

Here are some amazing Blog Success Tips from the Founder of ClickMinded Tommy Griffith

#1 Write about what you love

If you're working on a side project or looking at joining a new company, I highly recommend focusing on a topic or a vertical you LOVE. There's too much mediocre content on the Internet now.

There are plenty of people out there that find SEO opportunities in search volume and go after a niche exclusively because it's a good business opportunity – but they actually aren't interested in the topic.

I know too many people that started stuff like an “*eczema cream*” website, or a “*colored yarn sewing kit*” website, exclusively because of the search volume opportunity, but not because they actually loved those topics. Surprise surprise: their content sucks and they hate their life!

#2 Optimize the crawl path

Crawl path optimization – take a look at google search console crawl data more, along with tools like Screaming Frog, Ahrefs Site Audit or Botify to look at how bots are crawling your site and XML sitemaps. The bigger your site is, the more impactful this work is!

Chris Makara

Interactive & Digital Strategist, ChrisMakara.com

#1 Get to know our audience via Analytics

If I could only give one SEO tip, it would be to make sure you have Google Analytics (or another analytics tool) installed on your site.

With on-site user experience so much more critical than it used to be for SEO, it's important that you know what users are doing on your site. Not only can you gain insight into your users interacting with your site, but Google Analytics will tell you how they are getting there. For example, through your SEO efforts.

PEOPLE ALSO READ: [2023 Best Tools to Embed Google Review Widget on Website](#)

Powered by **Inline Related Posts**

#2 Don't neglect your existing content

Making sure to do content audits more frequently would probably be the SEO tip that you might consider my last *aha* moment.

All too often, we look at creating new content when some of the biggest impacts can come from deleting poor-performing content, merging content, and updating content. Depending on the size of the site, a content audit can produce some great SEO results very quickly.

Do you enjoy this article, add Our Posts to your Reading List.

Action Point

PS: I know you might agree with some of the points raised in this article or disagree with some of the issues raised.

Please share your thoughts on the topic discussed. We would appreciate it if you could drop your comment. Thanks in anticipation.

WhatsApp: @**CRMNuggets Community**



Follow Us on Facebook: **CRMNuggets**

Follow on **X Platform**

Follow on TikTok @**crmnnuggets**

Telegram: Join Here

Sharing Is Caring. If you enjoy this article, help us share with others.



Related posts:

Electronic Payment Concepts: The Five Modes

Blogging Success Tips From Steven van Vessum

Amazing Blogging Success Tip From Elise Dopson

Blogging Success Tips From Brent Custoras