

# 10 TIPS

## TO IMPROVE SEO FOR YOUR BUSINESS



WRITTEN BY  
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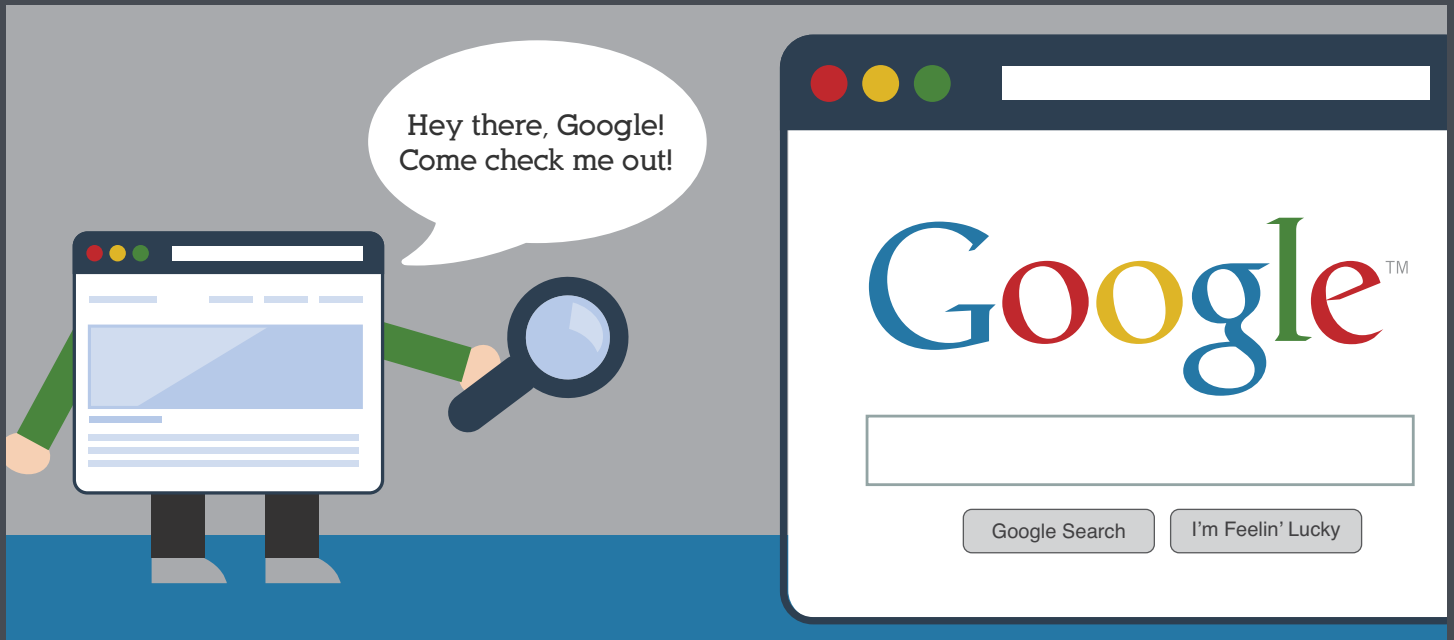
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Perfecting your website's search engine optimization (SEO) can sometimes feel like searching for the holy grail. Everyone is going after it, but no one seems to know exactly how to find it. The best thing you can do for your business is improve your site's SEO with organic, search-friendly content and marketing strategies—basically become your own SEO expert. So, without further adieu, here are my top 10 tips on how to jump-start your website's SEO.

# 1

## FLIRT WITH GOOGLE

While flirting with disaster can ruin your day, flirting with Google can increase your search ranking. The first thing on your SEO journey should be to submit a sitemap to search engines like Google and Bing. This sends a request to Google and Bing saying, "Come check me out!" which will cause your website to be crawled and indexed by search engines. You can verify your site by going to **Google Webmaster Tools**.



# 2

## PROVIDE DETAILS

Add a display name, welcome message and a website description. Remember to include information about the who, what and where of your business. Specific location-based text like this will provide SEO-friendly content for Google to index.

# 3

## BE SPECIFIC

Add relevant text to your site pages such as "San Francisco Bay Area wedding photographer" as opposed to generic text such as: "photos, photography, photographer" to help your market find you.

# 4

## USE TEXT, NOT IMAGES

Often I'll see amazing photographers using photos with text to convey their messaging on their website. While it looks stellar, it's not doing them any favors when it comes to SEO. When text is added to an image in Photoshop and saved together as a JPEG, the layers are lost, and all Google sees is an image made of ones and zeros. The moral of the story is to be sure to use actual text on your site rather than text embedded in an uploaded image.

# 5

## USING KEYWORDS LIKE A BOSS

Use keywords and categories is important for giving Google-rich site content to index. However, search engines will actually punish your ranking when you stuff a page with irrelevant text. So make sure the keywords and categories are referring to pet photography on your pet photography gallery page, and not keywording about boudoir photography. Also, make sure you are actually showing the keywords on the page so that Google can index them correctly—don't hide all the hard keywording work.



### FRIENDLY

[www.yourwebsite.com/springportraits](http://www.yourwebsite.com/springportraits)

### NOT SO FRIENDLY

[www.yourwebsite.com/portfolio/portraits/h26e3984h26e3984f](http://www.yourwebsite.com/portfolio/portraits/h26e3984h26e3984f)



# 6

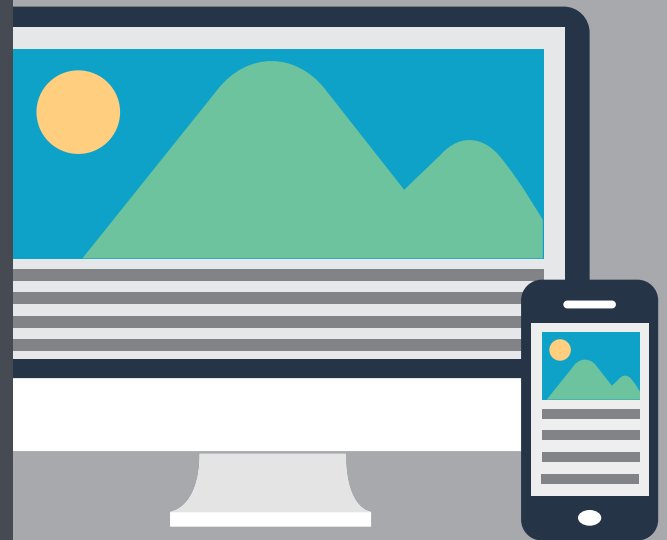
## FRIENDLY LINKS

Make sure to add a friendly link to your pages. This will ensure that your clients remember your links as well as give more information for Google to index when visitors click through to your site.

# 7

## BLOG FREQUENTLY

An actively updated blog is the best thing you can do to drive traffic to your site. Consider hosting your blog on the same site as your main website so that your visitor count isn't split between the two. The better the blog content, the more likely people will want to read it. Ideally, an active site would have two to three blog posts a week with at least 200-500 words per post. This is where your descriptions and search-friendly phrases can really shine, but it is a daunting task, so work up to it slowly.



# 8

## SEARCH PHRASES

When writing content for your site and your blog, keep in mind the possible search phrases that someone will search for as you write the content for your site. Make a list of likely search phrases and give yourself homework to work those phrases into your text. The more often that specific search phrase organically and contextually comes up in your site, the better chance Google will match your site as a result.

# 9

## LIKES AND LINKS

Social media is a great place to create organic buzz and activity for your business. Just remember to link back to your site or blog. This drives traffic to your website and encourages visitors to browse your site rather than social media. The more traffic that comes to your site, the higher Google is likely to rank it.



GET SOCIAL



# 10

## MARKET YO' SELF

Get the word out! Any credible site that is linking back to your site is good for your SEO, not just social media. Other great examples of referring sites are: contests, awards, publications, directory listings, partner sites, etc. You may also want to consider Google AdWords to boost your visitor traffic.

Remember that Rome wasn't built in a day, and the same goes for your website SEO. The best website takes time to create so take your time and baby step your way into SEO greatness.

For more info on SEO for your Zenfolio site, refer to this help guide: [Search Engine Tools and Tips for SEO](#).

For a more advanced look at how to create a comprehensive SEO strategy, check out this recent blog post by our SEO Expert from RawSEO, [A Comprehensive SEO Strategy to Skyrocket Your Photo Business](#).



## ABOUT THE AUTHOR

**Evan Chung** is a San Francisco Bay Area wedding photographer and an expert in online web presence. His beautiful and engaging images showcase his love for people and capturing emotions on camera while his photography seminars and workshops display his passion for website excellence. It is easy to see his dedication to his craft and his desire to reinvest back into the photography community.

Check out his work at [www.evanchungphoto.com](http://www.evanchungphoto.com).