



My 4 Step
Blogging
Strategy...

SWIPE



First. Review



What I do **BEFORE**
Implementing a
SEO Strategy...

SWIPE



My Process for
Keyword
Research...

SWIPE



My 4 Step
Process for
Technical SEO...

SWIPE



My Process for
On-Page
SEO...

SWIPE



KEEP SWIPING



blog

- 1) Research
- 2) Categorize
- 3) Write
- 4) Media

KEEP SWIPING





1) Research

- Research Topics from “Keyword Research”
- Identify Content Gaps

KEEP SWIPING



Research Topic

Keyword	Search Vol.	Difficulty
seo for saas	480	25/100



KEEP SWIPING

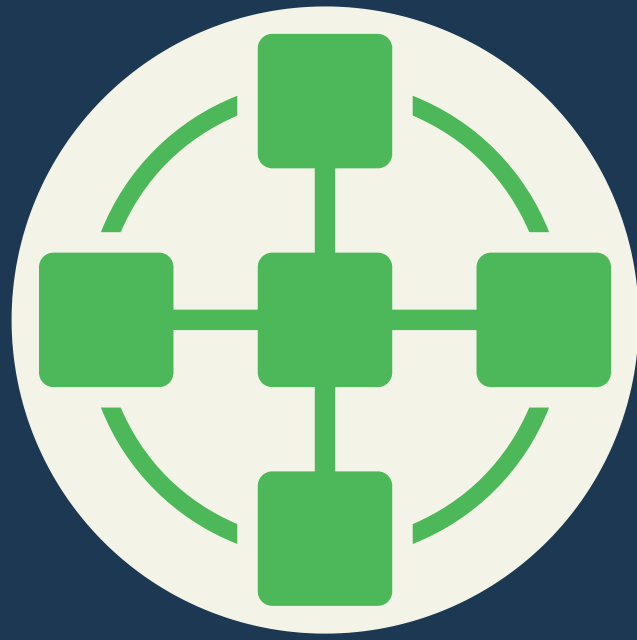




Content Gap

Websites	Ranking on Google "seo for saas"
Competitor	#2
Competitor	#5
SpearPoint	NA

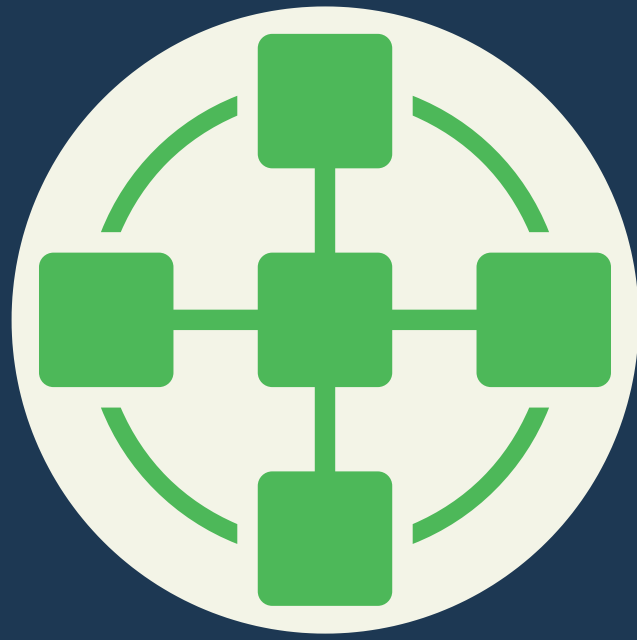




2) Categorize

- Intent?
- Content Category?

KEEP SWIPING



Categorize

Keyword	Intent	Category
seo for saas	<ul style="list-style-type: none">• Medium Intent• Thought Leadership	<ul style="list-style-type: none">• B2B SEO

KEEP SWIPING



3) Write

- Outline
- Write

KEEP SWIPING



Outline

H1: SaaS DIY SEO Tips That Will Grow Your Business

H2: SEOs: Know Your Saas

H3: Ideal Customer

H3: Product

H2: 10 Essential DIY SEO Tips for SaaS

Conclusion

KEEP SWIPING



Outline

Words	Headings	Images
5620	22	16

KEEP SWIPING





Write

1. Write Using AI
2. "Humanize" Content
3. Edit Content
4. Optimize for SEO

KEEP SWIPING



4) Media

- Customize Images
- Video (Other Media)

KEEP SWIPING



Images

- I use Canva
- Create & Customize Images
- Limit Stock Usage

KEEP SWIPING



Images



KEEP SWIPING



Video

- I use Vidyard
- Selfie Videos or Screen Shares
- Nothing Fancy

KEEP SWIPING



Video



KEEP SWIPING

Next Step: Content Distribution

Coming Soon:

*“My Content Distribution Process
After Blogging”*

KEEP SWIPING



Previous Steps:



Links in Comments





Like My SEO Content?



Repost & Share

Follow Me &



ONE MORE



Is this helpful?

**What would you
add?**

Questions?

COMMENT BELOW