



# GET FOUND AND NOTICED

SEO for the rest of us

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## Sobering facts ...

- There are over 1.8 BILLION Websites.
- 14,000 new Websites are added daily.
- 75 million pro photographers\* (with website)

\* back of the envelope calculation from Quora

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## How do our clients find us?

- Yahoo Search's market share is about 2%.
- Bing Search's market share is about 2.5%.
- Google Search's market share is over 92%.

So ... Google drives how we design our  
Websites and implement our SEO.

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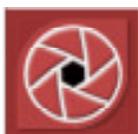
## You should concentrate on ...

- **SEO copywriting**, using effective keywords and phrases throughout your content and structure it for easy comprehension.
- **Handcrafted metadata** for *all* your content that is both complete and enticing.
- **Up-to-date XML sitemap** for all posts and pages you want found by Google.
- **Mobile-friendly content** that displays seamlessly on *any* device.

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## SEO copywriting

Optimizing the written word

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## SEO copywriting elements

That is, what does Google look at when their bots evaluate a page?

- Title
- Headings
- Outbound links (to other Internet sites and other pages within your site)
- Inbound links (from within your site and from other sites)
- Active voice
- Simple sentences
- Length of text

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## Start with your keyphrase

Before you start writing content, list the search terms and synonyms you think people will use to find your content.

Do a search using your terms and see what comes up.

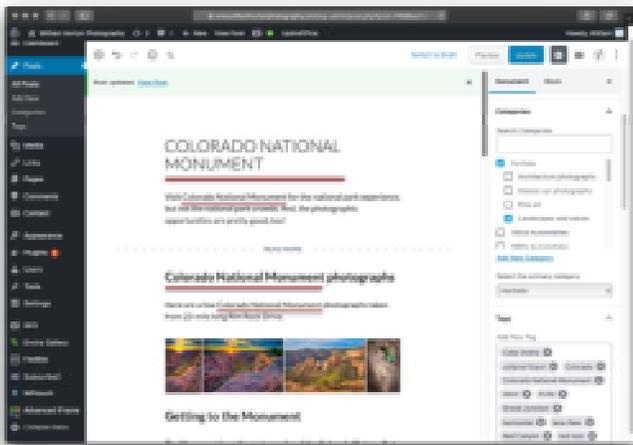
Refine.

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## The title



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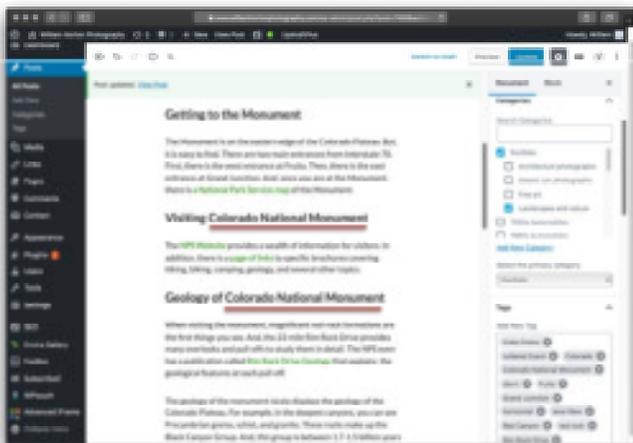
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## Headings



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## Keyphrase analysis

Eng (overall): 41

**Keyphrase distribution:** Uneven. Some parts of your text do not contain the keyphrase or its synonyms. [Distribute them more evenly.](#)

Good read (L1):

**Outbound links:** Good job!

**Internal links:** You have enough internal links. Good job!

**Keyphrase in introduction:** Well done!

**Keyphrase length:** Good job!

**Keyphrase density:** The focus keyphrase was found 8 times. This is great!

**Keyphrase in meta description:** Keyphrase or synonym appear in the meta description. Well done!

**Meta description length:** Well done!

**Previously used keyphrase:** You've not used this keyphrase before, very good.

**Keyphrase in subheading:** 3 of your higher-level subheadings reflect the topic of your copy. Good job!

**Image alt attributes:** Good job!

**Text length:** The text contains 380 words. Good job!

**Keyphrase in title:** The exact match of the keyphrase appears at the beginning of the SEO title. Good job!

**SEO title width:** Good job!

**Keyphrase in slug:** More than half of your keyphrase appears in the slug. That's great!

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## Handcrafted metadata

Writing information about your content, including images

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## Metadata

Here is the metadata that is important to Google when their bots evaluate a page.

- Meta-title (SEO title) for posts and pages
- Meta-description for posts and pages
- Image ALT text
- Slug (Web link)

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## Sub XML sitemap

URL	Images	Last Mod.
<a href="https://yoast.com/yoastoon-2017/">https://yoast.com/yoastoon-2017/</a>	1	2017-06-13 16:35 +02:00
<a href="https://yoast.com/interview-with-ka">https://yoast.com/interview-with-ka</a>	1	2017-06-13 16:34 +02:00
<a href="https://yoast.com/interview-marcus">https://yoast.com/interview-marcus</a>	1	2017-06-13 16:33 +02:00
<a href="https://yoast.com/seo-basics-what">https://yoast.com/seo-basics-what</a>	1	2017-06-13 16:20 +02:00
<a href="https://yoast.com/case-study-seo-s">https://yoast.com/case-study-seo-s</a>	1	2017-06-13 15:30 +02:00
<a href="https://yoast.com/cornerstone-con">https://yoast.com/cornerstone-con</a>	1	2017-06-12 13:59 +02:00
<a href="https://yoast.com/writing-blog-crea">https://yoast.com/writing-blog-crea</a>	1	2017-06-12 13:48 +02:00
<a href="https://yoast.com/handling-stopwo">https://yoast.com/handling-stopwo</a>	1	2017-06-09 15:52 +02:00
<a href="https://yoast.com/5-tips-improve-re">https://yoast.com/5-tips-improve-re</a>	1	2017-06-09 15:39 +02:00
<a href="https://yoast.com/ask-yoast-buy-m">https://yoast.com/ask-yoast-buy-m</a>	1	2017-06-08 15:25 +02:00
<a href="https://yoast.com/domain-names-e">https://yoast.com/domain-names-e</a>	1	2017-06-08 14:45 +02:00
<a href="https://yoast.com/yoast-seo-4-9/">https://yoast.com/yoast-seo-4-9/</a>	1	2017-06-07 16:29 +02:00
<a href="https://yoast.com/ultimate-guide-b">https://yoast.com/ultimate-guide-b</a>	1	2017-06-06 14:42 +02:00

## How do I create an XML sitemap?

Let a plug-in do it.

This is one of the benefits of using a plug-in to help with your SEO.

Yoast SEO creates and continually updates the XML sitemap so I do not have to.

There are other third-party plug-ins and sites that will generate a sitemap.



Mobile-friendly content





## Special issues

... for writers, for photographers, and for both

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### SEO tips for creative writers

Write an optimized page that *introduces* your work.

- Include keyphrases and synonyms such as:
  - Genre (fantasy, thriller, mystery, dystopia)
  - Form (short story, novella, essay)
  - Locale (Rocky Mountains, London, New York)
  - Time period (future, middle ages, 1920's)
- Illustrate your content with a photo, drawing, or diagram from your work. Be sure to add metadata to the graphic.
- Link to your work: Amazon, Blurb, BookBaby; to a PDF; or to a separate post.

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### SEO tips for photographers

In addition to *always* filling in the ALT text ...

Add a plug-in to Wordpress that enables deeplinking.

This ensures that every photo and photo gallery has a Google-friendly URL that appears in the XML sitemap.

Envira Gallery Pro:  
[enviragallery.com](http://enviragallery.com)

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## Strategies for getting inbound links

Incoming links to your site, specific posts, and images adds credibility to your site - ranking your site higher.

- Write guest articles and include the URL for your site, relevant post, or graphic.
- Get listed in online directories.
- Post to Facebook and Instagram with links back to your site.
- Ask your friends in the business to link to your site.
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## Increase page-load speed

Add a plug-in to Wordpress that renders and stores frequently accessed pages. This is called caching.

W3 Total Cache:

[wordpress.org/plugins/w3-total-cache/](http://wordpress.org/plugins/w3-total-cache/)

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## Increase image-load speed

This is a special problem for photographers with numerous galleries

Add a plug-in to Wordpress that automatically reduces the file size of uploaded photographs.

This fix directly affects how fast your page loads.

reSmush.it Image Optimizer:

[reSmush.it](http://reSmush.it)

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## Increase site speed

Link your hosted site to a Content Delivery Network (CDN), such as Cloudflare.

Cloudflare:

[www.cloudflare.com/](http://www.cloudflare.com/)

This article "[How to Use Cloudflare to Speed Up Your Site](#)" shows how to connect Cloudflare to GoDaddy.

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Questions?

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