

PHOTOJELLIC STUDIO

SEO REPORT

BRAND STORY LOUNGE

JUNE 2025



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About The Brand

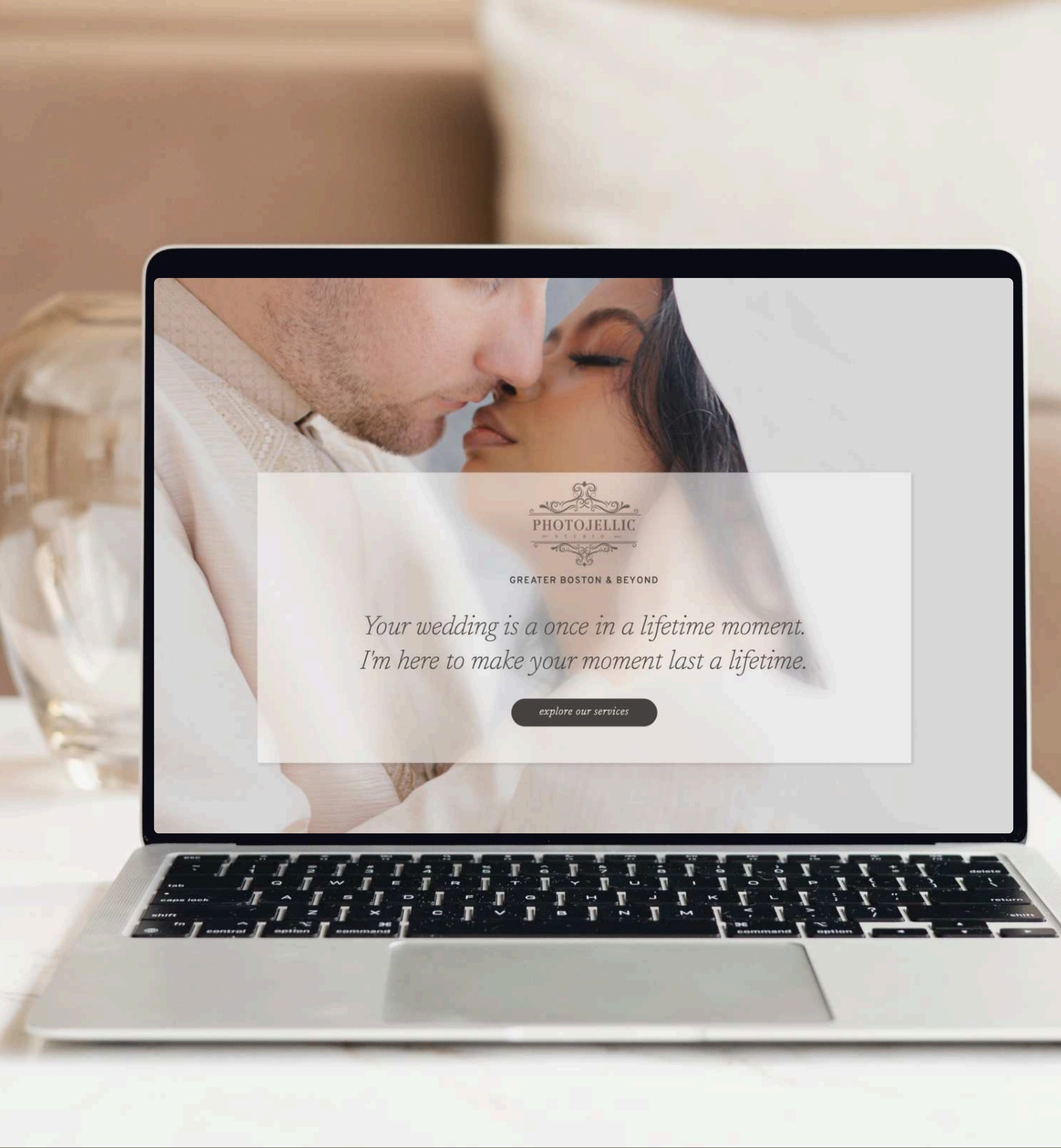
PHOTOJELLIC STUDIO

Photojelic Studio is a Boston-based photography brand rooted in emotional storytelling and timeless elegance. The brand's signature vibe is soft, sentimental, and quietly cinematic—offering clients more than just beautiful photos, but the feeling of being seen in their most genuine moments.

While competitors often lean heavily into either fashion-forward editorial or quirky candid energy, Photojelic Studio strikes a unique balance: images that are artfully composed yet deeply personal. Sessions are relaxed and unobtrusive, guided by the belief that trust and comfort are the secret to natural, heirloom-worthy imagery.

Strategic Edge in Content, SEO, and User Experience

- **Human-Centered Content Strategy** – Photojelic is building a content-rich, high-intent site that answers client questions in advance (e.g., pricing, what to wear, planning tips), creates emotional and educational value through blog storytelling and connects imagery with real client experiences—enhancing trust and relatability
- **UX That Supports Storytelling** – UX That Supports Storytelling. Photojelic's web experience is designed for: (1) Clarity and flow: no cluttered sidebars, hidden CTAs, or visual distractions (2) Emotional pacing: thoughtful spacing and copy that lets content breathe (3) Stronger visual branding: consistent use of logos, typography, and colors that reflect its warm, elevated tone
- **SEO-Aligned Structure** – Content strategy includes: Intent-based keyword targeting (transactional for services, informational for blog), Clear page mapping to core offerings (wedding, portrait, family, elopement), Internal linking between blog content and service pages to support topical authority, Local optimization for Greater Boston with a natural integration of location terms



KEYWORD RESEARCH

OVERVIEW

This keyword research was conducted to **identify the most valuable and relevant search terms** for Photojellic Studio’s photography services in the Greater Boston area.

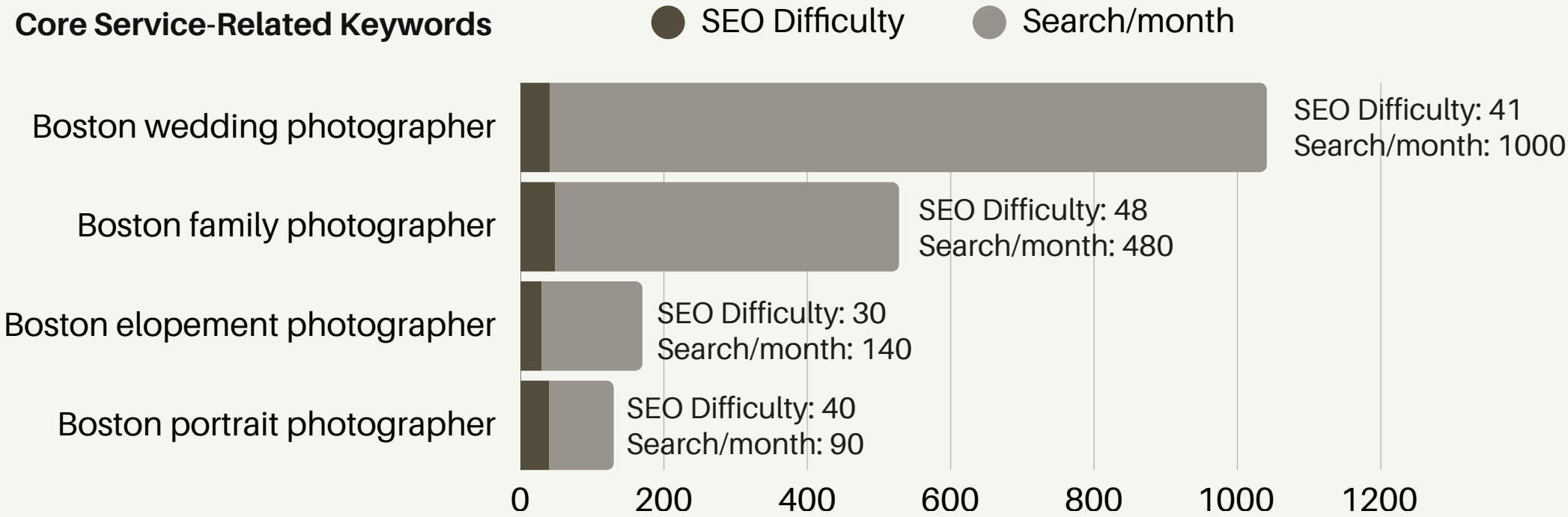
The goal was to **uncover high-intent, local keywords** that align with the studio’s offerings—wedding, portrait, elopement, and family photography—and to inform both **service page optimization** and **content strategy**.

Four core service-related keywords showed strong search demand and moderate competition, while several long-tail and question-based keywords provided opportunities for trust-building content and blog strategy.

INSIGHTS AND RECOMMENDATIONS

1. Prioritize High-Value Service Keywords

Focus on ranking for transactional terms with solid search volume and reasonable SEO difficulty:



These should be the foundation of your core service pages, with clear H1s, meta titles, and structured content built around them.

KEYWORD RESEARCH

INSIGHTS AND RECOMMENDATIONS

2. Leverage Low-Volume, Low-Difficulty Keywords for Blog, Portfolio, and FAQ Content

Although these keywords currently show 0 monthly search volume in tools, they reflect real client questions—which means they carry real search intent, especially in niche local markets like Boston.

These types of keywords are often underreported due to their long-tail nature or conversational phrasing, but they are high-conversion opportunities because:

They Match the Awareness & Consideration Stage

These queries are what clients often ask before committing to book—when they’re still researching photographers or trying to overcome mental barriers (like price, posing fears, or outfit concerns).

They Build Topical Authority

Google rewards sites that answer a broad range of questions within a niche. Publishing high-quality blog posts around these topics helps build your topical authority as a Boston-based photographer.

They Improve Engagement Metrics

People who find these posts are likely to:

- Stay longer on your site
- Click through to service pages
- Trust you more (because you're solving their problems)

They Feed Your Internal SEO Network

People who find these posts are likely to:

- Stay longer on your site
- Click through to service pages
- Trust you more (because you're solving their problems)

List of low-volume, low-density keywords for content on the next page.

KEYWORD RESEARCH

INSIGHTS AND RECOMMENDATIONS

Keyword Phrase	Suggested Page	Internal Link Target
what to wear for portrait session	Blog Article	Portrait Photography Page
how to plan a surprise proposal photoshoot	Blog Article	Wedding / Elopement Page
how to pose naturally in wedding photos	Blog Article	Wedding Photography Page
best time of day for family photos	Blog Article	Family Photography Page
Boston outdoor portrait session tips	Blog Article	Portrait Photography Page
how to coordinate outfits for family photos	Blog Article	Family Photography Page
Boston proposal photoshoot location ideas	Blog Article	Elopement / Wedding Page
micro wedding photography in Boston city hall	Blog Article	Elopement Photography Page

KEYWORD RESEARCH

INSIGHTS AND RECOMMENDATIONS

Keyword Phrase	Suggested Page	Internal Link Target
elopement photographer pricing guide	Blog Article	Elopement Photography Page
bride and groom pose ideas	Blog Article	Wedding Photography Page
portrait photographer lighting tips	Blog Article	Portrait Photography Page
what should kids wear for family pictures	Blog Article	Family Photography Page
Boston engagement session planning checklist	Blog Article	Wedding / Engagement Page
wedding photography portfolio	Portfolio Page	Wedding Photography Page
ideal Boston locations for family photo session	Blog Article	Family Photography Page
intimate Boston elopement photo ideas	Blog Article	Elopement Photography Page

KEYWORD RESEARCH

INSIGHTS AND RECOMMENDATIONS

Keyword Phrase	Suggested Page	Internal Link Target
branding portrait portfolio for Boston-based creatives	Portfolio Page	Portrait Photography Page
candid family photography locations	Blog Article	Family Photography Page
Boston city hall wedding photos portfolio	Portfolio Page	Elopement Photography Page
Boston locations for natural light portrait photography	Blog Article	Portrait Photography Page
romantic Boston engagement photos inspiration	Portfolio Page	Wedding / Engagement Page
Boston fall locations for family photos	Portfolio Page	Family Photography Page
multicultural Boston wedding photo gallery	Portfolio Page/Blog Article	Wedding Photography Page
Do you photograph multicultural weddings?	FAQ Section	Wedding Photography Page

KEYWORD RESEARCH

INSIGHTS AND RECOMMENDATIONS

Keyword Phrase	Suggested Page	Internal Link Target
Do you take candid or posed family photos?	FAQ Section	Family Photography Page
Do you offer fall family sessions?	FAQ Section	Family Photography Page
What kind of lighting do you use in portraits?	FAQ Section	Portrait Photography Page
Do you work with creative entrepreneurs?	FAQ Section	Portrait Photography Page
Do you photograph Boston City Hall weddings?	FAQ Section	Elopement Photography Page
Can I see examples of full wedding galleries?	FAQ Section	Wedding Photography Page
What does a full family session gallery look like?	FAQ Section	Family Photography Page
Where can we take romantic engagement photos Boston?	FAQ Section	Wedding / Engagement Page

KEYWORD RESEARCH

INSIGHTS AND RECOMMENDATIONS

3. Add Location Without Keyword Stuffing

Use Boston Once in the Header, Not Every Subheading

Instead of repeating it in every keyword, ensure it's in:

- The main page H1 or blog title
- First paragraph (e.g. "If you're planning a family photoshoot in Boston...")
- At least one image alt tag and meta description

Geo-Context Within Sentences

Integrate Boston in a way that adds meaning, not repetition:

- "Here's what to wear for your upcoming portrait session in Boston's Public Garden."
- "We photographed this City Hall elopement right in the heart of Boston."

Spread Location Variants Across the Pages

Use nearby cities or broader terms:

- "Greater Boston area"
- "Seaport Harbor," "New Hampshire," "Rhode Island" if applicable
- "Massachusetts wedding photography locations"

Alt Text & File Names

Save "Boston" for alt text, image file names, and captions rather than repeating in the visible body text.

A romantic couple in wedding attire looking at each other through sheer curtains.

Competitor Analysis

WHY WE CONDUCTED THIS RESEARCH

To create an effective and differentiated SEO and content strategy for Photojellic Studio, we conducted a competitor analysis focused on direct photography brands operating within the Greater Boston and New England area. The goal was to understand how top-performing competitors position themselves, structure their content, and use SEO tactics to attract and convert their audience.

This analysis helps Photojellic:

- Identify gaps in the local photography market
- Spot SEO opportunities around content, UX, and brand positioning
- Build a smarter, more user-focused site that ranks and converts better

KEY FINDINGS (SUMMARY)

Our research included The Dearest Still, Genevieve Photography, and Chace Yang Photo—all well-positioned brands with unique strengths in aesthetics, pricing transparency, or service clarity.

We discovered:

- Opportunities to blend cinematic visuals with a more user-friendly experience
- A gap in lead generation tools that Photojellic Studio can fill with better CTAs and downloadable guides
- UX and brand presentation inconsistencies among competitors that Photojellic Studio can easily improve upon
- Untapped local SEO angles and storytelling content themes that Photojellic Studio can own

This research lays the groundwork for positioning Photojellic Studio as a high-trust, emotionally resonant, and conversion-optimized brand in the Boston photography market.

Competitors

THE DEAREST STILL

<https://www.thedeareststill.com/>

The Dearest Still is a New England-based wedding photography brand that combines cinematic storytelling with editorial elegance. Founded by a photographer with a keen eye for timeless aesthetics, the brand emphasizes emotional storytelling, high-fashion compositions, and intimate moments. It caters to couples planning destination weddings and refined events, with a tone that leans sophisticated, calm, and visually poetic. The brand's accolades and artistic visuals position it as a premium service in the Northeast.

Positioning: Editorial and cinematic wedding photography brand with a refined, romantic style.

Strengths:

- Cinematic, editorial imagery with emotional depth
- Strong visual brand identity; well-aligned with award-winning storytelling
- Similar aesthetic vibe to Photojellic Studio—ideal reference for positioning

Weaknesses:

- Text legibility issues on key pages hinder user experience
- Some pages feel minimal to the point of under-informing

Strategic Opportunity for Photojellic Studio:

- Maintain visual elegance but improve usability and content clarity
- Offer more educational or storytelling content to support the cinematic feel



Competitors

GENEVIVE PHOTOGRAPHY

<https://genevivephotography.com/>

Genevieve Photography is a Boston-based wedding and elopement photographer known for capturing joyful, candid, and connection-rich imagery. With a vibrant and fun personality at the brand's core, Genevieve focuses on making couples feel relaxed and supported—offering resources like a portrait outfit guide and a cheerful, informal brand voice. Her work highlights spontaneous emotion, fun-loving energy, and inclusivity, attracting couples who value experience and laughter as much as beautiful photos.

Positioning: Joyful, candid Boston wedding photographer with a personable brand voice and classic touch.

Strengths:

- Transparent pricing builds trust with clients
- Offers a free downloadable guide—great lead generation tool
- Balanced brand tone: classic visuals with fun, casual voice

Weaknesses:

- Distracting sidebar CTA button (template link) disrupts focus
- Visual design slightly weakens conversion flow

Strategic Opportunity for Photojelllic Studio:

- Improve upon the free guide approach with better-integrated CTAs
- Use trust-building content (like guides and checklists) but maintain visual consistency and clear paths to action



Competitors

CHACE YANG

<https://www.chaceyang.com/>

Chace Yang Photo operates between Boston and New York City, offering professional wedding, engagement, and lifestyle photography services. The brand is defined by its clean, modern aesthetic and efficient client experience. With an emphasis on clear communication, transparent pricing, and polished service delivery, Chace appeals to practical clients who want high-quality images with minimal stress. The tone is approachable yet professional, catering to modern urban couples and busy professionals planning high-quality events.

Positioning: Playful, urban-style photographer focused on weddings and engagements in Boston and NYC.

Strengths:

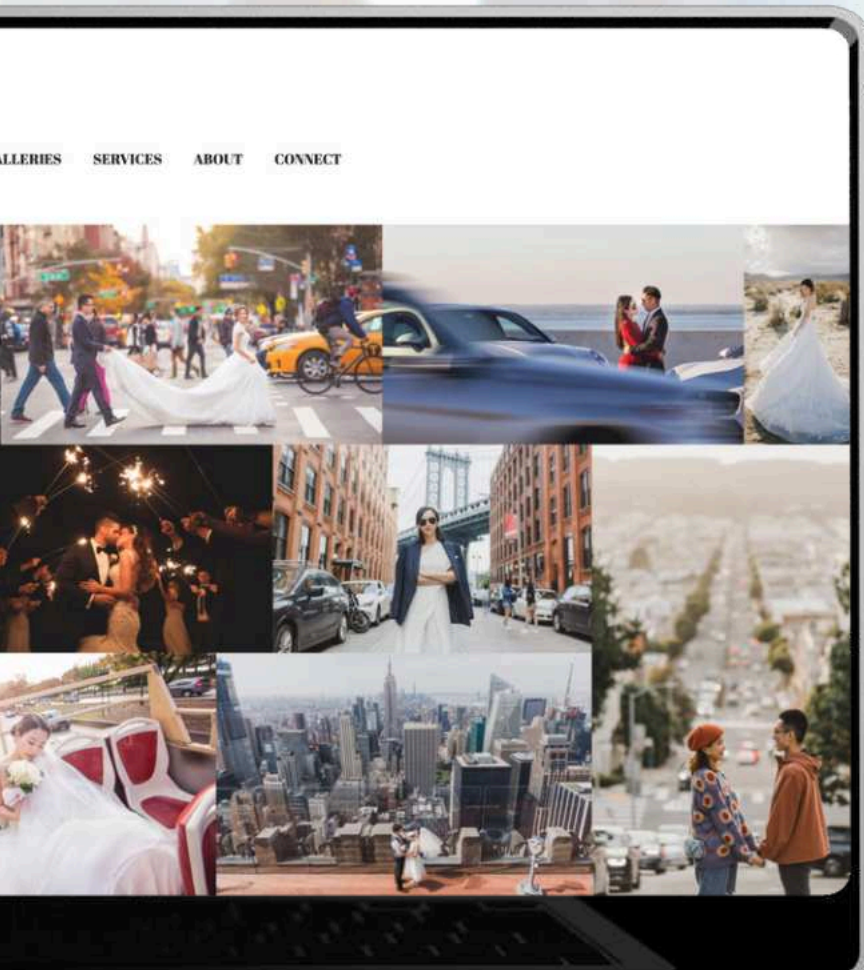
- Clear and detailed service breakdowns and coverage options
- Transparent pricing and confident service communication
- Sophisticated, city-modern tone with wide service area appeal

Weaknesses:

- No visible logo on homepage—hurts brand recognition
- Site layout lacks UX clarity and flow; key CTAs are buried

Strategic Opportunity for Photojelllic Studio:

- Enhance branding and consistency—clear logo, headline, value proposition
- Create better UX through intuitive layout, sticky CTAs, and scannable pricing





Competitors

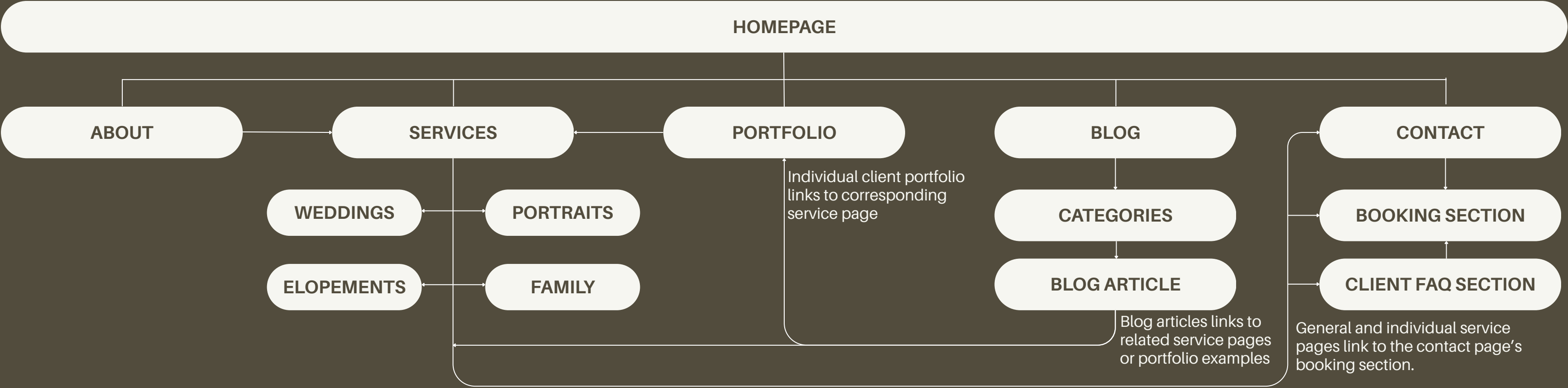
KEY TAKEAWAYS FOR PHOTOGELLIC STUDIO

Area	Opportunity
Visual Style	Lean into your elegant/cinematic aesthetic—but with clearer navigation and readable UX compared to The Dearest Still
Lead Generation	Offer a better-integrated downloadable guide (e.g. "Outfit Guide" or "Proposal Prep Checklist") inspired by Genevieve
Content Depth	Expand with transparent pricing overviews and real session stories to match Chace Yang’s clarity while keeping your emotional tone
UX & Brand Consistency	Ensure logo visibility, optimized mobile layout, and clear CTAs to outperform both Genevieve and Chace Yang

Meta tags

Page	Title Tag	Meta Description	H1 Heading
Homepage	Greater Boston & Beyond Wedding Lifestyle Photographer	Emotive, elegant photography for weddings, portraits, and families in Greater Boston. Capture real connection and quiet beauty with Photojellic Studio.	Photographs that capture a lifetime. Memories that forever shine.
About page	About Photojellic Studio Boston Photographer with a Storytelling Eye	Meet the heart behind Photojellic Studio. Discover a Boston-based photographer capturing honest, beautiful moments with warmth and intention.	Meet the Eye Behind the Lens
Services Overview Page	Photography Services in Boston Weddings, Portraits, Families – Photojellic	Explore photography services for weddings, portraits, elopements, and families across Greater Boston. Every session is built around trust and true emotion.	This is how we turn moments to forever
Contact Page	Book Your Photography Session Contact Photojellic Studio – Boston	Let’s create something beautiful together. Inquire about availability, pricing, and next steps for your Boston photography session.	Let’s Tell Your Story
Portfolio Page	Photography Portfolio Real Boston Sessions – Photojellic Studio	Browse wedding, portrait, family, and elopement photography galleries captured in and around Boston. Every frame tells a quiet story.	A Look Into Real Stories and Honest Moments

Internal Linking Structure



This internal linking structure is designed to create a seamless, SEO-optimized user experience that guides visitors through Photojellic Studio’s key offerings. The homepage serves as the central hub, linking directly to core pages: About, Services, Portfolio, Blog, and Contact.

Each individual service—Weddings, Portraits, Elopements, and Family—branches from the Services page, and is also cross-linked from relevant blog articles and portfolio galleries. The Portfolio section showcases categorized galleries, each linking back to the corresponding service for context and conversion.

Blog posts are categorized and support internal links to both services and galleries, enhancing SEO relevance and on-site engagement. The Contact page includes access to the Booking section and Client FAQs, with subtle links back to service pages for visitors still exploring.

This structure boosts crawlability, keyword distribution, and user retention—guiding both search engines and potential clients toward high-value pages with clarity and purpose.

Coming Soon

The following report will be available between weeks 3 to 5 of the project:

GOOGLE ANALYTICS

LOCAL SEO

BLOG CONTENT CALENDAR

PAGE SPEED INDEX

SEO GAMEPLAN

We'll continue updating it as we move along the project calendar to reflect the most accurate and current progress.

[ACCESS CLIENT LOUNGE](#)

