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## Optimizing your Blog Post

- Use keyword/phrase in the name of your post
- Place keyword/phrase in the Title of your webpage
- Place keyword/phrase in the Description of your page
- Place keyword/phrase in the name of your image
- Speaking of images let's not forget the ALT tag
- Use the keyword/phrase in your Header 1 <H1>
- Place your keyword/phrase within the first 2 sentences
- Mention the keyword and variations throughout the content
- Internal linking w/ Anchor Text (This is sorta a BIG deal)