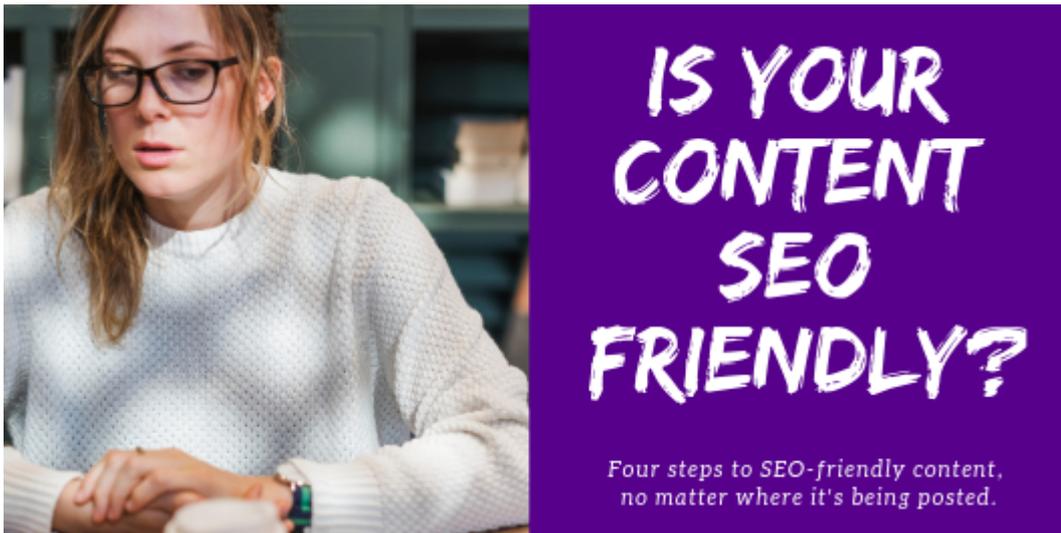


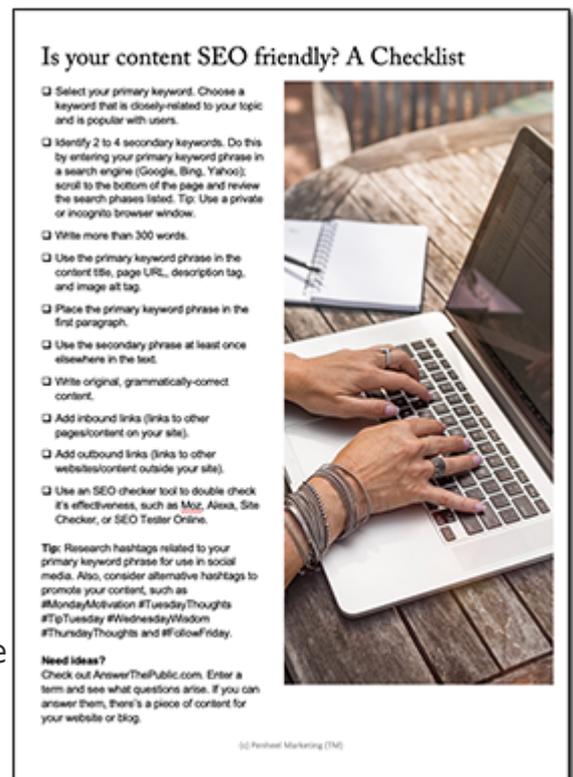
Is your content SEO friendly?



One of the main purposes for creating content for your website or social media profiles is to help elevate your brand's online search ranking. But how do you know if what you've just created will do that?

Here are four steps to help ensure SEO-friendly content, no matter where you're posting it.

1. Identify the primary keyword and its placement: Ensure the content's primary keyword is placed in the URL, in the page title and description, as well as on any images accompanying the post.
2. Choose a secondary keyword: The quickest way to do this is to open a private browser window, or incognito browser window; enter your primary search term; then scroll to the bottom of the page. You'll find a list of related phrases to your primary term. Use that phrase in a subheading or in copy after the first paragraph.
3. Links: Add inbound and outbound links within the content. Inbound links come from other sites to your pages. Outbound links click to content outside your site.
4. Check your content using an SEO checker



Click to download the SEO checklist.

Is your content SEO friendly?

tool, like [Moz](#), [SEO Analyzer](#), [Alexa](#), [Site Checker](#), or [SEO Tester Online](#).

Tip: Research hashtags related to your primary keyword phrase for use in social media. Also, consider alternative hashtags to promote your content, such as #MondayMotivation #TuesdayThoughts #TipTuesday #WednesdayWisdom #ThursdayThoughts and #FollowFriday.

Need ideas? Check out [AnswerThePublic.com](#). Enter a term and see what questions arise. If you can answer them, there's a piece of content for your website or blog.

What's your biggest challenge when it comes to writing blog content?

Additional Resources

- [SEO for the Smaller CPA Firm](#)
- [SEO Keyword Activity Sheet](#)
- [SEO Tips and Tricks to Getting Found Online](#)
- [SEO Checklist for the Do-It-Yourselfer](#)

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