



# 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 9

# BUILDING WEBSITE AUTHORITY



# TOPICS & QUESTIONS

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

- How do SEO rankings work?
- What is website authority?
- How do I get my website to rank higher?
- How do I build more backlinks?



## **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

# **REVIEWING...**

# **SEO MADE**

# **SIMPLE!**

**STEP 9**



# **TWO SIMPLE KEYS**

**Search Engine Optimization boils down to two components:**

- Keyword strategy (category)
- Website authority (relevance)



# **YOU NOW HAVE A KEYWORD STRATEGY**

**It's time to move onto the second piece of SEO optimization, building website authority (relevance)!**

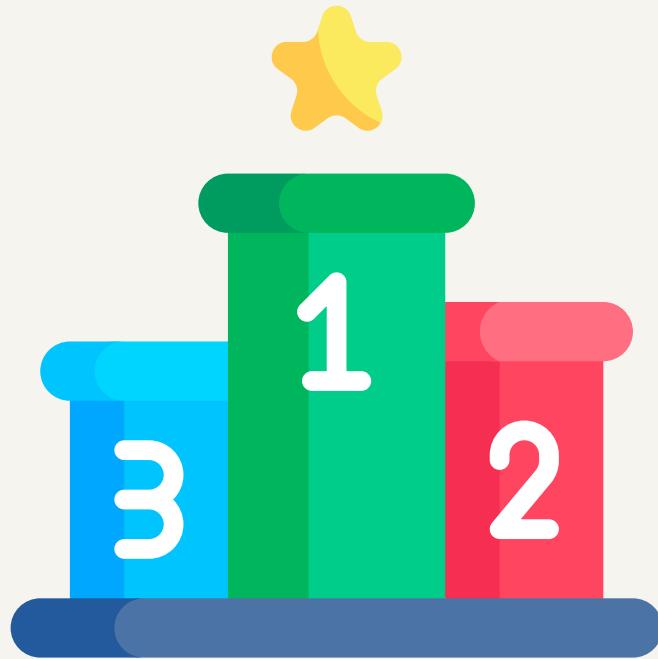


# WEBSITE AUTHORITY

**Determines the ranking or order of websites presented from search and depends on the following:**

- Website and content quality
- Internal linking structure
- Domain age, site speed
- **Inbound links (backlinks)**





## WHY DOES THIS MATTER?

This not only affects general search visibility, but also AI search visibility which prioritizes higher-authority sources over low-credibility sources.

# SO... WHAT IS A “BACKLINK?”





# WHAT IS A BACKLINK?

**Links from another website to yours, from a search engine's perspective, backlinks are kind of like referrals.**



## PASS ME SOME JUICE!

From an SEO standpoint, every link passes a little value or “juice” from one page to the next.



## LINK JUICE

**Every link passes a little “juice” from one page/website to another...**

- INTERNAL = Juice to your own pages**
- OUTBOUND = Juice to other websites/pages**
- INBOUND = Juice to your website/pages**



## UNLESS...

**When there's a “nofollow” attribute in the HTML link code, no SEO-value or “juice” is passed by the link.**

- Select a link
- Right-click > Inspect
- Look for rel="nofollow"

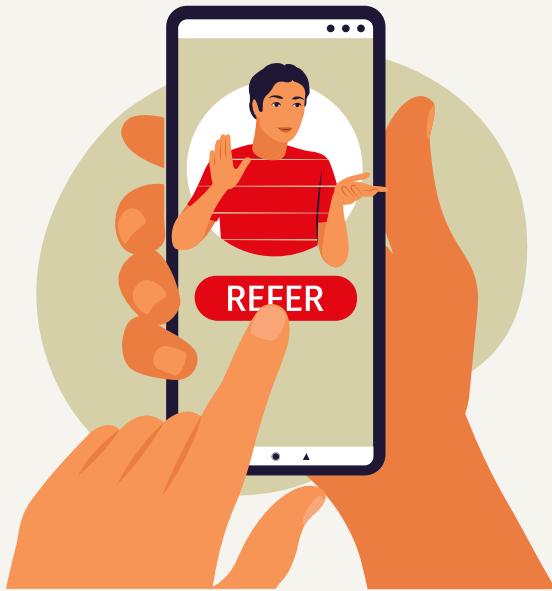


## **MOST PLATFORMS & DIRECTORIES**

**Unless you're specifically paying for a backlink, most platforms/directories will link to you with “nofollow” links.**

# WHAT'S BACKLINK QUALITY?

STEP 9



# NOT ALL BACKLINKS ARE EQUAL...

If backlinks are “referrals” then where your backlinks come from matter!

Three backlink three factors:

- QUANTITY = Shows total reach.
- QUALITY = Are they reputable?
- RELEVANCE = Are they on topic?



# **LINKS = YOUR WORD AND REPUTATION**

**You want reputable inbound links,  
and your outbound links should be to  
relevant and reputable websites.**



## VALUE OF A LINK

Here are some more factors that influence the value of a link (whether inbound or outbound):

- Reputation of link origin
- Relevance of link origin
- Location on the domain (tier 1, 2, 3)
- Position on page (higher = better)
- Number of outbound links
- Keywords within the anchor text
- Type of backlink (text > image)
- “nofollow” = no value



## **QUALITY OVER QUANTITY**

**You're not trying to rank against every website in the world, just against other photographers in your space.**



# ONE GOOD BACKLINK/MONTH

**Stop stressing. Set a simple goal, to get one good and relevant backlink each month. Then work toward via good directories and natural features.**

# EIGHT WAYS TO BUILD BACKLINKS





## ONE. VENUES

**Every time you shoot at a venue, get them some awesome images and ask for a link within the feature.**



### III. VENDOR/VENUE IMAGES B&SW: 06 - EMAIL TEMPLATES



## TWO. VENDORS

With each collaboration, get them images and encourage them to blog and link to you.



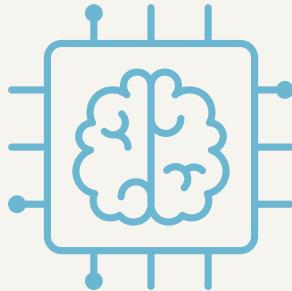
**III. VENDOR/VENUE IMAGES  
B&SW: 06 - EMAIL TEMPLATES**



## THREE. GET PUBLISHED

If you happen to be in the wedding/event space check out Two Bright Lights, otherwise use our AI prompt for guidance.

**NOTE: Wedding planners often already have publishing contacts!**



# AI-PROMPT

**Use this prompt in your favorite AI app  
or AI-powered search engine:**

I am a [NICHE] photographer looking to have my images published by an online magazine or website in order to build my name, credibility, and SEO ranking with backlinks.

Can you give me 10 different platforms or publications that would want images from my specific genre of photography?"

With each recommendation, can you please include the relevant website, as well as any contact information you might be able to find that can point me to the editor or image submission process.

**Review the list, pick out a couple and  
start submitting now and then!**



## FOUR. AWARDS!

Awards do carry value (namely for social proof/marketing). But some awards platforms also provide features and “dofollow” links.

[HOME](#)[TIPS AND INSPIRATION](#)[BEST PHOTOGRAPHERS](#)[BEST VENUES & LOCATIONS](#)[AWARDS](#)[APPLY](#)

DISCOVER THE BEST

— *Venues & Photographers* —

— *About* —  
WEDDING MAPS

Wedding Maps is your guide to finding the best wedding photographers and venues. We match venue info with inspired, award-winning images from a curated selection of photographers so that you can visualize the creative and aesthetic potential of each wedding venue. The full venue directory is coming soon, but in the meantime, please explore our award winning photographers and planning resources.

# WEDDING MAPS

[Our own directory](#) that's focused on awards and features to help wedding photographers build SEO backlinks.

[Home](#) > [Awards Galleries](#)

## FEARLESS AWARDS

Great wedding photographs document the emotions, the beauty, and the details of the event, allowing couples and their loved ones to relive the joy and excitement of the day for years to come. Wedding photography is an essential element of the wedding planning process, as it creates a lasting record of the occasion, preserving the memories and the love shared by the couple and their families.

Each of these amazing wedding photography Collections is unveiled every few months. We hope you will fall in love with these images on your way to finding the right wedding photographer for your wedding!

[Meet The Judges](#)

Collections 92 + 93

Coming soon...



Collection 91

July 2025



Collection 90

July 2025



Collection 89

April 2025



Collection 88

April 2025

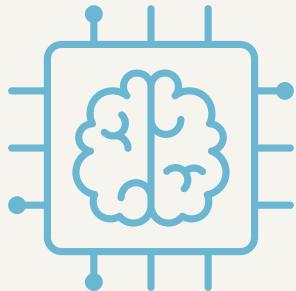


Collection 87

December 2024

# FEARLESS

An awards platform focused on finding the best of wedding journalism (and includes “dofollow” links)



# AI-PROMPT

**Use this prompt in your favorite AI app  
or AI-powered search engine:**

I am a [NICHE] photographer looking for a place to earn awards where I can also get “dofollow” SEO backlinks. Given my niche, are there any platforms or directories that would meet this criteria?

**Review the list, pick out one (or two)  
and start submitting now and then!**



# **VALIDATION?**

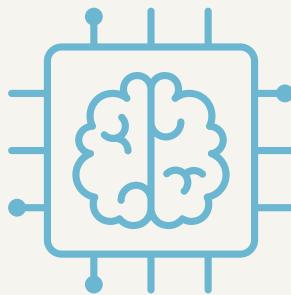
**Do NOT go after awards for validation. You're wasting money on validation that must come internally.**

**UNPOPULAR OPINION:** Your clients, family, and bank account should be all the validation you need.



## FIVE. WRITE!

**Write for industry publications and educational websites that are within the photography space (Fstoppers, Petapixel, Etc).**



# AI-PROMPT

**Use this prompt in your favorite AI app  
or AI-powered search engine:**

I am a [NICHE] photographer looking to write educational articles within my photography niche. My goal is to build my name, credibility, and SEO ranking with backlinks.

Can you give me 10 different platforms/websites that accept articles from outside writers and contributors?

With each recommendation, can you please include the relevant website, as well as any contact information you might be able to find that can point me to the editor or article submission process.

**Review the list, do research to find the best option, publish now and then.**



## SIX. JOIN FREE DIRECTORIES

These are mainly for local SEO, so pick a few and get yourself listed:

**DIRECTORIST**: 10 Best Local Business Listings

**ORBIT LOCAL**: Best Online Business Directories for Local Marketing & SEO



## **SEVEN. JOIN PAID DIRECTORIES**

Again, lean toward paid directories that have a secondary purpose (like Wedding Maps and Fearless)



## **EIGHT. CREATE SHAREABLE CONTENT**

**Write articles/resources for your website that are shareable. Meaning others will find it useful to link to.**



## **REMEMBER!**

**Most of your backlinks should be built in the natural process of running your business, and just ONE backlink from a reputable website is BIG!**

# START REQUESTING REVIEWS





## **WHY REQUEST REVIEWS?**

**Beyond social proof, reviews have local, direct, and indirect SEO benefits (including AI search) including:**

- Signals popularity/credibility
- Improves click-through-rate
- Recent reviews show relevance
- Strong reviews boosts topical trust
- AI “reputation summaries”



## REQUEST REVIEWS

After **EVERY** shoot, request that your clients submit a review. Ideally, make the request at their emotional high!



### III. CLIENT REVIEW REQUEST B&SW: 06 - EMAIL TEMPLATES

Remember that you **CANNOT** incentivize and this is best done via phone or text.



## **IT'S OK TO REMIND!**

We're all busy, we forget things! It's  
OK to text someone with a gentle  
review reminder. I'd stop after one.