

THE PHOTOGRAPHER'S
SEO SPRINT

QUICK ACTIONS TO BOOST YOUR WEBSITE'S
VISIBILITY & START RANKING FASTER



PRESENTED BY LARKS ATELIER



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www.larksatelier.com



Welcome to Larks Atelier, a website design studio dedicated to helping you as a photographer break free from the trap of comparison and rise into renewed confidence by creating websites that feel like home —warm, inviting, and authentically yours. Using my design expertise and SEO strategy, I guide you to grow with clarity, attract aligned clients, and build a business that supports the life of your dreams.

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A photograph of a dense forest of green trees under a cloudy sky. The text is overlaid on the lower half of the image.

DAY ONE:

WEBSITE

BASICS

WEBSITE BASICS: SET THE FOUNDATION

WHY IT MATTERS: SEARCH ENGINES NEED TO UNDERSTAND YOUR SITE BEFORE THEY CAN SHOW IT TO PEOPLE. TODAY IS ALL ABOUT HELPING GOOGLE FIND AND TRUST YOUR SITE

CREATE YOUR XML SITEMAP:

- THIS IS LIKE A "MAP" OF YOUR SITE FOR GOOGLE
- ON SHOWIT, YOUR SITEMAP IS USUALLY FOUND AT YOURDOMAIN.COM/SITEMAP.XML
- COPY THAT URL AND SUBMIT IT TO GOOGLE SEARCH CONSOLE (NEXT STEP!)

CONNECT TO GOOGLE SEARCH CONSOLE:

- ACCESS GOOGLE SEARCH CONSOLE [HERE](#)
- ADD YOUR WEBSITE DOMAIN, THEN VERIFY OWNERSHIP. SHOWIT CREATED AN EASY STEP BY STEP PROCESS FOR YOU TO FOLLOW [HERE](#)
- THIS TOOL SHOWS HOW YOUR SITE PERFORMS AND IF GOOGLE CAN "SEE" ALL YOUR PAGES

[CONTINUED . . .]

WEBSITE BASICS: SET THE FOUNDATION

CHECK SITE SPEED

- VISIT PAGESPEED INSIGHTS [HERE](#)
- ENTER YOUR DOMAIN AND SEE YOUR SCORE
- IF YOUR SITE IS SLOW, COMPRESS IMAGES USING TINYPNG OR JPEGMINI (THIS WILL NOT DISTORT THE QUALITY)

MAKE SURE YOUR SITE IS SECURE (HTTPS)

- YOUR WEBSITE URL SHOULD START WITH HTTPS://
- IF NOT, CONTACT YOUR DOMAIN HOST AND ASK ABOUT ADDING AN SSL CERTIFICATE. FOR SHOWIT USERS, USE THIS [LINK](#)

FIX ANY BROKEN LINKS

- GO THROUGH YOUR MENU, FOOTER, AND BUTTONS
- CLICK EACH ONE. DOES IT GO WHERE IT SHOULD?
- IF NOT, GO AHEAD AND FIX IT. BROKEN LINKS ARE BAD FOR SEO.



DAY TWO:

CONTENT

UPDATE

CONTENT UPDATES: SPEAK TO YOUR CLIENT

WHY IT MATTERS: GOOGLE READS YOUR WORDS TO UNDERSTAND WHO YOU SERVE AND WHAT YOU DO. WHEN YOUR CONTENT IS CLEAR AND KEYWORD-RICH, CLIENTS (AND GOOGLE) CAN FIND YOU MORE EASILY

CLARIFY WHAT YOU DO - GET 1:1 SPECIFIC.

- YOU'VE HEARD IT: THINK OF YOUR FAVORITE CLIENT AND SPEAK TO THEM...ON YOUR HOME PAGE.
- INSTEAD OF BLENDING IN AND MIMICKING THE "AUTHENTIC, STORYTELLING, FILM INSPIRED, ETC...", DIG IN AND FIND YOUR VOICE.
- RELATE TO THEIR PAIN OR PLEASURE POINTS - EX: DITCH THE ALTAR AND START YOUR NEW CHAPTER IN THE SOLACE OF KENAI FJORDS
- INCLUDE YOUR LOCATION, WHAT YOU DO, AND WHO YOU DO IT FOR.

[CONTINUED . . .]

CONTENT UPDATES: SPEAK TO YOUR CLIENT

ADD YOUR LOCATION NATURALLY

- SPRINKLE YOUR CITY OR REGION THROUGHOUT YOUR SITE: ABOUT, SERVICES, AND CONTACT PAGES
- EXAMPLE: SERVING COUPLES ACROSS ALASKA + BEYOND, RECENT ELOPEMENTS IN ALASKA, I BELIEVE YOUR ALASKA ELOPEMENT SHOULD BE MEMORABLE.

WRITE CLEAR, KIND HEADLINES

THINK OF YOUR WEBSITE LIKE A BOOK:

- H1 IS THE BOOK TITLE (THE BIG, BOLD HEADLINE THAT TELLS READERS WHAT THE PAGE IS ABOUT) **EX: ELOPEMENT PHOTOGRAPHER SERVING GLACIER NATIONAL PARK AND BEYOND.**
- H2s ARE YOUR CHAPTER TITLES (THEY ORGANIZE THE CONTENT INTO CLEAR, EASY TO READ SECTIONS) **EX: EXPLORE MY WORK, SERVING COUPLES WHO CRAVE GENUINE CONNECTION**
- H3s ARE YOUR SUB-POINTS (SMALLER DETAILS WITHIN A SECTION THAT HELP GUIDE READERS FURTHER) **EX: VIEW MY PORTFOLIO TO SEE RECENT WEDDINGS AND ELOPEMENTS**

[CONTINUED...]

CONTENT UPDATES: SPEAK TO YOUR CLIENT

DESCRIBE YOUR IMAGES

- IN SHOWIT, CLICK ON EACH IMAGE, EDIT ALT TEXT, WRITE WHAT'S HAPPENING IN THE PHOTO.
- EX: BRIDE AND GROOM KISSING UNDER REDWOOD TREES IN NORTHERN CALIFORNIA FOREST

MAKE YOUR COPY FEEL LIKE YOU

- WARM & CONVERSATIONAL BEATS OUT ROBOTIC, ALWAYS.
- DON'T BE AFRAID TO INSERT CONVERSATIONAL QUIPS (EX: Y'KNOW?, GUESS WHAT?, ETC.
- AGAIN, TREAT IT LIKE YOU ARE TALKING TO YOUR BEST CLIENT, PASSIONATE ABOUT THEM HAVING THE BEST AND MOST MEMORABLE WEDDING DAY, AND WHAT IT WOULD TAKE FROM THE PHOTOGRAPHER'S POV.



DAY THREE:

BLOG &

KEYWORDS

BLOG & KEYWORDS: BE FOUND FOR WHAT YOU LOVE

WHY IT MATTERS: BLOGGING ISN'T JUST STORYTELLING; IT'S HOW GOOGLE LEARNS WHAT YOU SPECIALIZE IN. EACH POST GIVES YOU A CHANCE TO SHOW UP IN SEARCH RESULTS FOR WHAT YOU *ACTUALLY* WANT TO PHOTOGRAPH.

CHOOSE 3-5 KEYWORD PHRASES

- THINK ABOUT WHAT YOUR DREAM CLIENT TYPES INTO GOOGLE. (HINT: INSTAGRAM, QUORA, AND REDDIT ARE ALL GREAT TO FIND THESE QUESTIONS)
- EX: "HOW TO ELOPE IN KENAI FJORDS", "WHAT TO WEAR FOR BEACH FAMILY PHOTOS?"

PICK ONE KEYWORD FOR ONE BLOG POST

- TITLE EXAMPLE: AN ADVENTUROUS ELOPEMENT IN KENAI FJORDS NATIONAL PARK, ALASKA

[CONTINUED...]

BLOG & KEYWORDS: BE FOUND FOR WHAT YOU LOVE

USE YOUR KEYWORD IN YOUR POST

- TITLE
- FIRST PARAGRAPH
- ONE SUBHEADING
- IMAGE ALT TEXT

LINK YOUR SERVICES + CONTACT PAGES

- EX: READY TO PLAN YOUR ALASKA ELOPEMENT? LEARN MORE ABOUT MY ELOPEMENT PACKAGES HERE.”

WRITE A SHORT META DESCRIPTION

- EX: ADVENTURE FILLED ELOPEMENT INSPIRATION FOR COUPLES DREAMING OF TYING THE KNOT IN ALASKA



DAY FOUR:

LINKS &

NAVIGATION

LINKS & NAVIGATION: CONNECT THE DOTS

WHY IT MATTERS: SEARCH ENGINES **LOVE** STRUCTURE. THE EASIER YOUR SITE IS TO NAVIGATE, THE LONGER PEOPLE STAY...AND IN TURN, TELLS GOOGLE YOUR SITE IS TRUSTWORTHY!

LINK YOUR PAGES TOGETHER

- ON YOUR ABOUT PAGE, LINK TO YOUR SERVICES PAGE: "SEE HOW WE CAN BRING YOUR DREAM ELOPEMENT OUT OF THE CHAT"

ADD YOUR BUSINESS INFO TO YOUR FOOTER


- EX: BUSINESS NAME | WHAT YOU DO | WHERE YOU'RE BASED | EMAIL ADDRESS
- TAKE A LOOK AT FOOTER DESIGNS TO GET A FEEL FOR HOW YOU CAN BETTER INCORPORATE THIS TO THE FLOW OF YOUR WEBSITE DESIGN.

CHECK YOUR MENU

- KEEP IT SIMPLE: HOME, ABOUT, SERVICES, PORTFOLIO, BLOG, CONTACT

ADD EXTERNAL LINKS

- EXAMPLE: PROUDLY FEATURED ON THE KNOT, OR LINK TO A VENDOR YOU LOVE.

A photograph of a dense forest covering a hillside. The trees are tall and thin, with a mix of green and brown foliage. The sky is overcast and grey. The text is overlaid on the lower half of the image.

DAY FIVE:
VISUAL SEO

VISUAL SEO: LET YOUR IMAGES SHINE

WHY IT MATTERS: YOUR PHOTOS TELL STORIES, AND OPTIMIZING HELPS GOOGLE UNDERSTAND THOSE STORIES, TOO.

COMPRESS EVERY IMAGE

- AIM FOR A FILE SIZE UNDER 500KB. MY FAVORITE IMAGE COMPRESSOR TO USE IS JPEGMINI. TINYPNG IS ANOTHER ONE.

RENAME YOUR FILE

- YOU CAN DO THIS BEFORE UPLOADING, OR IN THE IMAGE TITLE SECTION IN SHOWIT (AFTER YOU CLICK ON YOUR IMAGE)
- EX: INSTEAD OF "IMG_3482.JPG", NAME IT "destination-elopementL-photographer-scotland.JPG"

WRITE DESCRIPTIVE ALT TEXT

- EX: COUPLE DANCING UNDER PALM TREES DURING MAUI SUNSET

A photograph of a dense forest covering a hillside. The trees are tall and thin, with a mix of green and brown foliage. The sky is overcast and hazy. The text is overlaid on the lower half of the image.

DAY SIX:

LOCAL

PRESENCE

LOCAL PRESENCE: SHOW UP WHERE YOU WORK

WHY IT MATTERS: MOST CLIENTS START BY SEARCHING "PHOTOGRAPHER NEAR ME". IF YOUR GOOGLE LISTING AND WEBSITE SAY WHERE YOU ARE, YOU'LL APPEAR IN THOSE LOCAL RESULTS.

CLAIM YOUR GOOGLE BUSINESS PROFILE

- GO TO GOOGLE MY BUSINESS [HERE](#)
- ADD YOUR NAME, EMAIL, WEBSITE, HOURS, AND LOCATION

ADD YOUR LOCATION/REGION TO YOUR SITE FOOTER AND CONTACT PAGE

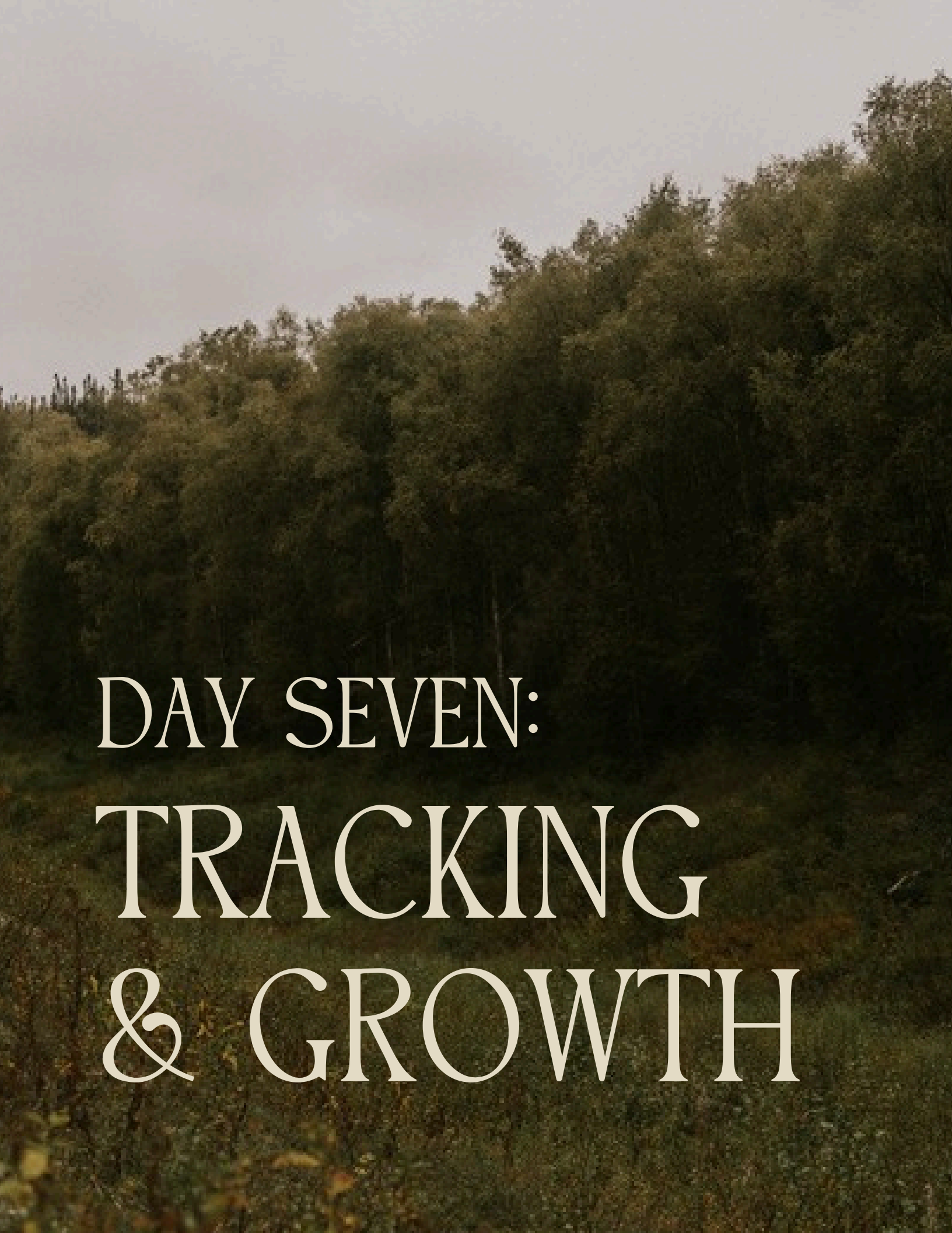
- EX: BASED IN CHARLESTON, SOUTH CAROLINA - SERVING THE SOUTHEAST AND BEYOND

ASK PAST CLIENTS FOR TESTIMONIALS/REVIEWS

- SEND THEM AN EMAIL (OR TEXT) SHARING HOW YOU ENJOYED THE EXPERIENCE AND WOULD LOVE TO REACH MORE CLIENTS LIKE THEM - WOULD THEY MIND LEAVING A REVIEW?

ADD TRAVEL LOCATIONS/DATES TO YOUR SITE

- IF YOU'RE WANTING TO JET SET WITH YOUR BUSINESS, GO AHEAD AND ADD YOUR UPCOMING LOCATION (KEEP A GENERALIZED AREA) AND TIME FRAME.



DAY SEVEN:
TRACKING
& GROWTH

TRACKING & GROWTH: CELEBRATE AND KEEP RISING

WHY IT MATTERS: NOW THAT YOUR FOUNDATION IS BUILT, IT'S TIME TO TRACK YOUR GROWTH SO YOU CAN MAKE SMART, CONFIDENT DECISIONS.

SET UP GOOGLE ANALYTICS 4 (GA4)

- THIS HELPS YOU SEE WHERE YOUR TRAFFIC COMES FROM
- YOU CAN DO THIS BY CONNECTING GA4 UNDER YOUR SHOWIT SETTINGS (OR SHOWIT USERS: [FOLLOW THIS BLOG POST](#))


CHECK YOUR TOP KEYWORDS IN SEARCH CONSOLE

- CLICK PERFORMANCE - SEARCH RESULTS - SEE WHAT PEOPLE ARE TYPING TO FIND YOU

WRITE DOWN YOUR TOP 5 PAGES

PLAN YOUR NEXT STEPS

- WHICH PAGES COULD USE MORE CONTENT OR KEYWORDS?
- WHICH POSTS BROUGHT TRAFFIC?
- USE INSTAGRAM QUESTIONS TO GATHER COMMON QUESTIONS FROM CLIENTS FOR BLOG POST IDEAS



CELEBRATE YOUR PROGRESS!

YOU DID WHAT MOST PHOTOGRAPHERS NEVER MAKE TIME FOR.
SEO IS SUCH AN UNDERRATED STRATEGY TO HELP YOU RISE
PAST YOUR COMPETITION AND INTO THE DREAMS OF YOUR
IDEAL CLIENTS! KEEP UP THE HEALTH OF YOUR WEBSITE'S SEO
BY MAINTAINING LINKS, ADDING MORE BLOG POSTS THAT
ANSWER QUESTIONS/SOLVE PROBLEMS FOR YOUR IDEAL CLIENT,
AND USING PINTEREST AND GUEST BLOGGING FOR VENDORS
FOR BACKLINKS!



MEET THE FOUNDER

Hi friend! I'm Brittany Fitch, the lead designer and founder of Larks Atelier.

My passion for designing websites began in the midst of my own photography career, as I found joy in crafting my own website and strategizing on how to put it directly in Google's line of sight. (seriously, I was obsessed). once I began getting more inquiries from Google than I did from instagram and word of mouth, I was hooked.

now, I help other photographers experience the sheer joy (and coolness) of having their website work for them behind the scenes, while they build a life they love! Sound like your cup of tea? Let's [schedule a consultation](#) and get you in the books!

- *Brittany*



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