

BUSINESS OF PHOTOGRAPHY

SEO CHECKLIST

GET FOUND ON THE WEB

Do this for the home page, your main portfolio pages and blog posts as you go.

CHOOSE KEYWORDS FOR YOUR PAGE

3-4 word phrases that describe what you want to get found for.

PAGE TITLE & DESCRIPTION

Write a title for each main page and short description of what's on the page, include the keywords.

Page title_____

Page description_____

PAGE TEXT (CONTENT)

Each page should have a minimum of 300 words of content relevant to the keywords, but aim for 1000.

Structure your content into subheadings using <h2> tags. The <h2> tags should be relevant to your keywords.

ADD IMAGES

Use relevant file names, alt tags, captions and descriptions some of which match the keywords and others that are variations

Don't make the files bigger than they need to be. Set the resolution to 200ppi and 1000px maximum.

LINKS

Put links in your text to other pages in your website.

Link other pages in your website to your new page.

Put a link to another website in your page.

Always look for opportunities to links from other websites to yours.

WRITE BLOG POSTS TO TARGET SPECIFIC KEYWORDS

Create a plan to write at least one blog post per month on specific topics that your target customers might look for. Put these titles in a spreadsheet and complete this worksheet for one of team every month.

Minimum requirements one 300 word post per month.

Better than 99% of other photographers = 1000 word post every two weeks.

UPDATE YOUR PAGES

Update the text slightly and change a few images on your main pages every few weeks.

Start this now!