



## SEO Building Blocks with Amber Bracegirdle

**SEO stands for search engine optimization. In a nutshell, it means making your site navigation clear and your content easy for the robots to parse, which in turn makes it more eligible to be listed higher in the search results. Solid SEO practices also make your content better for your readers. Therefore, good SEO plays a vital role in growing your traffic!**

**SEO is a big topic, but for this module, we're focusing on 4 key elements: URL structure, image filenames, linking and keywords.**

**URL Structure** – URLs are important for SEO, but not a defining factor.

**Reminder, don't update existing URLs!** Simply observe these best practices moving forward.

Does your URL simply describe the post?

Are you using your keyword inside the URL?

Are you using ONLY one URL to link to each post?

Are you using a simple directory structure? Meaning do folders, files and categories have simple names?

**Image Filenames** – Another way to rank on Google.

**Don't go back and change your current filenames.**

Are your image file names user friendly?

Are you using hyphens instead of spaces or underscores?

Are your filenames less than 5 or 6 words long?





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**Linking** – How your users (and the robots) navigate from page to page on your website.

**Internal Links** are links to another page on your website. **External links** are links on your site to other websites. Every link is essentially a ‘vote’ to wherever you’re linking: So keep that in mind with your external links. Link to yourself as often as you can as long as your anchor text naturally fits within that sentence and describes the page you’re linking to.

Are your links in your blog posts relevant to the content in the post?

Are you linking to other posts only once within one blog post (i.e., no duplicate links)?

Are you keeping the reader engaged while linking to relevant content?

Do your external links point to leading experts on the topic?

Are you checking for broken links on your blog, most importantly on your top 25 blog posts?

**Keywords** – The word “keyword” is a misnomer, because it’s likely a key PHRASE that you’re targeting.

### Are your keywords present in your...

Page titles

Meta description

Headings

Paragraphs

Is your keyword density between 0.5% – 3%?



### Additional Resources

- [What is Mediavine?](#)
- [Mediavine Requirements](#)
- [Mediavine Blog](#)
- [Content Upgrade Challenge](#)

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