

PREVIEW

SEO  
TIPS & TRICKS  
FOR BLOGGER  
BLOGS

BY HEATHER AKA HOJO  
OF HOJO'S TEACHING ADVENTURES  
AND THE ACADEMIC VA

# Table of Contents

|             |  |
|-------------|--|
| Page 1      | Welcome!                                   |
| Page 2      | What is SEO?                               |
| Page 3      | WordPress Blog Users                       |
| Page 4      | Blogger Blogs: The Basics                  |
| Pages 5-8   | Blogger Blogs: Keyword or Keyword Phrase   |
| Page 9      | Pictures on Blogger                        |
| Pages 10-12 | Blogger Image SEO                          |
| Page 13     | Using the Data-Pin-Description             |
| Page 14     | Help! I Don't Get That Data-Pin-WHAT?!     |
| Page 15     | Utilizing the Alt Tag for Pinterest        |
| Page 16     | How Your Image Looks When Pinning          |
| Pages 17-19 | Random Blogging Tips                       |
| Page 20     | Blogger Blog Checklist                     |
| Page 21     | Blogger vs WordPress                       |
| Page 22     | Should I switch?                           |
| Page 23     | An SEO Caveat                              |
| Page 24     | MORE Options to Help with Keyword Research |
| Page 25     | Closing                                    |
| Page 26     | Usage Rights                               |
| Page 27     | Credits & Thank You                        |

# EVEN MORE!

Thank you for your interest in this ebook. If you want more SEO help through video tutorials – please check out this **SEO Basics** course.

<http://the-focused-teacherpreneur.thinkific.com/courses/SEOBasics>

The video course walks you through videos explaining SEO on both the blogger AND self-hosted Wordpress platforms.

Plus you get a video explaining Pinterest pin descriptions.

If you would rather learn strictly through an ebook – [please purchase this SEO resource right here on TpT.](#)

Thank you for your interest!

~HoJo~

# Welcome!

Hey everyone! I'm Heather, better known as HoJo, from [HoJo's Teaching Adventures](#), [HoJo's Life Adventures](#), and [The Academic VA](#). Today I want to share a little bit with you about why I created this product, my blogging history, and how this product will help you.

I've been blogging in some form or another since 2010. That's when I started my first classroom blog, and I've ran several more since then in addition to various Weeblys and other online platforms. In 2011 I started HoJo's Teaching Adventures, having no real idea what I was doing or that I would still be on this journey six years later.

In 2013 I got engaged to a wonderful man and started planning our wedding. My family got sick of my wedding updates on Facebook, so I started HoJo's Life Adventures. That blog has since turned into a lifestyle blog where I post all the randomness that is my life (think cooking, cleaning tips, essential oils, parenting, faith, and much more).

All of my classroom blogs were on Blogger, as were both of my two main blogs to start with. However, I realized in 2015 that I needed to up my game if I wanted to be home full-time. (My son was born in 2015, so I resigned at the end of the school year to be home with him.)

That is when I switched to Wordpress on my main two blogs (the first two listed above), and I've realized a TON about how much I was missing out on when I did my Blogger blogs. BUT – there's a way for you to do what I missed out on! (Knowing what I know now, I'm not even sure I truly needed to make the switch to Wordpress. I thought you had to be on Wordpress for better SEO, but it turns out that you just need to know how to make SEO work for you – regardless of platform!)

That's where this ebook comes into play. I want to share with you the tips, tricks, ideas, and how-to of making your Blogger blog SEO (search engine optimization) friendly so you can get more exposure from search engines, as well as Pinterest and other social media outlets. We'll be covering tips like how to make sure your blog has the best SEO possible, how to ensure your pictures will automatically have the perfect keyword friendly wording when someone clicks the "pin it" button from your blog, and much more!

So sit back, grab your favorite beverage, and enjoy. There's going to be a lot of great information shared. It may be overwhelming at times, but it'll all be worthwhile in the end. I'm so excited to help you make SEO even better so you can take your blog (and therefore your Teachers Pay Teachers store) to the next level!

Enjoy!

~HoJo~

# What is SEO?

SEO stands for **search engine optimization**. According to Wikipedia, "search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's unpaid results – often referred to as "natural," "organic," or "earned" results." Source:

[https://en.wikipedia.org/wiki/Search\\_engine\\_optimization](https://en.wikipedia.org/wiki/Search_engine_optimization)

If you can get your blog to rank higher, it will show up higher in Google and other search engines. This means more people will find your blog. When more people find your blog, you have more visitors. More visitors equals more pageviews. More pageviews means a potential increase in future followers (aka – they'll love what you do and come back more often), more newsletters sign ups, more social media fans, and potentially more income for you!

# WordPress Blog Users

This ebook is meant for Blogger blog users. If you're a Wordpress user, I hope some of the information included is still helpful to you! (I found the data-pin-description information helpful, even after having used WordPress for over two years.)

For some of the reasons covered later in this book, some of you may switch to Wordpress but I'm guessing many of you will stick to Blogger. Regardless, you can and *should* go back through your older blog posts if you want them to rank higher in search engines. It takes awhile, but it'll be worth it when you're seeing more pageviews and traffic!

The hardest part is going to be digging through these older blog posts and updating them. It's time consuming. I switched to Wordpress in late 2015, and I think I have about half of my posts green by Yoast's SEO standards as of September 2017. Sigh. It will come. There are only so many hours in a day. 😊

My first goal was to work on my top 10 all time evergreen blog posts. These were already doing well through Google search and social media, so the update gave them extra "SEO juice" to do even better.

When I was done with those ten, I did another ten posts.

My next goal was to work on SEO of posts for the months upcoming. In January, I focused on March blog posts. In June, I focused on back to school posts. These older posts already had some traction on social media, so it'll be a nice little boost to my blog to get them to bring me more organic SEO traffic as well. After a year I had everything taken care of.

If you're a Wordpress blog user, here's what you need to do:

- Download the Yoast SEO Plugin. That's it. Really. It will make things so much easier for you! Try to get everything to green, but know that it doesn't have to be. This one change is going to make blogging so much easier for you going forward. There might be a slight SEO learning curve, but you should catch on pretty easily since Yoast does most of the work for you.
  - Please note that using SEO Yoast is not an instant fix. It will definitely up your Pinterest game and give you the basics, but SEO is complex.
  - If you want a full video tutorial course on Yoast and self-hosted Wordpress SEO, check out this course - <http://the-focused-teacherpreneur.thinkific.com/courses/SEOBasics>

# Closing

I am not a blogging expert or some type of blogging goddess. Rather, I am a teacherpreneur who has thoroughly enjoyed the journey I've been on since November 2011.

Countless sellers have paid it forward by offering me advice – whether free in the forums, via blog posts, or even through individual conversations or paid advice.

Regardless it has all helped me get to the point I am at today. That is why this ebook came about – I simply wanted to share some of my knowledge with others, and the information shared is simply too long for a blog post and not relevant to my main target audience – K-6 teachers.

If you're interested in more blogging tips, I regularly blog about ideas at my Virtual Assistant blog – [www.TheAcademicVA.com](http://www.TheAcademicVA.com)

Please feel free to leave me a Q&A on TpT if there is a question I did not answer in this ebook. I may not have the answer, but I would love to help you out more if I can. My intent is to keep updating this as time goes on to keep it relevant for you to be successful with SEO. If you'd rather e-mail me personally you can do that by reaching out to [info@heatherfergen.com](mailto:info@heatherfergen.com)

I greatly appreciate you taking the time to stick with me through the end of this ebook! Thank you!

Yours in learning,

~HoJo~



# Usage Rights

This product is for the use of one blogger. The only exception to this would be if you and a partner share a blog, then both can use the resource. However, it is NOT be used by collaborative blogs. You can certainly take the information you've learned and apply it to your collaborative blog posts, but please do not share this resource or the contents with your collaborative blog members.

Thank you for honoring my time and product.

Yours in learning,

~HoJo~



# Credits & Thank Yous

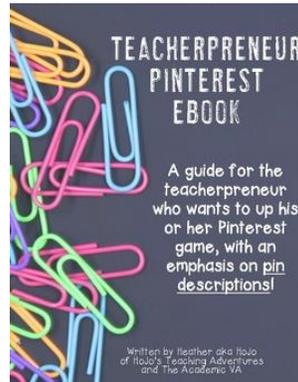
- First a big thank you to [Jen Jones of Hello Literacy](#) for many of the fonts used in this product.



- Second a huge thank you to the ladies in my mastermind group for telling me that yes, this indeed was an effort worth taking on!
- Third, thanks to my hubs (who will probably never see this) who puts up with me blogging and working on TpT until 2am randomly. 😊

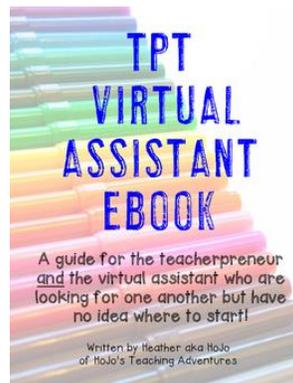
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