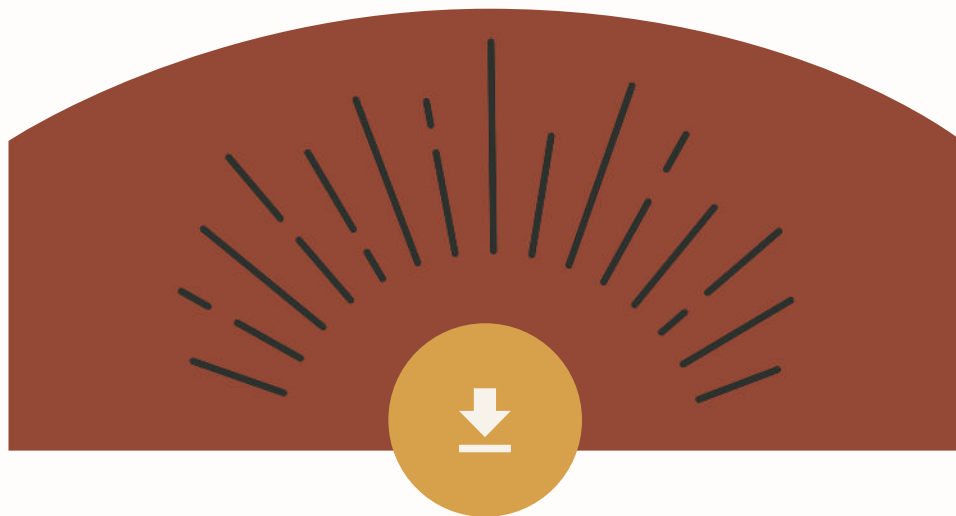

Step-By-Step
Guide To

|

Building a
Successful
Brand With On-
Page SEO



ELIZA G PHOTOGRAPHY

WELCOME, I'M

Eliza Greenawalt

Hey-hey there fellow photographer!
My name is Eliza and I am a full-time on-page SEO Specialist here to share some of my simple secrets and knowledge to help you boost your brand and gain more relevant traffic.



This guide isn't meant to be a one and done solution. SEO is ever changing and you have to keep up! This guide will cover the absolute *basic on-page SEO* tactics.

I will share some of my favorite resources I use everyday that will help you continue to grow organically and increase relevant traffic.

SO... WHAT IS SEO?

Let's start at the beginning...

SEO stands for “search engine optimization.” In simple terms, SEO is the process of improving your website to increase its visibility in Google and other search engines whenever people search for your service, product, etc.



WAIT - YOU SAID ON-PAGE SEO. WHAT'S THAT?

There are three types of SEO:

Technical SEO: Optimizing the technical aspects of a website

On-site SEO: Optimizing the content on a website for users and search engines (*what this guide talks about*)

Off-site SEO: Creating brand awareness

WHAT I USE

Tools & Resources

1

Neil Patel's Blog

Neil Patel = the king of SEO

2

Moz

Moz has my whole heart for keyword suggestions, backlinking analysis, and so much more!

3

SEMRush

Incredible at finding competitors, helping with content, keyword research, and so much more.

4

Page Speed Insights

No one likes a slow site. Find out your mobile and desktop speed score and ways you can improve both.

5

Mangools SERP Simulator

While character count is usually everyone's main focus, it's the pixel width that really matters. This tool calculates that! Just enter your title tag and meta description to see your website's SERP snippet preview.

6

Search Engine Journal

.....yes. Just yes.

7

Google Analytics/Search Console

If you don't have these set up, get on it! You can't analyze and use data if you don't have it.

8

Google Business Profile

A simple necessity for all businesses! Keep reviews coming and don't forget to respond to them all.

9

Mobile-Friendly Test

Another free tool from Google - yay! Google prioritizes mobile so if your site isn't optimized for it, it's time to get on it!

10

SEO META in 1 CLICK

This browser extension is the best way to easily view meta tags/data and main SEO information clearly.

WHAT YOU CAN Do Today!



✓ Image Size

Things that suck - slow sites. There are many things that contribute to a slow site, but one that is simple to fix is image size. I've used Photoshop, Tiny PNG, and Smush for compressing images. Try to keep images 100kb and below if possible!



✓ Alt Text

Oh yeah, your images should also have alt text. Why? It's important for your site to be accessible to screen readers - they use this to help those who need it! Pop in a relevant keyword (only if it sounds natural and is relevant to the image) and you're off to the races!



✓ Content

Speaking of keywords - you probably know what you want to be ranking for, right? If you're an elopement photographer and someone searches "Montana Elopement Photographer" wouldn't you want to come up first? Include important and relevant keywords but **do. not. keyword. stuff.** This isn't the early 2000s. Google knows better.

WHAT YOU CAN *Do Today!*



✓ Title Tags

Title tags are the title of a page users see in the search results and are the **second** most important on-page ranking factor. Be sure to include your main keyword and brand name! Using a SERP Simulator will help you stay within Google's preferred pixel width.



✓ Meta Descriptions

A meta description is an HTML element that summarizes a webpage's content and only shows up on the SERP. Think of it like a sales pitch! Try to include a hook, your brand, main keyword, and a call-to-action. And make sure to use a SERP Simulator again!



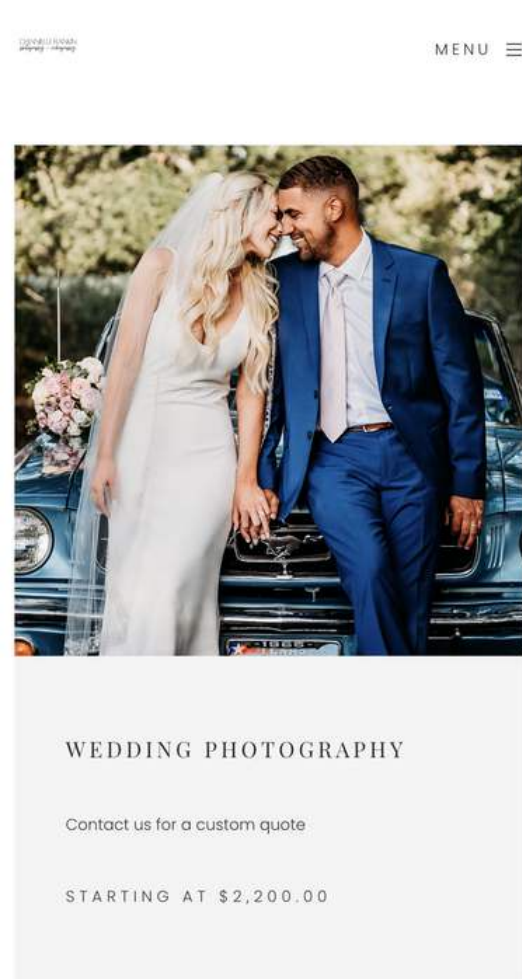
✓ Header Structure

Header tags are used to separate headings and subheadings on a webpage ranking in importance from H1 to H6. You should never have duplicate H1 tags or include things that simply aren't a header within the copy! This is the perfect opportunity to use your researched keywords...if it sounds natural.

LET'S GET SPECIFIC

Optimization Examples

Let's take a look at a photographer's website and see how we can improve it.



Page Title

Current: Investment - Dannielle Rankin Photography

Optimized: Photography & Videography Investment | Dannielle Rankin Photography

Meta Description

Current: *Missing*

Optimized: Capture life's moments with professional photography and videography in Texas. Book now for your wedding, family, or senior. Contact us for a quote!

Current Header Structure

- <H3> Wedding Photography
- <H3> Wedding Videography
- <H3> Engagement & Couples
- <H3> Seniors
- <H3> Family
- <H3> Ready to Begin?

<H1> Instagram

Optimized Header Structure

- <H1> Texas Wedding Photography & Videography Investment
 - <H2> Wedding Photography
 - <H2> Wedding Videography
 - <H2> Engagement & Couples
 - <H2> Seniors
 - <H2> Family Sessions



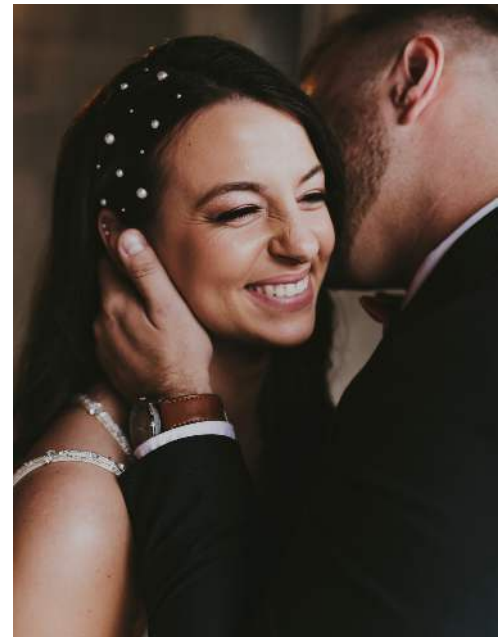
TO-DO LISTS MAKE ME HAPPY

SEO Checklist

Remember...this is just the beginning! These are the fundamentals of on-page SEO. To help you set a clear path and get started, use this checklist!

CHECKLIST

- Optimize all images in file size and alt text
- Update your content with relevant keywords & make your information *useful*
- Revamp your GBP (add holiday hours too!)
- Set up & implement GA & GSC tags to your site
- Optimize page titles
- Optimize meta descriptions
- Optimize header structure
- Read a few SEO blog posts a week if you can!



HOW LONG WILL IT TAKE TO GET RANKINGS?

Sorry to be a stereotypical SEO, but it depends. People can try to give you an estimate or exact number of months, but it's really just a guess. Some sites will see a difference in 3 months, some will in 9. This will be different based on many factors, like how much your site may or may not need to be optimized and how much work you put into your strategy.

HOW CAN I POSSIBLY KEEP UP?

By creating a recurring to-do list and blocking out some time each week to optimize your site, you'll stay ahead of the game and maintain consistency that Google wants to see. Plus, I'll be releasing more education so you know what to expect.

GO GET STARTED!

Search engine optimization can be tricky and takes time. I hope you learned some new things and feel a little more confident about beginning your SEO strategy. While many things were touched on here, each piece will be expanded on in further educational materials.

Please feel free to email me any questions you may have or if there is something you'd like to learn more about. Thank you bunches!



I hope this was helpful for you! This is only scratching the surface of everything SEO.

Look out for more in-depth SEO recommendations and information.

Up next: All Things Content, Choosing the Right Keywords, SEO Dictionary, Backlinks & more

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