New Blog Post SEO Process

This is more of an SEO guideline for new blog posts and articles. Please use your best judgement when implementing. Do not over stuff, abuse or perform any blackhat SEO techniques. If the article/post is good, people will link to and share it.

- [ ] Perform keyword research: https://marvlus.ai/keyword-tracking/
- [ ] Naturally use keyword in title of post
- [ ] Use keyword as the file name of the featured image's file name
- [ ] Naturally use keyword in featured image alt tag
- [ ] Naturally use keyword in featured image caption
- [ ] Naturally use and bold keyword in first or second paragraph
- [ ] Use multiple image throughout post
- [ ] Naturally use variations of keyword in image file names, alt tags, and captions
- [ ] Use bullets often and whenever possible
- [ ] Naturally use variations of keyword 2-3 times throughout post.
- [ ] Link to related offsite sources
- [ ] Link to related onsite posts

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