

# 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.

### 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.

### Ohoka Castle Wedding : Whitney + Russ

Ohoka Castle in Huntington, New York, is one of the most epic locations I've seen since moving to the city. At this gorgeous Ohoka 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 Ohoka 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.



### 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.

### 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.

### 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.

# Anything Missing?

how can we add more value to this description

# SEO

## Content Fundamentals

by Rob Greer

