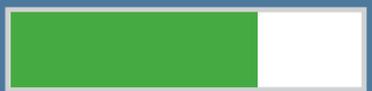


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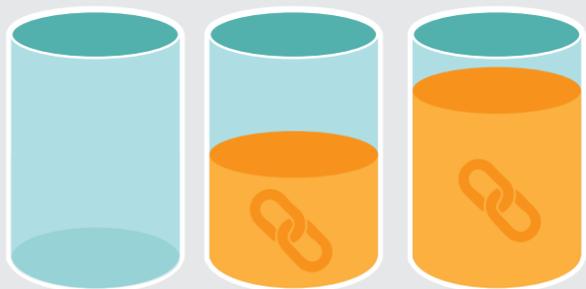
THINGS YOU CAN DO TODAY TO:

Improve your PageRank



1 LINK JUICE

Think of your site as an empty glass when it starts with a page rank of zero. And think of "link juice" as someone linking to your site. When a referring site links to your website, you get a bit of link juice from the site that referred to you. The higher the PageRank of the site that sent you the link, the more link juice you get. The more filled your juice cup is, the higher you appear in Google search results.



But link juice isn't just about the sending site's popularity. Search engines also make sure the link is relevant to the industry of the site receiving the link. So having your mom's knitting blog link to your wedding venue website won't fill your glass with much link juice. On the other hand, an industry magazine publishing a link to your site along with an online article about one of your events will contribute a lot of link juice.

As you continue to attract incoming links, your glass fills steadily and your PageRank increases, moving you up in search results. But beware – by linking to other sites from your website, you give away some of the link juice you have acquired.

2 PRODUCING GOOD CONTENT

The better the content on your site, the more likely that people will link to it and give you some of their site's link juice. Content for wedding venues usually means images, so as images changed on the site or blog make sure to add a useful title and description to the metadata.



3 PROPERLY NAMING IMAGES



The typical title of a photographer's file is something like 6524.jpeg, or date.couple'sname.jpeg. But for searching that doesn't make sense, since people are unlikely to type anything like that into a search.

What makes your images searchable are titles like venue'sname.jpeg or yourstateweddingvenue.jpeg. (For example: frenchpoint.jpeg or maineweddingvenue.jpeg)

This naming convention should be applied to images you post on your blog and your site. If your site is built correctly, these images will be found in a search. For example, the image file name of frenchpoint.jpeg is "French's Point" and its keyword description is "Maine Wedding Venue." This metadata will be pulled into your site or blog in most cases. Correctly naming your images will help with SEO and help you get found.

4

HOSTING YOUR BLOG & SITE ON A DIFFERENT SERVER



As we've said, as your site fills up with link juice, you gain page rank. But to create goodwill among your peers and vendors and show that you are knowledgeable about the industry, you'll need to link to other sites from your website. Problem is, websites that have links going out of them are giving away some of their link juice. So how do you join the dialogue without losing juice?

Blogs.

Blogging is about showcasing your venue daily. Blogging traditionally means frequent links to articles, images, or vendors in each of the posts, all activities that lose juice. But if your blog is hosted on a different server than your site, you can protect your site's searchability juice. So you have a site that can continually gather link juice and a dynamic blog that can give it away.

5



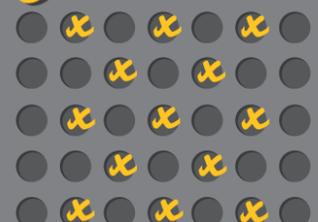
COMMENTING ON OTHER'S SITES & BLOGS

This will create a link back to your site and, more importantly, grow your online community. As you comment and others find your terrific content, they may link back to you and expose your site or blog to a larger audience.

BONUS: CONSISTENT POSTING

Posting on a regular basis will draw web crawlers to your site more regularly, and more readily serve up your content in searches.

June



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