

Shine Bright

SHINE AND RISE MASTERMIND
SEO AND WEBSITE REVIEW

INSPIRE | MOTIVATE | GENERATE

TOPIC

SEO + WEBSITE REVIEW

EVERY BUSINESS NEEDS A WEBSITE

- ❖ It is your **shop front window**
- ❖ You can **charge your worth** as you look professional and credible as long as it is on brand
- ❖ It establishes **credibility and authority**. The first thing customers and influencers tend to do is look at your website. Exactly what happened with me!
- ❖ You can rank on **Page 1 for your keywords** – something that social media cant give you
- ❖ You can **attract organic traffic all year round** – I haven't marketed Desi Bride Dreams this year but we still get enquiries each week
- ❖ If you want to be a global brand **you need a website**

THERE ARE LOTS OF OPTIONS



THINGS TO CONSIDER WHEN CREATING YOUR WEBSITE

- ❖ **Domain name** and hosting
- ❖ The **process** you should go through from a branding perspective is in the files section and this will guide you
- ❖ Does it speak to your ideal client and is it of a **good standard?** Doesn't need to be perfect!
- ❖ **What is your budget?** They range from £500 on Etsy to £4k with a professional website designer
- ❖ Are you going to **provide the logo** or are you going to go for the complete branding package?
- ❖ Are you **clear on the services you will be listing along with the benefits and price points?**
- ❖ Do you want it to be **transactional with PayPal integrated?** Is it easy to buy?
NO DM'S!

THINGS TO CONSIDER WHEN CREATING YOUR WEBSITE

- ❖ Mobile optimised
- ❖ Are you writing the copy or a copywriter? Your website should do the selling
- ❖ Calendly function to book in calls?
- ❖ Is it SEO optimised and can your company do this? If not please let me know I have a contact for on page SEO optimisation
- ❖ Is your opt in right at the top

THINGS TO CONSIDER WHEN CREATING YOUR WEBSITE

- ❖ Do you have **GA installed**
- ❖ Is the **blog included** within the website as this supports SEO
- ❖ Do you have a **email address and number**
- ❖ Do you have a **privacy policy**
- ❖ **Do you want to include videos?**

WEBSITE PAGES

Home page

About Me

Contact Page

Services Page

Gallery

Testimonials/Reviews

Press

Blog

ABOUT

SERVICES ▾

PORTFOLIO

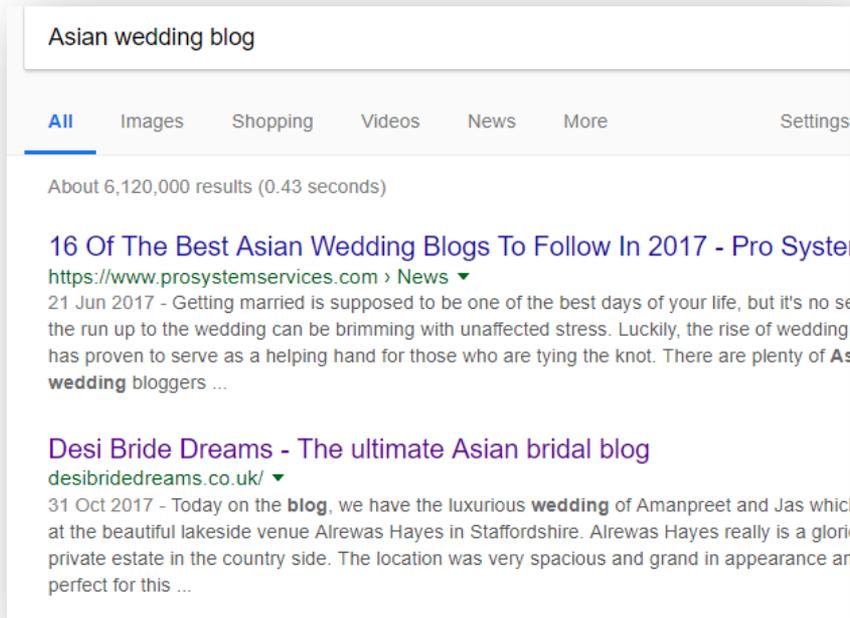
DESI BRIDE DREAMS

REVIEWS ▾

BLOG

CONTACT

SEO IS ONE OF THE MOST IMPORTANT STRATEGIES



I'm on page 1 for all my of key terms.

Asian Wedding Planning London | Bespoke Wedding Planners | Desi ...

<https://desibridedreamsplanning.co.uk/>

13 Jan 2018 - We are **Asian Wedding Planners** in London help you coordinate your Bespoke Wedding, perfect event, leaving you to enjoy every minute of the enchantment. Call us.

SEO SUCCESS STRATEGY

- ❖ I ranked for “Asian wedding blog” within 6 months
- ❖ Currently on Page 1 of Google for Asian wedding planner
- ❖ Lots of enquiries and clients through Google including my Switzerland client
- ❖ Rav worked on her SEO strategy and she booked a celebrity client plus Peggy Porshen
- ❖ As I look to expand my PR other brands will also take me more seriously if I am on Page 1 – BBC
- ❖ Consistently worked on my SEO strategy
- ❖ Consistent enquires without social media

SEO STRATEGY IS A GAME CHANGER

- ❖ **SEO is increasing the volume and quality of traffic** to your website through organic search engines. If you can rank number one for your key words then you have hit gold!
- ❖ For most **internet users Google is the first thing** they use to search for when there is urgency for a product/service! We always go to the top of the page. When was the last time you went to Page 2?
- ❖ If search engines cannot find your site you miss out on **incredible opportunities** to drive traffic to your site. Being at the top is super important!

START ASAP!

- ❖ **Ranking number 1** on Google really takes time to get onto page 1
- ❖ **No magic formula** and the Google algorithms are really complex. They use different ranking factors
- ❖ For Desi Bride Dreams blog, within 6 months I was ranking on page 1 for **“Asian wedding blog”** and this literally through sharable content, being active on social media and blogging 2-3 times a week
- ❖ If you are working with a web designer make sure you ask them how they **optimise for SEO** because when they build the site they will need to do this. Your website **NEEDS** to be mobile optimised and site speed needs to be fast! You can check your page speed here - <https://developers.google.com/speed/>. A page that loads less than 4 seconds is good.
- ❖ Blog at least **3 times a month** with a minimum of 500 words!

THERE IS TWO TYPES OF SEO – ON PAGE

ON PAGE

Title Tags and URL's

Meta Descriptions

Copy

Alt Tags and Images

Headings

Sub Headings

THERE IS TWO TYPES OF SEO – OFF PAGE

OFF PAGE

Social Media

PR links

Guest Blog
Posts Links

Business
Directories Links

ADHERE TO GOOGLE GUIDELINES

- ❖ Title tags and meta descriptions are pieces of HTML code in the header of the web page. They help search engines find out about the content on the page
- ❖ Make sure you make webpages and **websites for visitors and not search engines**. Therefore don't keyword stuff. Your copy needs to include your keywords.
- ❖ Create a site that has **a link** to at least one other page so its easily reachable
- ❖ Use keywords to create **human friendly** URL's such as <https://desibridedreamsplanning.co.uk/asian-wedding-coordinator/>
- ❖ Make sure your **title elements and and ALT attributes** are descriptive
- ❖ When I was working for a marketing agency one of our clients had a agency which linked to dodgy sites for more links and they got **black listed by Google**

KNOW YOUR KEYWORDS

- ❖ You need to know what **keywords your ideal clients would be searching** for. Do some research around this. Mine is “Asian wedding planner” or “Asian wedding coordinator”
- ❖ They are **two keywords** to consider. These are long tail keywords and shorter keywords. It’s good to use a mix of two. Long tails are the ones that are four words or more.
- ❖ **Brainstorm** your keywords. Get inside head of IC and think about what words would they use. Location can be a great one.
- ❖ These **keywords** then need to flow through all your social media, copy an PR etc

KEYWORD TOOLS

- ❖ Google have a **free tool** where you can see the search volume per month for your keywords https://adwords.google.com/intl/en_ca/home/tools/keyword-planner/
- ❖ Use <https://search.google.com/search-console/about> to see how your current site is doing and where you can optimise further
- ❖ Other tools to give you ideas are <https://www.thehoth.com/> and <https://kwfinder.com/> for longer tail
- ❖ I would **only focus on up to 5**. For myself I just mainly focus on Asian wedding planner, Asian wedding coordination, Destination wedding planner etc. I wouldn't choose keywords that have a very low search volume.
- ❖ Your **copy** for your website then needs to include the relevant keywords but don't over use!

YOAST WORDPRESS PLUGIN EXAMPLE

● Readability ● Keyword: *Asian Wedding Plan...* + Add keyword

👁 Snippet preview ?

Asian Wedding Planner in London | Full Wedding Planning | Desi Bride
<https://desibridedreamsplanning.co.uk/asian-wedding-planner-london/> ▼
As an **Asian Wedding Planner in London**, I know that Asian wedding planning is no easy task. From start to finish there are hundreds of details that need to be considered. I know how important it is for your wedding to be unique, therefore each wedding service I provide is completely bespoke.

📱 🖥 Edit snippet

🔍 Focus keyword ?

Asian Wedding Planner in London

This article is [cornerstone content](#)

☰ Analysis ?

^ **Problems (2)**

● The focus keyword doesn't appear in the first paragraph of the copy. Make sure the topic is

LINK BUILDING IS ESSENTIAL FOR SEO

- ❖ **Link building** is essential. You will get strange people contacting you. These are black hat techniques!
- ❖ Think about what **your ideal clients would resonate** with them and try and link to those sites. Make a list of 5 and then try and target 2 per month.
- ❖ The sites need to be authentic and have authority! Have a look through **Twitter** as there can be some small blogs there. I started with small blogs and then built this up. Strictly Weddings, The UKAWP, Nu Bride, Secret Wedding Blog – I all link to them.
- ❖ Make sure all your **social media profiles** are optimised and have a link. Including LinkedIn. They are ranked highly!
- ❖ Publish on **Google Plus** as its good practise

LINK BUILDING IS ESSENTIAL FOR SEO

- ❖ Look for relevant hashtags on Twitter as well. Also look at hashtags such as **#Journorequest** on Twitter as these are journalists looking for specific stories.
- ❖ Sometimes its worth doing a **sponsored blog posts** through blogs as this can help boost SEO too
- ❖ The key thing is knowing what that **specific person** wants and then letting them know why you would be perfect and pitch to them

YOUR SEO STRATEGY

- ❖ Go through the website slides and make relevant updates to your website
- ❖ Type in your keywords into Google and see where you are currently ranking
- ❖ Identify your 5 keywords you want to target through research
- ❖ Ensure your copy on your website is relevant and is line with your keywords
- ❖ Ensure that your on page SEO is complete through a developer. This needs to be each page on your website! Please email me if you need a contact
- ❖ Make sure your site speed is fast and your website is fully mobile optimised. You can check your page speed here - <https://developers.google.com/speed/>
- ❖ Ensure you are blogging at least 3 times a month minimum
- ❖ Put together your link building strategy
- ❖ It's a slow process but SO worth it!