



# IF U HAZ QUEZTIONS...

I've built the most common questions directly into the lessons, for anything else (on topic) throw it into the Zoom chat.

**FORMAT → QUESTION > ...**

SLR LOUNGE

STEP

7

# OPTIMIZING YOUR WEBSITE



# TOPICS & QUESTIONS

**Here are the topics/pain points we will address in this module**

- How do I SEO my website?
- Which analytics tools do I need?
- How do I get analytics installed?
- What do I do with Primary keywords?
- What do I do with Niche keywords?
- What are sitemaps?
- How do I submit my sitemaps?
- How do I optimize my landing page?
- How do I improve my optimization?



## **HEADS UP! THIS IS FAST-PACED!**

I believe that education must quick  
and simple in order to be effective.  
**Pause, implement, and repeat.**



## BETWEEN SESSIONS

Remember that the Mentorship Group is there for you to:

- Ask questions of me (or the team)
- Seek advice/feedback from peers
- Share wins or “aha” moments

# **REMINDER: DON'T GO DOWN THE RABBIT HOLE!**





# **AI (AEO) VS SEO**

**AI Search is dramatically changing SEO optimization, it's why I want you to focus on the basics (80/20 rule)**



## **WHAT DOES THIS MEAN?**

**Don't get lost in the weeds of SEO! Focus  
on the basics. Be flexible and ready to  
adopt new marketing strategies.**



## PRIMARY GOALS

**This module is about optimizing your website and knowing how SEO affects page design. Your focus:**

- Get your basic analytics up!
- Submit your site map
- Ensure your site is error-free (major)
- Optimize your landing page
- Create optimized content (over time)
- Track results (over time)

# WORDPRESS USERS: INSTALL SITEKIT

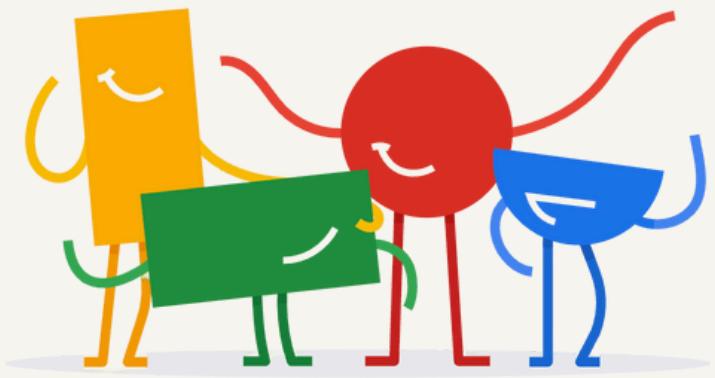
STEP  
**7**

# Site Kit

Google's official WordPress plugin

Get insights about how people find and use your site, how to improve, and monetize your content, directly in your WordPress dashboard

[Install Site Kit](#)



# SITE KIT

We need Google Analytics and Search Console. If you're a Wordpress user, Site Kit comes with both.

<https://sitekit.withgoogle.com/>

# WHAT'S IT DO?

Pulls your analytics right into WordPress and sets up your Search Console and Analytics automatically

The screenshot shows the Google Site Kit dashboard for a site with 22K visitors. The main heading is "Keep Site Kit up-to-date" with a note about auto-updates. Below it are four tabs: Traffic, Content, Speed, and Monetization. The Traffic tab is selected, showing a line graph of visitor count from March 2 to March 25, with a 13.7% decrease compared to the previous 28 days. To the right is a donut chart titled "By Channels" showing traffic distribution: Organic Search (86.4%), Direct (11.2%), Referral (1.4%), and Organic Social (1.0%). The URL at the bottom is "wp-admin/admin.php?page=googlesitekit-dashboard".

Howdy, chris.lin

Site Kit

URL Search  Last 28 days

Enable auto-updates  Dismiss

Traffic Content Speed Monetization

Find out how your audience is growing

Track your site's traffic over time

All Users

22K

↓ 13.7% compared to the previous 28 days

1,000  
800  
600  
400  
200  
0

Mar 2 Mar 13 Mar 25

By Channels

Organic Search 86.4%  
Direct 11.2%  
Referral 1.4%  
Organic Social 1.0%

Source: Analytics

wp-admin/admin.php?page=googlesitekit-dashboard

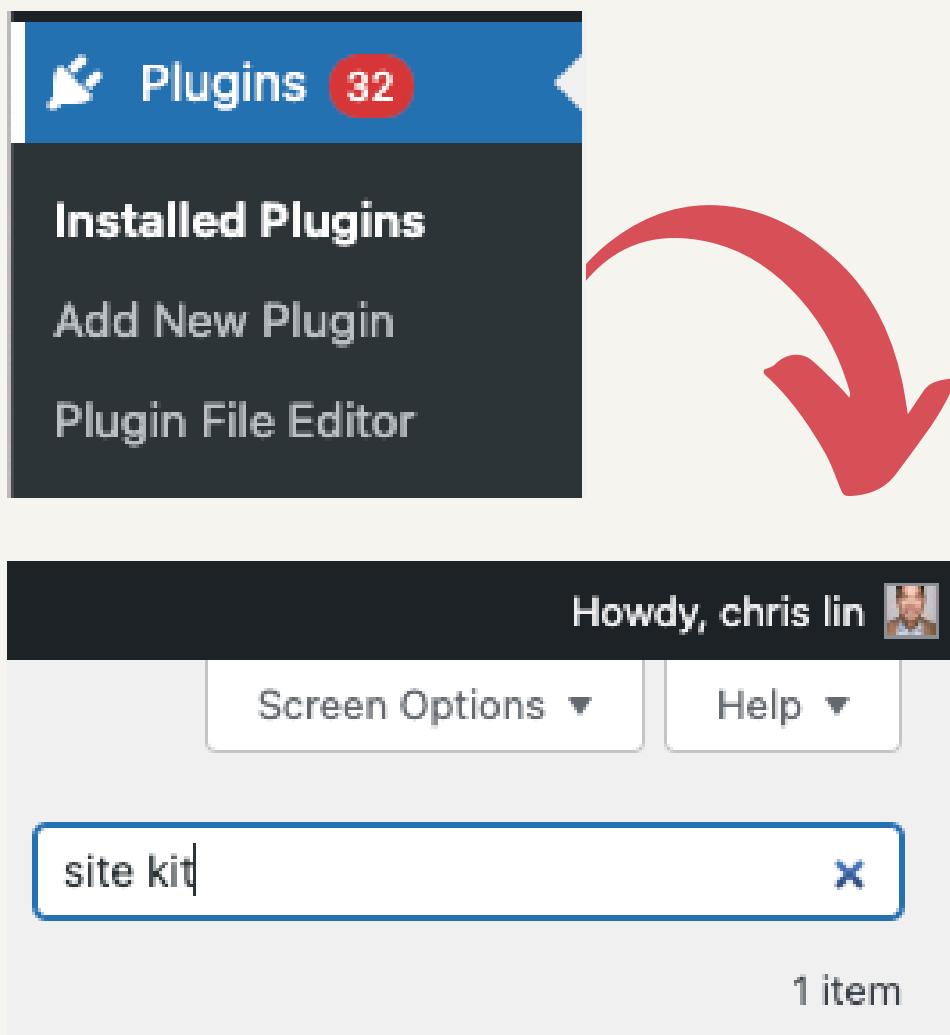
# HOW TO INSTALL SITEKIT (WORDPRESS)

STEP 7

# HOW TO INSTALL

## (WORDPRESS ONLY)

- Log into your WordPress Admin
  - [www.yourwebsite.com/wp-admin](http://www.yourwebsite.com/wp-admin)
- Go to Plugins (left side menu)
- Enter “Site Kit” (top right Plugin page)
- Follow instructions to install/verify





## VERIFY

**Log into Google Search Console and Google Analytics to make sure your website is added to your account.**

**(If not, setup GSC and GA manually)**



## REMEMBER

You have a built-in technical help  
bestie that's available 24/7!

<https://chatgpt.com/>



## PAUSE HERE

**Do NOT continue until you've completed this assignment:**



**CHECK OFF > SITEKIT INSTALL  
B&SW: 05 - SEO**

# GOOGLE SEARCH CONSOLE

STEP  
**7**

https://www.linandji... ▾

Overview

Overview URL inspection

Performance

Search results Discover

Indexing

Pages Video pages Sitemaps Removals

Experience

Page Experience Core Web Vitals

Learn how people discover your content across the web

Search Console Insights

Performance

Full report >

68,362 total web search clicks

1.2K  
800  
400  
0  
12/27/23 1/13/24 1/30/24 2/16/24 3/4/24 3/21/24

# WHY

## Google Search Console is what you're going to use to:

- Submit your sitemap (KEY)
- Identify SEO errors (Poor URLs)
  - (monitor w/ email notifications)
- Monitor performance
  - (also in Google Analytics)

# SUBMIT YOUR SITEMAP HERE

The screenshot shows the Google Search Console interface. On the left, a sidebar menu is open with several options: Overview, URL inspection, Performance, Search results, Discover, Indexing, Pages, Video pages, Sitemaps (which is highlighted with a red oval and arrow), and Removals. The main content area is titled "Sitemaps". It features a "Add a new sitemap" section with a text input field containing "https://www.linandjirsa.com/" and a "SUBMIT" button. Below this is a table titled "Submitted sitemaps" with one entry: "/sitemap.xml" (Type: Sitemap index, Submitted: Aug 2, 2017, Last read: Mar 28, 2024, Status: Success, Discovered pages: 853, Discovered videos: 0). The bottom of the page includes pagination controls: "Rows per page: 10", "1-1 of 1", and navigation arrows.

Depending on your platform, how you generate your sitemap URL will vary (we will discuss shortly)



## **DO I NEED TO RESUBMIT?**

**Generally, no. Google reindexes periodically. But you SHOULD resubmit if you:**

- Change the sitemap URL
- Make major structural changes
- Want to speed up indexing after adding lots of new content or fixing errors

# HOW TO CHECK WHAT'S INDEXED

**Search directly from Google via:**

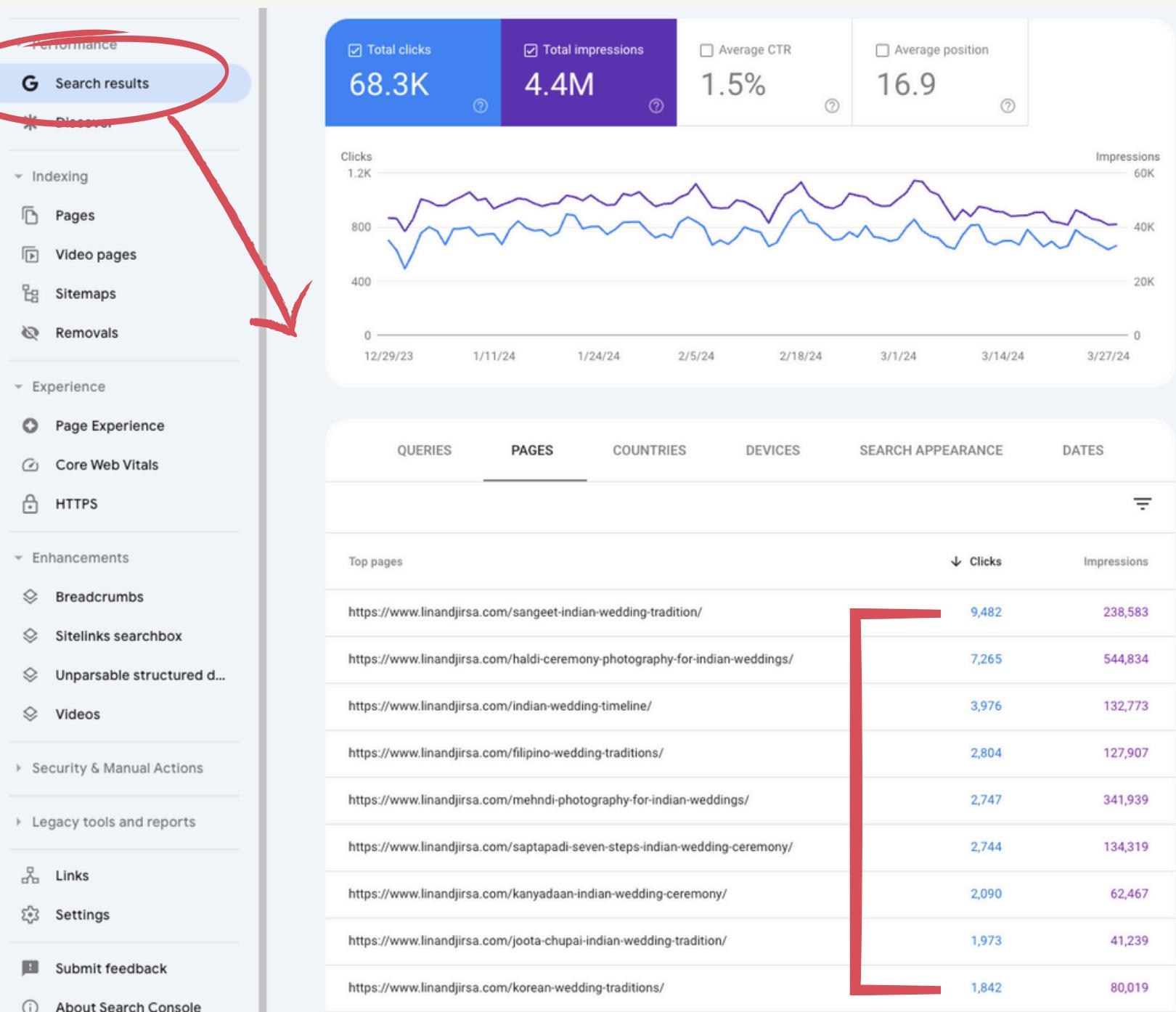
*Google Prompt = "site: www.linandjirsa.com"*

**On Google Search Console:**

The screenshot shows the Google Search Console interface. The left sidebar is collapsed, and the main area displays the 'Indexed pages' report under the 'Page indexing > Indexed pages' section. The report shows 993 affected pages. A bar chart at the bottom illustrates the distribution of indexed pages over time, with values ranging from 0 to 1.2K. The sidebar on the left includes sections for Overview, URL Inspection, Performance, Search results, Discover, Indexing (with 'Pages' highlighted and circled in red), Video pages, Sitemaps, Removals, Experience, Page Experience, Core Web Vitals, HTTPS, Enhancements, and Breadcrumbs.

# MOST VALUABLE

Now and then, check your performance by the QUERIES and PAGES tabs



# URL INSPECTION

Inspect specific pages (if desired) and request re-indexing if your page has substantially changed.

https://www.linandjirsa.com/

URL Inspection

TEST LIVE URL

URL is on Google

VIEW CRAWLED PAGE

Page changed? REQUEST INDEXING

Page indexing: Page is indexed

Video page indexing: No video indexed

Enhancements & Experience

HTTPS: Page is served over HTTPS

Breadcrumbs: 1 valid item detected

Sitelinks searchbox: 1 valid item detected

Videos: 1 valid item detected

# DON'T FREAK OUT!

Remember, our website is generating massive amounts of search views...

Search traffic over the last 28 days

Total Impressions

1.3M

Total Clicks

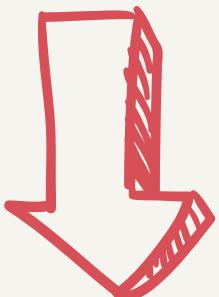
20K

Unique Visitors from Search

19K

Conversions

274



And yet this is our Search Console report for Core Web Vitals

Desktop

[OPEN REPORT >](#)

— 0 poor URLs

— 652 URLs need improvement

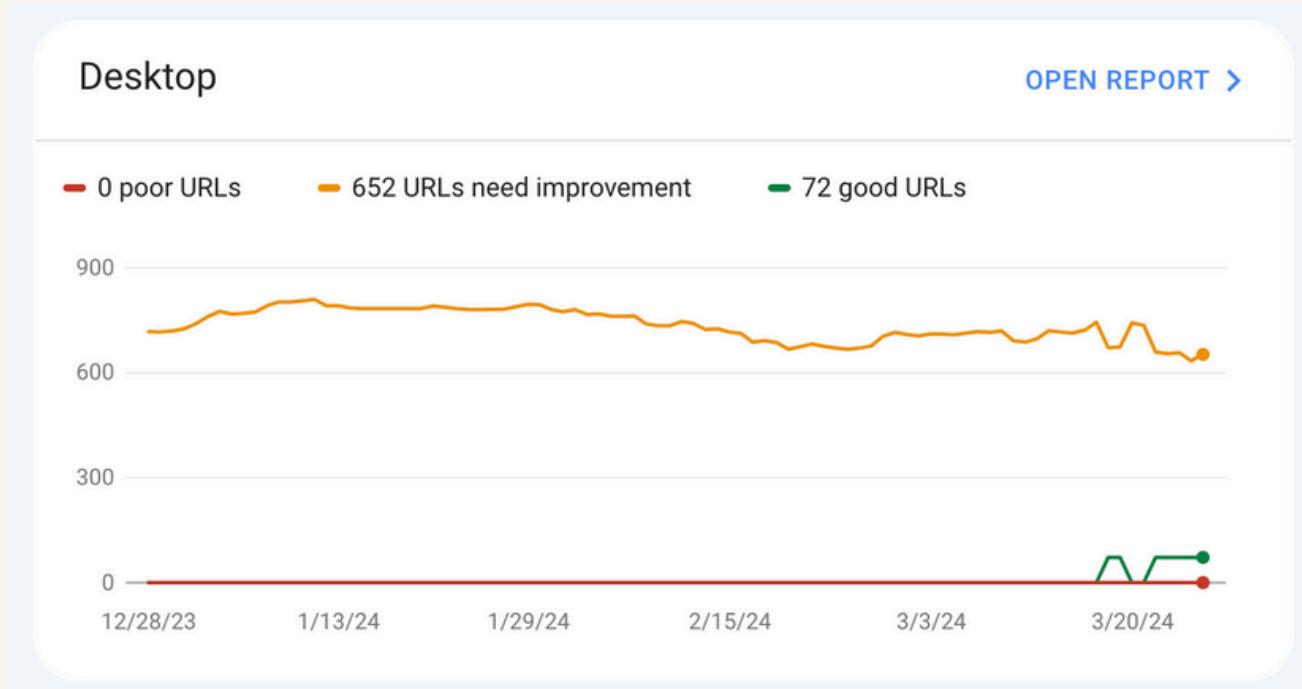
— 72 good URLs



# SEO = GAME OF REFINEMENT

**It's not about getting it PERFECT, it's about making improvements over time.**

- Poor URLs = **Fix immediately**
- URLs Needing Improvement
  - These will not kill your rankings
  - Usually due to image/load speed
- Good URLs
- Examples of ideal pages
  - (I.E. make more of these!)



# VERIFY YOUR DOMAIN ON GSC

STEP 7



# INSTRUCTIONS FOR COMMON PLATFORMS

[Wordpress](#)

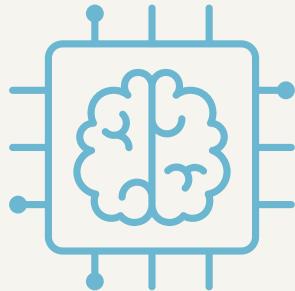
[Squarespace](#)

[Show It](#)

[Pixieset](#)

[Wix](#)

[Format](#)



# AI-PROMPT

**If you get stuck, use this prompt with  
your technical help bestie:**

How do I setup Google Search Console on  
[YOUR WEBSITE PLATFORM]



## PAUSE HERE

**Do NOT continue until you've  
completed this assignment:**



**CHECK OFF > SEARCH CONSOLE  
VERIFICATION - B&SW: 05 - SEO**

# BONUS: BING WEBMASTER TOOLS

STEP  
**7**



# INSTRUCTIONS FOR COMMON PLATFORMS

[Wordpress](#)

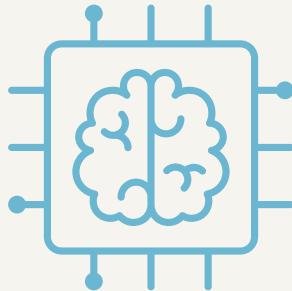
[Squarespace](#)

[Show It](#) (general)

[Pixieset](#) (general)

[Wix](#)

[Format](#) (general)



# AI-PROMPT

**If you get stuck, use this prompt with  
your technical help bestie:**

How do I setup Bing Webmaster Tools on  
[YOUR WEBSITE PLATFORM]



## PAUSE HERE

**Do NOT continue until you've  
completed this assignment:**



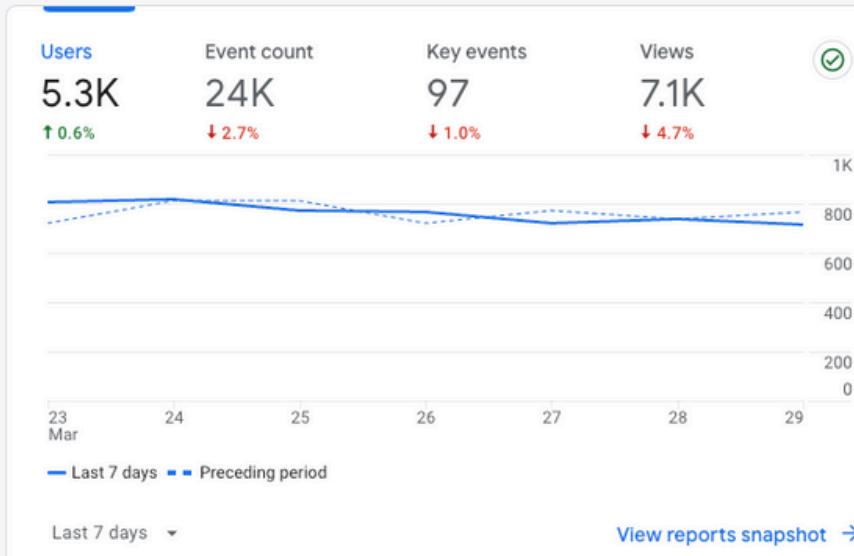
**CHECK OFF > BING WEBMASTER  
TOOLS B&SW: 05 - SEO**

# GOOGLE ANALYTICS





Home



# WHY

- Search Console is ONLY search views
- Analytics is ALL views (in-depth)
- Acquisition = How they arrive
  - Great to see organic results
- Engagement = What they're doing
  - Pages and Screens = money
  - Conversions (advanced)

A screenshot of the Google Analytics interface showing the 'Acquisition overview' report for the domain www.linandjirsa.com. The left sidebar is expanded, showing categories like 'Realtime', 'Life cycle', and 'Acquisition'. The 'Overview' section under 'Acquisition' is highlighted with a red oval. A red arrow points from the top-left towards this section. The main content area displays a line chart of 'Users' over time, showing a fluctuating trend around 21K. Below the chart, there are sections for 'Users in last 30 minutes' (11), 'Users per minute' (bar chart), and 'Top countries' (United States, Denmark, Morocco, Pakistan, United Kingdom). To the right, a detailed breakdown of 'New users by First user primary channel group' is shown, also highlighted with a red box. This table includes categories like Organic Search, Direct, Referral, Organic Social, Organic Video, and Unassigned, with corresponding user counts.

New users by First user primary channel group	NEW USERS
Organic Search	18K
Direct	2.4K
Referral	362
Organic Social	183
Organic Video	5
Unassigned	3

# ACQUISITION

Wonderful report to see exactly where incoming traffic is coming from...

Reports snapshot    Reports snapshot Add comparison +

Last 28 days Mar 2 - Mar 29, 2024 ▾

Realtime

Life cycle

Acquisition

- Overview
- User acquisition
- Traffic acquisition
- Engagement (1)
- Overview (1)
- Events
- Conversions
- Pages and screens
- Landing page

Monetization

Retention

User

User attributes

Tech

### Engagement overview

Average engagement time ② 48s Engaged sessions per user ② 0.6 Average engagement ② 41s

03 Mar 10 17 24

USERS IN LAST 30 MINUTES 11

USERS PER MINUTE

TOP PAGES & SCREENS

PAGE	USERS
Mehndi   Indian Wedding Tradition	3
Haldi   Indian Wedding Tradition	2
6 Tips for Incredibly Rainy Day Wedding Photos	1
Chinese Wedding Traditions	1
Hilton San Diego Bayfront Wedding - Lin and Jirsa San Diego	1

View realtime →

The screenshot shows the Google Analytics Realtime report. A red circle highlights the 'Engagement' section in the sidebar under 'Traffic acquisition'. The main area displays the 'Engagement overview' with key metrics: Average engagement time (48s), Engaged sessions per user (0.6), and Average engagement (41s). Below this is a line graph showing engagement levels over time. Further down, there's a summary of users in the last 30 minutes (11), a bar chart of users per minute, and a list of top pages and screens visited.

# ENGAGEMENT

What are they doing on our website and how long are they staying engaged?

# PAGES/SCREENS

For a full listing of pages with information on views and engagement

The screenshot shows the Google Analytics interface for the website <https://www.linandjirsa.com>. A red arrow points from the top-left towards the 'Pages and screens' link in the sidebar. A red circle highlights the 'Pages and screens' link in the sidebar, and a large red bracket on the right side encloses the main content area.

**Left Sidebar:**

- Analytics
- All accounts > www.linandjirsa.com
- https://www.linandjirsa.com ...
- Try searching "path analysis"
- Reports snapshot
- Realtime
- Life cycle
- Acquisition
- Overview
- User acquisition
- Traffic acquisition
- Engagement
  - Overview
  - Events
  - Conversions
  - Pages and screens
  - Landing page
- Monetization
- Retention
- User
  - User attributes
  - Tech

**Top Right:**

- Last 28 days Mar 2 - Mar 29, 2024
- Filter icon
- Help icon
- Profile icon

**Middle Section:**

### Pages and screens: Page path and screen class

**Views by Page path and screen class over time:**

This line chart displays the number of views over time for various page paths. The Y-axis represents views from 0 to 150. The X-axis shows dates from March 3 to March 24. Multiple lines represent different paths, with some showing higher peaks than others.

**Views by Page path and screen class:**

This bar chart shows the total number of views for each page path. The Y-axis represents the page path, and the X-axis represents the number of views from 0 to 3K. The paths with the highest views are /sangeet-indian-wedding-tradition/ and /haldi-ceremony-photography-for-indian-weddings/.

**Table:**

	Page path and screen class	Views	Users	Views per user	Average engagement time
1	/sangeet-indian-wedding-tradition/	2,576	2,347	1.10	36s
2	/haldi-ceremony-photography-for-indian-weddings/	2,163	1,938	1.12	29s
3	/	1,747	1,243	1.41	25s
4	/indian-wedding-timeline/	1,639	1,408	1.16	55s
5	/mehndi-photography-for-indian-weddings/	1,074	959	1.12	40s
6	/filipino-wedding-traditions/	1,067	914	1.17	53s
7	/saptapadi-seven-steps-indian-wedding-ceremony/	817	721	1.13	37s

# SET UP GOOGLE ANALYTICS

STEP  
**7**



# INSTRUCTIONS FOR COMMON PLATFORMS

[Wordpress](#)

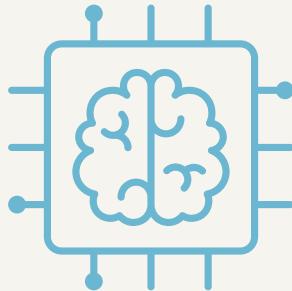
[Squarespace](#)

[Show It](#)

[Pixieset](#)

[Wix](#)

[Format](#)



# AI-PROMPT

**If you get stuck, use this prompt with  
your technical help bestie:**

How do I setup Google Analytics on  
[YOUR WEBSITE PLATFORM]



## PAUSE HERE

**Do NOT continue until you've  
completed this assignment:**



**CHECK OFF > GOOGLE  
ANALYTICS B&SW: 05 - SEO**

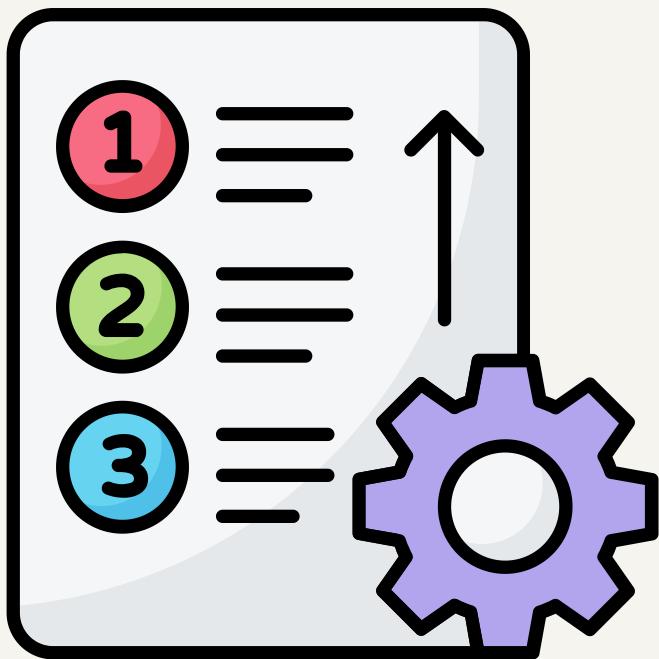
# WHY DO WE NEED WEBSITE ANALYTICS?

STEP 7



## **REMEMBER...**

**Most people will not be entering your website through the home page. They'll be coming from search/referrals.**



## YOUR GOAL

Make sure wherever they land, you have a short intro and CTA (call-to-action). Top and bottom of page. Analytics will tell you the order of priority.

# EXAMPLE

The screenshot shows a website for Lin & Jirsa featuring a wedding ceremony at Terranea Resort. The main image is a photograph of a wedding aisle lined with white chairs and floral arrangements, leading to a decorated archway overlooking the ocean. The text "TERRANEA RESORT WEDDING" is overlaid on the image. The website navigation bar includes links for BLOG, SERVICES, RESOURCES, WEDDING VENUES, PHOTO SPOTS, ABOUT, and CONTACT US. A red circle highlights the "ABOUT" section on the right side of the page, which contains a video thumbnail, the text "Crisp. Clean. Different.", and a summary of the company's history and services.

LIN & JIRSA

BLOG SERVICES RESOURCES WEDDING VENUES PHOTO SPOTS ABOUT CONTACT US

## TERRANEA RESORT WEDDING

(310) 265-2883

Just outside of LA, the long winding roads will take you to the Palos Verdes Peninsula. There you'll find, sitting atop a high bluff overlooking the Pacific Ocean, the luxurious Terranea Resort. Terranea's lush gardens and beautiful grounds is worlds away from the hustle and bustle of the city. With gorgeous archways and intricately tiled floors, the resort pulls from the area's Mediterranean heritage and infuses accents from the ocean in its lush decor. Below is a summary of our favorite aspects of this incredible wedding venue. If you're considering a Terranea Resort wedding, read on.

### ABOUT TERRANEA RESORT

Terranea has accommodations for weddings large and small, indoors or outdoors. As you say "I Do" on any of the ceremony sites, your guests are treated to a spectacular view of the crisp blue ocean and the

About Lin and Jirsa

Crisp. Clean. Different.

Since 2008, LJP has been documenting the best moments of Experience our passion, professionalism, and creativity on your special wedding day.

REQUEST QUOTE

# EXAMPLE

CONTACT    PORTFOLIO +    PRICING    MOT PHOTOGRAPHY    ABOUT +    RESOURCES +    BLOG

**MOT  
PHOTOGRAPHY**

## HOW TO BUILD A PERFECT WEDDING TIMELINE

A COMPREHENSIVE GUIDE TO ENSURING EVERY MOMENT COUNTS

### 10 Things To Know About Photography While Planning Your Wedding

FROM TIMELINES TO TRUST - HERE'S WHAT REALLY MATTERS

Your email address

Phone number

A PHOTOGRAPHERS GUIDE: 10 THINGS TO KNOW WHILE PLANNING YOUR WEDDING

FROM TIMELINES TO TRUST - HERE'S WHAT REALLY MATTERS

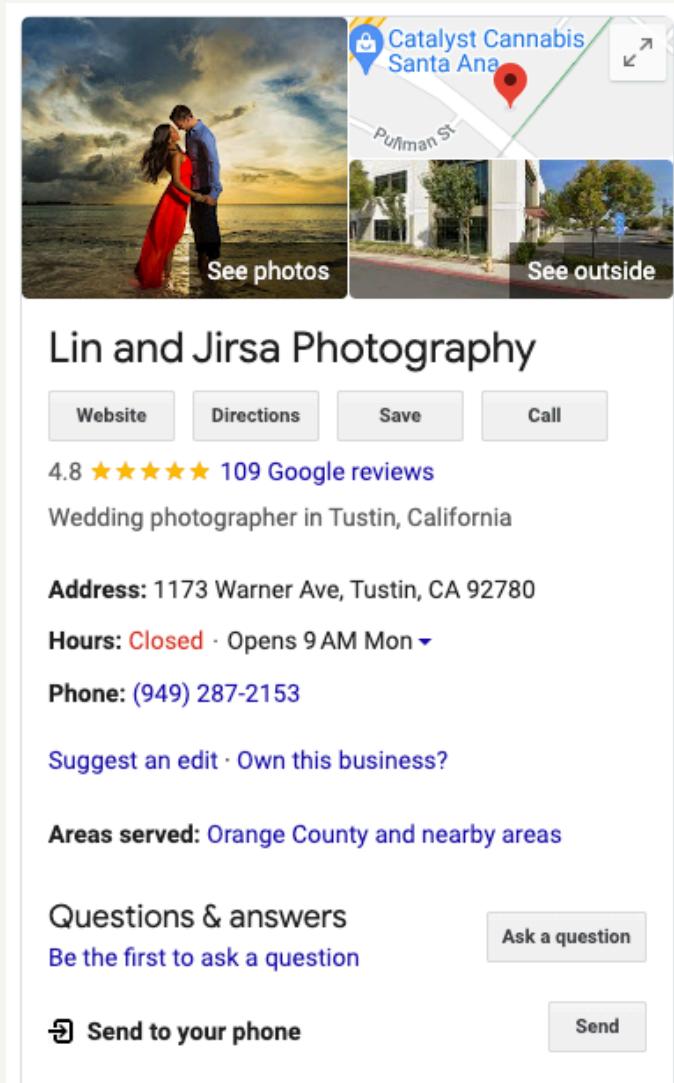
Congratulations! You're getting married. But that's not all...  
THE ULTIMATE WEDDING PHOTOGRAPHY OVERVIEW GUIDE FOR COUPLES

**G A WEDDING DAY TIMELINE THAT WORKS**

Right-out-of-the-gate, having a well-thought-out wedding timeline is crucial to ensuring your special day in Central Park runs smoothly. It gives you time to get ready, time to get dressed, and leaves ample time for unforgettable moments. Here's a comprehensive guide to help you plan each part of your wedding day:

# SET UP YOUR GOOGLE BUSINESS PROFILE





# WHY Controls your Google Maps listing

- Enter all basic information
- Add address (if you have a studio)
- Add/modify your pictures
- Respond to reviews
- Make your listing nice!

# **SET UP GOOGLE BUSINESS PROFILE**

**STEP 7**



# COMPLETE YOUR PROFILE

<https://www.google.com/business/>



## PAUSE HERE

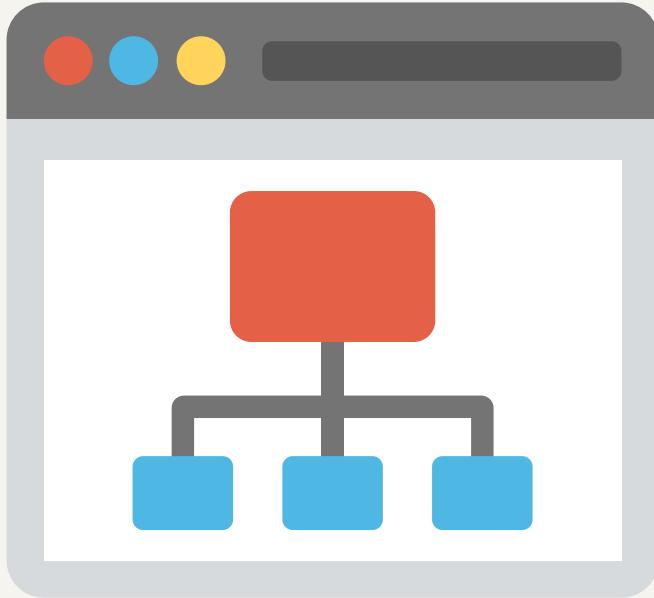
**Do NOT continue until you've completed this assignment:**



**CHECK OFF > GOOGLE BUSINESS PROFILE - B&SW: 05 - SEO**

# SUBMIT YOUR SITEMAPS

STEP  
**7**



## WHY

**Optimizes your website's visibility  
and performance in Google (or  
other) search results.**

- Faster indexing w/ better site coverage
- Content prioritization
- Helps with error detection
- Enhances search performance
- Updates w/ new modifications
- Integrates media content (videos)

https://www.linandjirsa.co...

Sitemaps

Add a new sitemap

https://www.linandjirsa.com/ Enter sitemap URL

SUBMIT

Submitted sitemaps

Sitemap	Type	Submitted	Last read	Status	Discovered pages	Dis...
/sitemap.xml	Sitemap index	Aug 2, 2017	Mar 28, 2024	Success	853	

Rows per page: 10 1-1 of 1 < >

# HOW VIA GOOGLE

## Find the site map URL on your specific hosting platform

- Go to Google Search Console
- Identify the site map URL on your platform
- Enter URL into Google Search Console
- CMS's update sitemaps and google knows the URL (no need to resubmit)

# SUBMIT YOUR SITE MAPS

STEP  
**7**



# HOW TO FIND/CREATE YOUR SITEMAP URL

[Wordpress](#)

(yourdomain.com/wp-sitemap.xml) or via Yoast

[Squarespace](#)

(yourdomain.com/sitemap.xml)

[Show It](#)

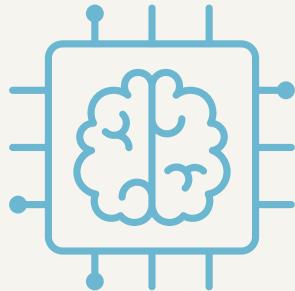
(yourdomain.com/sitemap\_index.xml)

[Pixieset](#)

(yourdomain.com/sitemap.xml)

[Wix](#)

[Format](#)



# AI-PROMPT

**If you get stuck, use this prompt with  
your technical help bestie:**

How do I create a sitemap url (and submit it to  
Google) on [YOUR WEBSITE PLATFORM]



## PAUSE HERE

**Do NOT continue until you've completed this assignment:**



**CHECK OFF > SUBMIT SITEMAPS  
B&SW: 05 - SEO**

**BONUS:** Submit to Bing and any other semi-popular search engine.

# KEYWORD PLACEMENT IN WEBSITE

STEP 7



## **ONLY ONE!**

**Each page should generally have ONE  
and only ONE keyword phrase that  
we're aiming to rank for.**

# YOUR WEBSITE STRUCTURE

Home Page

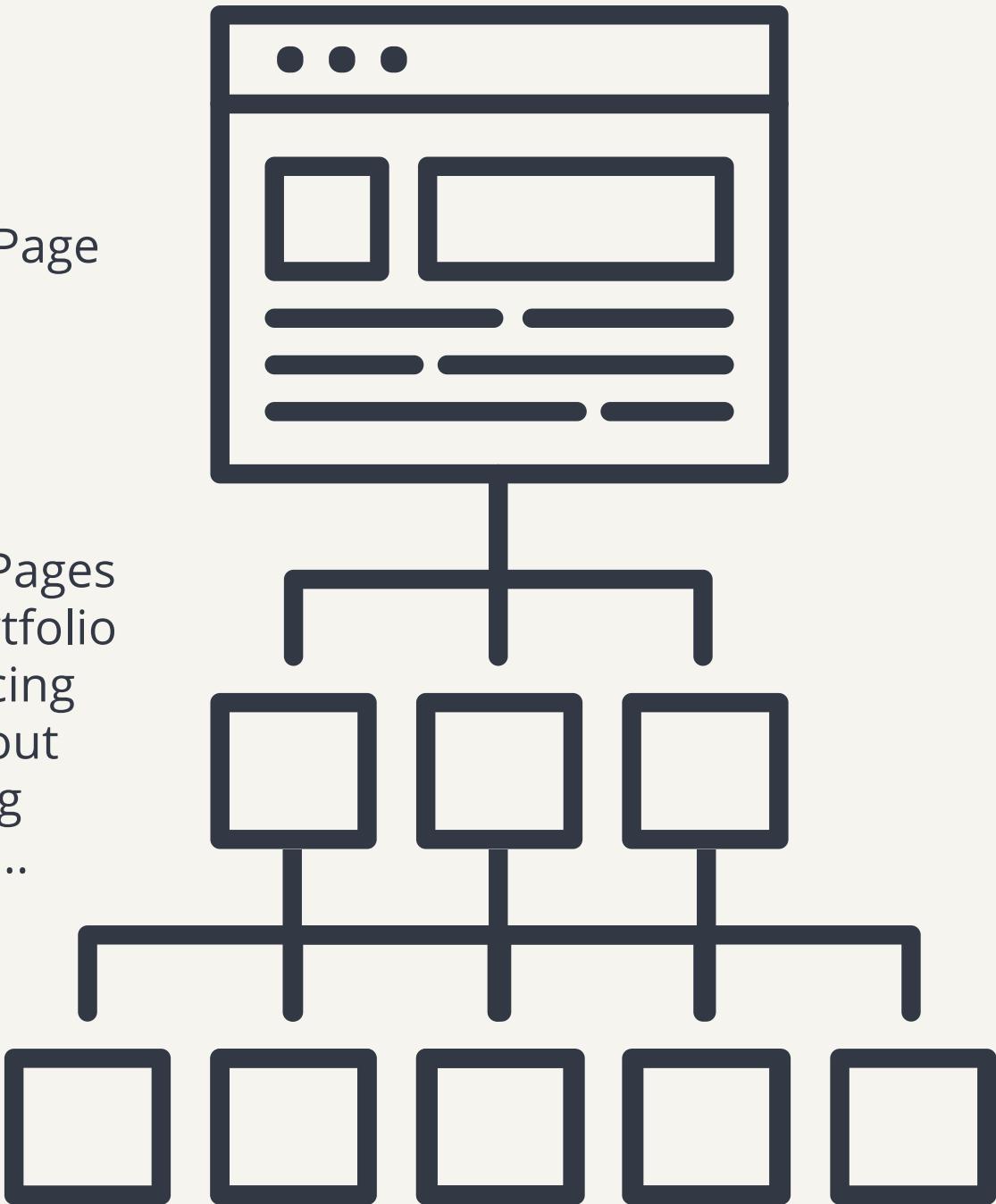


Menu Pages

- Portfolio
- Pricing
- About
- Blog
- Etc...

Tertiary

- Blog entries
- Case studies
- Etc...



# KEYWORD STRUCTURE



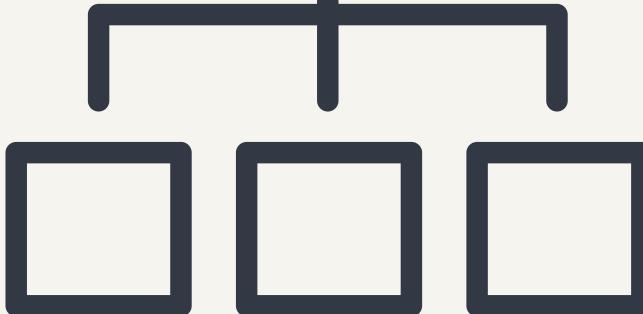
Home Page

**Primary  
Keyword**



Menu Pages

**Not trying  
to rank**



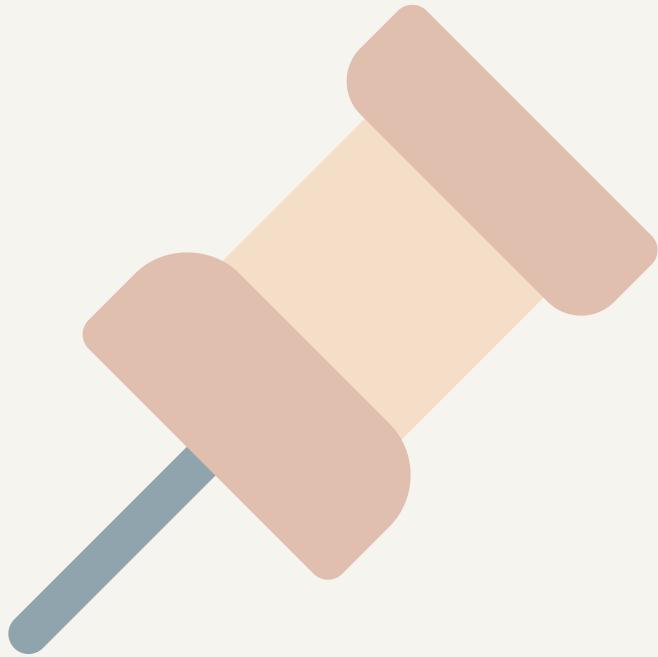
Tertiary

**Niche  
keywords**



# OPTIMIZING YOUR LANDING PAGE FOR SEO

STEP  
**7**



## **REMEMBER**

**When it comes to the landing page of  
your website, you're aiming for your  
Primary Keyword.**



## **“BLACK HAT”**

**Do not “keyword stuff” or use any other no-no techniques. The simple rule: You’re ALWAYS writing content for people, not for search engines.**



## BAD EXAMPLE

*"Welcome to our Los Angeles Wedding Photography website. We started our Los Angeles Wedding Photography studio in 2008, and we specializing in capturing emotional, beautiful wedding photos primarily for Los Angeles couples. But we also service Orange County wedding photography clients, so if you need wedding photography in Orange County reach out!"*



## GOOD EXAMPLE

*"Welcome to Lin and Jirsa, Los Angeles Wedding Photographers! We started our wedding photography studio in 2008. While our studio is based in Orange County, we work with wedding clients throughout Southern California (and all over the world actually)!"*

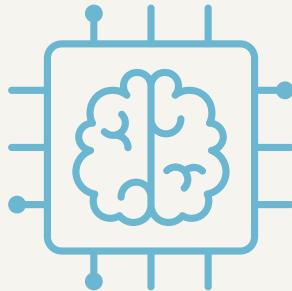


## GREAT EXAMPLE

*"Welcome to Lin and Jirsa, award-winning Los Angeles Wedding Photographers! Since 2008, our team has captured timeless weddings with a blend of artistry and storytelling. While we're based out of Orange County, we proudly serve clients around the world."*

# OPTIMIZE YOUR LANDING PAGE

STEP  
**7**



# AI-PROMPT

**If you get stuck, use this prompt with  
your technical help bestie:**

How do I modify the [SECTION] on my [YOUR  
WEBSITE PLATFORM] website?

## STEP ONE

# UPDATE YOUR TITLE TAG

Your <title> tag is an HTML element that appears at the top of the browser tab and (ideally) search results/previews.



Lin and Jirsa

<https://www.linandjirsa.com> ::

Los Angeles Wedding Photographer | Lin and Jirsa

Since 2008, Lin and Jirsa has set the standard for creative wedding photography. Our style is deeply rooted in wedding photojournalism, influenced by fine-art ...

## GUIDE

1. Keep it short and sweet
2. Primary keyword phrase
  - a. Include short description (optional)

## EXAMPLES

- Seattle's Best Natural Light Wedding Photographer
- Epic Puppy Portraits Serving Boston
- Salt Lake City Family Portraits

## STEP TWO

# UPDATE META DESCRIPTION

155 characters to describe what your page is about (shows below title in search results)



Lin and Jirsa  
<https://www.linandjirsa.com> ::

Los Angeles Wedding Photographer | Lin and Jirsa

Since 2008, Lin and Jirsa has set the standard for creative wedding photography. Our style is deeply rooted in wedding photojournalism, influenced by fine-art ...



## GUIDE

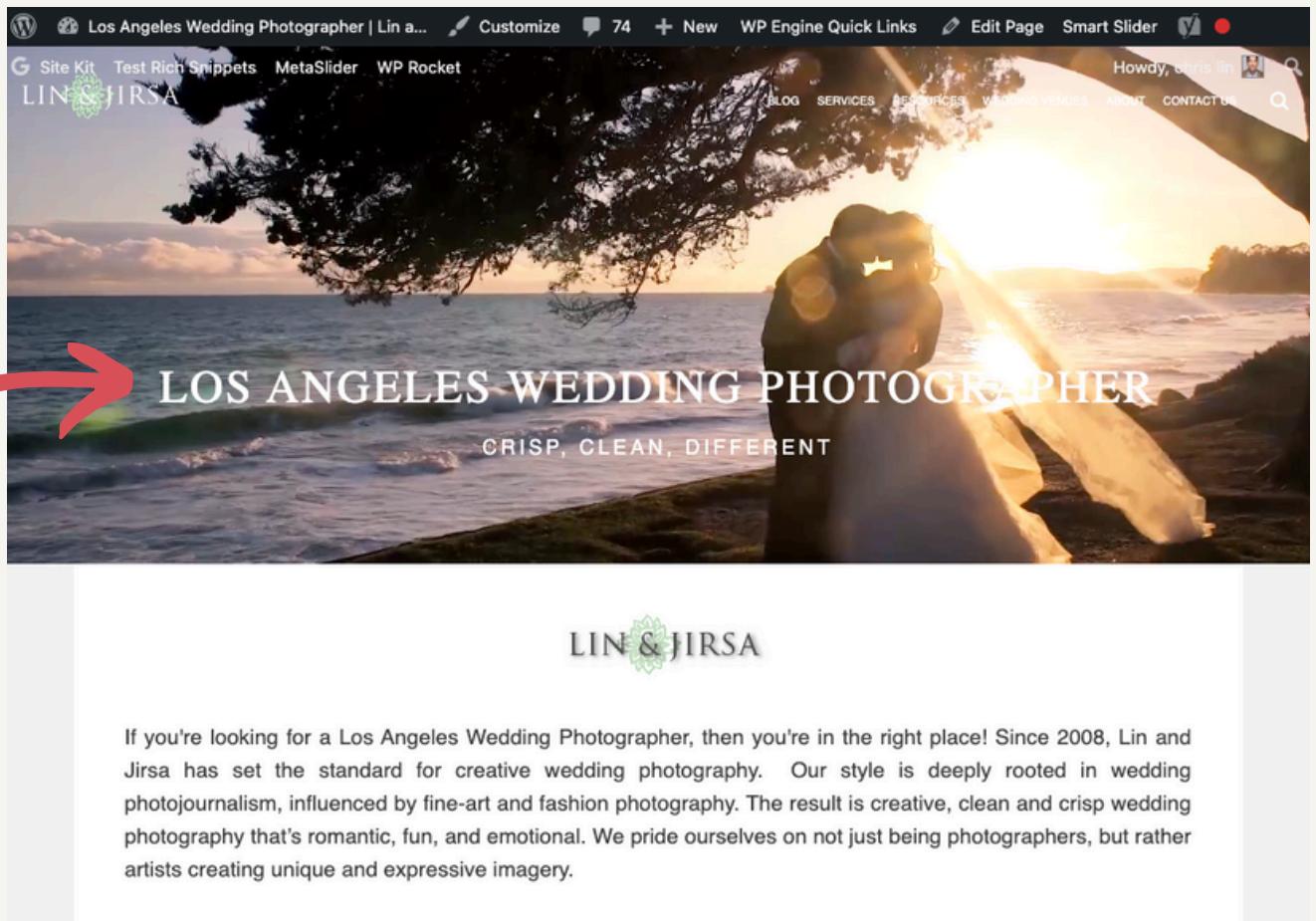
- NO DIRECT SEO BENEFIT
- Write to get people to CLICK
  - Think Clarified Message
- If they click, your CTR rate goes up!
- THINK Clarified Message

## STEP THREE

# UPDATE YOUR HEADERS (H1/H2)

**H1 = Primary Header (one on each page)**

**H2 = Secondary Header (defines sections)**



## GUIDE

- On landing page, H1 = Primary Keyword



## QUICK NOTE

**It's OK to make your Clarified Message your  
<h1> and your Primary Keyword phrase your  
<h2> As always, focus on your client  
experience.**

## STEP FOUR

# UPDATE YOUR HEADERS (H1/H2)

H1 = Primary Header (one on each page)  
H2 = Secondary Header (defines sections)

```
▼<div class="row">
  ▼<div class="col-lg-6 col-md-8 col">
    <h2>Our Style and Approach</h2> == $0
    <p class="text-uppercase mb-30">Clean. Crisp. Different</p>
    ▶<p class="mb-50">(...)</p>
    ▶<p>(...)</p>
  </div>
  ::after
```

## Our Style and Approach

CLEAN. CRISP. DIFFERENT

The four pillars of our style are 1) Celebrating Love, 2) Storytelling, 3) Creativity, and 4) Capturing Beauty. Each is equally important for a complete wedding photography experience. Learn more about our style below or browse some of our favorite photos below from our team of Los Angeles wedding photographers.

[LEARN MORE ABOUT OUR STYLE](#)

H2

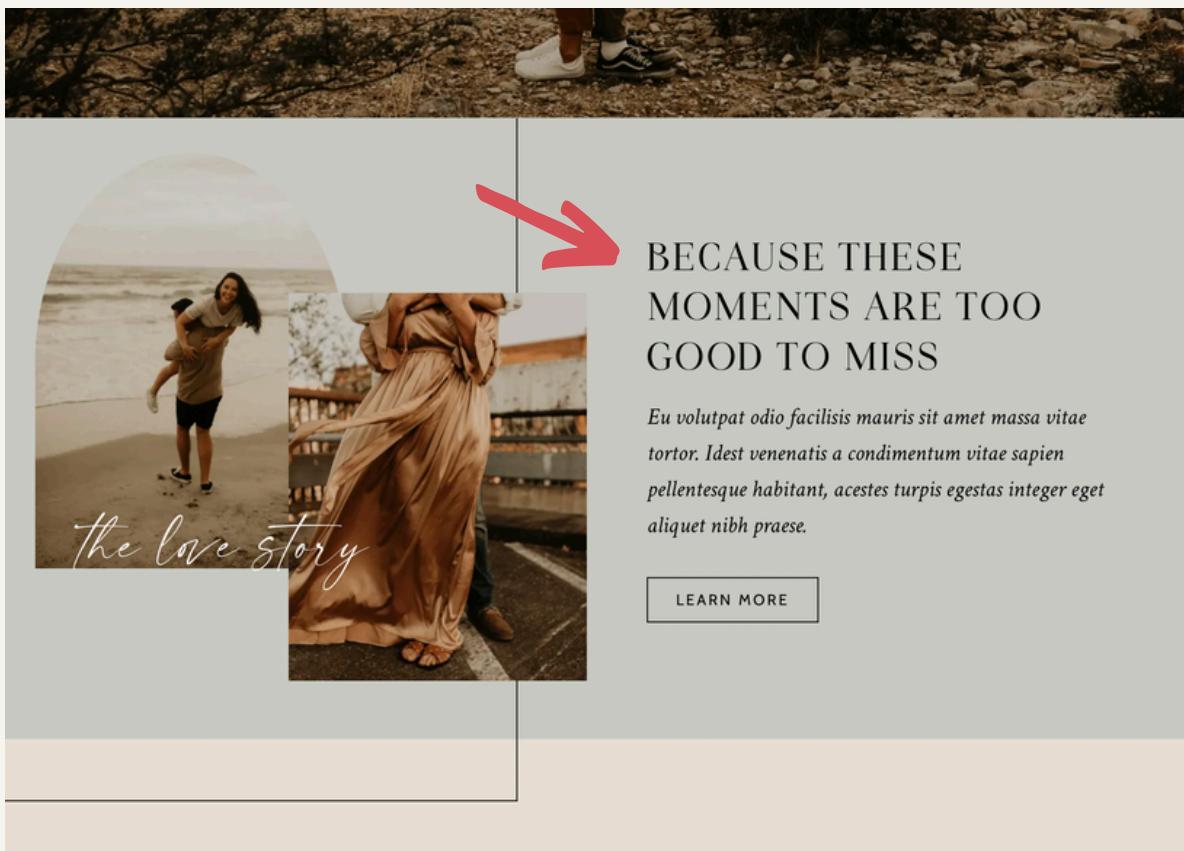
## GUIDE

- H2's are written for your audience
- Include keywords ONLY if they fit
- Use H2's to guide the viewer's experience

## STEP FIVE

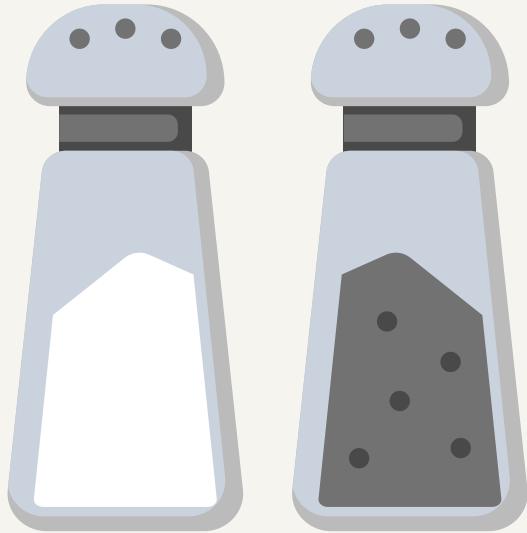
# FIRST PARAGRAPH (CORE MESSAGE)

**Below the hero (ideally above the fold). Simple SEO-ready message that can expand your Clarified Message or be about you.**



## GUIDE

- Build on your Clarified Message
- Write to your target avatar
- Do NOT keyword stuff!



STEP SIX

## PEPPER THROUGHOUT

**Again in a natural way, pepper your Primary Keyword throughout your landing page ONLY where it fits.**

# KEYWORDED IMAGES w/ ALT TAGS

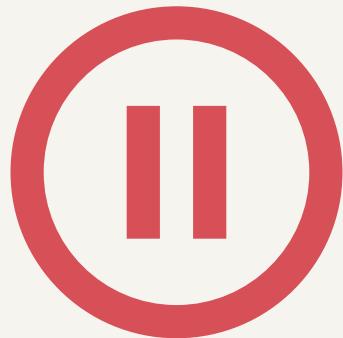
Make sure all images have descriptive keyworded file names w/ SEO-driven alt tags



```
 == $0
```

## GUIDE

- Filename: seo-driven words that describe the image with - separating each word
- Alt tag can include a full description of the image (w/ seo related keywords)



## PAUSE HERE

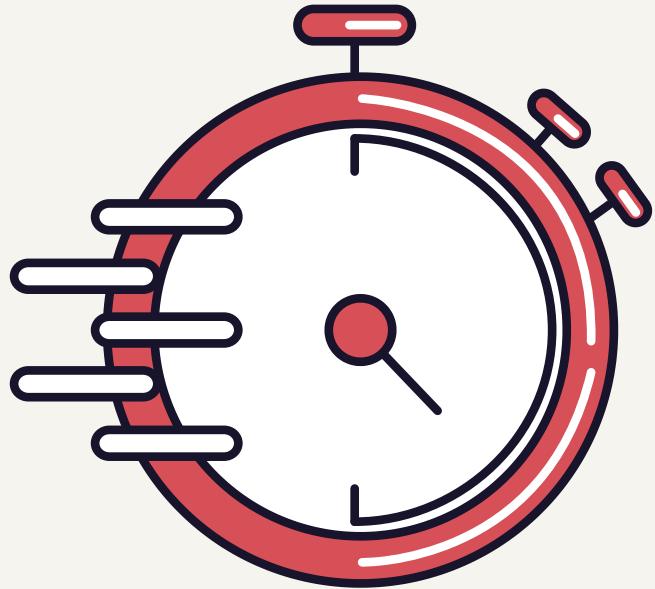
**Do NOT continue until you've  
completed this assignment:**



**LANDING PAGE OPTIMIZATION  
B&SW: 05 - SEO**

# IMAGE SEARCH & OPTIMIZATION

STEP  
**7**



## **LOADING SPEED**

Beyond the basics (ensuring your site has no poor/broken URLs) one of our main concerns as photographers will be loading speed!



## **IMAGE SEARCH**

**One of the best ways to be found is via  
image search (especially in an AI  
search world). Clients want examples!**

# IMAGE OPTIMIZATION GUIDE

STEP  
**7**



STEP ONE

# COMPRESS!

**Do not upload full-sized/bloated images to your website, it's the best way to hurt SEO.**

- **Correctly size/export your images**
  - Start with a basic a LR export preset based on your website/blog page width, export at 80-85% quality
- **Second compression (optional)**
  - Compress Now
  - JPEGmini
  - ImageOptim
  - Tiny PNG
  - Kraken.io

STEP TWO

## FILENAMES

**Brief SEO description of the image separated by dashes. See below:**

- pasadena-city-hall-quinceanera-dress.jpg
- los-angeles-taglyan-wedding-photography-rings.jpg
- new-york-city-family-photography-central-park.jpg
- utah-brand-portrait-photography-in-office.jpg
- newborn-portrait-session-kaiser-hospital-seattle.jpg

**Keep lowercase. Each filename is ideally unique and describes something specific about the image.**

### STEP THREE

# ALT TEXT

**Write a longer, clear, descriptive sentence of the image.**

- Bride and groom exchange vows at a Los Angeles rooftop wedding
- Playful engagement session with couple piggybacking in Griffith Park, Los Angeles.
- Family of four enjoying a candid moment during a golden hour photoshoot in Orange County park.
- Expecting mother in a flowing gown cradling her belly during a desert maternity photoshoot.
- Woman in silk robe sitting by a window with natural light during boudoir session.
- Entrepreneur posing confidently in modern office for personal branding photoshoot.

STEP FOUR

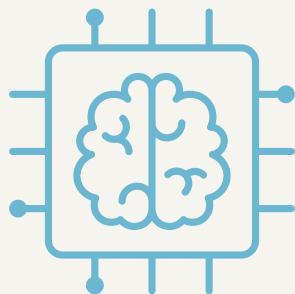
## SURROUNDING COPY

**Images are ideally placed around relevant text. Search engines use surrounding content to understand the image better.**

STEP FIVE (OPTIONAL)

## LAZY LOAD

**If possible, implement lazy loading on your website (images below fold only load when scrolled).**



**Use this prompt to see how (if) it's possible with your platform.**

I would like to implement lazy loading on my [PLATFORM] website. Can you give me instructions on exactly how I can do this?

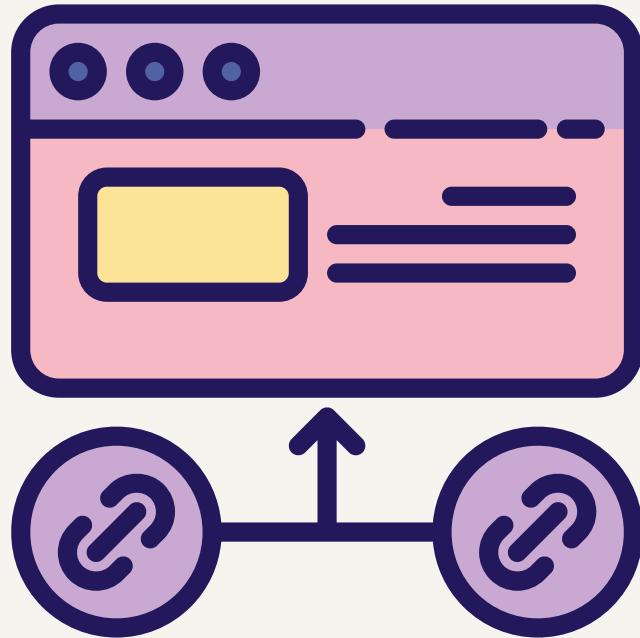
# HOW TO FURTHER OPTIMIZE





# INTERNAL LINKING

**Internal linking is just one area of your website linking to another (which passes a bit of link juice).**



## WHY?

**Help your audience (and search engines) navigate from one area of your site to another by:**

- Making tier 2/3 pages easy to find
- Linking to other relevant pages
- Improving the reader's experience

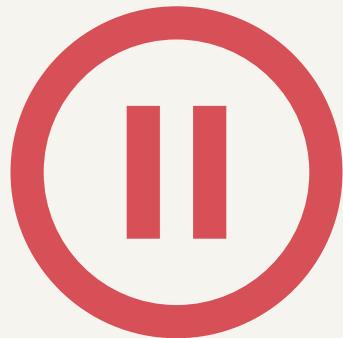
# LANDING PAGE INTERNAL LINKING

STEP 7

# **FROM YOUR LANDING PAGE...**

**Make sure you're directly linking to important secondary and tertiary pages by:**

- 1** Adding directly to your menu
- 2** Adding links within your landing page copy (when helpful/relevant)
- 3** Including additional links within your footer (optional)



## PAUSE HERE

**Do NOT continue until you've completed this assignment:**



**ADDED INTERNAL LINKS TO YOUR LANDING PAGE > B&SW: 05 - SEO**

# HOW TO FURTHER OPTIMIZE





## **REMINDER...**

**80/20 Rule. Don't get lost in the weeds of SEO! Focus on the basics. This section is in case you'd like to go further.**

# GTMETRIX

<https://gtmetrix.com/>



Share

Latest Performance Report for:  
<http://www.linandjirsa.com/>

Report generated: Thu, Mar 28, 2024 10:33 AM -0700

Test Server Location: Vancouver, Canada

Using: Chrome 117.0.0.0, Lighthouse 11.0.0

## GTmetrix Grade



## Web Vitals

Largest Contentful Paint	Total Blocking Time	Cumulative Layout Shift
<b>544ms</b>	<b>0ms</b>	<b>0.44</b>

Summary

Performance

Structure

Waterfall

Video

History

## Speed Visualization



## Top Issues

All FCP LCP TBT CLS

These audits are identified as the top issues impacting your performance.

IMPACT AUDIT

High	Avoid enormous network payloads	Total size was 11.0MB	
Med	Use explicit width and height on image elements	1 image found	
Med	Avoid large layout shifts	4 elements found	
Med-Low	Lazy load third-party resources with facades	1 facade alternative available	
Low	Serve static assets with an efficient cache policy	Potential savings of 72.9KB	

Focus on these audits first

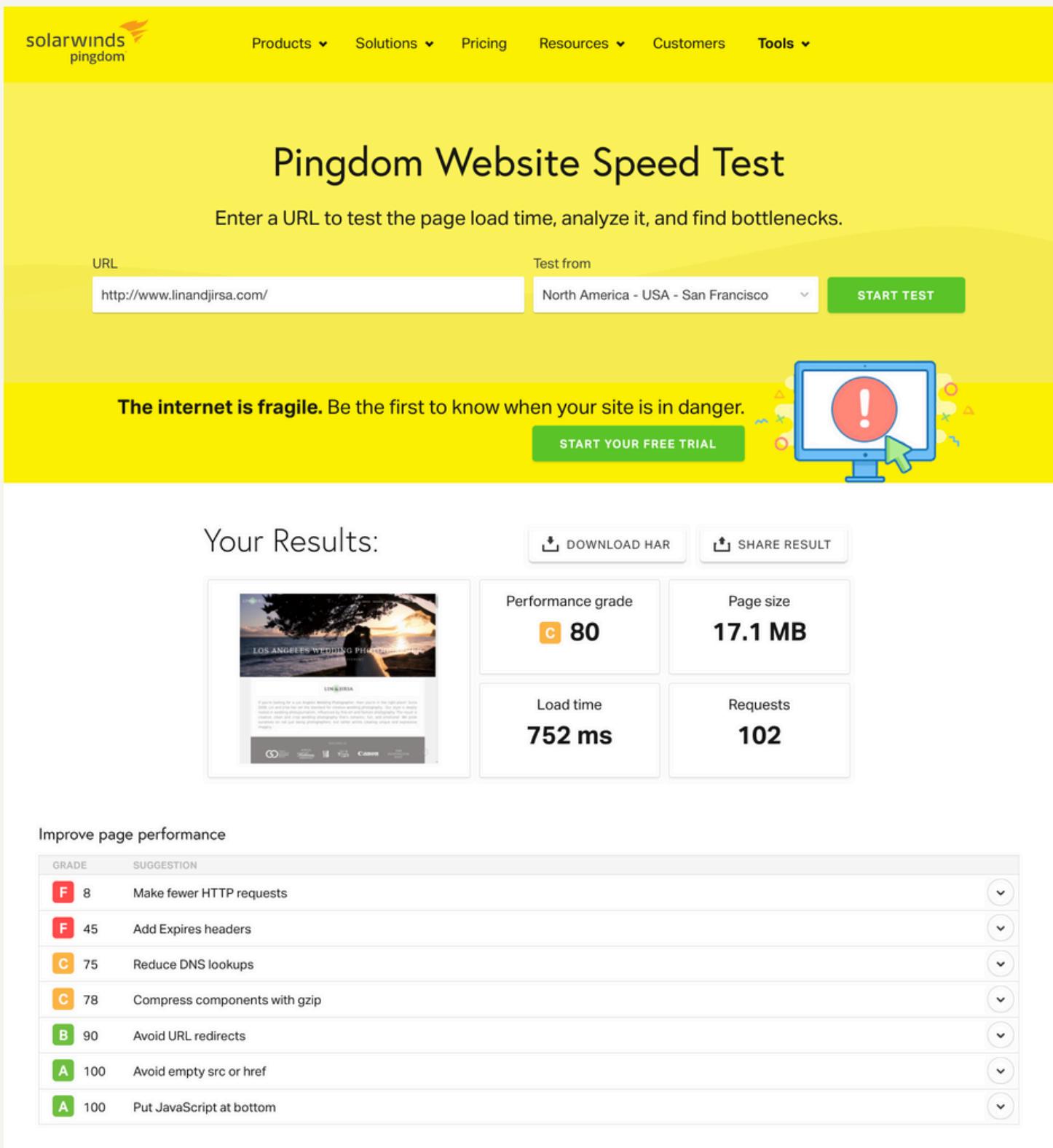
These audits likely have the largest impact on your page performance.

Structure audits do not directly affect your Performance Score, but improving the audits seen here can help as a starting point for overall performance gains.

[See all Structure audits](#)

# PINGDOM

<https://www.solarwinds.com/pingdom>



The screenshot shows the Pingdom Website Speed Test interface. At the top, there's a yellow header with the SolarWinds Pingdom logo and navigation links for Products, Solutions, Pricing, Resources, Customers, and Tools. The main title is "Pingdom Website Speed Test". Below it, a sub-header says "Enter a URL to test the page load time, analyze it, and find bottlenecks." A form allows entering a URL (http://www.linandjirsa.com/) and selecting a testing location (North America - USA - San Francisco). A green "START TEST" button is present. A promotional banner at the bottom left encourages users to "START YOUR FREE TRIAL". The main content area displays the results for the tested URL:

Your Results:	
	Performance grade <span style="color: orange;">C</span> <b>80</b>
Page size <b>17.1 MB</b>	Load time <b>752 ms</b>
Requests <b>102</b>	

Below the results, a section titled "Improve page performance" lists suggestions with dropdown menus:

GRADE	SUGGESTION	DOWNLOADED
F	8 Make fewer HTTP requests	(dropdown)
F	45 Add Expires headers	(dropdown)
C	75 Reduce DNS lookups	(dropdown)
C	78 Compress components with gzip	(dropdown)
B	90 Avoid URL redirects	(dropdown)
A	100 Avoid empty src or href	(dropdown)
A	100 Put JavaScript at bottom	(dropdown)



## OUTSIDE OF THIS...

**Optimization is mostly the process of ensuring every page follows the basics rules we've covered in this module.**

- Sitemap is loaded and up to date
- Your website's pages can be indexed
- No broken links
- No dummy text within your template/site
- Proper titles, meta descriptions
- Images have SEO filenames and alt text
- Each page is focused on ONE keyword phrase

# SITEGURU

<https://www.siteguru.co/>

SEO to-do list = low hanging fruit!

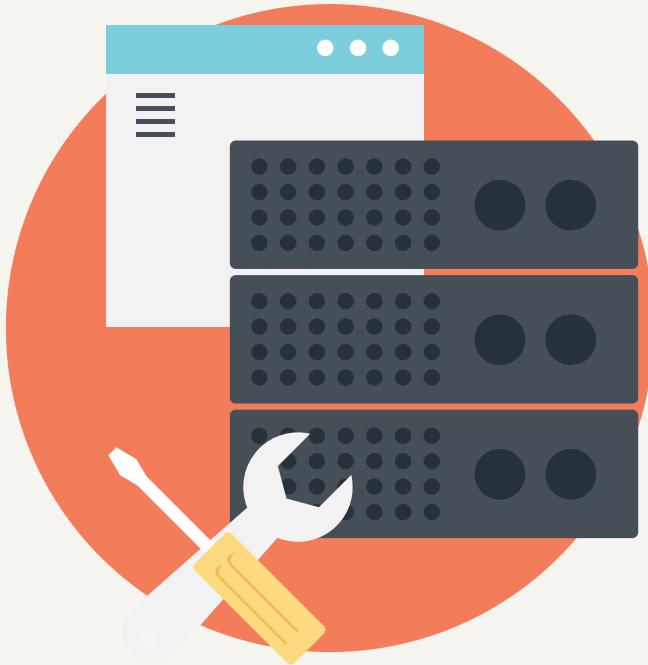
The screenshot shows the SiteGuru dashboard for the website [www.linandjirsa.com](http://www.linandjirsa.com). On the left, there's a summary for the site, showing 965 pages found and two buttons: 'Start new audit' and 'Delete site'. Below this is a section titled 'Top Keywords' with a table showing search terms like 'haldi', 'sangeet', and 'sangeet ceremony' along with their positions and click-through rates. A large red arrow points from the top right towards the 'SEO to-do list' on the right side of the screen. This list contains seven items with icons and descriptions:

- Improve meta descriptions (935 affected pages - high impact)
- Optimize your sitemap (11 affected pages - high impact)
- Make pages indexable (4 affected pages - high impact)
- Fix broken links (15 affected pages - high impact)
- Remove dummy text (3 affected pages - high impact)
- Add alt texts to your images (952 affected pages - medium impact)
- Avoid internal redirects (medium impact)

Each item has a 'Dismiss' button to its right.

# BE AWARE OF MAJOR SITE CHANGES





## THEME/DESIGN CHANGES

Major design/theme changes can improve, or damage SEO depending on the features/content of the theme.

**LATERAL CHANGES = Same site structure with a different look/design won't affect SEO.**



## **OVERHAULS**

**Changing domains, website or platform migrations, or other major website overhauls. Find an SEO expert to consult on the process.**