

How To Write The Perfect Blog Article For Google...

Once you have chosen the keyword you want your article to show up for when your ideal customers are searching for you on Google, optimize your website, landing pages & videos with that keyword to increase your organic search engine ranking. Here is an example of a perfectly optimised page to copy on your own web pages. The keyword we have used in this example is 'Personal Branding', so obviously you will model this ratio in your own article with your own keywords.

Domain name URL: <http://howtobuildabrand.org/branding/personal-branding-brand-basis/>

Page title: www.howtobuildabrand.org | [Personal Branding](#) | Small Business Branding (60 characters max incl. spaces)

Meta description: How To Build A Brand develops [Personal Branding](#) to maximise your credibility and brand.

H1 headline title: [Personal Branding](#)

Body Text:

You've learned the importance of [personal branding](#) whilst building your corporate brand. And yet, there's another facet of branding that you may not have thought about: What if you haven't yet launched your corporate brand? How can building a [personal brand](#) first help with that? When someone buys into your brand, they aren't just buying a product or a service...it's much more than that. They are buying YOU. You see, people buy into people. They want to Like, Know, and Trust the person behind the corporate brand. And that's why [personal branding](#) is so crucial to corporate success. How many times have you seen this happen? A person, popular in his or her social circle, starts a business. Friends patronise it. They refer more friends. They promote it on social media. In short, the corporate brand takes off quickly. Why? Because people already Like, Know, and Trust the brand's founder. Much of the hard work of building trust and reputation has been done...embedded in the very foundation of the brand. Here are a few points to further prove the power of using a strong [personal brand](#) as the basis of a corporate brand:

- Your brand is not what you say it is. Rather, it is what the consuming public says it is. Therefore, because your friends and acquaintances have already established opinions of you (and their continued association with you proves that they like you), you have started to build a brand with supporters who will talk about the authentic you. This is a great way to begin to fill the market with truth, and to somewhat control perceptions of your personal and corporate brand.
- Every brand must name its corporate values and then work to attract clients who hold those same values. Guess what? Your personal friends and business associates already share your values; otherwise, they wouldn't still be making an effort to keep your acquaintance. This is a solid foundation for gathering a pool of ideal clients.
- Every brand needs a USP (Unique Selling Proposition) in order to set itself apart from the competition. If you start with your personal brand, you will develop, by default, a USP. As long as you remain genuine and true to yourself, we can guarantee that there will be no one exactly like you—and that is the definition of uniqueness.
- Since people buy people, building your personal brand is a brilliant way to market yourself as the product you are, ensuring that interested parties buy into the true product of your brand—YOU. Your values, skills, style, language, mannerisms, word choices, preferences...are the equivalent of a product's features and benefits, so market them!
- Starting with your personal brand builds a sort of ready-made sales funnel. People willingly move through the funnel, from Friend to Fan to Client...because they Like, Know, and Trust the person behind the corporate brand.

We, the corporate and [personal branding](#) experts at How to Build a Brand, can't seem to say enough about the importance of building your personal brand. It's a deep subject, for sure, and something that will be expanded upon in our next B.R.A.N.D. Kick Starter Masterclass. Register here for this exciting eye-opener, and get started on building a brand as brilliant as you are.

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As you can see, we are making sure our content has our keyword no more than five times in the whole article, so it makes sense to a human as well as search engines when they search for information that has our keywords in it. This is just short to demonstrate the point, as we would always recommend your blog articles are on average 700 words so that Google picks them up and deliver 'How To' type information.

Google's focus is on promoting websites and blogs that deliver high quality, engaging content. Use keywords so you are showing up first when your ideal customers are searching for you. However, never use more than 3% of your keyword in one article or Google will see it as spam. Check your article keyword density at:

<http://tools.seobook.com/general/keyword-density/>

Share Your Next Blog Article In The How To Build A Brand Facebook Group To Receive Feedback & Exposure To Your Business!