

Blog post #2: The Importance of SEO for Blog Writing

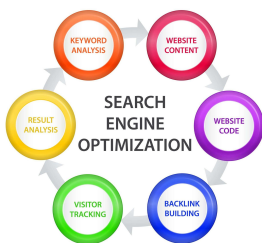
When I enrolled in my style and design class for the current fall semester, I did not realize I was going to learn so much more than design and using adobe software. This class has expanded upon my knowledge of many important things including Search Engine Optimization, or SEO.

Without knowledge of SEO, public relations practitioners are doing a disservice to their clients and to themselves. Being able to understand the relationship between SEO and PR can significantly impact a brand's visibility and credibility.

Not only does SEO help with visibility, it also helps a brand gain trust. Blogs written in a PR contact often highlights or showcases things done by companies they would want potential customers to know about. The more people that are able to see this blog help with SEO.

By incorporating long-tail keywords within PR blogs, organizations are able to increase their reach to broader audiences and really establish themselves as a leader in their market. Improving visibility in public relations also improves chances of attracting new audiences.

If you want to be even more successful when writing blogs, it is important to realize how the use of key words can hurt you just as quickly as they can help you. If you are overusing keywords, it will almost drown out the important ones causing more harm than good.



In the graphic to the left from a [Digital Web Services article](#), search engine optimization is visually laid out in explanation. The components that go into SEO include website content, website code, backlink building, visitor tracking, result analysis and keyword analysis. While my style and design class focused primarily on keywords, I found that to be a helpful starting point in expanding my knowledge in all aspects of SEO.

In my opinion, SEO is something that should be covered in every public relations class, especially classes that are writing heavy. Having at least one small lesson including SEO in these courses would be beneficial for all students in the major. Public relations is all about reaching intended audiences, and how are you supposed to reach intended audiences without understanding how to gain the attention and attraction you need.

To learn more about search engine optimization, there are many courses that can be found online. Completing one of these available courses can create more potential for yourself as a public relations practitioner as well as your clients you work for.

