

2022 EDITION

Free
**SEO TIPS FOR
PHOTOGRAPHERS**

My top 9 actionable tips to get you
moving up Google ranking

WWW.NINAMACEPHOTOGRAPHY.COM

Free

SEO Tips for photographers

NINA MACE

PHOTOGRAPHER &
MARKETING EXPERT



NINA MACE

PHOTOGRAPHER | TRAINER | MENTOR

FREE WORKBOOK



Marketing for photographers

Free SEO Tips for Photographers

Get your website in front of your ideal clients!

Free
**SEO Tips for
photographers**



NINA MACE

PHOTOGRAPHER | TRAINER | MENTOR

HI THERE!

Nice to meet you!

So you have **spent hours building your website**, and now you want to make sure it's being shown to your ideal clients?

SEO can seem like a daunting project, but I have helped hundreds of photographers to climb the ranks of Google mountain.

I am often asked what photographers can work on **TODAY** to make a difference to their website, so I thought I would share my **top 9 ideas** to get you started!





1. DO YOUR RESEARCH

Knowledge is power, they say, and this couldn't be more relevant when it comes to improving your website visibility so new potential clients can find you.

Thinking about what your clients might search for and know where you rank for these terms. The good news is that you research this for free using the SEO edge app on your phone.

Begin your research with your home town and then add the types of photography you offer—for example, London photographer, London baby photographer and London family photographer.

[DOWNLOAD SEO EDGE FROM THE APPSTORE >](#)

2. AUDIT YOUR HOME PAGE

The great news is search engines want to do the best job for people using them so if you put the effort into your website it will be rewarded!.

With this in mind when was the last time, you audited your home page? (probably the day you built it for most of us!).

Tip 2 is to find time to complete a review of your home page to make sure it answers all of the key questions they might have

<input type="checkbox"/> What? Is it immediately clear WHAT types of photography you offer? Review both your images and text	<input type="checkbox"/> Where? Have you explained WHERE you are based and what areas you cover?	<input type="checkbox"/> How? Are you making visitors aware how you work and what are your key values?
<input type="checkbox"/> Images? Are your images your newest and best work?	<input type="checkbox"/> Action? Is it really easy for visitors to know what to do next on your website?	<input type="checkbox"/> Socials? Have you linked all your socials to encourage people to follow and get to know you?

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3. FOCUS ON LOCAL SEARCH

63% of Google search now takes place on a mobile and a huge proportion of this is users "on the go". As search increases for terms like "photographer near me" it's key to update your Google business map information regularly.

When was the last time you added new images to your page or got reviews? If you don't have a Google business page just click on the link below for full instructions .

[ADD YOUR BUSINESS TO GOOGLE MAPS >](#)

4. OPTIMISE YOUR IMAGE SIZES

Large images have a real impact on your site speed so its important you either reduce your images to web size when exporting or saving or compress them when uploading.

I use Shortpixel which offers 100 images a month for free and you can install the Wordpress plug in here

If you arenr on Wordpress you can read this great blog by Andty Dane from Aperture design which explains the best sizes to export your images

<https://www.aperturedesign.co.uk/image-optimisation-for-web/>





6. DONT WRITE OFF TARGETING LOW VOLUME KEYWORDS

Just because a keyword has a low search volume (less than five searches a week) does NOT mean you should ignore it. If these searches are coming from your ideal client and you can convert them, that's potentially five bookings a week!

CALL TO ACTION

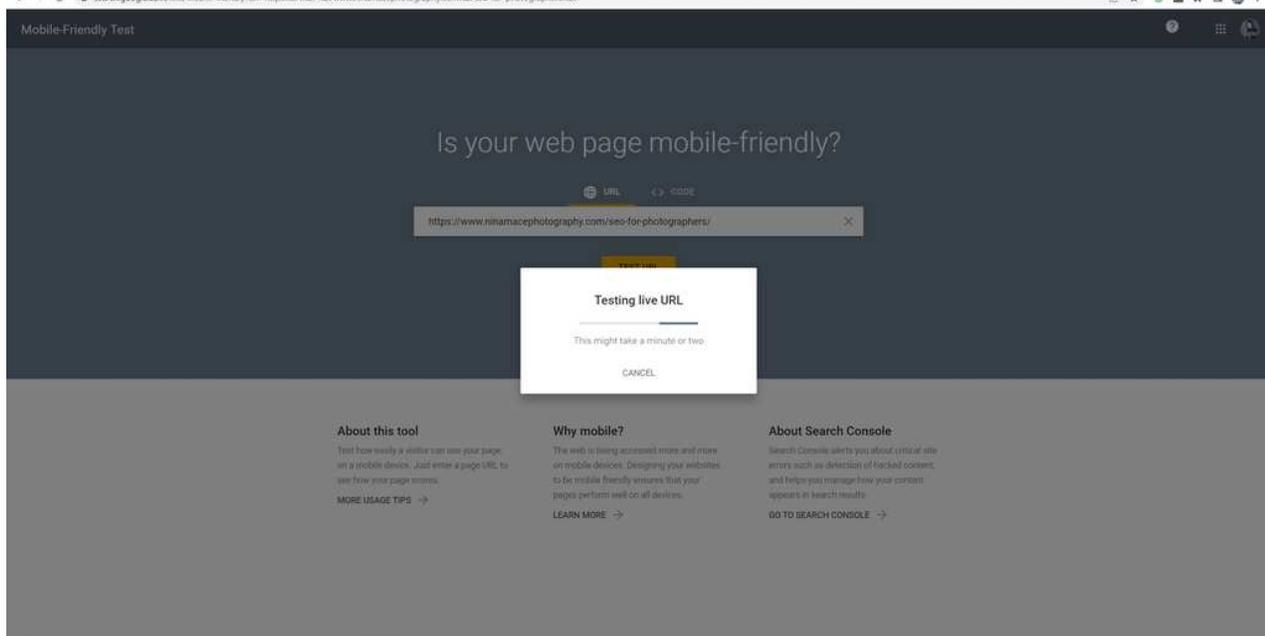
YOUR BRAND NAME HERE

5. TEST YOUR MOBILE EXPERIENCE

With so much search being undertaken on mobile it's important to check you site on Googles mobile test PLUS check your site on your own phone.

Is it easy to navigate on the phone? Can you read the text easily? (think of all those glasses wearers), is it always nice and easy to find a contact button?

<https://search.google.com/test/mobile-friendly>



[TEST YOUR SITE HERE >](#)



“

**SEO success is the
sum of small steps
in the right
direction**

Nina Mace

9. KEEP USERS ON YOUR SITE LONGER



Pogosticking can make or break your Google rankings.

Pogosticking is when a Google user clicks on your site...
..then jumps back back to the search results to find something that
actually helps them.

And when someone does this , it sends a strong message to Google:
"I didn't like that result and Google can down rank you.

How do you keep users on your site longer?

Use lots of bullets and subheadings.

When your content is easy to read, people will spend more time on
your site.

(It also stops them from hitting their "back" button.)

As it turns out, bullets and subheadings make your content MUCH
easier to read:



" LET CLIENTS KNOW WHO YOU ARE"

7. MAKE YOUR META DESCRIPTIONS EXCITING

We buy from businesses that we feel connected with, so when you write your meta descriptions for your web pages, make sure you are thinking like your target audience.

Think about what will make them want to click more and also show how your page is going to answer their search query



8. FOCUS ON QUALITY OVER QUANTITY

When blogging focus on quality over quantity. Think about what would be useful and interesting for your clients to read rather than automatically blogging about your last shoot . Ask yourself WHY they would read the blog and WHAT action you want them to take afterwards.

As Google says "Focus on the user and all else will follow."
Google



9. SCHEDULE TIME TO WORK ON YOUR WEBSITE

SEO (just like any marketing of your photography business) is an ongoing project. I have been running my brand for over 10 years and I still take time to improve, add and create content for my site every month. Take this opportunity to add "Website days" into your diary and work on these tips.

CALL TO ACTION

9 TOP SEO TIPS

01 REVIEW YOUR HOME PAGE

What, when, how, fresh etc

02 CHALLENGE TITLE GOES HERE

Before the Digital Age, distance learning appeared in the form of correspondence courses and later radio and television broadcasts.

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08



Jemma

8 May at 09:18 · 🌐



Just wanted to share a little win from what I've learnt so far.

My home page has always ranked number one for all keywords but I didn't really understand what I was doing. Now I actually know what I'm doing & I'm optimising my core pages I'm now ranking number 1 for my homepage AND number 2 for my newborn page. Waiting to see if my other pages follow suit. Slowly but surely I'm getting this stuff!



You, Stephanie

and 6 others

2 comments Seen by 65

Like

Comment

All comments ▾



Nina Mace Admin ⭐ +1

👉 that's great Jemma this

Really pleased to hear this

1

Like · Reply · 2 d



Jemma

Author

Nina Mace it's so good when things start clicking. Thank you so much for everything 🥰

Like · Reply · 1 d

I just wanted to say a massive thank you for the SEO course last year. It's taken me a while but suddenly I've done what I never thought possible! I never expected to get to number 1 with a couple of exceptional photographers in my area. Now to keep it up! Thanks again,

Would you mind if I used this as a testimonial?

14:00

Of course! I'm very excited 😊 and suddenly a lot more busy...

KEYWORDS

Family photographer	1	▲	>
Family photography	1	▲	>
Natural photographer	1		>
Outdoor photographer	1	▲	>
christening photographer	1		>
christening photographer	1		>
christening photographer	1		>
Kids photographer	3		>
family photographer	4	▲	>
Professional photographer	5	▲	>
Family photographer	7	▲	>

