# Finance Studio’s On-page SEO Tool

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## Craft a well-structured blog post and boost your Google Search rankings with this simple tool.

Instructions:

1. Read through the template descriptions. *Note: Items in html tags preceded by “<” and closed with “>” are generally recognized by Google algorithms for search results.*
2. If you’d like to read about each section in greater detail [check out this post](https://financestudio.co/insights/this-on-page-seo-tool-structures-perfect-blog-posts/).

## First things first

Don’t publish a blog post without thinking through the following primary elements:

| **URL Slug** | [website.com]/finish-your-url-here  Keep it short and use a target keyword or phrase |
| --- | --- |
| <T1> Title tag, <H1> Header tag | This is the title of your blog post for your website. |
| **SEO title (60 characters)** | This is where your compelling title goes, and may be different from the title that you publish on your website. Follow the “4-U” rule by making it **Useful, Unique, Urgent, Ultra-specific** |
| **<Meta Description> (160 characters)** | This is where you add a short teaser of what your article is about, and perhaps a catchy call-to-action. While Google doesn’t pick-up on meta descriptions, readers do. Bonus points for brevity. |
| **Highlights, TL;DR** | You may choose to add a “too long; didn’t read” or TL;DR, which are bullet points or takeaways of what your post is about. |

**Ready to start outlining? Let’s go!**

## Blog outlining

These elements will help you structure the rest of your post.

| **<Image description>** | If you use an image in your blog post, then use this to explain it. And try to give your image a file name that includes your blog post’s target keywords. |
| --- | --- |
| <H2> Header | Headers help break up your post and help with overall structure. Try dropping target keywords and phrases into your headers. Add as many of these as you need in your post to distinguish between the different thoughts and sections of your post. |
| <H2> Header | Add a header here, for another content section. |
| <H3> Sub-header | Sub-headers are also great ways to expand on a header. |
| **<H4> Sub-header** | You can even take subheaders a step further, for example,   * For bulleted or numbered lists, or * To further clarify and dig deep into post sections. |
| **Internal backlinks and external links** | Great blog posts are well-researched and attributed. Include at least 2 external links to credible sources (established news outlets, .orgs, or recognized media sources) to back up any facts or statements, and generate backlinks by linking to your own content, too. |
| **Call To Action** | Don’t forget your Call To Action or CTA, to encourage the reader to do something. It may be to sign-up for an event or newsletter, add their name to a mailing list, register for an account, follow your social media channels. Read [7 rules to create an irresistible call to action](https://financestudio.co/insights/7-rules-to-create-an-irresistible-call-to-action/) for more. |

## Other tools

Tools are helpful, but cannot replace a human editor who recognizes nuances in style, tone, and compliance expertise. (See [Why AI can’t edit financial content](https://financestudio.co/insights/why-ai-cant-edit-financial-content/)). That said, you may wish to use these tools along your content journey:

* [Hemingway](http://www.hemingwayapp.com/) helps simplify your writing
* [Yoast](https://yoast.com/research/real-time-content-analysis/) optimizes for SEO
* [Grammarly](http://grammarly.com) finds plagiarism and writing mistakes

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