include. This can include:

- Sources of inspiration for the post
- Quotes (internal or external)

You can also add questions here with the aim of resolving them for your audience in your blog.

Keyword targeting?
Here you can add initial keyword ideas which relate to the post. For example:

- Do I need to upgrade my software
- How to manage a construction job
- Construction software
- Best software for construction industry

Input or requirements from internal/external resources?
This section (if needed) is where you can input requirements needed to create the blog, for example, contingent on another blog, latest news, needs a conversation with a director about positioning, etc.

Copy:

This is where the copy of the blog will go including title. The copy should include H1/2/3 headings. These are simply subheadings within the copy. Preferably, the keyword would be included in the first paragraph of the blog. This is not essential though so if it does not sound natural it is best to forgo the first paragraph placement.

- Your copy should preferably include one or two internal links. The text you are linking from should relate to where the link is going rather than being generic 'link text' for example, 'just click here to see' is not as helpful for SEO as 'view our report on life in construction today'. If you link 'click here' those are the words the Google bots will read and 'click here' will more than likely not relate to the following page on Google's crawl. Linked pages should also relate in terms of content. For example, if you mention a specific product, you can link to the product page.

- You can also use external links in your copy, you should only link to reputable sites or your own social media.

- You should always include a relevant call to action to the end of your blog post. The CTA can be either (or both) a text or image CTA. This will encourage the user to continue their journey of your website to a destination of your choosing. For example, to get in touch with you or travel to another destination on your website. If you are adding a text CTA, we would recommend using persuasive language.

Supporting collateral and copy links:
Links to places which may help with the copy such as similar blogs/news

Sources:
Here is where you'd document your sources

Mailer text (optional):
Here is where you'd add the copy for your email communication in relation to the blog.

SEO:
Here is where you'd add further information relating to your keywords/phrases.

Keyword	Search volume

Supporting collateral and copy links:
Links to places which may help with the copy such as similar blogs/news

Sources:
Here is where you'd document your sources

Mailer text (optional):
Here is where you'd add the copy for your email communication in relation to the blog.

SEO:
Here is where you'd add further information relating to your keywords/phrases.

Keyword	Search volume
ABC	10 - 100
123	100 - 100
XYZ	1k - 100k

A UK Cloud-Based, Mobile-Friendly Platform of Project Management Tools

* Logistics * Financials * Document Control * Quality Controls * Digital Forms *
BIM Level 2 * ISO 9001 * SSL
Tender to Completion. Office to Site.
Management, Subcontractor, Design Team, Supplier, Client.

Easy to use, migrate, implement and access and with over 30 + features available,
we can build a platform to work for you tailored to your company's specific needs.
Pricing based on your requirements, paid monthly, with absolutely no fee's per user

builderstorm.com