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**The Importance of SEO for Blog Writing**

Search Engine Optimization (SEO) is one of the most vital tools used for blogging. Search Engine Optimization is a way for websites to more effectively reach their audience. SEO uses keywords to help narrow down a search. This would include phrases like “shoes” or “lunch”. Search engine optimization also uses something called long-tail keywords to determine if someone’s search matches with a website or blog. These don’t gain as much traction, but the results are more specific, so it trades off. An example of a longtail keyword would be “Dog friendly restaurants near me”, or “light blue wedding guest dress”. These phrases will rule out other blogs or websites that don't match the criteria, so it causes a narrower and more specific search. SEO is important for writers in general, but for blog writers specifically, it is extra important. Gaining traction on a writer’s blog depends on if the audience’s search engine promotes their blog over another website or blog. So, in turn, having strong SEO is important. Ensuring your site uses search engine optimization will cause more traffic on your site, which expands your audience and your reach.

There is lots of information about search engine optimization available. Since search engine optimization is becoming more widely known, the data and statistics proves how effective it is. Something new I have learned about search engine optimization is that the length of a website or blog’s content can affect how likely search engines are to show the site. The content within the website or blog can also affect how various search engines make blogs or websites appear. This data and information about websites is important for writers to know, in order to take full advantage of search engine optimization.

Maintaining relevancy and staying up to date on various trends and how search engines are tracking blogs are all key components of search engine optimization. This is essential for writers to know how to optimize the data and information given to them from search engine optimization, and what we can learn from it. We can learn what works for certain niche blogs, and how various topics affect our audience and our reach. Search engine optimization is critical for all public relations professionals to learn and maintain.