



BRAND STORY *Lounge*

SITE-WIDE COPY + SEO
SERVICE GUIDE

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LET'S MAKE YOUR WEBSITE THE OBVIOUS CHOICE.

When you're the "action speaks louder" type but good intentions and excellent skills just aren't enough to grab their attention,

Let me do the sweet talking for you...



HI, I'M SHANE.

And gracing your website with words that make your dream client say "I do" is my love language.

I use the storytelling method to help your website visitors realize that you're the hero they've been needing to guide them through a journey where your solutions shine as the key to their challenges.

Here's how I do it for you:

Soul over clout

I believe in emphasizing the soul of your brand over superficial popularity. Your brand's identity is the heart and soul of your business, and I'm here to help you bring it to life.

Brand over fad

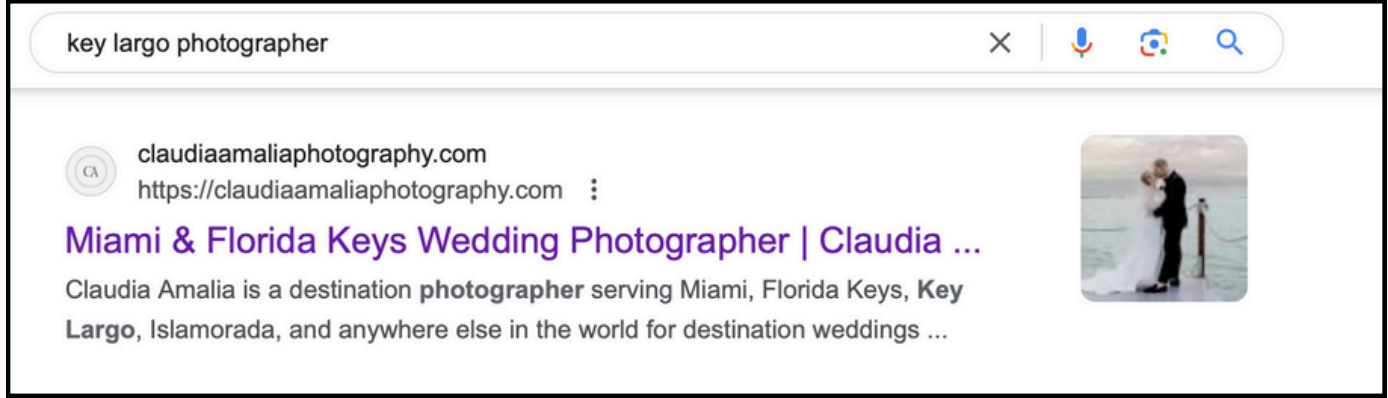
By focusing on your brand's core values and long-term vision, we ensure your website remains relevant and engaging, even as design trends come and go.

Tribe over sales

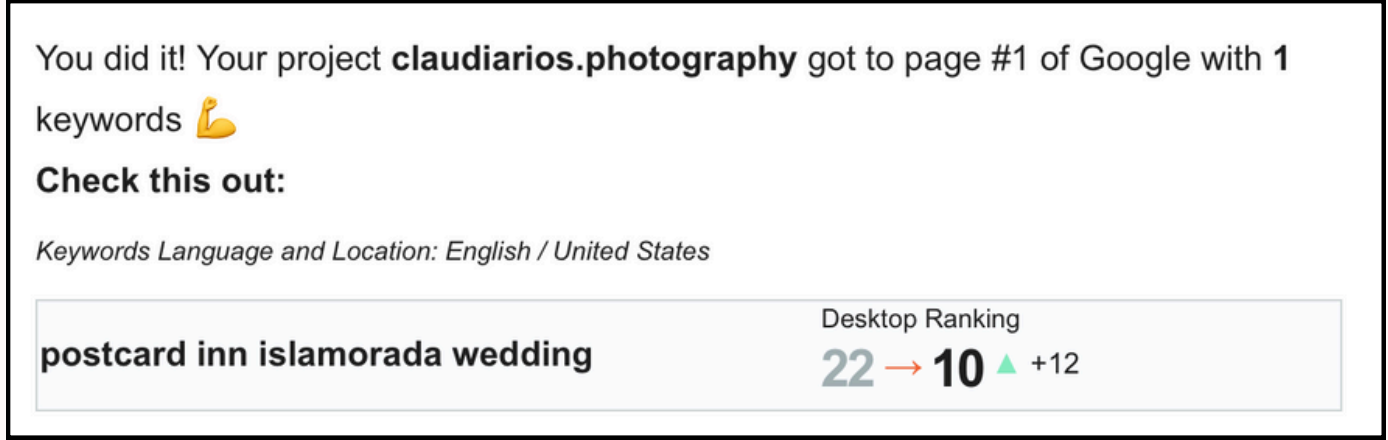
Your story is the common thread among everyone in your tribe. We will harness that authenticity to create a unique emotional connection with your audience, inspiring trust and loyalty so your CTAs wouldn't have to be "too salesy."

Results from the Wedding Industry:






















Claudia Amalia Photography
Full-Suite Copy & SEO



This is Claudia Amalia’s website on the 1st page of Google search for her ideal keyword, “location + service.”



2 months after the website relaunch, Claudia ranked on the top 10 of Google search. This means the website is getting seen on the first page when someone searches for a specific keyword.

LOCATIONS		 US / EN [41] 	 CA / EN [0]	 GB / EN [0]	 US / ES [0]	MORE 
<input type="checkbox"/>	KEYWORDS 	 	VOLUME 	 	POSITION 	 
<input type="checkbox"/>	florida keys wedding photographer claudiaamaliaphotography.com/	 <div>Search Results </div>	70		5	
<input type="checkbox"/>	wedding photographers florida keys claudiaamaliaphotography.com/	 <div>Search Results </div>	70		6	
<input type="checkbox"/>	florida keys wedding photographers claudiaamaliaphotography.com/	 <div>Search Results </div>	70		7	

Within 3 months, Claudia Amalia’s website gathered 3 new location + service specific keywords ranking on the 1st page.



Results from the Wedding Industry:

Jamie Corbman Photography
SEO

You did it! Your project jamiephoto.com got to page #1 of Google with 1 keywords 🏆

Check this out:

Keywords Language and Location: English / United States

wedding photographers providence ri	Desktop Ranking 14 → 10 ▲ +4
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[See details for all 1 Keywords](#)

Great news! 8 keywords from your project jamiephoto.com have increased in rankings in the last 7 days 🏆

Keywords Language and Location: English / United States

wedding photographer in rhode island	Desktop Ranking 67 → 52 ▲ +15
camera stores in rhode island	Mobile Ranking 100+ → 49 ▲
rhode island wedding photography	Desktop Ranking 80 → 24 ▲ +56
wedding photography rhode island	Desktop Ranking 63 → 25 ▲ +38
wedding photographers providence ri	Desktop Ranking 100+ → 75 ▲

3 months after working with Jamie Corbman, we reached the 1st page of Google search for a location + service specific keyword.

Shortly after, he started increasing his keyword ranks for other location-specific keywords as well.



THE LOUNGE

Search Engine Optimization

WHAT'S INCLUDED:

- Site-wide SEO optimization
 - On-page Optimization
 - Content
 - Text (heading hierarchy)
 - Structural text elements
 - Graphics & Videos (image & video size + alt-text)
 - Meta-tags
 - Mobile Optimization (speed, text size & mobile layout)
 - Indexing & Sitemap Submission
 - Google Analytics Setup
 - Google Search Console Setup
 - Off-page Optimization
 - Local SEO
 - Social Media
 - Internal Linking Structure
 - Internal linking
 - URL Structure
 - Schema Markup
 - Initial SEO Audit
 - After-launch SEO Audit
 - Keyword Research
 - 3-month Content Calendar
 - 2 Keyword-Optimized Blog Articles
 - 6-month Suggested SEO Game-plan
 - Bonus: Competitor's Keyword Research
- ONE-TIME PAYMENT COMPLEMENTARIES:
 - WordPress Blog Setup (for Showit blog users)
 - 2 SEO-Optimized Blog Articles, scheduled and ready to publish
 - 1-month SEO support at 25% off

INVESTMENT: \$1,500

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PROCESS OVERVIEW

01. YOUR RED CARPET ENTRANCE

Once you say yes, you'll receive a warm welcome inside your personal client lounge—a private space where everything about your project lives. You'll find your contract, project inclusions, key dates, meeting notes, and more. While you get cozy exploring the lounge, I'll begin weaving your website copy seamlessly into your design.

04. BOOSTING BEYOND THE SITE

With your website in top shape, we'll build your presence beyond the page. This phase is known as off-page optimization. I'll work on setting up and refining your Google Business Profile, ensure your business info is consistent across key directories, and help build your online credibility so search engines see you as a trusted authority in your niche.

02. INITIAL WEBSITE AUDIT

Before we make any moves, I'll take a close look at your current website—what's working, what's not, and what your competitors are doing. Then I'll map out your personalized SEO strategy, aligned with your goals and brand. We'll hop on a call toward the end of this phase so I can walk you through the findings in plain English—no tech-speak. You'll leave that call feeling clear and confident about the path forward.

03. WEBSITE VISIBILITY TUNE-UP

Now it's time to make your website easier for search engines (and real people) to love. This is what's called on-page optimization. I'll adjust your content, page structure, images, and hidden data to make sure your site is clear, focused, and aligned with the keywords your audience is actually searching for. It's like giving your site a glow-up from the inside out—without changing how it looks.

05. LAUNCH & POST-LAUNCH SUPPORT

Once everything's polished and aligned, we'll launch your refreshed, SEO-friendly site! 🎉

For the next 2 weeks, you'll have continued support as you settle in—ask questions, share wins, or get guidance on next steps. If you opted for the one-time SEO payment, this is also where your bonus services come in:

- ✨ Free WordPress Blog Setup (for Showit blog users)
- 📝 2 SEO-Optimized Blog Articles, scheduled and ready to publish
- 🍀 Kickoff for Monthly SEO Support, with your first month at 25% off if you decide before the site goes live



PAYMENTS OPTIONS

OPTION 1: 1-TIME PAYMENT *

Invoice Schedule: Upon the start of the contract

*As a one-time complimentary add-on, I'll set up your WordPress blog for free (for Showit users with a blog subscription) so you're fully equipped to make the most of your SEO. And if you decide to continue with monthly SEO support, you'll also receive 25% off your first month—a small gesture to support your growth and help you build lasting momentum.

Note: These offers are available if you decide to opt in while the project is ongoing or before your website officially launches.

OPTION 2: 2 PAYMENTS

Invoice Schedule:

1st invoice: 50% upon the start of the contract

2nd invoice: 50% five business days before the website launch

FREQUENTLY ASKED QUESTIONS

Will I be guaranteed to rank #1 on Google for my service + location keywords within a set time?

While no one can guarantee the #1 spot on Google for competitive keywords, what I can promise is this: with the right strategy and consistency, your website will rank on the first page of Google for your specific service and location. That means you'll be seen by the right people searching for exactly what you offer.

As for the top spot? It depends on your industry, competition, and how active your site is. Many of my clients see significant movement within the first 3 months and can achieve the #1 spot within 6 months—but it's never something I promise lightly.

What I can confidently guarantee is this: your website will rank #1 for your brand name, so when someone searches for you directly, they'll find you right away.

Do you offer ongoing SEO support after the initial setup?

Yes, we do! Once your initial SEO setup is complete, you can opt into our monthly SEO support package for \$800/month. This includes keyword tracking, technical upkeep, fresh content recommendations, and proactive adjustments to keep your site optimized. Plus, we'll write 4 SEO-optimized blog articles each month to help boost your organic traffic and build authority in your niche. Note: You'll need to have the Showit blog subscription (paired with WordPress) active for this.

Is this service right for me if I don't understand anything about SEO?

100%! You don't need to know the technical side—we'll take care of that. Our process is designed to be collaborative, transparent, and easy to follow. We explain everything clearly so you always know what's happening and why.

Do you offer refunds?

Because SEO work involves time-intensive research, strategy, and implementation from day one, we don't offer refunds once the project has started. However, we make sure expectations are clear before we begin and keep communication open throughout the process so you always know what to expect.

That said, we do stand by our work. If your website does not appear within the top 100 results on Google when searching your exact brand name within 6 months of launch, we'll offer you a full discount—no questions asked. That's how confident we are in our process and in helping your brand get found.

Will I be able to understand the reports you send me?

Yes! Our reports are written in plain language—no confusing jargon. You'll see exactly how your website is performing and what steps we're taking to move the needle.

Will this mess with how my website currently looks?

Nope! Any changes we suggest or implement are made with your website's existing design and flow in mind. Our goal is to enhance—not disrupt—what you already have. We focus on optimizing things like your page titles, image alt text, content structure, and behind-the-scenes elements (like metadata and internal linking). Your visuals, layout, and brand identity will stay beautifully intact. Think of it as a functional refresh that makes your site easier for search engines to love—without changing the look your visitors already admire.

NEXT STEPS

01. ENTER THE LOUNGE

You'll be ushered to your client lounge. Here, you will be able to view the project contract, pay the rest of the invoice, and complete the brief welcome kit assignment.

02. SIGN THE CONTRACT

Sign our contract agreement and send the initial deposit. All the steps are laid out inside the lounge.

03. WELCOME!

Once the project contract is signed and the deposit is paid, the project will begin unless a specific project start date is agreed upon.

Welcome to Brand Story Lounge!

[ENTER THE LOUNGE](#)

