

SEO

Content Fundamentals

by Rob Greer



ROB GREER  **PHOTOGRAPHY**®

robgreer.com

my studio website



goodgallery.com

our corporate website

SEO

search engine optimization

SEO refers to strategies and tactics that can help your website appear in coveted search engine positions.

Search Engine Goals

help users solve problems

Being the Best

relevant, valuable, unique, popular, trustworthy

Your Website

relevant, valuable, unique, popular, trustworthy



goodgallery.com

\$100 OFF STARTUP

discount code: **WEDDINGSCHOOL**

Keywords

misused & misunderstood

Ideal Target

seek low-hanging fruit

photographer

no chance

portrait photographer

nope

new york portrait photographer

too hard

brooklyn portrait photographer

give it a shot, but unlikely

brooklyn family portrait photographer

better chance

flatbush family portrait photographer

best chance

Identify Keywords

think like your clients

Long Tail Keywords

mgm grand casino vegas wedding photographer

Keyword Frequency

be very, very careful

“... the first one or two times you mention a word – that might help with your ranking. Absolutely. But just because you can say it seven or eight times, that doesn’t mean that it will necessarily help your rankings.”

- Matt Cutts, Former Head of Google’s Webspam Team

Singular & Plural

add that “s”

Synonyms

play a huge role in searches

“Wedding” Synonyms

marriage, nuptial, ceremony, hitched, connubial

“Photograph” Synonyms

photo, image, pic, picture, print, photograph, shot, snapshot, capture

Practical Usage

dog photos, doggies pictures,
canine photographs, puppy pics

Latent Semantic Keywords

words that are inherently related to each other

bride, groom, veil, processional, recessional, bridesmaids, maid of honor,
groomsmen, best man, reception, ceremony, officiant, bouquet,
boutonniere, garter, vows, venue, flower girl, ring bearer, chuppah, ketubah

Keyword Modifiers

best, easy, smart, local, fast, cheap, expensive, 2016

Key to SEO

content, content, content

Who Loves Writing?

raise your virtual hand



Who Hates Writing?

raise your virtual hand



Images

search engines don't understand images

You Must Write Content

if hope to succeed at SEO

Write for Visitors

and you'll be writing for search engines

Answer the Questions

who, what, when, where, how, why

Describe Your Images

stating the obvious

So What Test

can they think “so what” when reading your content

Plagiarism

stealing content is unwise

Duplicate Content

is a bad thing

Content Length

length is strength

Single Message

focus on one central idea per page

Grammar & Spelling

it are importunt

Topics

“but I have nothing to write about”

Tell Stories

tell your own story for best results

Describe

individuals and objects

Story

explain what is happening

Discuss

why or how you created the image(s)

Location

current and historical information

Oheka Castle Wedding : Whitney + Russ

Oheka Castle in Huntington, New York, is one of the most epic locations I've seen since moving to the city. At this gorgeous Oheka wedding the entertainment was provided by the Hank Lane band, the rehearsal dinner was held at Rothmann's, floral design was provided by Atlas Floral, and the event design and coordination was by Carmen Cermak. I've been back to Oheka since this wedding and every time I am reminded of Whitney and Russ' warm, gentle families. I am honored by the continued collaborations that I have with Whitney's brother Devin, and his wife Melanie! It's been a joy to get to know this gracious, kind families and their friends.

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Ohoka Castle Wedding : Whitney + Russ

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Oheka Castle in [Huntington, New York](#), is one of the most epic locations I've seen since moving to the city. At this gorgeous Oheka wedding the entertainment was provided by the Hank Lane band, the rehearsal dinner was held at Rothmann's, floral design was provided by Atlas Floral, and the event design and coordination was by Carmen Cermak. I've been back to Oheka since this wedding and every time I am reminded of Whitney and Russ' warm, gentle families. I am honored by the continued collaborations that I have with Whitney's brother Devin, and his wife Melanie! It's been a joy to get to know this gracious, kind families and their friends.

Oheka Castle **Wedding** : Whitney + Russ

Oheka Castle in Huntington, New York, is one of the most epic locations I've seen since moving to the city. At this gorgeous Oheka **wedding** the entertainment was provided by the Hank Lane band, the rehearsal dinner was held at Rothmann's, floral design was provided by Atlas Floral, and the event design and coordination was by Carmen Cermak. I've been back to Oheka since this **wedding** and every time I am reminded of Whitney and Russ' warm, gentle families. I am honored by the continued collaborations that I have with Whitney's brother Devin, and his wife Melanie! It's been a joy to get to know this gracious, kind families and their friends.

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Anything Missing?

how can we add more value to this description

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