

# **How To Get More Wedding Bookings With SEO**

SEO stands for Search Engine Optimisation - a process you use for getting your website to appear higher up in the free listings on Google and the other search engines, such as Google, Bing, Yahoo & Duck Duck Go etc. As Google has around 90% of the market share, I'll mainly be referencing Google.



*Wedding Day Angel*

About Us:

30 years in business working with small businesses, helping them look good – Signage & Design. 10 years providing digital marketing, SEO, web design & training for SME's. My Wife (aka WDA) & I recently won the Essex Digital Award for Best use of Social Media (Short couple in the middle, grey suit & flowery dress)

# www.WeddingDayAngel.com



- 2600 Wedding Suppliers
- Wedding Fairs in Essex, Kent, London... & Growing in 2019
- Plans to develop more products to help Suppliers get Customers
- @WeddingDayAngel

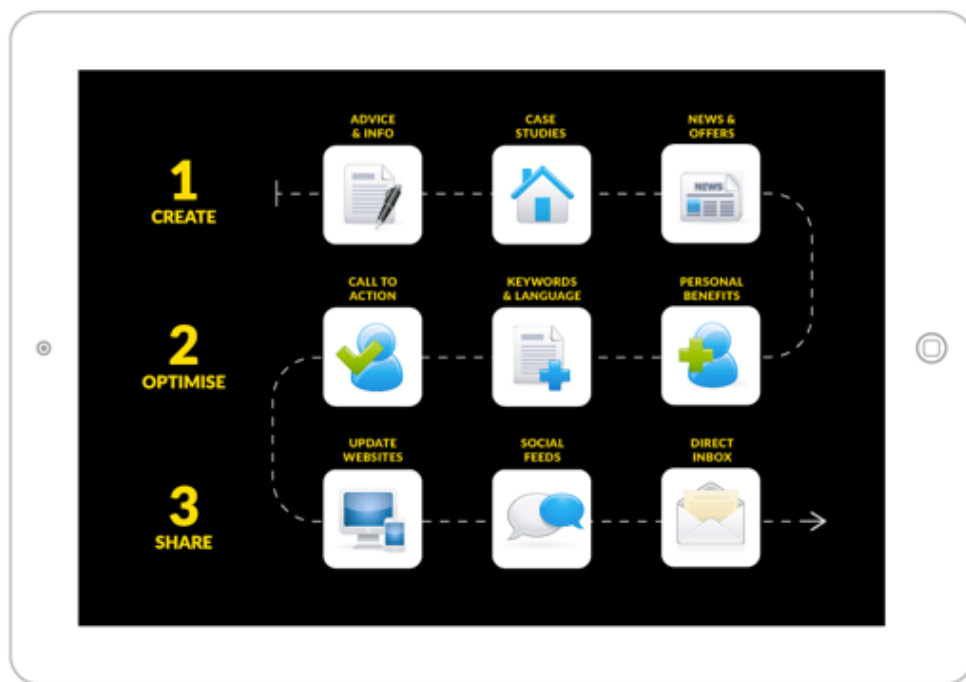
I am now sacking clients in my marketing consultancy practice to focus on growing Wedding Day Angel with my wife.

Visit us on all social platforms: @WeddingDayAngel  
For a Free Listing, go to [www.weddingdayangel.com](http://www.weddingdayangel.com)



My SEO work for 10 years has been with non-wedding businesses, such as Alarms, Canopies & Conservatories. Vicky Pollard would say “No, But, Yeah, But, No” I don’t sell Alarms or Canopies so this can’t work for me... she would then walk off and lose the opportunity. So if you hear anything that’s working for someone else, that might not immediately seem like it’s relevant for you, instead of letting Vicky Pollard jump into your brain, be open to ideas, because all of this stuff can work for you too.





SEO is part of a bigger picture... here's a Roadmap I created to help Double Glazing Companies... which talks about Creating Information, which is essentially Words & Pictures, Optimising that information for Google and People, and then Sharing that information with others, via your Website, social Media and Email etc. The information you create has to satisfy the needs of different people at different times, depending on their current place on the customer journey.

## Search Engine Optimisation

- ✓ **Add Lots of Information (Step 1)**
- ✓ **Label Your Info & Pages (Step 2)**
- ✓ **Get Other Websites Talking (Step 3)**

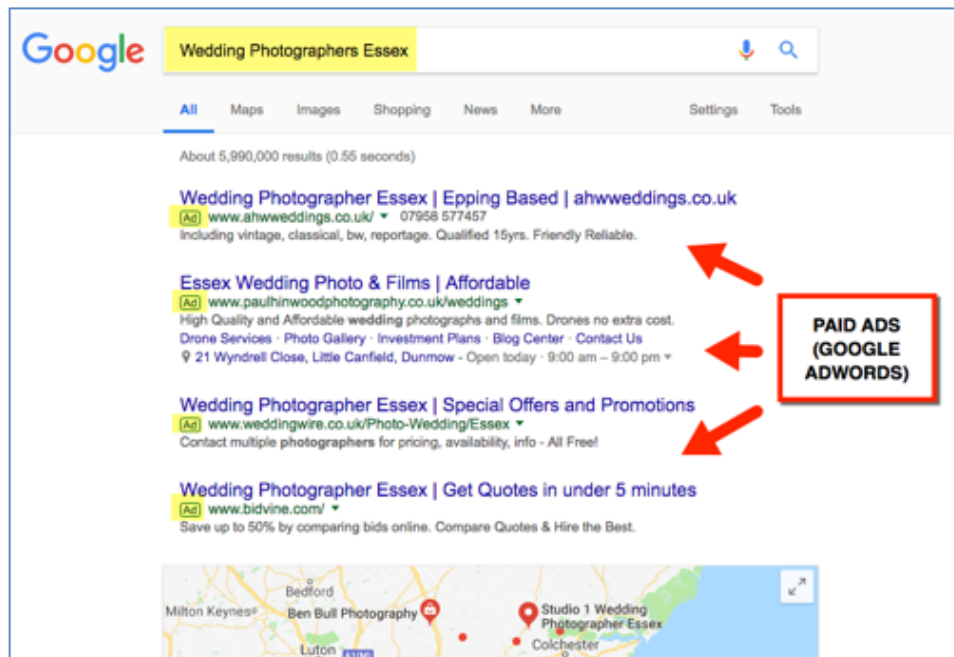
### Labeling: Keywords Title Tags Etc.

SEO (Search Engine Optimisation) is about 3 main elements:

1. Adding lots of information to your Website
2. Labelling your Content and Pages in the right way
3. Getting other people talking about you and linking to you, from other Websites

SEO Tip: Use Your Keywords in your Title Tags


Keywords = The words people use online to search for a business like yours, or for the products and services you provide.



Here's the Top of Page 1 on Google:

I saw 4 Sponsored Ads at the top, which are created using the Google Adwords system. Does anyone see anything different? Does anyone use Google Adwords? Further down the page, I see the Map Pack, which is generated from the Google My Business System.

**Wedding Photographer Essex | Get Quotes in under 5 minutes**  
[www.bidvine.com/](http://www.bidvine.com/)  
 Save up to 50% by comparing bids online. Compare Quotes & Hire the Best.



Map data ©2018 Google

Rating ▾ Hours ▾

<b>Ben Bull Photography</b> 4.6 ★★★★★ (11) · Wedding Photographer Saffron Walden · 01799 551330 Open 24 hours	<a href="#">WEBSITE</a> <a href="#">DIRECTIONS</a>
<b>Studio 1 Wedding Photographer Essex</b> 5.0 ★★★★★ (5) · Wedding Photographer Harstead · 07950 735188 Open 24 hours	<a href="#">WEBSITE</a> <a href="#">DIRECTIONS</a>
<b>Invogue Wedding Photographer Essex</b> 5.0 ★★★★★ (1) · Wedding Photographer Southminster · 07850 858867 Open 24 hours	<a href="#">WEBSITE</a> <a href="#">DIRECTIONS</a>

[More places](#)

**Wedding Photographers in Essex | hitched.co.uk**  
<https://www.hitched.co.uk/wedding-suppliers/wedding-photographers-essex>  
 Detailed listings of Wedding Photographers in Essex. Our listings of Wedding Photographers in Essex include reviews, photo galleries and exclusive special ...

**MAP PACK  
(GOOGLE MY  
BUSINESS)**

Does anyone not have a Free Google My Business Page? Does anyone see any other businesses that are different from the ones I see? Google knows I was searching from Saffron Walden, and because of this, the first result at the top of the Map Pack is a company based in Saffron Walden, as it assumes I would be interested in talking to someone locally. There are only 3 Spaces available in this section of the Google Map Pack, so if there is a lot of competition, it can be difficult to show up outside your immediate location or Town.



Southminster · 07850 858867  
Open 24 hours  
WEBSITE DIRECTIONS  
More places

Wedding Photographers in Essex | hitched.co.uk  
<https://www.hitched.co.uk/wedding-suppliers/Wedding-Photographers/Essex>  
Detailed listings of Wedding Photographers in Essex. Our listings of Wedding Photographers in Essex include reviews, photo galleries and exclusive special ...

Sam & Louise photography.: Essex wedding photographers  
<https://www.samandlouise.co.uk/>  
One of the "5 best wedding photographers in the UK", Essex wedding photographers Sam & Louise specialise in natural and creative wedding photography.  
Wedding photographers Essex ... · Contact Essex wedding ... · Blog · Couples

Justin Bailey Photography: Wedding Photographer Essex  
<https://www.justin-bailey.co.uk/>  
Justin Bailey is an Essex wedding photographer covering weddings in Essex, London, Kent, Hampshire and Surrey, as well as the UK and Overseas locations.

Richard Kinsley Photography: Wedding Photographer | Chelmsford ...  
<https://www.richardkinsleyphotography.co.uk/>  
Richard Kinsley Wedding & Engagement Photography in Essex. We Offer Affordable Wedding Photographer Packages. Prices from £699. Call us Now on 01708 ...

Wedding Photographer Essex  
<https://photographersessexwedding.co.uk/>  
2 Essex Wedding Photographers All Day Peak Weekend Price Limited Time Offer £795 (Was £1495). Receive a USB & 1000 + Images WedBox WINNER 2017 ...

10 wedding photographers in Essex - Bride  
[www.bridemagazine.co.uk/articles/10-top-wedding-photographers-in-essex](http://www.bridemagazine.co.uk/articles/10-top-wedding-photographers-in-essex)  
25 Aug 2016 - Discover your perfect match in these Essex photographers, who share their favourite shots. Amanda Karen Photography. Helen Elliott Photography. Eyeshine Photography. Roger Rysil Photography. Lisa Lucas Photography. Leah Van Zyl. Rachael Pereira. Photo Excellence.

**ORGANIC (FREE) SEO LISTINGS**

As we move further down the page, we then arrive at the Free, Organic, SEO Listings and the checklist I am going to share with you today, is aimed at helping you move higher (rank higher) in these organic listings. When your SEO improves, it can have a knock-on effect for your Map Pack Listings too, so moving higher in the organic listings can help to move your business into the top 3 on the Map Pack. Have a look at my results and you'll see, in the Headlines/Titles and Descriptions of every single one of the Organic Listings, they all include the Keywords: Photographer or Photography and in all of them except one, they include the word Essex. It's important to use the words you want to be found for, in these areas of your site, which I will talk more on later.

The screenshot shows a Google search results page for 'Wedding Photography Essex'. Three red arrows point from a red-bordered box on the right to the first three search results. The box contains the text 'MORE PAID ADS (GOOGLE ADWORDS)'. The search results are as follows:

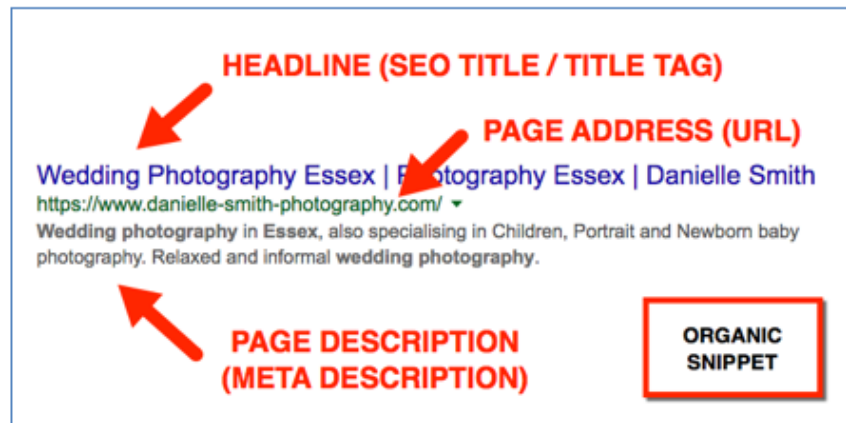
- Wedding Photography Essex | Photography Essex | Danielle Smith**  
<https://www.danielle-smith-photography.com/> •  
 Wedding photography in Essex, also specialising in Children, Portrait and Newborn baby photography. Relaxed and informal wedding photography.
- Local Photographer Essex | Essex Based Photographer**  
[www.anthonysphotography.com/](http://www.anthonysphotography.com/) • 07956 910889  
 Essex Wedding Photographer Unique, Stylish Photographs Please Visit our Website  
 Complimentary Video - Free Pre Wedding Shoot  
 Gallery View Photos - Please Contact Us - Please Call for prices
- The Photographic Lounge | Wedding Photographer Essex**  
[www.amobilestudio.co.uk/](http://www.amobilestudio.co.uk/) • 01277 656555  
 The Photographic Lounge is Your Local Bespoke Photographic Studio.  
 Recommended Photographers - 25 Years Plus Experience - Range Of Packages To Suit  
 Services: Photo Booth Hire, Wedding Photography, Portrait Photography, Event Photography  
 Portrait Gallery - Wedding Gallery - Email Enquiry
- Wedding Photographer Essex | Beautiful Style - Enquire Now**  
[www.azharmephotography.com/wedding/photography](http://www.azharmephotography.com/wedding/photography) •  
 Styled To Fit Your Needs. Open, Friendly Approach. Prices Start From £999.  
 Experienced Photographer - No Limit On Hours - Elegant, Natural Style - Bespoke Service  
 Styles: Traditional, Indian, Contemporary, Natural, Editorial

Below the results, under the heading 'Searches related to Wedding Photographers Essex', are several related search terms:

- cheap wedding photographer essex
- essex wedding photography prices
- wedding photographer chelmsford
- essex wedding photographers reviews
- invogue photography essex
- reportage wedding photography essex
- wedding photographer colchester
- essex family photographer

At the bottom, the Google logo is displayed with the text '1 2 3 4 5 6 7 8 9 10' and a 'Next' link. Below the logo, it says 'United Kingdom' and 'Saffron Walden' (highlighted in yellow), followed by 'From your Internet address - Use precise location - Learn more'.

Under the Ads, there are various search terms related to what I have searched, which can give you ideas of things to optimise your website for, which we will go into more details about later. Also highlighted at the bottom, Google is telling me what it believes is my search location. If you wanted to run a search that emulated a different location, there is an Adwords Tool you can use at <https://adwords.google.com/anon/AdPreview> - so if you are targeting a different area of the county, such as in the County next door, you could use that tool.



Closer look at Snippets. #10 on Google.

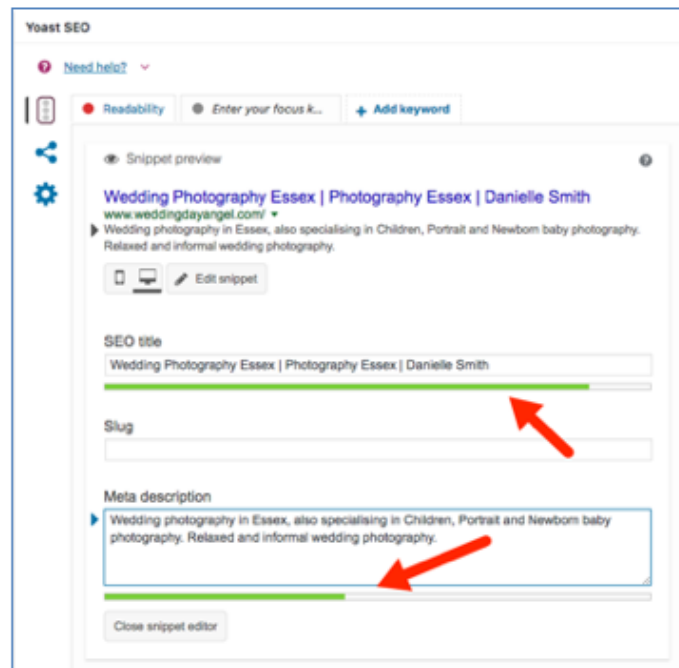
The listing, aka the Snippet, is usually made up of 3 parts:

Headline: SEO Title / Title Tag

Page Address: URL

Page (Meta) Description

This is a great example of an optimised Title Tag.



This is from the Yoast SEO Plugin for Wordpress, which allows you to easily change the SEO information that displays on Google (Snippet)

The Green Bars suggest there is room to add more Keywords, which potentially could attract more people when they search.

The Yoast Plugin is a must if you have Wordpress as it has lots of other features to improve your SEO.

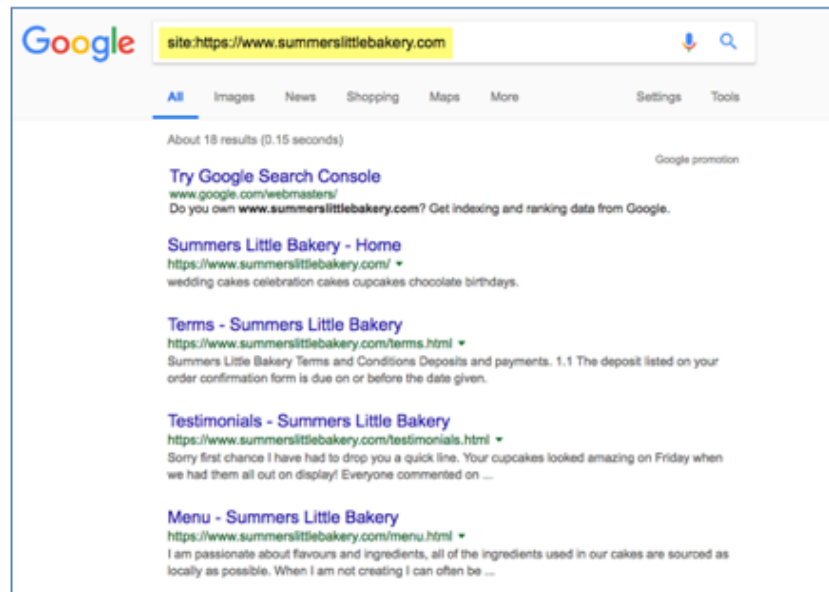
Yoast have great courses on SEO too:

<https://yoast.com/academy/courses/>

## **How's Your Snippet?**

**Search on Google for:**

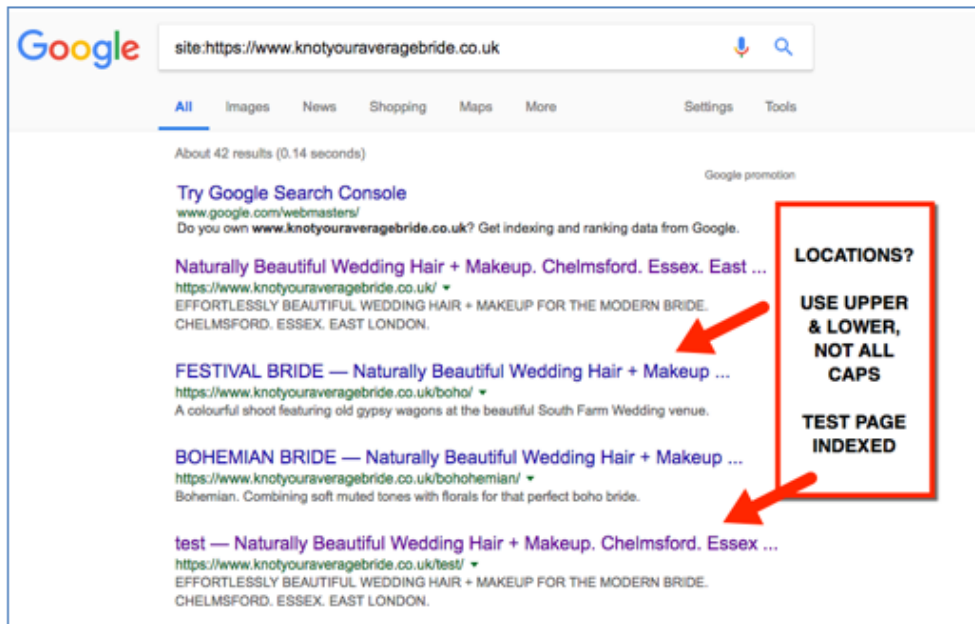
**site:www.yourwebsite.co.uk**



**Title Tag: Wedding Cakes Easthorpe, Colchester, Essex | Summers Little Bakery**

Are you using Locations and Relevant Keywords in all of your Headlines/SEO Titles?

Here's my suggestion for an optimised Title Tag.



If you want your business name in the Title Tag, put it at the end, but make sure your Locations and main business related keywords are in the Title Tag too.

**Fire Alarms - TTSS**

**Fire Alarms Clacton Tendring  
Colchester Essex – TTSS**

**“how can we show up for Suffolk?”**

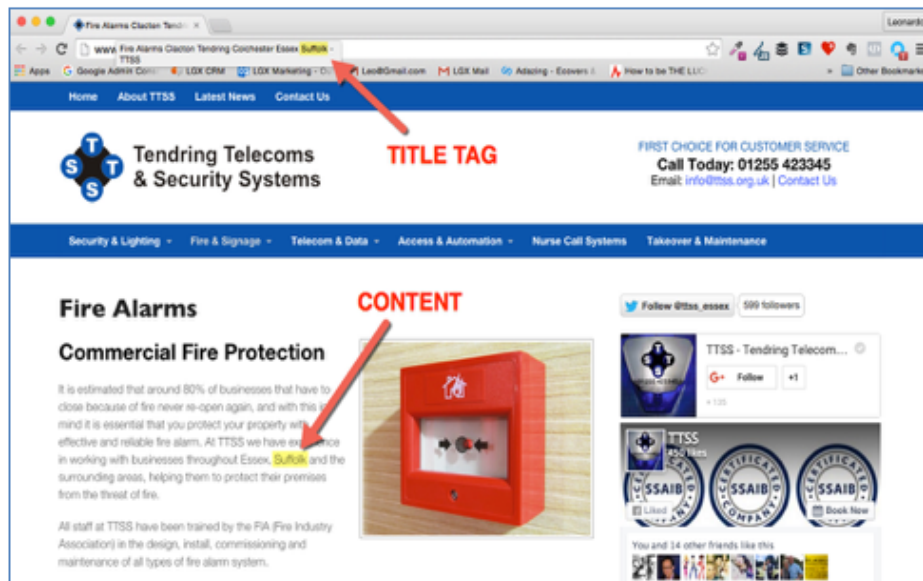
**Fire Alarms Clacton Tendring  
Colchester Essex Suffolk – TTSS**

Here's a great example from one of my previous clients:

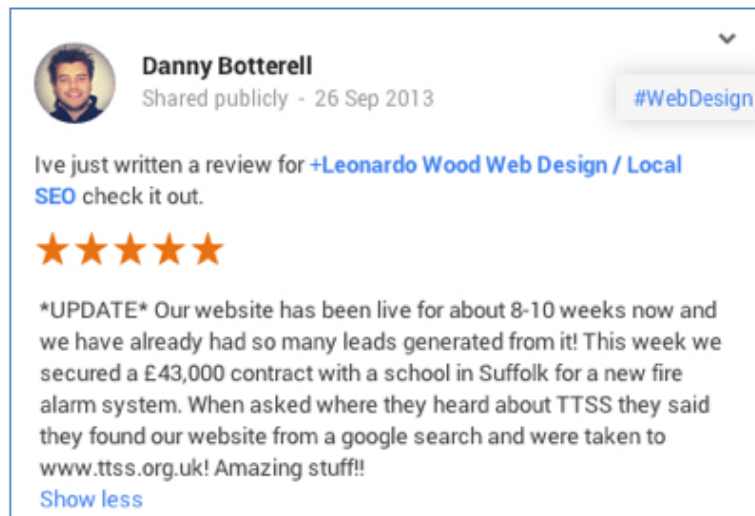
I redesigned a website for TTSS - we added lots of content, they saw and increase in Sales locally, in Essex... and then asked me “how can we show up for Suffolk?” (The County Next Door)

I spent 5 Minutes adding 'SUFFOLK' to their Title Tag and to the Body Content of their Fire Alarms page.



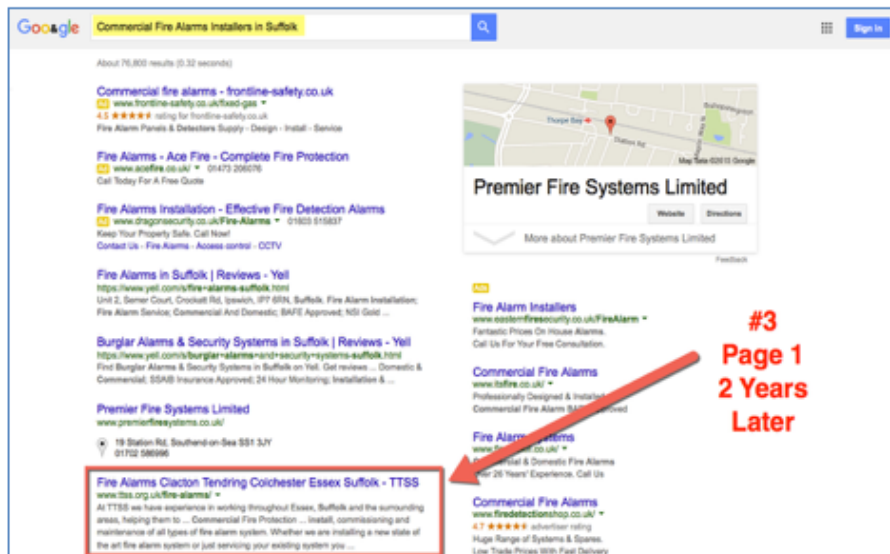


They already had a great page on their website, so it took less than 5 minutes to make this tweak to their Fire Alarms page.



10 weeks later, they received a £43,000 order, as a result of being found on Page 1 of Google in the Free Organic results.

£43,000 Contract for 5 Minutes Work.

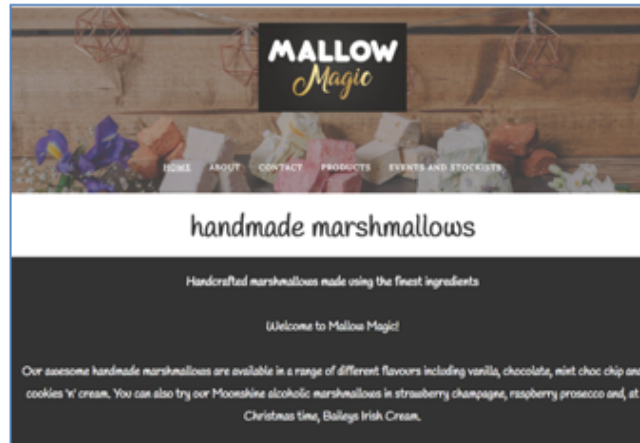


2 Years later they are still listed on Page 1 of Google, despite only updating their website once in 2 years. (This is actually 4 years later now)

VICKY POLLARD.... "NO BUT YEAH BUT NO... I DON'T SELL FIRE ALARMS AND I DON'T SELL SERVICES FOR £40,000"

This will work for almost every type of business, at whatever level of sales.

# Keywords: On Page & H1 Tags



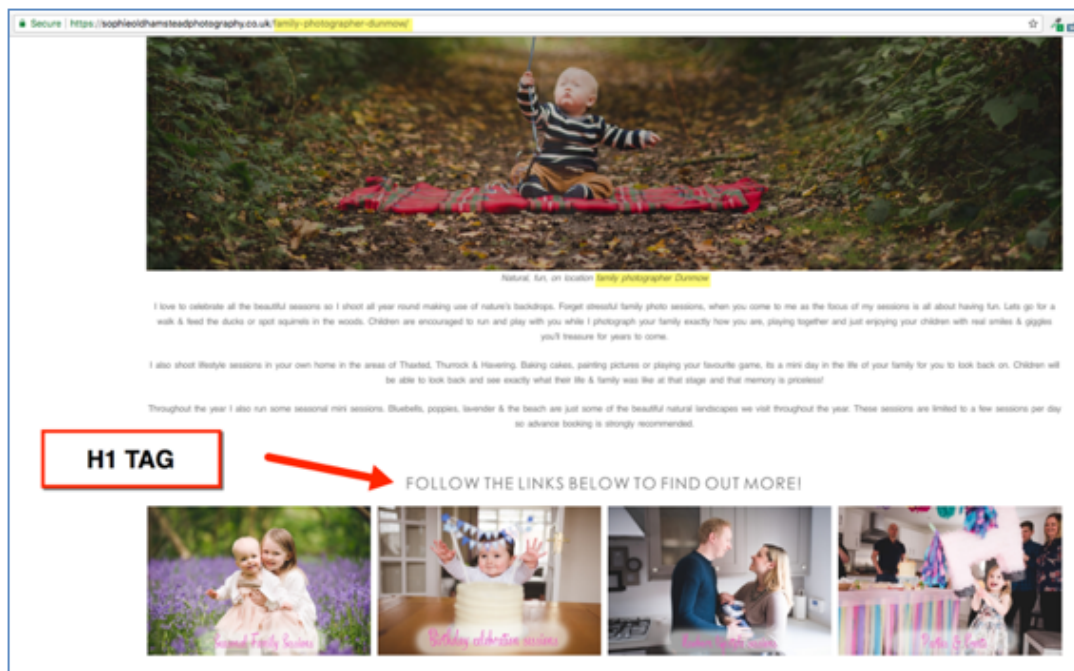
**H1 Tag: Marshmallows Handmade in Essex, Delivered UK Wide**

Looking at Kelly's website, Mallow Magic.

Web pages can have various Tags, which give Google more clues regarding the content of your site. Title Tag, H1, H2, H3 Tags (Headings 1,2,3) etc.

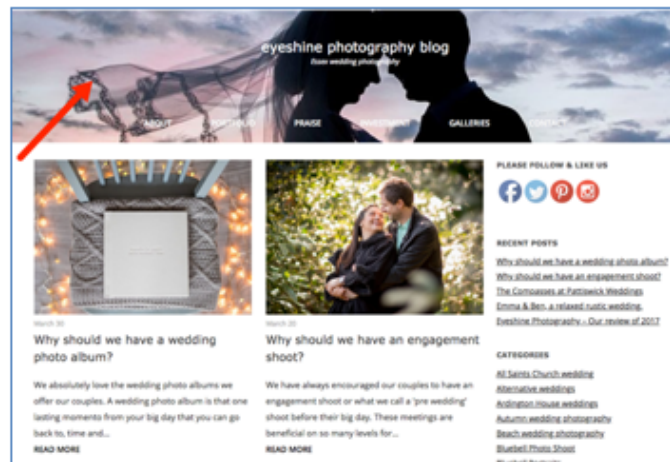
Each Page should have just One H1 Tag near the top of the page, if you put your Keywords in the H1 Tag, that can improve your SEO.

I have given a suggestion for H1 Tag.



I also looked at Sophie's site: <https://sophieoldhamsteadphotography.co.uk/> and looking at the Family Page, I noticed the H1 Tag could be improved and moved up.

# Keywords: Image Names & ALTs



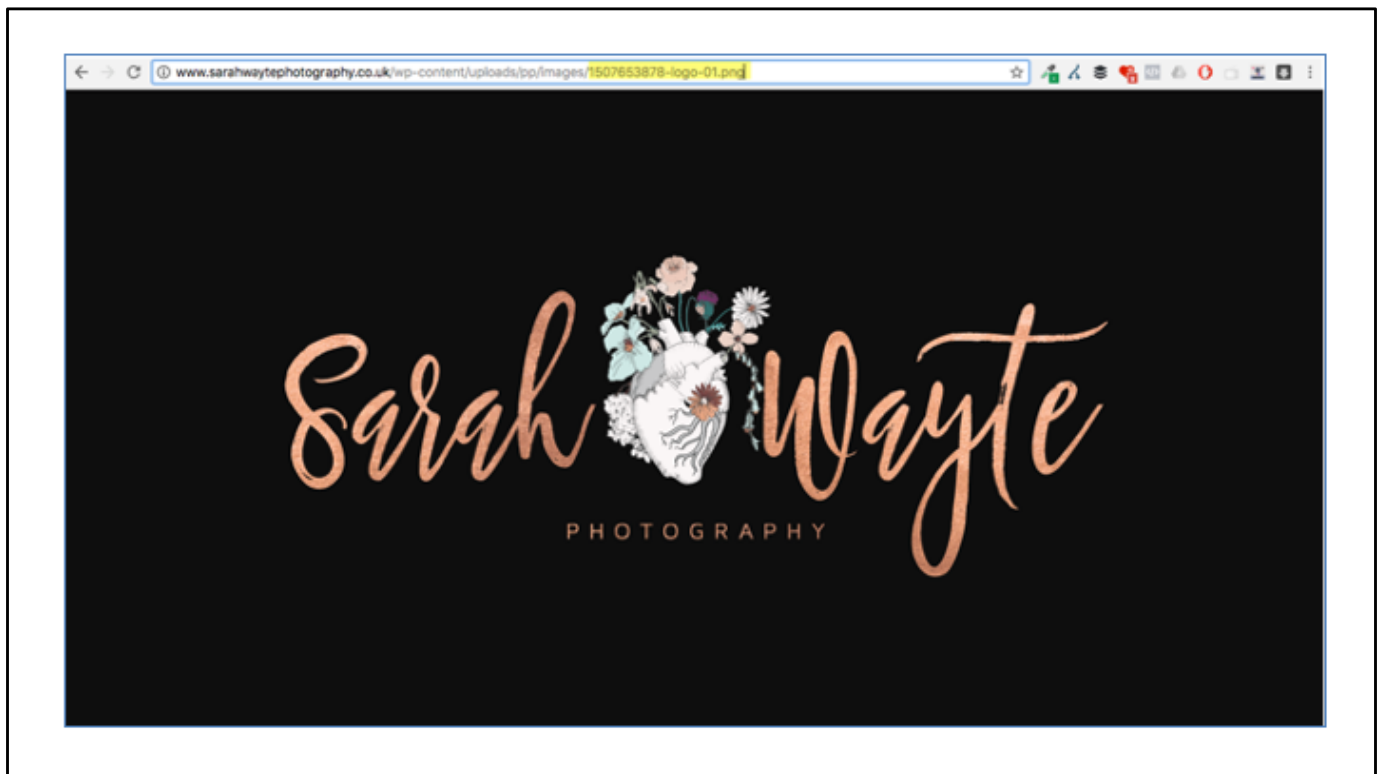
cropped-Compasses-Pattiswick-Photos\_29-1.jpg / Essex-wedding-photography-header.jpg

Looking at Laura's website this time, Eyeline Photography -  
<https://eyeshinephotography.co.uk>

If you use Keywords and Locations in Image Files Names and ALT Texts, that will help.

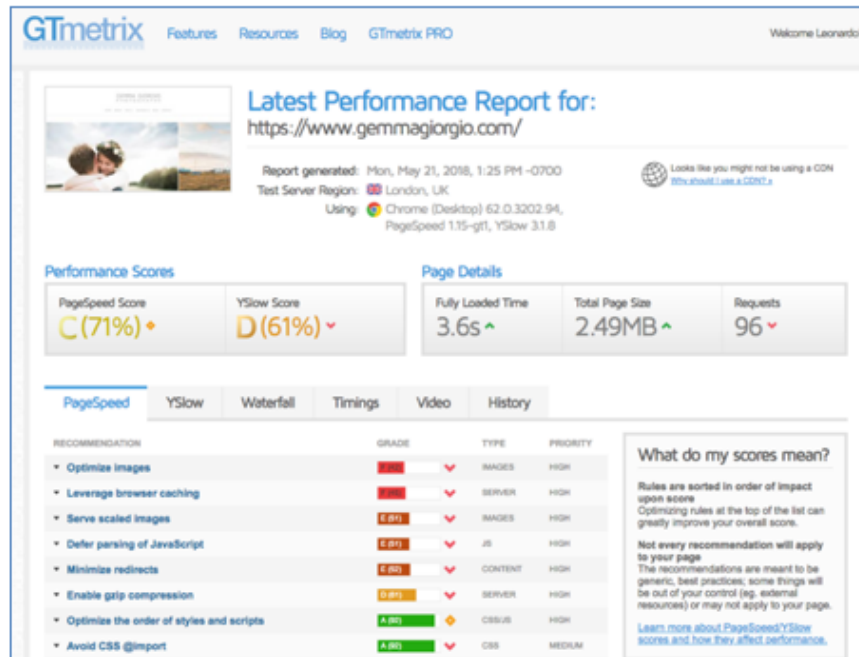


Image sizes are also important: One rule that works well is to not upload images larger than is needed. For example, I looked at Gemma's website: <https://www.gemmagiorgio.com/> which is ticking a lot of the right boxes in terms of SEO, and in particular, I looked at the size of the logo, which looks great on screen at 375 pixels wide, but on further inspection, it's actually 2400pixels wide, which means is larger and would not load as quick as a smaller more appropriate version.



Same deal here, logo is really big.





Looking at Website Speed: Getting a bit more more technical, I also used a Tool that measures the speed of the website: <https://gtmetrix.com/>

## SEO Your Website...

**Add Your  
Target  
Keywords &  
Locations  
in...**

- **Title Tags/SEO Title**
- **Page Headlines, H1**
- **Page Content**
- **Image File Names**
- **Image ALT Text etc.**

Recap: Add your Keywords / Locations in these areas.

## **What Else Can You Do?**

**Jo will be launching a new website:**

**Essex Wedding Planner, Boho, Rustic,  
Natural, Understated, Luxury, Dry Hire Venues**

As you build your site, use the words in the places we discussed, to start the ball rolling.

## **What Else Can You Do?**

- **Keyword Research (Moz.com)**
- **Villages, Towns & Then Counties**
- **Lots of Pages of Great Content: AnswerThePublic.com**
- **Think Customer Journey**
- **Get Links from Other Sites (Moz)**
- **Keep Learning: SEO & Marketing**

When you're really good at what you do, planning weddings, taking photos, whatever, getting even better at what you do doesn't necessarily bring in a lot more customers, getting better at Marketing is where the money is, so my advice, is get serious about all aspects of Marketing.

## SEO Resources & Tools



## Any Questions?

- Keyword Research: <https://moz.com/explorer>
- Check SEO Rankings: <https://seranking.com>
- Yoast SEO Plugin: <https://yoast.com/wordpress/plugins/seo>
- Google Analytics: <https://www.google.co.uk/analytics>
- Google Search Console: <https://www.google.com/webmasters/tools>
- FAQ Ideas: <https://answerthepublic.com/>