

# SEO

by Rob Greer

**ROB GREER**  **PHOTOGRAPHY**®



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# SEO

search engine optimization

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

**“When you play  
the game of  
SEO, you win or  
you die.”**



# Search Engine Goal

help users solve problems

# To Succeed

present the best answer



# Buzzkill

you need to hear this

# Quick Fix

there's no fast track to SEO success

# Immediate Results

don't expect them

# Work Required

lots and lots

# Easier Marketing

there are easier way to market yourself

# Examples

paid advertising, paid directories, referrals

# Not Discouraged?

let's start learning about SEO

# SEO Experts

they've called you, you've seen them online



# Telemarketer Sharon

“This is Sharon your local Google specialist . . .”

# Sharon

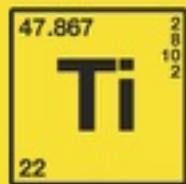
“This is Sharon your local Google specialist . . .”

# Who Can You Trust

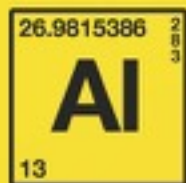
who has the answers



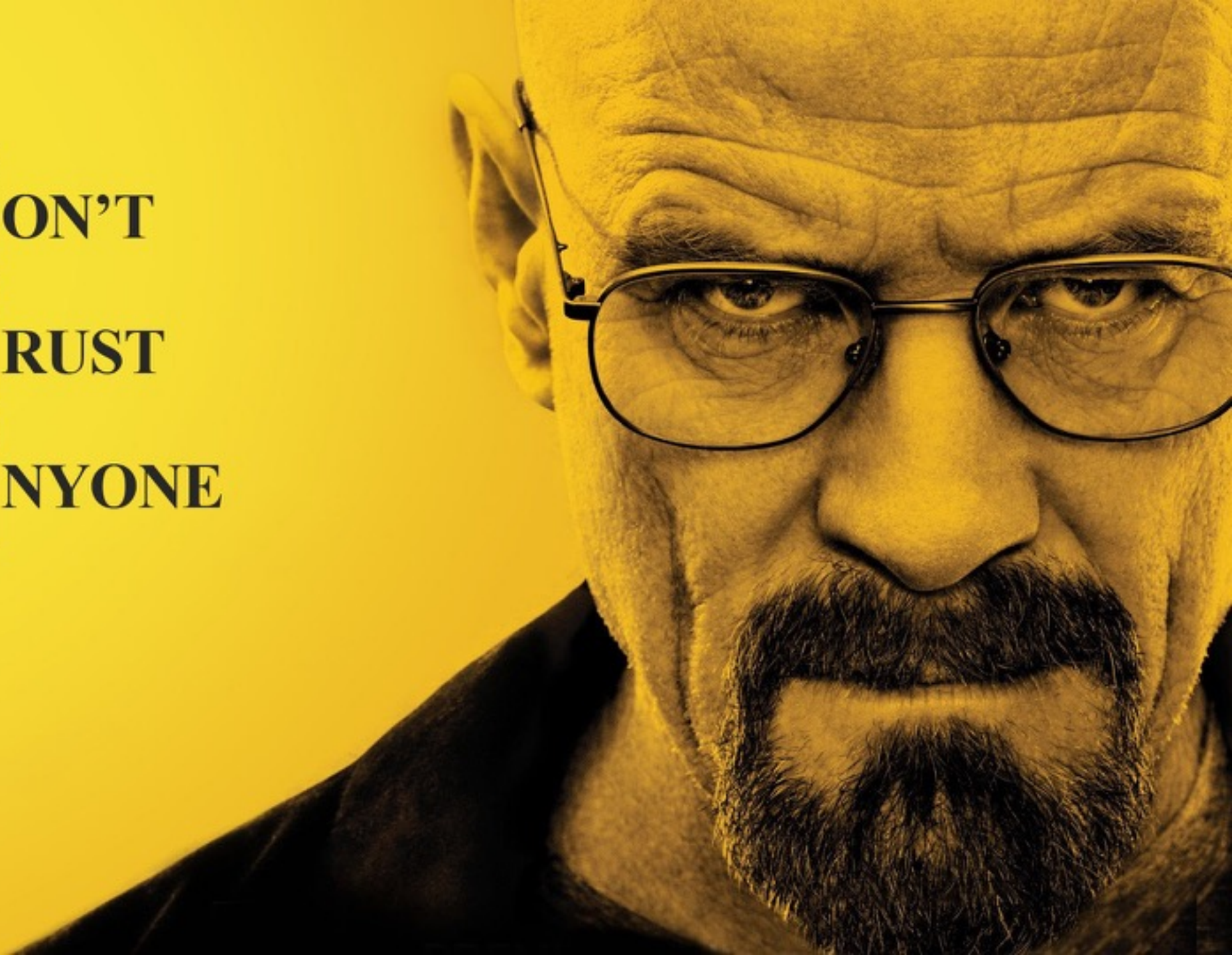
ON'T



RUST



NYONE



# First Page Promises

don't believe them

# Most Important Factors

content, links, rankbrain

# Content

keywords, text, images, multimedia

# Links

inbound, internal, external



# RankBrain

machine learning artificial intelligence system

Within an abstract high dimensional feature space; word/sentence vector direction and position represents information in intuitive structures. Local geometry clusters of entities represent semantically related components of the signal; and related semantic groups are spaced in a similar distance from one another.

- Wikipedia

# Simply Said

rankbrain helps good guess searcher intent

# Your Site Must Be

relevant, valuable, unique, popular, trustworthy

# Relevant

closely connected to searcher intent

# Valuable

extremely useful to potential visitors

# Unique

unlike information available elsewhere

# Popular

appreciated by many people



# Trustworthy

reliable information

# Keywords

misused & misunderstood

# 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, Google

# Good Example

of a bad example

I'm a Los Angeles wedding photographer, and I love photographing weddings. Los Angeles is such a great place to live, so if you're having a wedding soon and you live in Los Angeles, I hope that you'll consider hiring me as your Los Angeles wedding photographer.

# Better Example

less is more

I'm a Los Angeles wedding photographer.  
Weddings and photographs are my passion.



# 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

# Singular & Plural

add that “s”

# Titles

very important



**Los Angeles Photographer - LA | Rob Greer Photography**

[www.robgreer.com/](http://www.robgreer.com/)

Los Angeles wedding **photographer**, portrait **photographer**, and product **photographer**. Specialties also include corporate headshots and event **photography**.

# Unique Titles

google hates duplication

# Company Name in Title

before or after or none

# Location

city, venue

# Adjectives

easy, smart, local, secret, fast, private, exclusive, 2016

# Superlatives

adjectives that compare three or more nouns

best, biggest, boldest, briefest, brightest, busiest,  
calmest, classiest, cleverest, coolest, craziest,  
cutest, easiest, fanciest, finest, freshest, funniest,  
greatest, hippest, hottest, newest, prettiest,  
rarest, riskiest, safest, shiniest, smartest, tastiest,  
weirdest, wisest

# Emotion

feelings help people connect



Adoring, Amazing, Amusing, Beautiful, Brave,  
Caring, Cheerful, Comfortable, Compassionate,  
Delighted, Delighted, Eager, Elated, Elated,  
Enthusiastic, Excited, Exhilarated, Fond, Happy,  
Heart Warming, Helpful, Hopeful, Interested,  
Joyous, Optimistic, Pleased, Powerful, Proud,  
Relaxed, Safe, Shocking, Surprising, Tender

# Promise

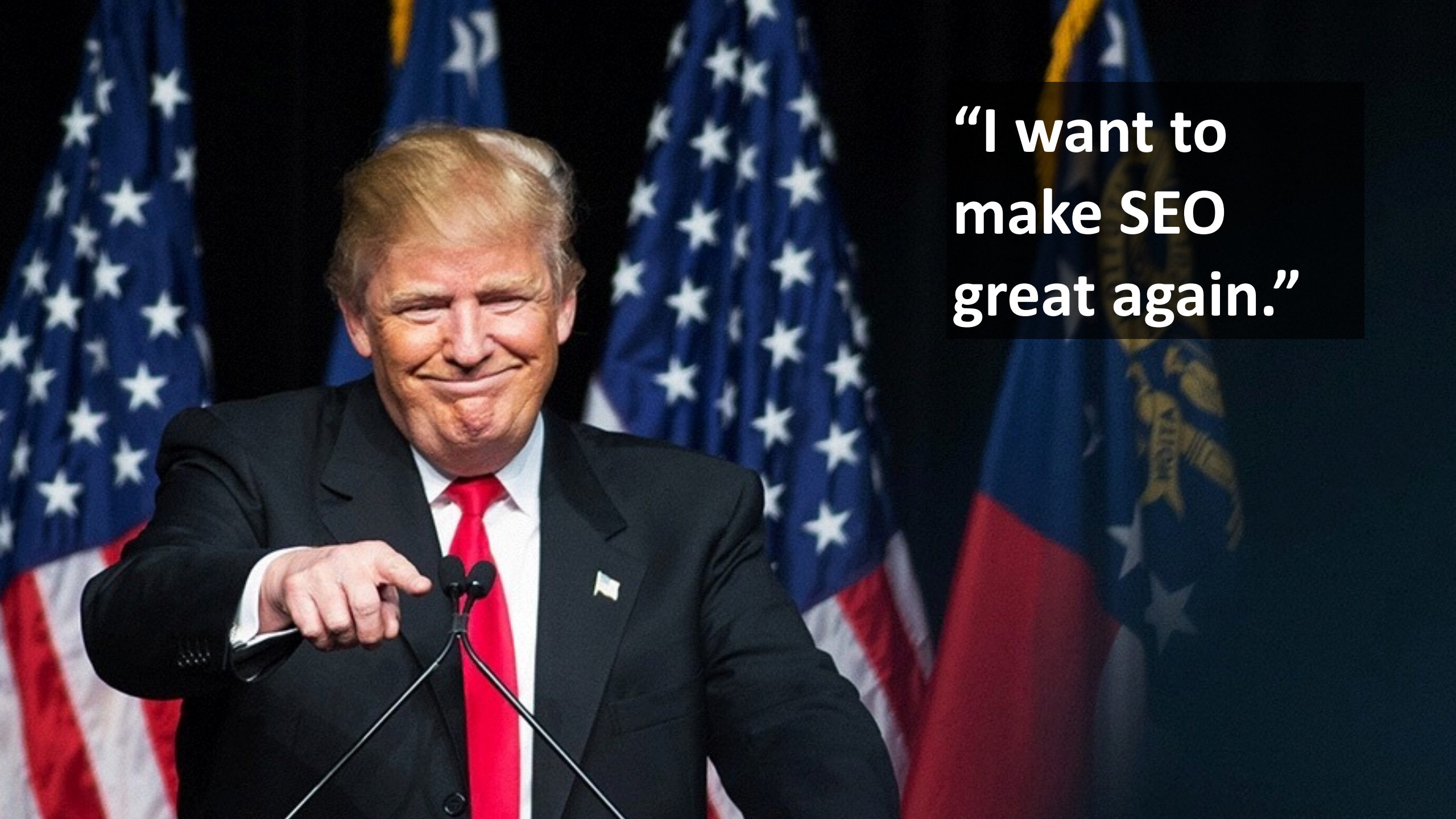
how to, complete guides, tips, facts, secrets, insiders

# How to Have A Great Wedding

# Trendy

zombies, bernie, game of thrones, dogs, cats

# WHY TRUMP LOVES WEDDINGS



**“I want to  
make SEO  
great again.”**

# Warnings

you should never

Never Eat Cake at Weddings



# Key to SEO

content, content, content

# 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

# Be Specific

to be believable

# Make It Personal

use first person

# Readability

short sentences & paragraphs



# So What Test

can they think “so what” when reading your content

# Create Meaningful Text

even though few people may read it

# Duplicate Content

is a bad thing

# Saying the Same Things

will not yield superior results

# Content Length

length is strength

## WORD COUNT LEADERBOARD

Rob Greer Photography	226,814
Susan Stripling Photography	126,034
Couture Bridal Photography	104,068
Michael O'Neill Fine Art	102,536
Ambar Moreno Photography	82,254
Unique Moments Photography	76,241
Edmonson LLC	67,170
Andrena Photography	63,911
Events by Heather & Ryan	56,856
Wallflower Photography	56,693
King Street Photo Weddings	46,247
Kurt Vinion Photography	45,554
Petit Photographie	43,413
Crissy Everhart Photography & Design	38,706
Martin Vaughan Photography	36,075
JP Photographies	35,520
Michael Caswell Photography	33,038
Connie Mintz Photography	32,834
Cordele Photography	32,497
John Malloy Photography	32,465

# Page Count

distinguish yourself from similar competitors

## PAGES

Text Pages	136
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Image Galleries	22
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All Images	1,589
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Images in Galleries	1,038
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Unique Images in Galleries	1,027
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Images Not in Galleries	562
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Images in Text Pages	384
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Images Not Used Anywhere	<u>171</u>
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# Compelling Content

copywriting fuels both conversions & seo

# Single Message

focus on one central idea per page

# Topics

“but I have nothing to write about”

# Tell Stories

tell your own story for best results

# Make Lists

everybody loves a top 10 list

# Answer a Question

why people search

# Identify a Problem

then offer your solution

# Interviews

clients, mentors, your mom



# Trending

query is trending

# Frequency

updated content sometimes ranks better

# Writing Captions

tips & tricks

# Describe

individuals and objects

# Story

explain what is happening

# Discuss

why or how you created the image(s)

# Similarities

compare images to other images

# Location

current and historical information



# Images

influence rankings with images

# Image Identification

filename, alt, title, surrounding text

# Links

external, internal, inbound

# External Links

links to authority sites *may* help

# Internal Links

indicate relative importance of certain website pages

# Inbound Links

one of the most important SEO factors

# Link Building

absolutely necessary

# Local Search

relevance, distance, prominence



# Relevance

match searcher's intent

# Prominence

how well known is your business

# Reviews

important prominence indicator

# Where to Get Them

Google, Directories, Yelp, Trip Advisor

# Negative Reviews

can push you down

# Number of Reviews

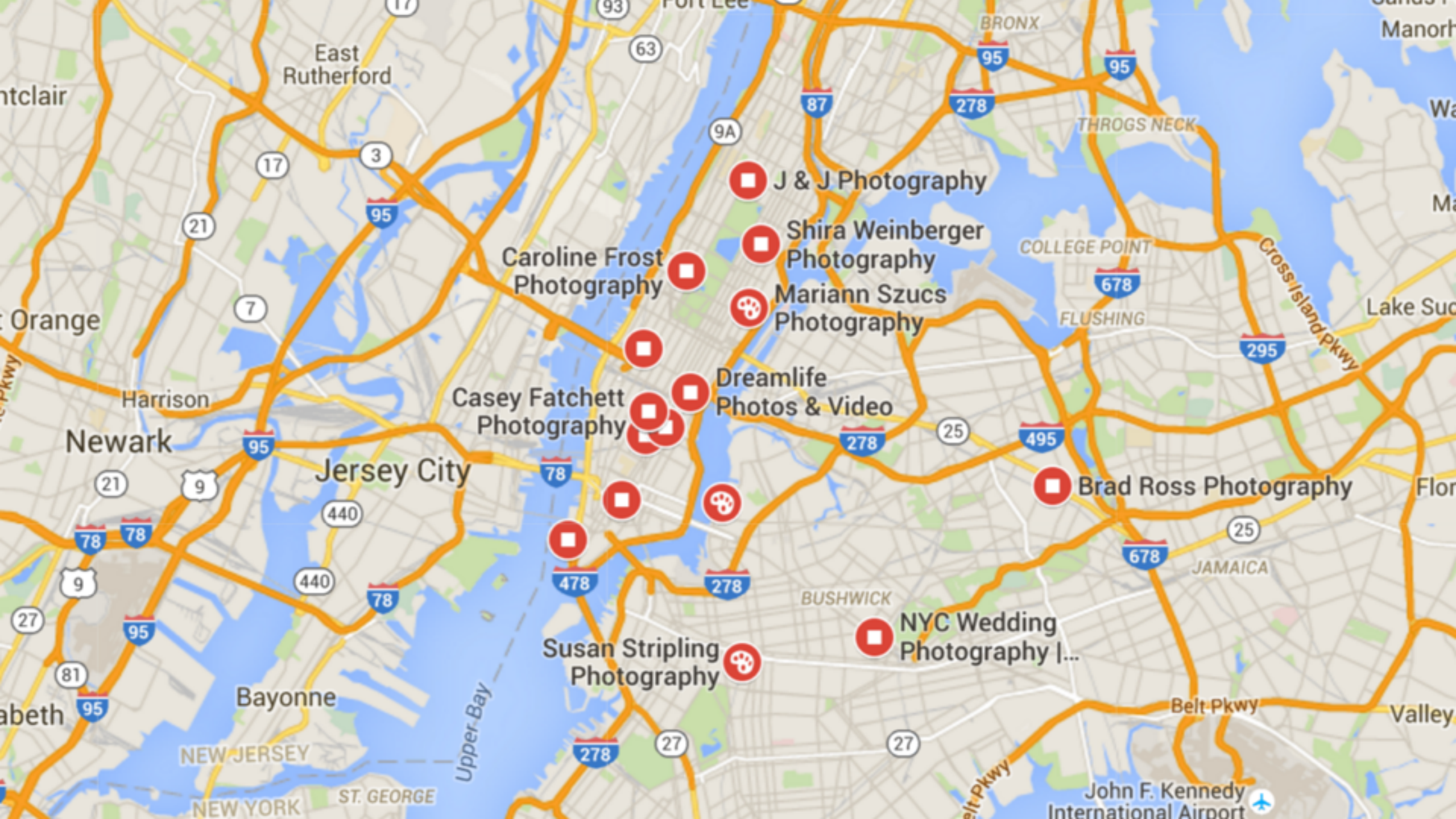
# Physical Location

brick & mortar address preferred

# Centroid Bias

local search influenced by distance to business





J & J Photography

Shira Weinberger  
Photography

Mariann Szucs  
Photography

Dreamlife  
Photos & Video

Casey Fatchett  
Photography

Susan Stripling  
Photography

NYC Wedding  
Photography |...

Brad Ross Photography

Caroline Frost  
Photography

Newark

Jersey City

Bayonne

NEW JERSEY

NEW YORK

ST. GEORGE

BRONX

THROGS NECK

COLLEGE POINT

FLUSHING

JAMAICA

BUSHWICK

John F. Kennedy  
International Airport

East  
Rutherford

Harrison

Orange

Elizabeth

Manorh

Wa

Ma

Lake Suc

Flor

Valley

# Distance to Business

physical distance based on location mapping

# Contact Information

more is more

# Phone Numbers

local area codes are best

# Domain Address

domain name address should match physical address

# Domain Age

seniority matters

# Registration Length

your domain expiration date

“Valuable (legitimate) domains are often paid for several years in advance, while doorway (illegitimate) domains rarely are used for more than a year. Therefore, the date when a domain expires in the future can be used as a factor in predicting the legitimacy of a domain.”

Google Patent



# Public vs Private Domain

whois information offers positive signals

# Keyword in Domain

**bestweddingphotographer.com**