

A woman with long, wavy blonde hair is smiling at the camera. She is sitting at a desk. In front of her is a large, silver, professional-style microphone on a stand. To the right of the microphone is a pineapple that has been hollowed out and used as a pen holder, containing several pens and pencils. To the left of the woman, a portion of a laptop is visible, showing the Apple logo. The entire image is overlaid with a semi-transparent blue filter.

The Five Most Effective Ways to Improve Your SEO as a Photographer



Are you missing out on business because your customers can't find you?

Photographer to photographer, can I share some cold, hard truth with you?

If your website doesn't appear on the first page of Google, you're missing out on business!

And, in my opinion, this is a shame, because you work so incredibly hard to shoot, edit, serve your clients, and manage your business. As a result, your website and work deserve to be found where your ideal clients are actively looking for your services: the first page of Google.

Every year, 40% of my couples find me—[Victoria Rayburn, wedding photographer](#)—on Google, meaning SEO is responsible for nearly half of my income. And, I firmly believe SEO (in addition to offering a great client experience) is why I'm able to be a full-time wedding photographer and book out my calendar year after year.

SEO has done huge things for my business, and if you're willing to put in the work to understand SEO (which likely isn't nearly as complicated as you think), it can do big things for your business, too.

Now, there are a lot of moving parts to an SEO strategy, but in this download, we're breaking down the five most effective things you can do to improve your SEO as a photographer.



The Five Most Effective Ways to Improve Your SEO as a Photographer

1. Optimize the main pages of your website for location-based keywords.

When you choose keywords for a webpage or blog post, the most important factor to consider is search intent. In other words, if potential customers want to find services like yours, what will they Google?

More often than not, people looking for photographers search by location (e.g. “Indianapolis wedding photographers” or “newborn photographers in Lincoln Park”).

As a result, for most photographers, it’s strategic and beneficial to optimize the main pages of their websites (home, about, and service pages) for location-specific keywords. Because, optimizing your website with location-based keywords helps Google understand where you serve your customers and mirrors what your ideal customers are likely searching for, making your website much more likely to rank on the first page of Google.

This sounds easy enough, but how do you choose which location to optimize for?



Choose one specific location.

Now, one of the many beautiful things about being a photographer is the fact that you have an opportunity to work and shoot anywhere. However, when it comes to SEO, you are MUCH more likely to rank well on Google when you get specific and you keep your keywords specific to one location (e.g. a city).

With this in mind, I recommend optimizing the main pages of your website for either:

- The area where you live.
- The area where you want to work most often.

| Think about search intent.

That said, again, it's very important to think about your ideal client's search intent. In other words, what would they Google if they wanted to find services like yours? Everyone's ideal client is going to be different, but here are a few general rules of advice.

If you work in a large city . . .

It can be very hard to rank on page one of Google as a photographer in a large city simply because there are so many photographers in the area. As a result, you're going to need to get more specific than, for example, "photographer in Chicago."

To determine how to get more specific, think about your ideal client's search intent. As they search the Internet for the perfect photographer for them, what are they typing? Perhaps they're looking by neighborhood (e.g. "family photographers in Lincoln Park"). Maybe they're searching by style (e.g. "film-inspired wedding photographers in Chicago").

Essentially, if you live or work in a large city, it can be difficult to get to the first page of Google for more general searches. As a result, to get your website in front of your ideal customers, you want to choose more niche keywords that are specific to your ideal client's search intent.

If you live in a small town . . .

There's nothing wrong with small town living! However, chances are, there aren't many people—if any—Googling "photographers in Remington, Indiana" (which is the small town with a population of 1300 where I'm from).

With limited people in small towns to serve, few to no Google searches, and likely few locations where you can even take photos in the first place, you'll likely be better off optimizing your website with keywords for the closest city where you regularly work. For example, when I lived in a small town, I optimized my website for "Lafayette, Indiana."

That said, choose a specific city. Optimizing your website by state (e.g. "wedding photographers in Indiana") likely won't serve you well, because (1) your state likely includes a lot of photographers, and (2) your ideal clients are probably being more specific with their searches, meaning they're searching by city, neighborhood, or something more niche.

What if you don't want to shoot in just one area?

Now, you might be reading this and thinking, "That's nice, but I don't want to shoot in one single area." And, friend, I get it. One of the many magical things about being a photographer is the opportunity to travel and shoot in new locations.

But, here's the thing. It's VERY difficult—if not impossible—to get the main pages of your website to rank for multiple locations. As a result, I highly recommend creating your SEO keyword strategy around a single area—your "bread and butter" city or area where you'd like to work consistently.

Then, from there, you can use your blog, social media, and referrals to book shoots and weddings in other areas.

Want to learn how to identify & use strategic keywords?

If you'd like to learn how to choose strategic keywords and where to put them on your website, tune into ["Episode 055: How to Identify Keywords for SEO that Will Help You Book More Clients as a Photographer"](#) of *The Priority Pursuit Podcast!*



2. Get a phone number with an area code specific to the area you want to rank well for.

Something else you can do to improve your SEO is to get a phone number with your target location's area code. This helps Google see that your business is local to your location.

I know changing your phone number can be inconvenient, especially if you use a single cell phone for both personal and business use. But, an easy way around having to change your phone number entirely is to register for Google Voice—a telephone service that will connect your current cell phone but allow you to have a business number.

I use [Google Voice](#), and this allows people to contact me via cell phone with both my personal and business number.

Side Note: Having a [Google Voice](#) number isn't only great for SEO; it's also great for setting boundaries. [Google Voice](#) allows you to set office hours and send all calls made outside of your office hours to voicemail. Plus, all voicemails and texts for your business number will be stored within the Google Voice app, allowing you to keep business and personal phone use more separate.

3. Use Moz Local to create consistent online directory listings.

Online directories are websites or anywhere business information is listed online (e.g. Yelp, Google Business, etc.). Now, it's important for you to take the time to create consistent online directory listings because when Google sees that your business's name, phone number, hours, email, and other information are consistent across online directories, Google will:

- Be certain of your location and service area.
- More or less say, "Wow. That business must be legit, because all of their information is consistent."

This consistency will make Google more likely to rank your website well.



How do you create consistent online directory listings?

When it comes to creating online directory listings, you have two options. You can (1) create your listings manually or (2) invest in a service—such as [Moz Local](#)—to update and maintain your listings for you.

Your time is valuable, and while you could spend hours manually listing your business information all over the Internet, at [Treefrog](#), we highly recommend utilizing [Moz Local](#). For less than \$20 per month, you can give Moz Local your business information one time, and it will then consistently list your business information on 1000+ online directories.

That said, [Moz](#) doesn't list business information on niche-specific directories. For example, if you're a wedding photographer, Moz isn't going to list your information on [WeddingWire](#). As a result, I'd recommend utilizing Moz Local AND taking an hour or two to list your business information on directories that are specific to your industry and ideal client, such as [WeddingWire](#) if you're a wedding photographer or a local online directory if your service area happens to have one.

More often than not, I wouldn't recommend paying for online directory listings. (To clarify, Moz Local isn't an online directory; it's a tool that maintains your online directory listings for you. I do recommend paying for Moz Local. It will save your hours.) The beauty of SEO is that your ideal clients will be able to find your website for free. So, unless your ideal clients are all about a specific online directory, I wouldn't recommend paying for listings.



4. Get more Google reviews.

Another great way to improve your SEO is to earn online reviews. Reviews help Google see that your business is active and that you're serving your customers well, which will very likely increase the chances of your local Google rankings improving.

While all online reviews add brand authority—meaning they show Google that you are a legitimate business—Google reviews tend to be the most helpful for SEO because they increase the likelihood that your business will appear in Local Pack search results.

If you've ever searched for a nearby business or service via Google, the Local Pack is one of the very first search results you'll see and is simply a map displaying businesses and three listings (more can be seen by clicking) that are relevant to your search.

Side Note: The information displayed in the Local Pack is pulled from [Google Business Profiles](#). This is one of the many reasons it's important for your small business to have and regularly update a [Google Business Profile](#).

From an SEO perspective, ranking well in Google's Local Pack can be very rewarding as it's one of the very first search results Google users see, which increases the chances that a Google user will visit your website and take action.

And, the more Google reviews you have, the more likely your business is to appear in Google's Local Pack. There are two things to keep in mind and to do on the following pages.

Make asking for Google reviews part of your workflow.

You can serve your clients perfectly, but they're busy. As a result, unless you specifically ask them to leave you Google reviews, chances are, they won't.

So, make asking for reviews part of your workflow. For example, after you deliver their gallery, follow up a few days later to make sure they love their photos and to ask them if they'd be willing to leave you a Google review. If you use [Honeybook](#) or another CRM, this is an email you can easily automate.

Ask past clients for reviews now.

While making asking reviews part of your workflow moving forward will drastically increase the number of reviews you receive, to increase the number of Google reviews you have sooner rather than later, reach out to past clients and ask them to leave your reviews.

Yes, you can post a request for reviews on social media. However, you'll likely see more results if you reach out to individual clients whom you know would leave raving reviews directly via email or text.

On the next page, we've added an email you can copy, paste, adjust, and send!

Google Review Email Example:

Hi [INSERT CLIENT'S FIRST NAME],

I hope you and [INSERT SPOUSE'S NAME] are doing well and are loving married life!

I know it's been a while since your big day, but would you mind if I asked a favor? Would you mind leaving me a review on Google [INSERT REVIEW LINK]?

Reviews help get my website and information in front of other couples looking for a wedding photographer on Google and having reviews helps other couples decide if I'm the right photographer for them.

If you're willing to take the time, I'd so appreciate it! To leave a review, you can simply click here [INSERT REVIEW LINK].

Thank you, and thank you for trusting me to be your wedding photographer!

[INSERT YOUR NAME]

5. Create niche, location-specific blog posts or content on your website.

Last but not least and likely the quickest way to get your website in front of your ideal customers is to create niche, location-specific content that can be consumed on your website, such as blog posts or videos.

Outside of trying to find a photographer in a specific area, your ideal clients are likely Googling other questions related to or adjacent to your service and location. As a result, if you create content (e.g. blog posts) that answer your potential clients' questions:

- Your ideal clients will likely find your content when they Google their questions, which will then encourage them to check out the rest of your website. (It's much easier and faster to get niche content like this to rank well than your entire website.)
- Your website as a whole will likely rank better because your location-specific content will help Google further associate you with the area you're targeting.

To assist, we've added examples on the next page.



| Examples

In case this helps, here are a few location-specific things you could blog about:

- Best Places to Take Engagement Photos in [INSERT CITY]
- [INSERT ADJECTIVE] Wedding Venues in [INSERT CITY]
- Where to Take Your Wedding Photos in [INSERT CITY]
- Bridal Boutiques in [INSERT CITY]
- Best Wedding Vendors in [INSERT CITY]
- Best Date Night Spots in [INSERT CITY]

Bonus: Yes, this content will improve your local SEO. However, it will ALSO help you better serve your clients. I mean, how thrilled are your clients going to be when you send them a link to a blog post about the best date night spots in your city and encourage them to make dinner reservations after their engagement session?

SEO is the key to getting your information in front of potential customers who are ACTIVELY looking for a photographer.

There are a lot of moving parts to implementing an effective SEO strategy, but the fact of the matter is that when people need a local service, 97% of people go to Google to find it.

If your website doesn't appear on the first page of Google, you're missing out on business. However, when you do rank on page one, people who are actively looking for what you do can easily book you.

As a photographer, you can't afford not to implement a successful SEO strategy.

So, get started today!



Use Google to help your photography business grow!

If you're ready to help your dream customers consistently find you on Google, join me, Victoria Raybrun, for my next round of SEO coaching for photographers!

During three days of virtual, group coaching, you'll:

- Learn everything you need to know to get your website to the first page of Google.
- Receive help and guidance so that you can confidently implement your SEO strategy.

If you're ready to get your website to the first page of Google:

- Register for SEO coaching for photographers.
- Learn and implement a proven SEO strategy.
- Watch your business grow as your Google rankings improve!

[Register Now](#)