

# **Executive Summary**

**&**

# **Action Plan**

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

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## Audience, Scope & Disclaimers

This document was prepared for the site owner/webmaster of [stephaniew.com](http://stephaniew.com) and is intended to communicate technical information to a technical audience. This report discusses Harmening Marketing Solutions (HMS) SEO audit findings and proposes recommendations to improve internet search-engine-friendliness. Any SEO recommendations presented herein reflect HMS's best professional effort based on the information received from our client. Due diligence should be exercised before implementing any SEO recommendations. It is essential to understand your SEO strategy and seek professional SEO implementation assistance before undertaking an SEO optimization effort.

## **SEO S.W.O.T. Analysis:**

- **Strengths:**
  - Number Of Pages/Unique URL's (1100).
  - Site structure is satisfactory.
  - Site and Home page design tells your story well and is beautiful to the eye.
  - Already ranking for several keywords in a crowded market with very little SEO.
  - Domain Age.
  - Excellent Reviews on Local SEO sites like Google My Business, Yelp, etc.
  - High number of published blog posts.

- **Weaknesses:**
  - Titles are generally either too short or too long. Also, not optimized for keywords.
  - Page descriptions are almost all missing.
  - Alt-Text for photos is missing for several hundred images.
  - Mobile page speed is too slow.
  - Too little text on site in general.
  - Broken Image Links.
  - Blog structure could be improved.
  - No cornerstone content.
  - Broken Internal and External Links.
  - Less links than some competitors.
  - Highly Competitive Field.

- **Opportunities:**
  - All but one of your weaknesses listed above is completely under your control—and you are doing something about it!
  - Adding the necessary on-site SEO changes \*should\* have a dramatic impact, i.e.:
    - Improving mobile page load speed. I ran a quick calculation, if we cut your page load time in half, this is the projected revenue increase:
    - Adding Alt-Text to all images. This alone, due to volume, could catapult your rankings.
    - Add Keyword-rich Descriptions to all pages.
    - Create cornerstone content (we can discuss this).
    - Adjust Blog structure to coincide with Cornerstone Content.
  - Focusing in on Local SEO \*should\* also have a dramatic impact, such as:

- Posting to Google My Business page regularly.
  - Adding more keyword optimized text to blog posts.
  - Using a Local SEO tool (we have one) to add your NAP (Name Address Phone number) Citation to as many local directories as possible.
  - Incentivise your existing clients to leave reviews.
- 
- **Threats:**
    - As always, significant changes to Google Algorithm can cause mayhem.
    - Your competition is very astute and active in the SEO and SEM (SEO + Digital Ads) space.
    - There is quite a bit of manual data entry needed to get your site optimized.

# On-Site SEO

## Summary:

Your On-Site SEO is minimal at best. This is actually an amazing opportunity. With the 15 keywords and the initial 15 pages of optimization included in this package, significant ground should be covered. In addition, Google has outright told us that mobile is now more heavily weighted than desktop and your Google Analytics tells us more of your visitors are on a mobile device, so with some adjustments to optimize mobile page load speed, your site should perform better all around.

## Recommendations:

1. Add keyword rich Alt-Text to all images
2. Add keyword rich Meta Descriptions to all pages
3. Add more text to home page
4. Optimize Title lengths of all pages
5. Fix all broken links and “page not found” issues
6. Create Cornerstone Content/Landing Pages for each location and keyword group.
7. Use AMP (Accelerated Mobile Pages) or other method to increase mobile page load speed and reduce bounce rate.
8. Add at least 300 words of text to each and every blog post.

## Keywords:

1. Engagement photos jacksonville fl
2. St augustine wedding photographer
3. Engagement Pictures
4. Engagement Photos
5. the white room st augustine wedding photographer
6. Wedding Photos
7. Wedding Pictures
8. Wedding Photography
9. Wedding Photography jacksonville fl
10. Bridal Photography

11. Jacksonville Wedding Photographers
12. oyster bay yacht club wedding photographer
13. epping forest yacht club wedding photographer
14. ponte vedra inn & club wedding photographer
15. casa marina wedding jacksonville photographer

## Pages to be Optimized:

1. <https://stephaniew.com/>
2. <https://stephaniew.com/about-jacksonville-wedding-photographer/>
3. <https://stephaniew.com/galleries-real-weddings/>
4. <https://stephaniew.com/faq/>
5. <https://stephaniew.com/investment/>
6. <https://stephaniew.com/contact/>
7. <https://stephaniew.com/blog/>
8. <https://stephaniew.com/epping-forest-yacht-club-jacksonville-wedding-photographer-amanda-hunter/>
9. <https://stephaniew.com/white-room-loft-and-rooftop-st-augustine-wedding-photographer-laura-scott/>
10. <https://stephaniew.com/ponte-vedra-inn-club-wedding-spa-lawn-ceremony-surf-club-reception-brandi-dustin/>
11. <https://stephaniew.com/kim-will-white-room-wedding-st-augustine-wedding-photographer/>
12. <https://stephaniew.com/gallery/ponte-vedra-inn-club/>
13. <https://stephaniew.com/casa-marina-wedding-jacksonville-beach-wedding-photographer-joanna-dave/>
14. <https://stephaniew.com/oyster-bay-yacht-club-wedding-fernandina-beach-fl-nikki-matt/>
15. <https://stephaniew.com/castillo-de-san-marcos-st-augustine-fl-engagement-session-gia-mike/>

# Off-Site/Social SEO

## Summary:

You are doing a pretty admirable job in this regard. The diversity of your link profile is very healthy. And your Social traffic is healthy as well. It is not our recommendation that you make any significant changes in this area until your on-site SEO is well optimized.

## Recommendations:

1. In the short term, the only link building beyond the ones you are naturally gaining now should be in the Local NAP Citation realm covered later in this report.
2. You could consider using a social media management tool if you are not already such as Hootsuite or Sendible, or outsourcing your social media tasks.
3. Keep adding links slowly but surely. Remember, consistent quality links are what Search Engine's are after.

# Local SEO

## Summary:

This is where you have the most ground to make up. The competition seems fierce on Google Maps. It will take a concentrated, coordinated effort to get near the top for Jacksonville, St. Augustine, etc. We offer a custom service to help you manage your Local SEO efforts as well as your reviews. Focused Local SEO coupled with the on-site improvements should have you well placed in search results.

## Recommendations:

1. Change your Google My Business entry from your address to a Service Area Business (SAB). This will allow you to be listed in more towns than the one you live in. <https://support.google.com/business/answer/9157481?hl=en>
2. Post each and every wedding—with pics—to your Google My Business Page. These could have minimal text, mostly wedding locations and a call to action button pointing to your contact page on your website.
3. Use a service to ensure your NAP Citation is listed accurately in as many Local Directories as possible. It should be around 40 - 50. These consist of things like Yelp, Manta, Google My Business, Facebook Business Page, etc.
4. Incentivise your past, present, and future clientele to leave reviews. These aren't only helpful for getting other potential clients. Google adores reviews. Do you have an email list? Are you staying in contact either via social, email, text, or direct mail with your a-z customers? An email a few weeks after the wedding, or better yet, a cool thank you gift with an invite to leave a review would pay huge dividends. Also, a contest, say a chance to win a follow-up photo shoot or a camera might do the trick.
5. Continue adding pages (blog or otherwise) that highlight the areas you want to claim. Either write or hire a writer to create verbiage that contains, not only the keyword itself, but the words that fit around it. Google is sophisticated enough now to understand synonyms and, in some cases, context.
6. When the time is right, some advertising might fit under this heading, as well.

## Action Plan:

1. HMS will perform on-page optimization for the 15 pages and 15 keywords listed above. This will include:
  - i. Adjust page title lengths

- ii. Add page descriptions
  - iii. Fix all broken links
  - iv. Add Alt-Text to all Images
- 1. Upon completion, HMS will provide an updated audit.
- 1. Possible next steps for client:
  - i. Signing up for Google Search Console. We can also do this, but find that it takes just as much time and effort for client to mess around with access, etc. This will show the exact search queries users performed when they found your business.
  - ii. Switching Google My Business Page to a Service Area Business and set up service area to include all areas of focus.
  - iii. Adding recent and all future shoots to Google My Business
  - iv. Looking into incentivising reviews.
  - v. Looking into Local SEO Service/Plan

## Conclusion

Thank you for taking the time to review this document. This guide is meant to give possible next steps toward establishing a marketing foundation centered around SEO best practices. With a great product and great niche, we are confident that growth can be achieved if marketing best practices are put in place. We look forward to speaking with you soon.

Let's Talk Marketing

Schedule a Free 30-Minute Discovery Call

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