



the VENUE BUSINESS BOOT CAMP

Expert-led strategies to elevate your venue business

FROM THE CEO OF HERE COMES THE GUIDE

VBBC ESSENTIALS MODULE 3

Social SEO 101

Social is the new search engine. Many couples are now turning to social media as their new "Google"—searching Pinterest, Instagram, TikTok, YouTube, and more to find wedding planning tips, inspiration, venues, and vendors.

Social media is becoming more and more search-oriented, which means you need to implement best SEO practices when it comes to these platforms.

It works like this:

- The more you optimize your content, the more the app will understand your content.
- The more the app understands your content, the more likely it is to put that content in front of the right audience.
- When your content gets in front of the right audience, the higher the likelihood is that those people will resonate with your posts, interact, and follow you.

Ultimately it means better engagement and performance on social media. So how do you best optimize your social content? Keep reading for our best tips—and a Social SEO Checklist to help!

Search Engine Optimization for Social Media

Social SEO is the practice of optimizing your social posts using text-based tactics like relevant keywords, alt tags, hashtags, subtitles, captions, etc. to give the platform a better idea of what your post is about.

Optimizing your posts is all about getting found when people type things into the platform's search bar. But with any luck, your posts will also get served up as organic relevant content—even when users are mindlessly scrolling!

Social SEO works in conjunction with the algorithm. While social algorithms serve content to more passive, browsing users (think TikTok's For You page or the Instagram Explore page), its main objective is to rank content based on how likely it is for each user to like and interact with it. And how's it going to do that unless it knows what your content is about?

Following the optimization tips below will help your posts get served up and discovered by users who are actively searching for—or interested in—the type of content you're creating.

Here are our top 7 tips for optimizing your posts:

1. OPTIMIZE YOUR SOCIAL PROFILES

From your Instagram or TikTok bio to the Facebook About section, you'll want to list the basics of your business. At the very least, this should include your venue name, location, relevant keywords like "Los Angeles Private Estate Wedding Venue" or "Rustic Texas Barn Wedding Venue", and a link to your website.

2. USE RELEVANT KEYWORDS IN CAPTIONS & HASHTAGS

Keywords in the caption or video description along with relevant hashtags help your content get found. Need to do some keyword or hashtag research? Go to each social platform's search bar, start typing in a keyword, and see the suggested auto-completions.

3. USE SUBTITLES / SPEECH CAPTIONS FOR VIDEOS

Auto-captioning is great for accessibility, but it's yet another way of helping the algorithm figure out what your video is about! Bonus points if you fit your top 1-2 keywords in your videos, as they'll be said both out loud and included as text on-screen.

4. INCLUDE ALT TEXT FOR IMAGES

Alternative text (also known as alt text or alt tags) are written descriptions that explain what's in an image, making the image accessible to people with visual impairment. It also helps the algorithm decipher the image, of course. Alt text can be included in the caption labeled as ID: (Image description), but most platforms also have fields for it.

5. TAG YOUR LOCATION

This will help people doing location-based searches find your venue. With Instagram Maps, for example, couples can tap location tags in posts or Stories, type a city name into the Explore search bar, or search location-based hashtags.

6. USE HIGH-QUALITY IMAGES

This goes without saying, but we'll say it anyway. One of the best ways to get noticed is by posting gorgeous, high-quality images! Think of social media as an extension of your website. While we love seeing the casual and approachable side of wedding venues, always make sure the “cover photo” that appears in your feed is an eye-catching one.

7. TAG PHOTOGRAPHERS & VENDORS IN THE CREDITS

Always tag the photographers and vendors whose work is showcased in your posts. Not only does this let them know their work is respected and appreciated, but it also increases the chances of your posts getting shared out to their followers.

Social SEO Checklist

SOCIAL PROFILES

- ☐ Venue Name
- ☐ Location / Address
- ☐ 2-3 Relevant Keywords
- ☐ Website Link

CAPTIONS & HASHTAGS

- ☐ 2-3 Relevant Keywords in Caption
- ☐ 3-20 Relevant Hashtags
 - Surprisingly, Instagram recommends just 3-5. The reason behind this low number is to encourage quality over quantity. Try to stick to the most relevant, best-matched hashtags for each post and avoid “hashtag stuffing”.

PHOTOS & VIDEOS

- ☐ Alt Text and/or In-Caption Image Description
- ☐ Tag Associated Vendors
- ☐ Tag Location
- ☐ Closed Captioning or On-Video Text Overlay
- ☐ Say 2-3 Relevant Keywords Aloud
- ☐ Repeat The Keywords in your Captions / On-Video Text Overlay