The Photographer's SEO Checklist



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A simple, actionable guide to getting your photography website found by more clients.

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Stop Being the Internet's Best-Kept Secret.

You pour your heart and soul into creating stunning images. You have a beautiful website to showcase your work. But if potential clients can't find you when they search for a "maternity photographer in Seattle" or a "real estate photographer in Miami," you're missing out on your dream clients.

Search Engine Optimization (SEO) doesn't have to be complicated. It's simply the process of making your website more visible to search engines like Google.

This checklist breaks down essential SEO tasks into two simple categories:

1. **One-Time Setup:** Tasks to get your foundation right.
2. **Monthly Maintenance:** Repeatable habits to build your visibility over time.

Ready to get found? Let's begin.

The One-Time Setup Foundation

Part 1: Foundation & One-Time Setup

Complete these tasks once to build a solid SEO base for your website.

☐ Google Business Profile (For Local Photographers)

- Claim and verify your Google Business Profile listing.
- Use high-quality photos: logo, cover photo, and your best work.
- Ensure your Name, Address, and Phone Number (NAP) are 100% consistent everywhere online.
- Choose the most accurate categories (e.g., Portrait Photographer, Wedding Photographer).

☐ On-Page SEO Basics

- **Page Titles & Meta Descriptions:** Write unique, compelling titles and descriptions for your Homepage, About Page, Contact Page, and each Gallery/Service Page (e.g., "Denver Wedding Photography | John Doe Photography").
- **Website Speed:** Use Google's PageSpeed Insights to check your site's speed. Compress images before uploading to avoid slow loading times.
- **Mobile-Friendly Test:** Confirm your website looks and works perfectly on mobile devices.

☐ Website Structure & Content

- **Create Service Pages:** Have dedicated pages for your main services (e.g., /wedding-photography, /family-portraits).
- **Keyword Your Content:** Naturally include location and service keywords in your page copy (e.g., "Award-winning Boston headshot photographer").
- **Image SEO (Crucial!):**
    - **File Names:** Change IMG_1234.jpg to boston-engagement-session-couple-harbor.jpg.
    - **Alt Text:** Describe every photo for accessibility and SEO (e.g., alt="Couple laughing during their sunset engagement photoshoot in Central Park").

☐ Technical Setup

- **Install Google Analytics 4 (GA4):** To track your website traffic.
- **Submit Sitemap to Google Search Console:** This tells Google about all the pages on your site.

The Monthly SEO Checklist

Part 2: Your Monthly SEO Checklist

Spend 1-2 hours each month on these tasks to consistently improve your rankings.

☐ Content & Blogging (The #1 Task for Photographers)

- **Publish 1-2 Blog Posts: Showcase your recent work!**
    - **Formula:** "[Couple's Names] + [Venue] + Wedding Photos" or "5 Tips for Your Fall Family Photos in [Your City]."
    - **SEO Tip:** Include your target keywords in the blog post title and throughout the text naturally.

☐ Google Business Profile Management

- **Post 2-4 Times Per Month:** Share a recent photo, announce a special offer, or link to a new blog post.
- **Add New Photos:** Upload 5-10 new high-quality images to your GBP photo gallery. Use descriptive captions.
- **Respond to All Reviews:** Thank clients for positive reviews and respond professionally to any negative feedback.

☐ Online Reputation & Citations

- **Get/Feature a Testimonial:** Ask a happy client for a review and feature it on your website.
- **Check Citation Consistency:** Ensure your business Name, Address, and Phone number are listed correctly on key directories like Yelp, Facebook, or wedding-specific sites (The Knot, WeddingWire).

☐ Link Building & Networking

- **Collaborate with a Vendor:** Tag a venue, florist, or planner in a social media post and ask if they'd like to share the blog post.
- **Submit to a Publication:** Consider submitting a stellar wedding or creative portrait session to a blog you admire.

☐ Analysis & Tracking

- **Check Google Search Console:** Review your "Performance" report to see what keywords people are using to find your site.
- **Review Google Analytics:** See which pages are most popular and where your traffic is coming from.
- **Track Your Rankings:** Make a note of where you rank for your top 3-5 keywords (e.g., "wedding photographer chicago").

Conclusion & Call to Action

Consistency is Key.

SEO is a marathon, not a sprint. You won't see results overnight, but by consistently implementing this checklist each month, you will build a powerful online presence that attracts your ideal clients directly to you.

Your Next Steps:

1. **Bookmark this PDF** and schedule 1-2 hours in your calendar each month for "SEO Time."
2. **Start with the One-Time Setup** if you haven't already.
3. **Focus on one section per week** if the monthly list feels overwhelming.

Need a Beautiful Website That's Built for SEO?

Your website platform matters. If you're struggling with slow speeds or clunky SEO tools, it might be time for a change.

I trust [Your Website Host, e.g., Squarespace, Showit, Flo-themes]
to host my photography website because it offers stunning designs that are inherently fast and SEO-friendly.

Thank you for downloading!

Feel free to share this checklist with other photographer friends, but please link back to the original source.

Happy Shooting (& Ranking)!

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The Photographer's SEO Checklist



Unlock the secrets to visibility with "The Photographer's SEO Checklist," a straightforward guide designed to help photographers elevate their online presence and attract clients. This actionable resource breaks down essential SEO tasks into clear categories for one-time setup and monthly maintenance, ensuring your stunning portfolio doesn't remain the best-kept secret on the internet. Transform your website into a magnet for dream clients and watch your photography business thrive.