

Common SEO Pitfalls

Brett Snyder

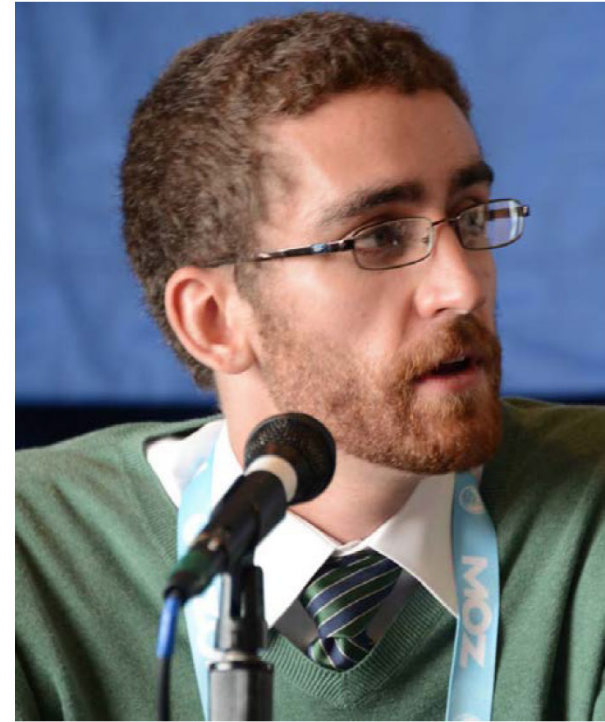
Director, Search Engine Optimization

Nebo Agency

Brett Snyder

Director, Search Engine Optimization,
Nebo Agency

- Human-centered approach to SEO
- Twitter: @BrettASnyder
- SEO Articles: <http://bit.ly/bretts-posts>





Why are we here?

Why are we here?



- Demonstrate opportunity that search engines afford to small business owners (SMBs)
- Educate SMBs on harnessing this opportunity to authentically engage with target audience
- Identify common pitfalls to avoid when pursuing SEO

What is SEO?

The process of optimizing a website to appear naturally in Search Engine Results Pages (SERPs)

What is SEO?

Google bret.a.snyder@gmail.com

Web Images Maps Shopping Blogs More Search tools

About 98,300,000 results (0.46 seconds)

Nothing found in your Diigo library

Ads related to wedding photographer

Wedding Photography - Voted Atlanta's Best Photographers
www.poetichphotoprofessionals.com/
Satisfaction Guarantee & Affordable

Wedding Photographer? Don't Sully Your Photography
www.dweynis.com/photography.html
Beautiful Wedding Photographers Serving You

Luxury Weddings 1 (652) 801 6801
john-mathis-photography.cruethpath.me/
Shine like the star you are. You deserve the best.
Packages - Contact Us - Testimonials - Biography

Wedding Photographers - Professional Wedding Photographer
wedding.theknot.com/wedding-resources/wedding-photographers.aspx -
Wedding Photographers - Looking for wedding photographers to document your
perfect day? The Knot has hundreds of wedding photographers in your area...

Tessa Marie Photography | Destination and Outdoor Wedding...
tessamarie.com/
Portfolio Meet Tessa Blog Featured Wedding Vendors experience
investment - Let's Chat - Logos - Map Video - Newsletter - Facebook - Twitter ...

Fearless Photographers - Directory of the Best Wedding...
www.fearlessphotographers.com/
Fearless Photographers is a professional wedding photographers directory of the
world's best wedding photographers for brides.

Chelsea Patricia Photography 1845 Savoy Dr
www.chelseapatriciaphotography.com/ Atlanta
Score: 30 / 30 16 reviews (334) 44-3999

Jason Hales Photography 1103 Atlantic Dr NW
jasonhalesphotography.com/ Atlanta
Score: 30 / 30 16 reviews (404) 273-6703

Anna and Spencer Photography 3400 Stratford Rd NE
www.annaandspencer.com/ Atlanta
Score: 30 / 30 11 Google reviews (404) 357-6304

Map for wedding photographer

Ads

Indian wedding photograph
www.cbartphotography.com/
Photography & Cinematic films in DC
MD VA NY. Available worldwide

\$595 Wedding photography
www.elitofestudio.com/
All Images on DVD with full right.
Award Winning Wedding Photographers

Atlanta Wedding Photographer
www.melissawood.com/
Let Us Capture Your Special Day
Call Today to See How We Can Help!

Affordable Wedding Photos
www.tracegrizzle.com/
High quality wedding photography
at an affordable price.

Wedding Photography
georgestudio.com/wedding-photos
All-Inclusive Wedding Packages
Enter to Win a Photo Suite Package!

Best Wedding Photography
www.weddingwire.com/Photographers
Easily compare Photography Pros
And find the best one for you.

ATL Wedding Photographer
www.zschporter.com/
Intown Wedding Photographer

SEO Results

What is SEO?

bing wedding photographer

125,000,000 RESULTS Any time Near Atlanta, Georgia - Change

Nothing found in your Diigo library

Wedding Photographers - Professional Wedding Photographer

wedding.theknot.com - Local Wedding Resources

Wedding Photographers - Looking for wedding photographers to document your perfect day? The Knot has hundreds of wedding photographers in your area. Find ...

1) PA: 73 446 links DA: 90 Access more link metrics with FFD Link Analysis

Atlanta Wedding Photographer - Find Photography for Atlanta ...

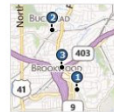
atlantaweddingphotographer.com

Find wedding photography and a wedding photographer for your Atlanta Wedding.

2) PA: 21 1 links DA: 12 Access more link metrics with FFD Link Analysis

Wedding Photographer near Georgia 30309

Bing Local



1. Evolution Video Inc - (404) 996-1136
1401 Peachtree St Ne Ste 500 - Atlanta - Directions
2. Wedding Photographer Guide - Website - (404) 723-1906
125 Bennett St NW - Atlanta - Directions
3. Lovebug Productions - (404) 754-3919
1690 Peachtree St Nw # B7 - Atlanta - Directions

Wedding Photographer - Wedding Photographers - Photography ...

www.wedplan.net/photographers

Browse wedding photography by top wedding photographers. View wedding photo galleries from wedding photojournalists and portrait photographers.

3) PA: 60 2,747 links DA: 56 Access more link metrics with FFD Link Analysis

Atlanta Wedding Photography - Belletti Photography

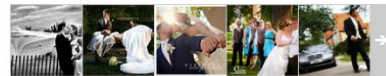
www.bellettiphotography.com

Award-winning wedding photographer in Atlanta. Voted Best Photographer in Atlanta.

4) PA: 38 951 links DA: 27 Access more link metrics with FFD Link Analysis

Images of wedding photographer

bing.com/images



Wedding photography - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/Wedding_photography

RELATED SEARCHES

Affordable Wedding-Photography
Artistic Wedding-Photography
Wedding-Photography Packages
Wedding-Photography Prices
Wedding-Photography Poses
Cheap Wedding Photographer
Raleigh Wedding Photographer
Wedding Photos

Ads

Affordable Photographers

thumbtack.com/Wedding-Photographers

Wedding Photographer Or Compare Quotes & Save. Search Now!

Wedding Photography \$2095

BellaPictures.com/Los_Angeles

One-On-One Planning & Consultation. 2 Photographers, Full Edit & Album.

Ibarr Photography

www.ibarraphotography.com

Beautiful Wedding Photography for Less. Simply the Best Value.

Lamar Wedding Photography

www.lamarweddingcenter.com

NJ Premier Wedding Photography Studio. Free Consult. Call Today.

Wedding Photographers

Local.com

Need Wedding Photographers? Find It Nearby With Local.com!

See your message here

Social Results

Post



One friend knows something about wedding photographer. Want to know what?

See what they know

Related tweets (3)

What is SEO?

bing wedding photographer

125,000,000 RESULTS Any time Near Atlanta, Georgia - Change

Nothing found in your Diigo library

Wedding Photographers - Professional Wedding Photographer

wedding.theknot.com › Local Wedding Resources ›
Wedding Photographers - Looking for wedding photographers to document your perfect day? The Knot has hundreds of wedding photographers in your area. Find ...

1) PA: 73 446 links DA: 90 Access more link metrics with F10 Link Analysis

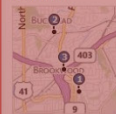
Atlanta Wedding Photographer - Find Photography for Atlanta ...

atlantaweddingphotographer.com ›
Find wedding photography and a wedding photographer for your Atlanta Wedding.

2) PA: 21 1 links DA: 12 Access more link metrics with F10 Link Analysis

Wedding Photographer near Georgia 30309

Bing Local



1. Evolution Video Inc - (404) 996-1136
1401 Peachtree St Ne Ste 500 - Atlanta - Directions
2. Wedding Photographer Guide - Website - (404) 723-1906
125 Bennett St NW - Atlanta - Directions
3. Loving Productions - (404) 44-3919
1690 Peachtree NW # B7 - Atlanta - Directions

Wedding Photographer - Wedding Photographers - Photography ...

www.wedplan.net/photographers ›
Browse wedding photography by top wedding photographers. View wedding photo galleries from wedding photographers and portrait photographers.

3) PA: 90 227 links DA: 70 Access more link metrics with F10 Link Analysis

Atlanta Wedding Photography - Belletti Photography

www.bellettiphotography.com ›
Award-winning wedding photographer in Atlanta. Voted Best Photographer in Atlanta.

4) PA: 38 951 links DA: 27 Access more link metrics with F10 Link Analysis

Images of wedding photographer

bing.com/images



Wedding photography - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/Wedding_photography

RELATED SEARCHES

- Affordable Wedding Photography
- Artistic Wedding Photography
- Wedding Photography Packages
- Wedding Photography Prices
- Wedding Photography Poses
- Cheap Wedding Photographer
- Raleigh Wedding Photographer
- Wedding Photos

Ads

Affordable Photographers

thumbtack.com/Wedding-Photographers
Wedding Photographer Or Compare Quotes & Save. Search Now!

Wedding Photography \$2095

BellaPictures.com/Locations
One-On-One Planning & Coordination. Photographers, Full Edit & Album.

Ibarr Photography

www.ibarraphotography.com
Beautiful Wedding Photography for Less. Simply the Best Value.

Lamar Wedding Photography

www.lamarwedding.com
NJ Premier Wedding Photography Studio. Consult. Call Today.

Wedding Photographers

Local.com
Need Wedding Photographers? Find It Nearby With Local.com!
See your message here.

Social Results

Post

One friend shows something about wedding photographer. Want to know what?

Related tweets (3)

SEO
Listings
Paid
Ads

Social
Results

What is SEO?

- Non-paid listings
- Relevancy-based algorithm
- Sustainable results
- Universal Search Results

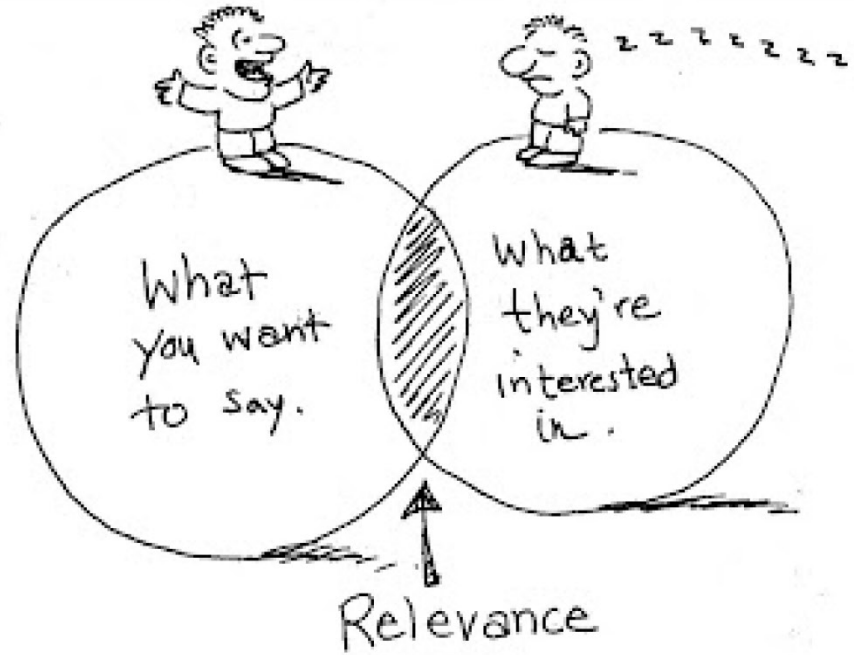


Image Results

[Images for senior](#) - Report images



[Images for large family photographer](#) - Report images



[Images for wedding photographer](#) - Report images



[Images for professional photography](#) - Report images



Image Results

[Images of photographer](#)

bing.com/images



[Images of wedding photographer](#)

bing.com/images



[Images of family photography](#)

bing.com/images



See more than 2,620,000 images

Local Results

[Shari Zellers Photography](#)

www.sharizellers.com/

Google+ page

[Atlanta Artistic Wedding Photography](#)

atlantaartisticweddings.com/

Score: **30** / 30 · 46 Google reviews · [Google+ page](#)

[Camera Doctor](#)

thecameradoctor.com/

Score: **7** / 30 · 11 Google reviews

[Climie + CO Photographers](#)

www.climie.com/

Google+ page

[WOW PhotoBooth](#)

www.wowphotobooth.com/

Google+ page

[Rose Squared Custom Framing](#)

rosesquaredgallery.com.p2.hostingprod...

3 Google reviews

[Ray Swords Photography](#)

www.rayswords.com/

Google+ page

A 1244 Clairmont Rd
Decatur
(404) 299-2800

B Atlanta
(404) 578-6982

C 2090 N Decatur Rd
Decatur
(404) 634-1252

D 533 W Howard Ave
Decatur
(404) 759-7336

E East Decatur Station
Atlanta
(404) 371-8906

F 111 Clairemont Ave
Decatur
(404) 377-1414

G 729 Sunnybrook Dr
Decatur
(404) 321-1542

Local Results

[Photography near Georgia 30084](#)

bing.com/local

- 1** [North Light Photography Inc](#)
1706 Brockett Rd, Tucker · (770) 934-0491
[Directions](#)
- 2** [Jimmy Riley Photography](#) · Bing
1966 Montreal Rd, Tucker · (770) 491-1392
[Directions](#)
- 3** [Kellam Photography](#)
2179 Northlake Pkwy Ste 113, Tucker · (770) 496-1344
[Directions](#)
- 4** [MuddySprings Photography](#)
2760 Goodfellows Rd, Tucker · (404) 451-3859
[Directions](#)
- 5** [Target](#) · Bing
4241 Lavista Rd, Tucker · (770) 270-5375
[Directions](#)

[Directions](#) >

[Directions](#) >

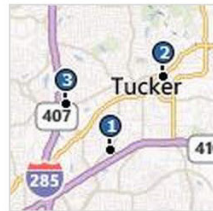
[Directions](#) >

[Directions](#) >

★★★★★ >
1 review

[Photographer near Georgia 30084](#)

[Bing Local](#)



- 1.** [North Light Photography Inc](#) · [Website](#) · (770) 934-0491
1706 Brockett Rd · Tucker · [Directions](#)
- 2.** [Picture Me Portrait Studios](#) · [Website](#) · (770) 939-8428
4375 Lawrenceville Hwy · Tucker · [Directions](#)
- 3.** [Kellam Photography](#) · [Website](#) · (770) 496-1344
2179 Northlake Pkwy Ste 113 · Tucker · [Directions](#)

[Professional Photographers near Georgia 30084](#)

bing.com/local

- 1** [Professional Photographers](#)
229 Peachtree St Ne Ste 2200, Atlanta · (404) 522-8600
[Directions](#)
- 2** [Professional Photography](#) · Bing
984 Ralph David Abernathy Blvd Sw, Atlanta · (404) 753-0761
[Directions](#)

[Directions](#) >
[Hours](#) >

[Directions](#) >

Video Results

[BEST CHILDREN/FAMILY PHOTOGRAPHER - YouTube](#)



www.youtube.com/watch?v=uTCS9G9fp-k ▾
Mar 13, 2013 - Uploaded by Framed Show
1:44. Watch Later **BEST CONCEPTUAL PHOTOGRAPHER** by Framed Show Featured 1,860 · 32:07. Watch ...

[More videos for best family photographer »](#)

[Engagement Pictures - Engagement Photography - The Knot](#)



wedding.theknot.com/.../engagement-photo-ideas.as... ▾
Sep 4, 2009
Engagement Pictures - Get the latest in **engagement picture ideas** and trends. Find out the best places and ...

[More videos for engagement photo ideas »](#)

[DSLR Basics: Aperture, Shutter Speed, and ISO - YouTube](#)



www.youtube.com/watch?v=pzgALhGF8_o ▾
Jul 24, 2010 - Uploaded by PhotoExtremist
This photography tutorial shows you **how to use a DSLR camera** by showing the fundamentals (Aperture ...

[Photography Tips - How to use Digital SLR Camera for beginners ...](#)



www.youtube.com/watch?v=XRlxd13W_3g ▾
Apr 13, 2012 - Uploaded by InternetMarketersInc
Click Here - <http://tinyurl.com/bl7xeg6> Learn **how to use Digital DSLR Cameras** like a professional. Click the ...

[How to Use a DSLR Camera: Learn DSLR Camera Basics Shutter ...](#)

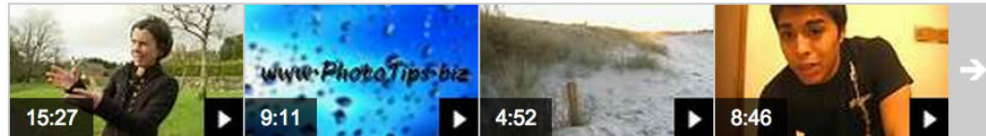


www.youtube.com/watch?v=mkhQK_8pu9U ▾
Mar 1, 2013 - Uploaded by DSLRBlueprint
How to Use a DSLR <http://www.simpledslr.com/youtube/> Learning **DSLR camera basics** can be very easy if ...

Video Results

[Videos of Portrait Photography Tips](#)

bing.com/videos



Portrait
Photography Tip...
YouTube

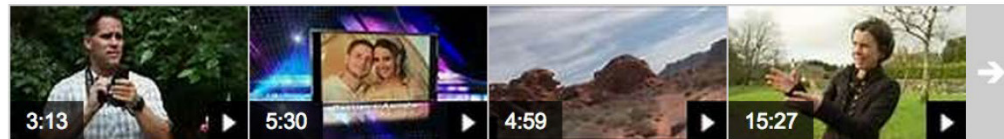
Outdoor Portrait
Photography
YouTube

Natural Light
Portraiture - Get ...
YouTube

Portrait
Photography Tips
YouTube

[Videos of photography tips](#)

bing.com/videos



Macro Photography
Tips For Beginne...
YouTube

Wedding
Photography Tips
YouTube

Rick Sammon's
Top Ten Digital
YouTube

Portrait
Photography Tip...
YouTube

News Results

[News for **photographer**](#)



[Parents Mourn **Photographer** Killed in Cairo](#)

[New York Times \(blog\)](#) - 1 day ago

As the parents of Ahmed Assem, a 26-year-old **photographer** for a Muslim Brotherhood newspaper who was killed on Monday, mourned his ...

[Photographer curses at Suri Cruise, calls her a 'little brat'](#)

[Fox News](#) - 2 days ago

[Lamar Odom lashes out at **photographer**. Stars who attack paparazzi](#)

[New York Daily News](#) - 1 day ago

[News for **photography**](#)



[Two **photography** collections with personality](#)

[Boston Globe](#) - 8 hours ago

Interesting collections, like interesting people, have personalities that are recognizable while remaining at least a little bit unpredictable.

[Photography that changed the way we view war](#)

[CBS News](#) - Jul 7, 2013

[Photographer as Witness: A Portrait of Domestic Violence](#)

[TIME](#) - 5 days ago

[News for **best wedding photographer**](#)



[Photographer Ordered to Stay in Jail After Cheating **Wedding** Clients](#)

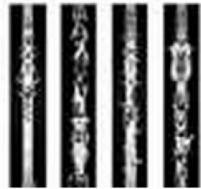
[PetaPixel](#) - 3 days ago

A still-extant description on a **wedding**-planning site describes him as: "Ramon Rodriguez **Photographer**, offers the very **best** in **wedding** ...

News Results

[News about Photography Advice](#)

[bing.com/news](#)



[Photography Advice From Photographer Maria Martinez-Cañas](#)

[business2community.com](#) · 1 day ago

I am honored to be interviewing so many talented and educated Latino photographers. Each in their own way is a rock star, an intellectual and an artist. But...

[Film Photography Technique Tips for the Digital Photographer](#)

[petapixel.com](#) · 2 days ago

[Landscapes photography tips](#)

[Times-Bulletin](#) · 10 hours ago

Authorship

[20 Best Engagement Photo Ideas | Emmaline Bride®](#)



emmalinebride.com/inspiration/engagement-photo-ideas/ ▾

by Emma Arendoski - in 60 Google+ circles

May 3, 2013 - **engagement photo ideas!** We've rounded up twenty of the best **engagement photo ideas** to make your engagement photos stand out. Read on ...

[Low Light Photography Tips - Photography Life](#)



photographylife.com ▸ [Photography Tutorials](#) ▾

by Nasim Mansurov - in 477 Google+ circles

Jan 21, 2010 - **Low light photography** is not necessarily just night photography, as many people assume. There could be different amounts of light coming from ...

[50 Free Resources That Will Improve Your Photography Skills ...](#)



www.smashingmagazine.com/.../50-free-resouces-that-will-impr... ▾

by Andrew S Gibson - in 2,100 Google+ circles

Aug 30, 2009 - **Photography** is a wonderful hobby enjoyed by lots of people all over the world. It's a very enjoyable passtime, but also a very technical one.

Reviews

[Affordable Video & Photography, Wedding Photography ... - Weddi...](#)

www.weddingwire.com/.../affordable...photography.../5e768a18d65f14... ▾

★★★★★ Rating: 4.9 - 21 reviews

Affordable Video & Photography provides **Wedding Photography**, Wedding Videography in California - Orange County, Riverside, San Bernardino, and ...

[Atlanta wedding photography on Weddingbee](#)

www.weddingbee.com/ga-georgia/atlanta/photography ▾

20+ items - Atlanta wedding **photography reviews** and ratings from real ...

Sonya Yim Photography. It's your story, make it beautiful 11 reviews

Jeffrey Franks Photography. Uncompromising Photojournalism. 30 reviews

[Lin and Jirsa Wedding Photography - Santa Ana, CA - Yelp](#)


www.yelp.com › [Event Planning & Services](#) › [Photographers](#) ▾

★★★★★ Rating: 5 - 42 reviews

42 **Reviews** of Lin and Jirsa **Wedding Photography** "Lin and Jirsa Photography is AMAZING!!! Before I even met with the team, I was completely sold on their ...

Social Results


Social Results Post




One friend knows something about **photography**. Want to know what?


[See what they know](#)

From social networks (5)




 **photography**
@Great_Photos

HAS KLOUT ABOUT


 **56** **Photography**, Photos, Klout

 12 Jul 2013

Take a peek at this #photo I like, 'Beautiful Woman' by oscar leonardo:
<http://t.co/Kw6Zjuv1kP>

   [See Tweet](#)


Social Results Post




Connect to Facebook to see what your friends know.




[Connect with Facebook](#)

From social networks (1)


 **Canon Camera**
@Canon_Camera

 12 Jul 2013

Our 13 Most Popular **Photography Tips** of All Time digital-photography-school.com/?p=13046

   [See Tweet](#)


Social Results Post




2 friends know something about **photographer**. Want to know what?

[See what they know](#)

From social networks (3)

 **Robert Mackey**
writes for New York Times Blogs

 12 Jul 2013

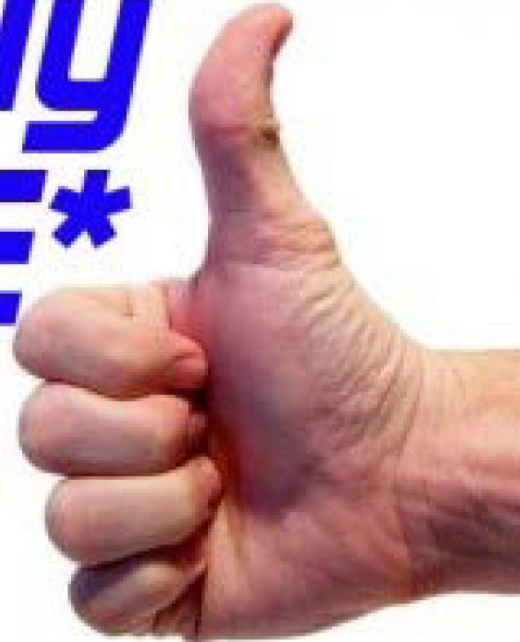
[Parents Mourn Photographer Killed in Cairo](#)
[New York Times Blogs](#)
As the British-Egyptian journalist Sarah Carr explained, the note was addressed to...

[All articles](#)

SEO is an Investment, Not a Cost

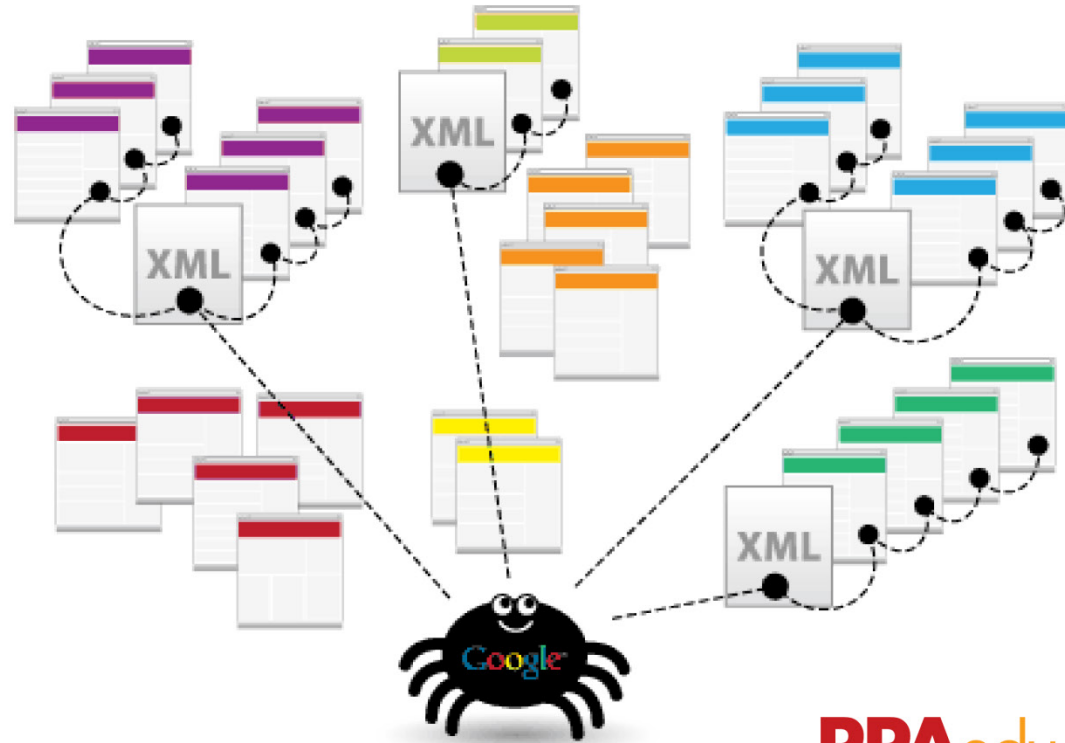
***Totally
FREE****

**** not actually
free***



How Do Search Engines Work?

- Spiders crawl the web to discover new content
- Content is stored in the search engine *index* (database from which pages are selected to rank)



How Do Search Engines Work?



<http://www.searchmetrics.com/en/services/ranking-factors-2013/>

- Algorithms evaluate this content based on anywhere from 200 (Google) to 1000+ (Bing) ranking factors
- Primary goal of search engines: *relevance*

Search Engines & Image Content



Search Engines & Image Content



```
<p style="text-align: center;"><a href="http://www.brettasnyder.com/wp-content/uploads/me-anne-braveheart.jpg" ></a></p>
```



Understanding Ranking Factors

- On-Page – What you say about yourself
- Off-Page – What others say about you
- In-Page – How your website is built

On-Page SEO

On-Page SEO

- What you say about yourself
- Refers to any factor that exists on the website that is used to communicate what the website offers
- Provides an opportunity to speak to your audience using their language

About PPAedu

PPA > PPAedu > About PPAedu > About PPAedu



What's PPAedu? – It's PPA's **newest member benefit**. It's an education platform that provides you a full buffet of online educational resources personalized to suit you, your business and your craft. Each program delivers great information clearly outlined with key takeaways. You won't waste time wondering what courses might make sense for you and you will be able to start honing your craft and strengthening your business immediately.

PPAedu offers 8 categories (4 business + 4 creative) to tailor a program that suits your business growth. We provide these customized recommendations thanks to the self-assessment tool. After answering a series of questions that focus on you and your studio, you'll see a truly personalized recommendation program for you to use whenever/wherever you want.

Last but not least, videos will be added every month. This comes as part of your PPA membership (Professional Active). That's right! PPAedu, plus a personalized education program at members' fingertips, 24/7, at no extra cost.

This is a \$600/year value! Need we say more? Go ahead, give in!

Not a PPA Member?

No problem! There's a three-month subscription to access all the PPAedu programming. A one-time fee of \$150 puts all of PPAedu's online courses at the tip of your fingers during 3 months! Interested? [Read on...](#)



I'm a PPA Member!

Let's Get Started!

Not a PPA Member?

But I am Ready to Learn!

SEO Pitfall #1

*On-page SEO strategies are not
consistent & consolidated*

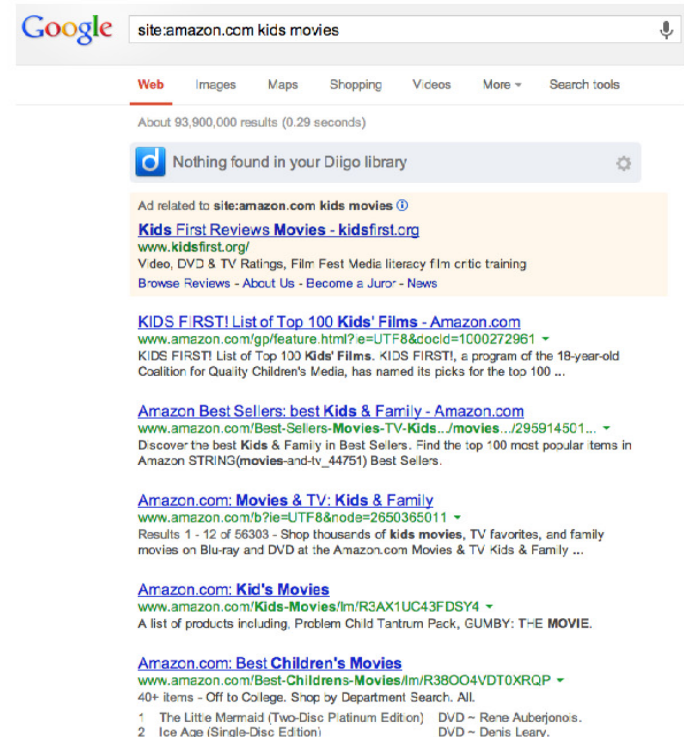
What is the problem?



- Multiple pages within a website that target essentially the same keyword themes
- Content is often weak or duplicated across these extremely similar pages
- Search engines receive conflicting signals about which page on your site is most relevant for that keyword theme

Why is it a problem?

- Dilutes ranking signals across multiple pages within same website
- Compromises opportunity to rank for targeted keyword phrases
- Already competing with the rest of the Web, why compete against yourself?



Google site:amazon.com kids movies

Web Images Maps Shopping Videos More Search tools

About 93,900,000 results (0.29 seconds)

Nothing found in your Diigo library

Ad related to site:amazon.com kids movies

[Kids First Reviews Movies - kidsfirst.org](#)
www.kidsfirst.org/
Video, DVD & TV Ratings, Film Fest Media literacy f/m crtic training
Browse Reviews - About Us - Become a Juror - News

[KIDS FIRST! List of Top 100 Kids' Films - Amazon.com](#)
www.amazon.com/gp/feature.html?ie=UTF8&ocid=1C00272961
KIDS FIRST! List of Top 100 Kids' Films. KIDS FIRST!, a program of the 18-year-old Coalition for Quality Children's Media, has named its picks for the top 100 ...

[Amazon Best Sellers: best Kids & Family - Amazon.com](#)
www.amazon.com/Best-Sellers-Movies-TV-Kids.../movies.../295914501...
Discover the best Kids & Family in Best Sellers. Find the top 100 most popular items in Amazon STRING(movie-and-tv_44751) Best Sellers.

[Amazon.com: Movies & TV: Kids & Family](#)
www.amazon.com/b?ie=UTF8&node=2650365011
Results 1 - 12 of 56303 - Shop thousands of kids movies, TV favorites, and family movies on Blu-ray and DVD at the Amazon.com Movies & TV Kids & Family ...

[Amazon.com: Kid's Movies](#)
www.amazon.com/Kids-Movies/lm/R3AX1UC43FDSY4
A list of products including, Problem Child Tantrum Pack, GUMBY: THE MOVIE.

[Amazon.com: Best Children's Movies](#)
www.amazon.com/Best-Childrens-Movies/lm/R3B004VDT0XRQP
40+ items - Off to College. Shop by Department Search. All.

- 1 The Little Mermaid (Two-Disc Platinum Edition) DVD ~ Rene Auberjonois.
- 2 Ice Age (Single-Disc Edition) DVD ~ Denis Leary.

Why is it a problem?

- Dilutes ranking signals across multiple pages within same website
- Compromises opportunity to rank for targeted keyword phrases
- Already competing with the rest of the Web, why compete against yourself?

The screenshot shows a Google search for "site:amazon.com kids movies". The search results page displays "About 93,900,000 results (0.29 seconds)". Below the search bar, there is a "Nothing found in your Diigo library" message. The search results include several links to Amazon.com pages, which are highlighted with red boxes:

- Ad related to site:amazon.com kids movies**
[Kids First Reviews Movies - kidsfirst.org](http://www.kidsfirst.org/)
www.kidsfirst.org/
Video, DVD & TV Ratings, Film Fest Media literacy f/m crtic training
Browse Reviews - About Us - Become a Juror - News
- KIDS FIRST! List of Top 100 Kids' Films - Amazon.com**
www.amazon.com/gp/feature.html?e=UTF8&ocid=1C00272961
KIDS FIRST! List of Top 100 Kids' Films. KIDS FIRST!, a program of the 18-year-old Coalition for Quality Children's Media, has named its picks for the top 100 ...
- Amazon Best Sellers: best Kids & Family - Amazon.com**
www.amazon.com/Best-Sellers-Movies-TV-Kids.../movies.../295914501...
Discover the best Kids & Family in Best Sellers. Find the top 100 most popular items in Amazon STRING(movie-and-tv_44751) Best Sellers.
- Amazon.com: Movies & TV: Kids & Family**
www.amazon.com/b?ie=UTF8&node=2650365011
Results 1 - 12 of 56303 - Shop thousands of kids movies, TV favorites, and family movies on Blu-ray and DVD at the Amazon.com Movies & TV Kids & Family ...
- Amazon.com: Kid's Movies**
www.amazon.com/Kids-Movies/lm/R3AX1UC43FDSY4
A list of products including: Problem Child Tantrum Pack, GUMBY: THE MOVIE.
- Amazon.com: Best Children's Movies**
www.amazon.com/Best-Childrens-Movies/lm/R3B004VDT0XRQP
40+ items - Off to College. Shop by Department Search. All.
1 The Little Mermaid (Two-Disc Platinum Edition) DVD ~ Rene Auberjonois.
2 Ice Age (Single-Disc Edition) DVD ~ Denis Leary.

Why is it a problem?

<http://www.████████████████████.com/portraits/minneapolis-family-photographer.php>

Minneapolis Family Photographer | Portrait Philosophy & Style

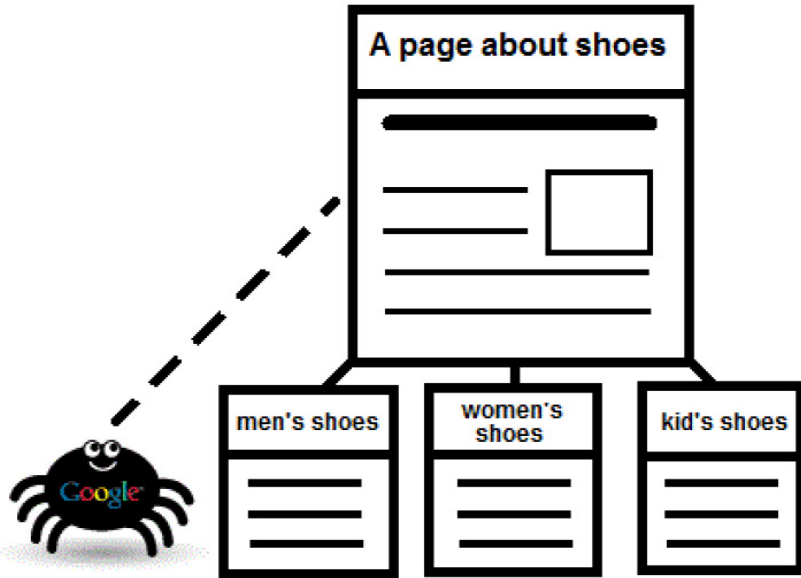
Working with families is one of the favorite things about [photography](#) for ████████████████████. What drives their passion for [family photography](#) is the fun and energizing nature of working with people and getting to know them. Families are wonderful to work with because each family member has a personality all their own, and they love capturing who each person really is. ████████████████████ skilled at interacting with families warmly and professionally, bringing out each personality. Bringing out the best out of each person is what life is all about to ████████████████████. Parents, children, even furry family members are a delight to work with.

<http://www.████████████████████.com/family-portrait-photographer-minneapolis.php>

Family Portrait Photographer - Minneapolis & St Paul

We love family photography! It's so much fun to get outside with a family and to capture great memories. One of our top priorities at ████████████████████ is getting to know you. We work hard to make being in front of the camera effortless and fun. That way, you can concentrate on having a blast with your family. When you and your kids are just having fun and being yourselves, each and every [photograph](#) will be beautiful.

What is the Solution?

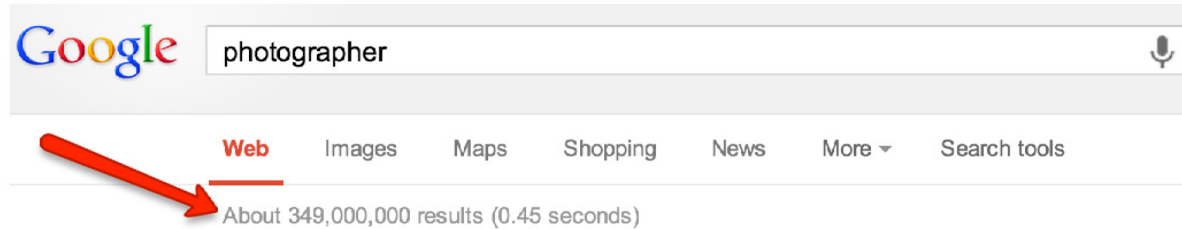


- Establish a *unique* and *independent* value-add for each page on your website
- Create content with consistent themes to support these competitive advantages
- Write for *users*, not search engines!

SEO Pitfall #2

“I want to rank for ‘photographer’”

What is the problem?



- Search engines strive to provide an experience that correlates with the search intent of the user
- User intent behind search activity is extremely varied, especially for broad terms
- Generic focus of these broad terms makes it extremely difficult for a small business owner to curate the necessary trust signals

What is the problem?

Google

[Web](#) [Images](#) [Maps](#) [Shopping](#) [News](#) [More](#) [Search tools](#)


About 353,000,000 results (0.19 seconds)

[Photographer - Wikipedia, the free encyclopedia](#)
en.wikipedia.org/wiki/Photographer ↗
A **photographer** (from Greek *phōtós* (*phōtos*), meaning "light", and *gráphō* (*graphos*), meaning "written") is a person who takes **photographs**. A professional ...

[Photography - Wikipedia, the free encyclopedia](#)
https://en.wikipedia.org/wiki/Photography ↗
Photography (derived from the Greek *phōtós*, for "light" and *-gráphō* for "drawing") is the art, science, and practice of creating durable images by recording light ...

[List of photographers - Wikipedia, the free encyclopedia](#)
https://en.wikipedia.org/wiki/List_of_photographers ↗
This is a list of notable **photographers** who already have articles. Key: ... Documentary **photographer**: ethno. ... Scientific/technical **photographer**: spl...Sports ...

[Images for photographer](#) - Report images



[Fearless Photographers - Directory of the Best Wedding ...](#)
www.fearlessphotographers.com/ ↗
Fearless Photographers is a professional wedding **photographers** directory of the world's best wedding **photographers** for brides.

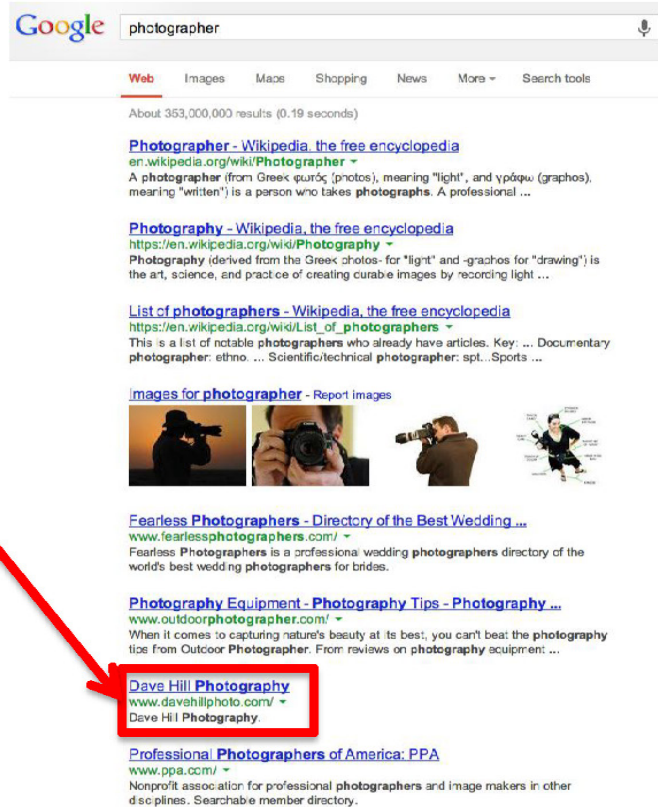
[Photography Equipment - Photography Tips - Photography ...](#)
www.outdoorphotographer.com/ ↗
When it comes to capturing nature's beauty at its best, you can't beat the **photography** tips from Outdoor **Photographer**. From reviews on **photography** equipment ...

[Dave Hill Photography](#)
www.davehillphoto.com/ ↗
Dave Hill Photography.

[Professional Photographers of America: PPA](#)
www.ppa.com/ ↗
Nonprofit association for professional **photographers** and image makers in other disciplines. Searchable member directory.

What is the problem?

Only one
photographer
listed on first page
of Google results



Google photographer

Web Images Maps Shopping News More Search tools

About 353,000,000 results (0.19 seconds)

[Photographer - Wikipedia, the free encyclopedia](#)
en.wikipedia.org/wiki/Photographer
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[Images for photographer](#) - Report images

[Fearless Photographers - Directory of the Best Wedding ...](#)
www.fearless**photographers**.com/
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[Photography Equipment - Photography Tips - Photography ...](#)
www.outdoor**photographer**.com/
When it comes to capturing nature's beauty at its best, you can't beat the **photography** tips from Outdoor **Photographer**. From reviews on **photography** equipment ...

[Dave Hill Photography](#)
www.davehillphoto.com/
Dave Hill Photography.

[Professional Photographers of America: PPA](#)
www.ppa.com/
Nonprofit association for professional **photographers** and image makers in other disciplines. Searchable member directory.

What is the problem?

bing

ALSO TRY: [Famous Photographers](#) · [Family Photographers](#) · [Wedding Photographers](#)

139,000,000 RESULTS [Any time](#) [Near United States](#) · [Change](#)

[Images of photographer](#)

[bing.com/images](#)



See more than 224,000 images

[Photographer - Wikipedia, the free encyclopedia](#)

[en.wikipedia.org/wiki/Photographer](#)

A **photographer** (from Greek *phōtós* (phōtos), meaning "light", and *γράφω* (graphōs), meaning "writer") is a person who takes **photographs**. A professional ...

[Photographers - Occupational Outlook Handbook: U.S. Bureau of ...](#)

[www.bls.gov/edu/Media-and-Communication/Photographers.htm](#)

Photographers use their technical expertise, creativity, and composition skills to produce and preserve images that visually tell a story or record an event.

[Photographer Portfolio Search Find Photographers Book a ...](#)

[www.photographers.com](#)

Search our database of over 6000 **photographers** by their specialty or location.

[Outdoor Photographer](#)

[www.outdoorphotographer.com](#)

When it comes to capturing nature's beauty at its best, you can't beat the photography tips from **Outdoor Photographer**. From reviews on photography equipment to the ...

[Wedding Photographers - Professional Wedding Photographer](#)

[wedding.the Knot.com](#) > Local Wedding Resources

Wedding Photographers - Looking for **wedding photographers** to document your perfect day? The Knot has hundreds of **wedding photographers** in your area. Find ...

[Photographers - Houzz - Home Design, Decorating and ...](#)

[www.houzz.com](#) · All Professionals

A **home photographer** is trained to make your home look its best. ... Make sure you ask the **photographer** beforehand what is included in the cost.


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bing

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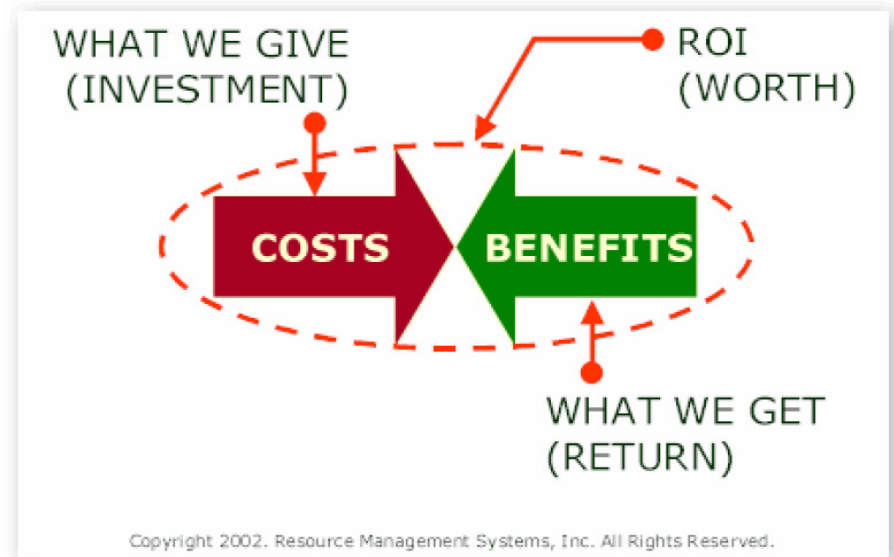
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www.houzz.com > All Professionals
A **home photographer** is trained to make your home look its best. ... Make sure you ask the **photographer** beforehand what is included in the cost.

No photographer listed on first page of Bing results

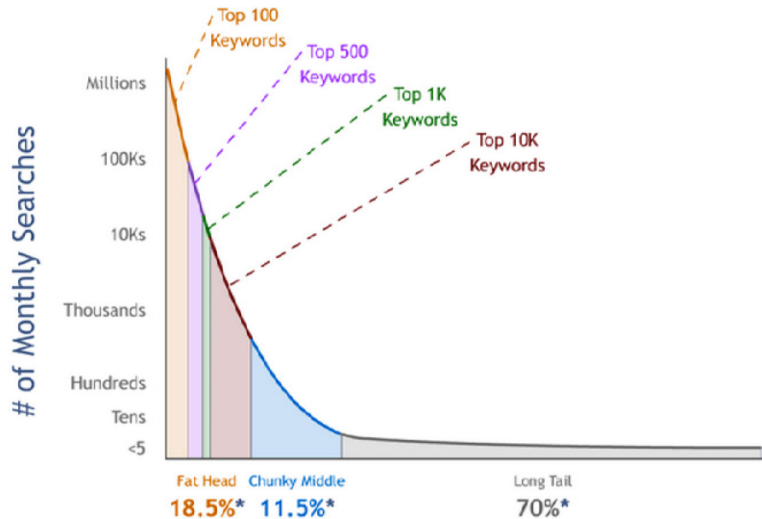
Why is it a problem?

- SEO takes time and resources; you have a finite amount of both
- You don't get points for trying
- These terms are not necessarily going to grow your business...



Long-Tail Traffic

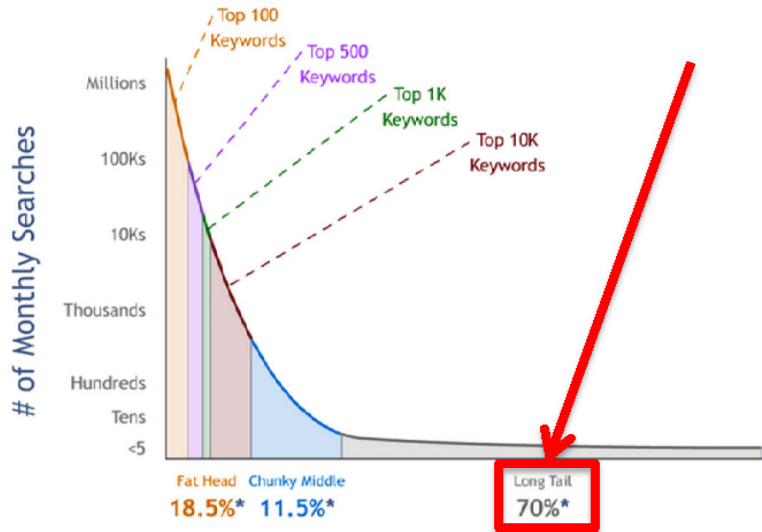
The Search Demand Curve



- Long-tail: Refers to search phrases of typically 3+ words with more specific thematic focus
- In the aggregate, 70% of search traffic takes place on long-tail queries
- Much easier to cater web content to align with search intent on these queries

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Long-Tail Traffic

Keyword Phrase	Monthly Volume (Exact)	Intent to Act
photographer	18,100	low
wedding photographer	5,400	medium
indian wedding photographer	390	high

Long-Tail Traffic

bing indian wedding photographer

7,860,000 RESULTS Any time ▾

Nothing found in your Diigo library

Images of indian wedding photographer
bing.com/images



Indian Wedding Photographer
www.praadeepsanyal.com
Indian Wedding Photographer, India, USA Award winning Contemporary Wedding Journalist. Travels nationwide and abroad to cover events.

1) PA: 16 902 Links / 176 RDs DA: 35 1,828 Links / 187 RDs Link Analysis

Indian Wedding Photography
www.nyphoto.com/indian-wedding-photography
Indian wedding photography & cinematography, HD video, Flush photo albums, high quality cinematography, Top Indian photographer NY, NJ.

2) PA: 15 28 Links / 7 RDs DA: 26 1,148 Links / 80 RDs Link Analysis

Indian Wedding Photographer | Asian Wedding Photography
indianweddingphotographer.co.uk
Indian Wedding Photography in London by Bhanu Dattani. Experienced contemporary wedding photographer providing natural wedding photography and storybook.

3) PA: 18 42 Links / 2 RDs DA: 27 887 Links / 48 RDs Link Analysis

Indian Wedding Photographer - Wedding Photography India ...
www.bollywoodshaadis.com/indian-wedding-photography
Wedding albums are the most cherished possession of the most important day of your life. Indian wedding photographers are expert in clicking the right moments and ...

4) PA: 13 2,758 Links / 29 RDs DA: 40 272,681 Links / 188 RDs Link Analysis

Best Indian Wedding Photography - Country Club Wedding & ...
www.nyphoto.com/best-indian-wedding-photography
NYNJ Photography is offering best Indian wedding photography & cinematography. Don't let a Beautiful wedding & reception in Jumping Brook Country Club.

5) PA: 21 235 Links / 1 RDs DA: 26 15,108 Links / 30 RDs Link Analysis

Samson Productions - Indian wedding photographer | Indian wedding ...
www.samsonpro.com
Samson Productions, LLC, India, Pakistan, South Asia, Southeast and Dubai

Google indian wedding photographer

Web Images Maps Shopping More Search tools

About 30,200,000 results (0.31 seconds)

Nothing found in your Diigo library

Ad related to indian wedding photographer

Indian wedding photograph - cbartphotography.com
www.cbartphotography.com/
Photography & Cinematic films in DC MD VA NY. Available worldwide


Andrena Photography, Los Angeles Wedding Photographer, Indian ...
andrenaphoto.com
Based in Los Angeles and Beverly Hills, Andrena Photography provides wedding and indian wedding photography, destination wedding photography and ...

1) PA: 41 499 Links / 1 RDs DA: 44 58,972 Links / 254 RDs Link Analysis

The Top Indian Wedding Photographers | MaharaniWeddings.com
www.maharaniweddings.com/2009/10/the-platinum-guide-presents-10-0ct-8-2009-You've-got-the-ring-and-you've-got-your-wedding-date!-The-next-that-you-need-to-check-off-your-100-list-is-your-wedding-photographer.

2) PA: 19 1 Link / 1 RDs DA: 30 305,248 Links / 513 RDs Link Analysis

Images for indian wedding photographer - Reorder images



India Wedding Photographers
www.fearlessphotographers.com Find a Photographer
Only you can decide who is the right photographer for your wedding. We're here to help, and we have listed the photographers with the most Fearless Awards at ...

3) PA: 25 63 Links / 1 RDs DA: 37 583,448 Links / 1,038 RDs Link Analysis

Indian Wedding Photographer
www.samanstudios.com
Indian Wedding Photographer NY, NJ, CT, PA, MD, VA & Pakistani wedding photographer NY, NJ. For photography, Photographers, & India Wedding ...

4) PA: 40 295 Links / 40 RDs DA: 28 82,548 Links / 156 RDs Link Analysis

Samson Productions: Indian wedding photographer | Indian ...
www.samsonpro.com

What is the Solution?

- Diversify your focus and concentrate on long-tail, niche-specific search terms
- Be realistic about your competitive advantages and be aggressive about showcasing these with your website
- Target keyword phrases that search engines have determined to be relevant to your audience
 - Not-so-Pro Tip: Do the searches!

*But how do I identify the
right keywords?*

Google AdWords Keyword Planner

https://adwords.google.com/ko/KeywordPlanner/Home?_c=4436152611&_u=3164284731&_o=kt

Your product or service
wedding photographer Get ideas Modify search

Ad group ideas **Keyword ideas** Download Add all (531)

Search terms Avg. monthly searches Competition Avg. CPC Filter

Keyword (by relevance)	Avg. monthly searches	Competition	Avg. CPC	Filter
wedding photographer prices	1,300	High	\$1.51	Filter
indian wedding photographer	1,300	Medium	\$1.33	Filter
wedding photographers	33,100	High	\$1.77	Filter
bes: wedding photographer	1,000	Medium	\$0.98	Filter
bes: wedding photographers	2,400	High	\$1.03	Filter
asian wedding photographer	880	Medium	\$1.58	Filter
cheap wedding photographers	1,600	High	\$1.50	Filter
cheap wedding photographer	390	High	\$1.50	Filter
cos: of wedding photographer	590	High	\$1.72	Filter
professional wedding photographer	590	Medium	\$1.56	Filter

@BrettASnyder (requires signing up for free AdWords account)

Google AdWords Keyword Planner

https://adwords.google.com/ko/KeywordPlanner/Home?_c=4436152611&_u=3164284731&_o=kt

Your product or service
wedding photographer Get ideas Modify search

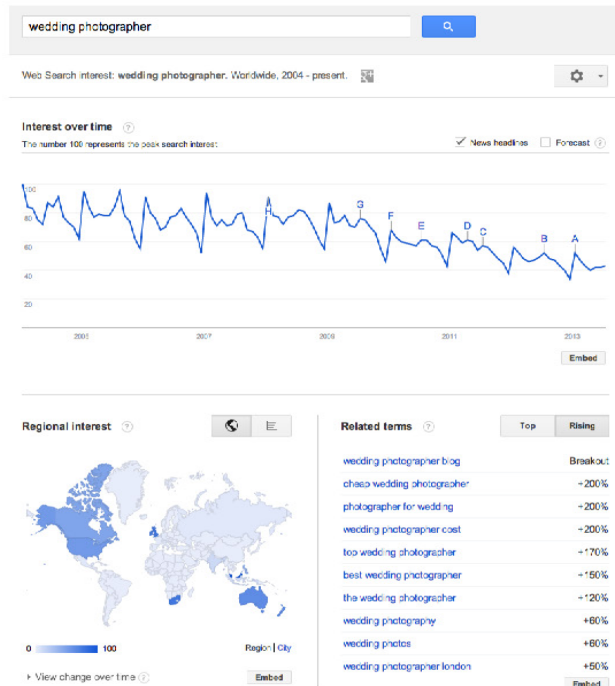
Ad group ideas **Keyword ideas** Download Add all (501)

Search terms Avg. monthly searches Competition Avg. CPC

Keyword (by relevance)	Avg. monthly searches	Competition	Avg. CPC
wedding photographer prices	1,300	High	\$1.51
indian wedding photographer	1,300	Medium	\$1.33
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cheap wedding photographer	390	High	\$1.50
cos: of wedding photographer	590	High	\$1.72
professional wedding photographer	590	Medium	\$1.56

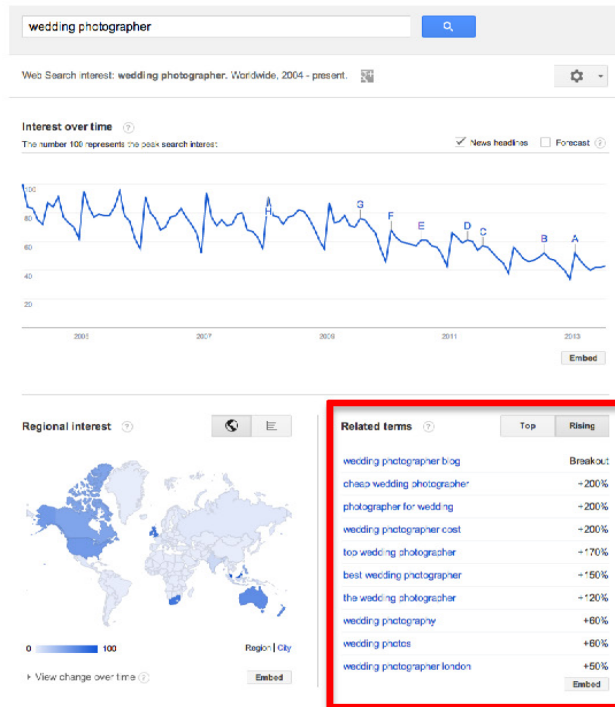
Google Trends

<http://www.google.com/trends/>



Google Trends

<http://www.google.com/trends/>



Keyword phrase variations trending upward

Related Searches (Google & Bing)

RELATED SEARCHES

Affordable Wedding-Photography

Artistic Wedding-Photography

Wedding-Photography Packages

Wedding-Photography Prices

Wedding-Photography Poses

Raleigh Wedding Photographer

Wedding Photos

Wedding Photographers in California

Searches related to **wedding photographer**

[wedding photographers in atlanta](#)

[wedding photographer cost](#)

[wedding photographer prices](#)

[average cost of wedding photographer](#)

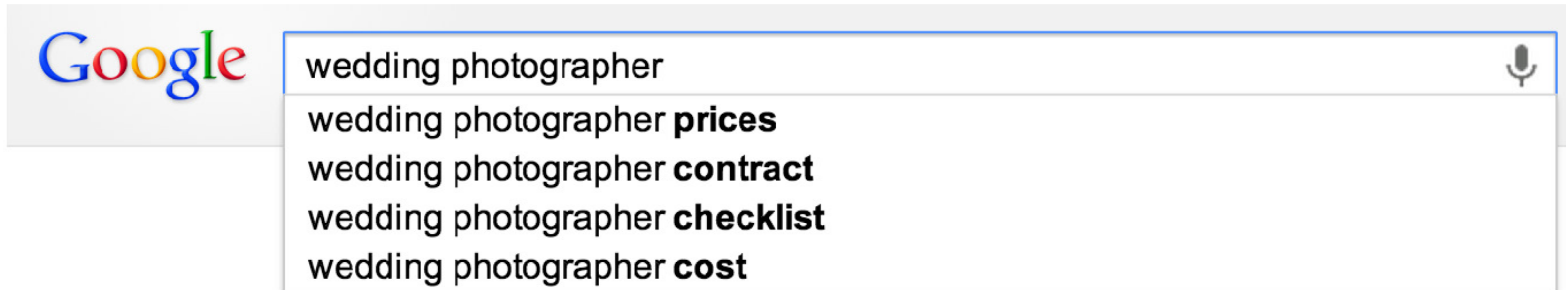
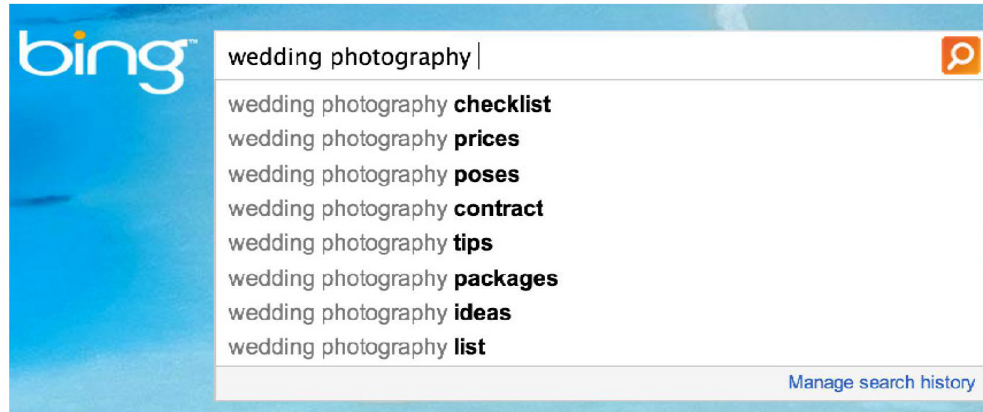
[wedding photographer websites](#)

[wedding photographer salary](#)

[top wedding photographer](#)

[famous wedding photographer](#)

Suggest (Google & Bing)



With on-page SEO, always remember...

- Establish a *unique* and *independent* value-add for each page on your website
- Always write for *users*, not search engines
- Be realistic about your goals and create content that speaks specifically to the questions your audience is asking
- Prioritize your efforts based on what will provide the greatest impact to the business

Questions?



Off-Page SEO

Off-Page SEO



- Refers to any factors that are provided by external sources
- Fundamental aspect of Google's algorithm that changed search engines forever
- Links from external sources are viewed as "endorsements"
- Quality > Quantity

SEO Pitfall #3

*In SEO, it is very tempting
to cut corners*

What is the Problem?

- SEO is hard; it takes time, resources, and an involved commitment from the SMB
- Countless companies have sprung up to take advantage of SMBs struggling to understand this new medium
- Although these “blackhat” strategies may provide a temporary boost, the long-term consequences are staggering



What is the Problem?



The screenshot shows a website with a dark blue navigation bar containing the links "Home", "SEO Packages", and "Why Us?". The main content area features a woman in a black business suit on the left, gesturing towards a form on the right. The form is titled "FREE SEO Quote" and includes the text "Enter your website:" followed by a text input field and a green "GO" button. Below the form, a progress indicator shows "Steps: 1 2", with the number "1" inside a blue circle and "2" inside a white circle. A horizontal dotted line separates this section from the text below.

Home SEO Packages Why Us?

FREE SEO Quote

Enter your website:

GO

Steps: 1 2

Finally A Cheap SEO Company That Delivers Results

- Guaranteed page 1 positions on Google
- No Long Term Contracts
- All Work Done In-House in the USA

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Home SEO Packages Why Us?

FREE SEO Quote

Enter your website:

GO

Steps: 1 2

Finally A Cheap SEO Company That Delivers Results

- Guaranteed page 1 positions on Google
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- All Work Done In-House in the USA

Why is it a Problem?

<https://support.google.com/webmasters/answer/35291?hl=en>

No one can guarantee a #1 ranking on Google.

Beware of SEOs that claim to guarantee rankings, allege a "special relationship" with Google, or advertise a "priority submit" to Google. There is no priority submit for Google. In fact, the only way to submit a site to Google directly is through our [Add URL](#) page or by submitting a [Sitemap](#) and you can do this yourself at no cost whatsoever.

What is the Problem?



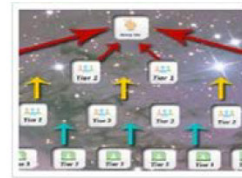
10 PR9 Backlinks

10 PR9 Backlinks from Authority Sites
Permanent One-way Links Anchor
Text.



.GOV Backlinks

Dofollow GOV Profile backlinks to your
site. These GOV Backlinks will come
from Forum Profiles on 3 DIFFERENT
GOV Domains.



Diverse Link Pyramid

A highly sophisticated link pyramid that
has proven to be very effective at
increasing your site in the SERPS.



Local SEO Map Citations

Small businesses with a local
catchment area will benefit greatly
from a high ranking Google Places
Map business listing.



Social Bookmarking

Social Bookmarking is a user-based
online system in which individuals tag
their favorite web content and store it
in one place, sharing it with others.



.Edu + .Gov Wiki

200 High PR contextual backlinks from
100 unique Edu and Gov Wiki
domains



PR3 to PR8 Linkwheel

15 PR3-PR8 web 2.0 properties, each
having contextual LINKS to your site.
60 PR0-PR4 Article Directories. Juice
all LINKS with 2000 social bookmarks!
Penguin&Panda; Safe!



Ultimate Diversity Links

60+ HIGH PR WIKI, 70+ bookmarks,
10+ ELGG Blog posts, 10+ Status NET
updates, 10+ Blog(Web 2.0)

What is the Problem?



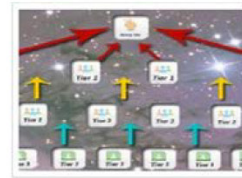
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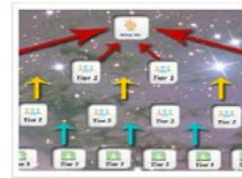
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A highly sophisticated link pyramid that has proven to be very effective at increasing your site in the SERPS.



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.Edu + .Gov Wiki

200 High PR contextual backlinks from 100 unique Edu and Gov Wiki domains



PR3 to PR8 Linkwheel

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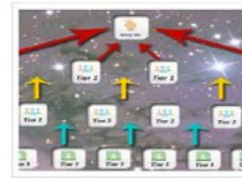
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their favorite web content and store it
in one place, sharing it with others.



.Edu + .Gov Wiki

200 High PR contextual backlinks from
100 unique Edu and Gov Wiki
domains



PR3 to PR8 Linkwheel

15 PR3-PR8 web 2.0 properties, each
having contextual LINKS to your site.
60 PR0-PR4 Article Directories. Juice
all LINKS with 2000 social bookmarks!
Penguin&Panda; Safe!



Ultimate Diversity Links

60+ HIGH PR WIKI, 70+ bookmarks,
10+ ELGG Blog posts, 10+ Status NET
updates, 10+ Blog(Web 2.0)

What is the Problem?



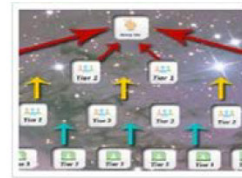
10 PR9 Backlinks

10 PR9 Backlinks from Authority Sites
Permanent One-way Links Anchor
Text.



.GOV Backlinks

Dofollow GOV Profile backlinks to your
site. These GOV Backlinks will come
from Forum Profiles on 3 DIFFERENT
GOV Domains.



Diverse Link Pyramid

A highly sophisticated link pyramid that
has proven to be very effective at
increasing your site in the SERPS.



Local SEO Map Citations

Small businesses with a local
catchment area will benefit greatly
from a high ranking Google Places
Map business listing.



Social Bookmarking

Social Bookmarking is a user-based
online system in which individuals tag
their favorite web content and store it
in one place, sharing it with others.



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Penguin&Panda; Safe!



Ultimate Diversity Links

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10+ ELGG Blog posts, 10+ Status NET
updates, 10+ Blog(Web 2.0)

Why is it a Problem?

<https://support.google.com/webmasters/answer/66356?hl=en>

The following are examples of link schemes which can negatively impact a site's ranking in search results:

- Buying or selling links that pass **PageRank**. This includes exchanging money for links, or posts that contain links; exchanging goods or services for links; or sending someone a “free” product in exchange for them writing about it and including a link
- Excessive link exchanging ("Link to me and I'll link to you")
- Linking to web spammers or unrelated sites with the intent to manipulate PageRank
- Building partner pages exclusively for the sake of cross-linking
- Using automated programs or services to create links to your site

Why is it a Problem?

<https://support.google.com/webmasters/answer/66356?hl=en>

The following are examples of link schemes which can negatively impact a site's ranking

Generating backlinks with the sole intent of artificially increasing your search engine rankings is forbidden!

- Using automated programs or services to create links to your site

Why is it a Problem?

☆ <http://www.██████████.com/>: Unnatural inbound links

We've detected that some of the links pointing to your site are using techniques outside Google's [Webmaster Guidelines](#).

We don't want to put any trust in links that are [unnatural or artificial](#), and we recommend removing any unnatural links to your site. However, we do realize that some links may be outside of your control. As a result, for this specific incident we are taking very targeted action to reduce trust in the unnatural links. If you are able to remove any of the links, you can submit a [reconsideration request](#), including the actions that you took.

If you have any questions, please visit our [Webmaster Help Forum](#).

Why is it a Problem?

Google Penguin
The Webspam Sheriff



Why is it a Problem?

Search Engine:

google

Mar 1, 2012 - May 20, 2012



What is the Problem?



BUY FACEBOOK LIKES

What is the Problem?

#1 Worldwide Leader in Social Marketing

TARGETED FOLLOWERS FAST FOLLOWERS DAILY FOLLOWERS

MONEY BACK GUARANTEE 100% Here's the proof!

100 Twitter Followers	1,000 Twitter Followers	2,500 Twitter Followers	10,000 Twitter Followers	100,000 Twitter Followers
<ul style="list-style-type: none">✓ No Password✓ Active Followers✓ 5 Year Protection	<ul style="list-style-type: none">✓ No Password✓ Active Followers✓ 5 Year Protection	<ul style="list-style-type: none">✓ No Password✓ Active Followers✓ 5 Year Protection	<ul style="list-style-type: none">✓ No Password✓ Active Followers✓ 5 Year Protection	<ul style="list-style-type: none">✓ No Password✓ Active Followers✓ 5 Year Protection
\$9	\$19	\$39	\$99	\$399
Try Now	Try Now	Try Now	Try Now	Try Now
Delivery in 12 <u>or</u> 24 hours	Delivery in 24 <u>or</u> 48 hours	Delivery in 24 <u>or</u> 48 hours	Delivery in 2 <u>or</u> 4 days	Delivery in 10 <u>or</u> 20 days

What is the Problem?

1000 Google +1s



\$30.00

Google+ Link:

Email:

BUY NOW !!!

2000 Google +1s



\$60.00

Google+ Link:

Email:

BUY NOW !!!

5000 Google +1s



\$150.00

Google+ Link:

Email:

BUY NOW !!!

What is the Solution?

- If it sound too good to be true, it probably is!
- Focus on authentic engagement with your audience, not optimizing for search engines
- Remember this Golden Rule...



What is the Solution?

*If you wouldn't do it offline,
don't do it online!*

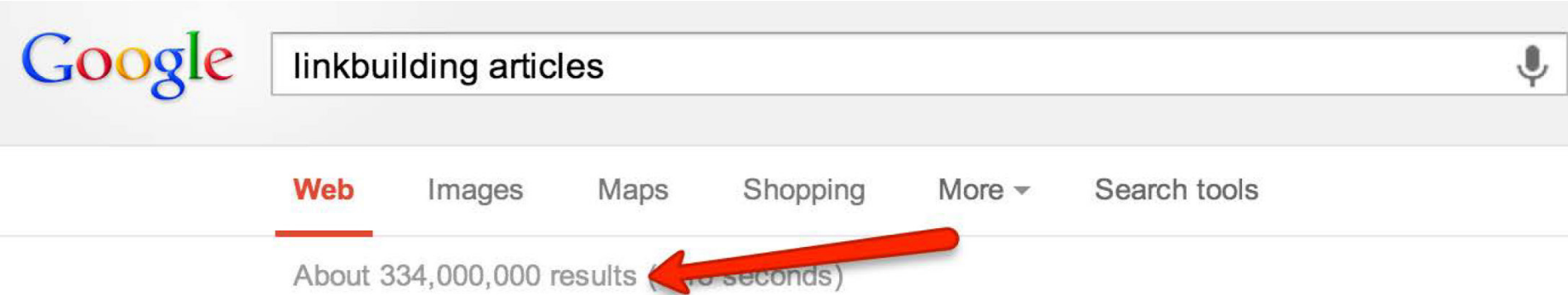
What is the Solution?

Be human.

SEO Pitfall #4

“I don't know where to start”

What is the Problem?



- Overwhelming amount of literature on the web providing recommendations for generating links for SEO
- We begin to suffer from the “paradox of choice”

Paradox of Choice

“We have too many choices, too many decisions, too little time to do what is really important... Taking care of our own ‘wants’ and focusing on what we ‘want’ to do does not strike me as a solution to the problem of too much choice.”

~ Barry Schwartz, *Paradox of Choice*

What is the Problem?

*Resource
Lists*

*Newsworthy
Press*

Blogging

Interviews

Sponsorships

What is the Problem?

Resource

Lists

Press

Releases

Interviews

Scholarships

Bloggging

Infographics

Newsworthy

Press

Contests

Sponsorships

What is the Problem?

*Resource
Lists*

Newsletters

Surveys

Badges

Scholarships

*Newsworthy
Press*

Press

Bloggging

Reviews

*White
Papers*

Releases

Contests

*Case
Studies*

Interviews

*Social
Media*

Sponsorships

Infographics

What is the Problem?

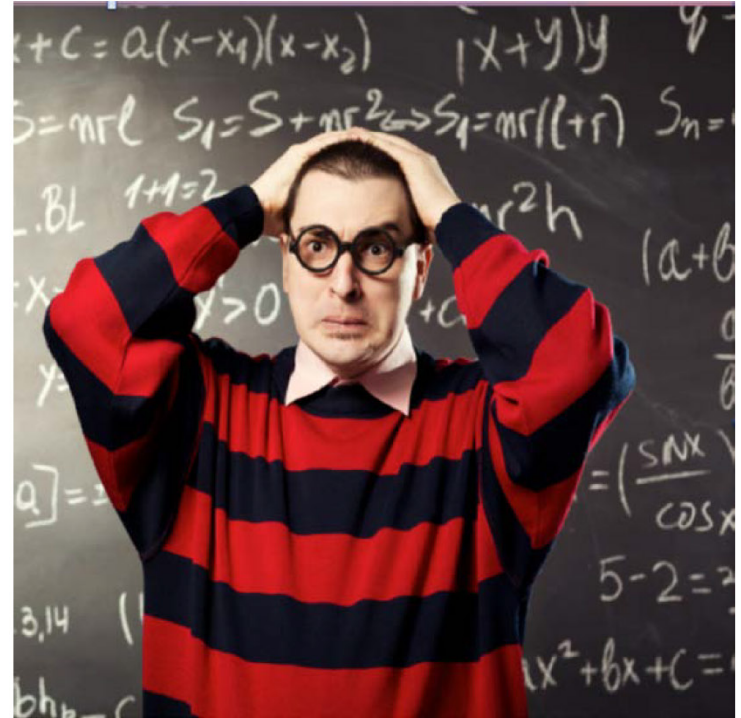
A word cloud of various marketing and PR strategies. The words are arranged in a non-linear fashion, with some being significantly larger than others. The background is white with a red and grey wavy border at the top.

Resource Lists
Newsletters
Surveys
Charity Involvement
Badges
Scholarships
Giveaways
Press
Local Business Directories
Chamber of Commerce
Press
Educational Content
Blogging
Reviews
White Papers
Releases
Better Business Bureau
Discounts
Contests
Case Studies
Interviews
Social Media
Sponsorships
Job Postings
Infographics
Speaking Engagements

Why is it a Problem?

Requires a considerable and consistent investment of time and resources

- Don't know where to start
- Don't know what will be effective
- Don't know where my audience is online



Why is it a Problem?

There are no
shortcuts!

Why is it a Problem?

Google Penguin
The Webspam Sheriff



Why is it a Problem?

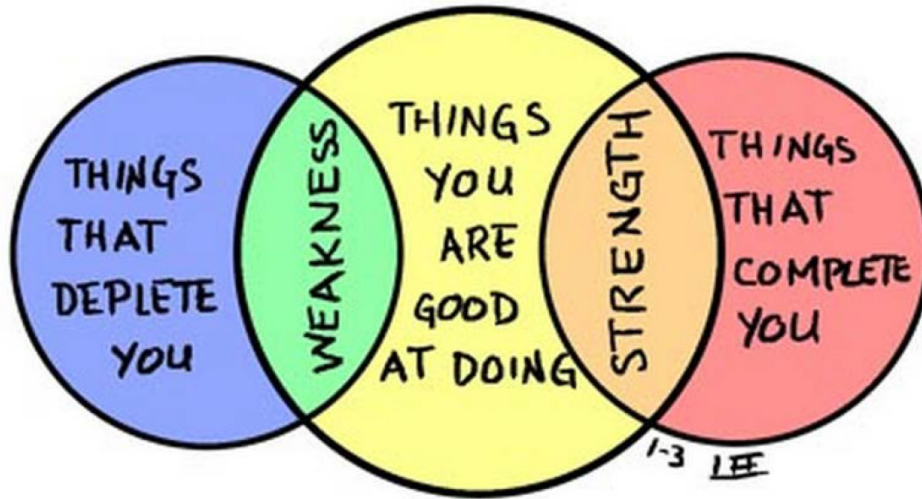
Search Engine:

google

Mar 1, 2012 - May 20, 2012



What is the Solution?



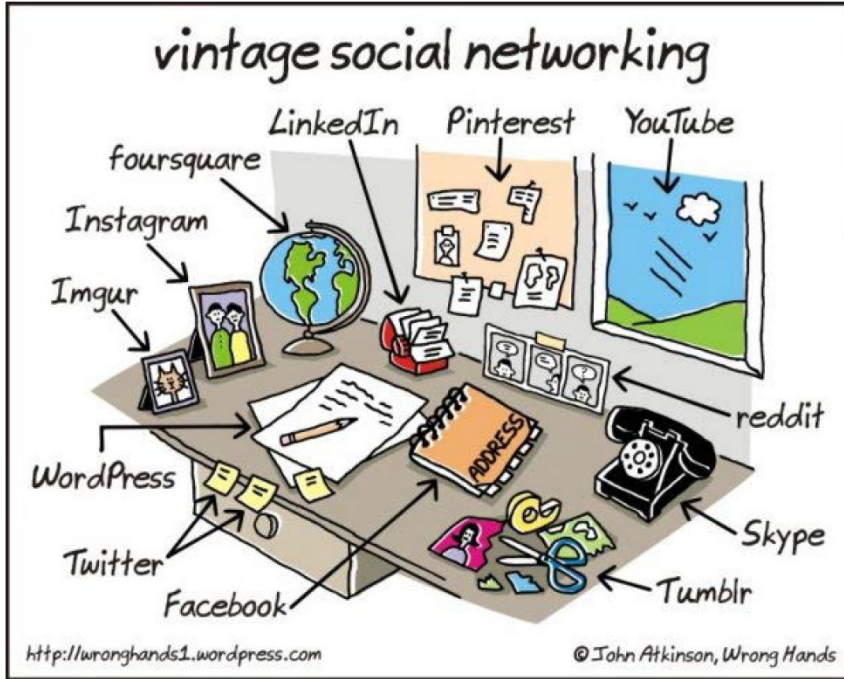
- Don't try to fit a square peg into a round hole
- Play to your strengths
- Think in terms of *audience*, not *asset*

What is the Solution?

Be human.

But how do I identify where my audience is online?

Finding your Audience




- Internet has fundamentally changed the way we communicate
- Brands are expected to be accessible to their users
- Social media is for building relationships

Followeronk

<https://followerwonk.com/>

followerwonk »
A Moz app

Moz PRO Dashboard: Nebo Agency – Your reports  BrettASnyder ▾

[Search Twitter bios](#) [Compare users](#) [Analyze followers](#) [Track followers](#) [Sort followers](#)

Slice any Twitter user's followers into actionable segments. Find most influential, dormant, old, and more.
[Want to search Twitter bios?](#)


analyze users they follow Or, see examples analyzing @stephenfry, @neilhimsel, @JoeBiden, @JohnBoehner, @NancyPelosi, @mattcuts, @FareedZakaria, and @news_va_en.

Analysis of users TamaraLackey follows on Twitter

We segment these users into a number of psychographic segments: including gender, location, Twitter activity, and more.

Next to each chart, you will find links that allow you to explore specific users in each segment. You can further sort these pop-up lists of users by follower count, tweet count, and so on.

Sample size: 327 of users @TamaraLackey follows – [view all](#) »



TamaraLackey

Social Authority:	58
Followers:	24,945
Days on:	1,831
Retweets:	7.0%
@Contacts:	54.0%
URL tweets:	25.0%

Followeronk

<https://followeronk.com/>

	A	B	C	D	E	F	G	H	I	J
1	Screen name	Full name	Location	Followers	Friends	Created	Tweets	Last tweet	Bio	URL
2	edwinreyhan	Edwin Reyhan		3930	899	13 Sep 2011 10:37:33	21	04 Jan 2013 15:54:05		
3	Jovi.Jastin	Jastin Jovi		6013	679	20 Sep 2012 15:25:22	5	15 Mar 2013 22:10:53	Photographer	
4	FashionFeat	Fashion Feature		2889	3250	30 Nov 2012 21:07:57	1259	19 Jun 2013 13:34:43	Fashion Feature - Link To Our Fashion Directory, Post Your Photos & Bios In Our Photo Galler	http://t.co/JUam7Z1A0H
5	debperry	deB perry	Hampton Roads, Virginia	10280	9637	11 Dec 2008 22:00:41	220	17 May 2013 19:53:03	One half of a husband/wife Wedding & Lifestyle Photography team!	http://t.co/dtp8sWUtuf
6	PeteCorcoran	Peter Corcoran	Cheshire & London, UK	638	1619	01 Feb 2009 16:36:38	617	13 Jun 2013 12:23:30	Commercial and Editorial photographer working throughout the UK. I love to photograph peopl	http://t.co/Ui7YEX2Ng
7	maev2	Mae Van Vooren	Sunny (mostly) SoCal	9098	9673	08 Apr 2009 09:22:34	202	04 Jun 2013 00:57:54	Noodle lovin', dessert craving, fun loving wife, mom, photographer and night owl.	http://t.co/lwnX6NwIQ
8	NeueWaveMedia	Neue Wave Media	Toronto, Canada	2411	488	19 Nov 2009 05:32:28	608	21 May 2013 02:39:03	Neue Wave Media is a team of young talented designers specializing in Web, Print, Photograp	http://t.co/ZFgTIDgRu9
9	Elliott_Photo	Mark Elliott	North West UK	3499	3378	24 Nov 2009 11:05:22	4059	22 Jun 2013 20:54:10	I photograph people. Beauty - Nude - Fashion - Portraits	http://t.co/6b2dxkL2X
10	jandrewsphoto	Andrew Krowczyk	Chicago,IL	354	248	02 Mar 2009 02:56:01	255	15 Jun 2013 18:50:03	Chicago Wedding Photojournalist	http://t.co/sJbxBGaC2
11	MichaelRochau	Michael Rochau	OHIO! * THE GYM * THE TRACK	5063	5433	26 May 2009 17:10:14	5230	23 Jun 2013 02:51:41	Devoted Father, Entrepreneur, Internet Marketing BadAss, Mentor, Home BusinessTrainer, and	http://t.co/CALdJgJBsW
12	derekmart_in	Derek Martin	Los Angeles	609	288	18 Jun 2010 01:08:44	1417	15 May 2013 17:46:08	Social butterfly, Certified Public Accountant, and aspiring photographer.	http://t.co/1ki0xFz2i
13	VCKPhotos	VCK Photos	Broomfield, CO	301	641	03 Nov 2012 23:50:16	163	11 Jun 2013 14:29:41	An Adventurous, Curious, Enthusiastic, Determined and Diversified Photographer loving all typ	http://t.co/JuuTS2q34
14	stephengmartin	Stephen G. Martin	USA	3040	2322	28 Nov 2008 02:00:39	306	30 Apr 2013 22:06:02	Entrepreneurial evangelist, author and public speaker. Co-Founder of http://t.co/8BN6Rm9mS	http://t.co/qeUzn0sYg7
15	behindtheLIVE	behind the LIVE	Seattle, WA	2673	2178	16 Feb 2011 22:31:39	2013	09 Apr 2012 17:58:13	Go behind the scenes at @creativeLIVE! @kennakphoto and the behind the LIVE team take y	http://t.co/UoSQ11r1Ly
16	weddingphotos	Wedding Photos	Minneapolis, MN 55410	3564	92	29 Feb 2008 20:44:43	83	22 Jun 2010 20:00:22	Wedding Photos and Photography Tweets - http://t.co/MsqNLzFzWX	http://t.co/z2loaq5laO
17	BridesBuddy	Brides Buddy	Cincinnati, OH	2250	2190	07 Dec 2009 20:25:48	1348	03 Aug 2011 21:17:54	Cincinnati, Ohio bridal blog featuring ideas and inspiration for planning a successful wedding.	http://t.co/yQ01w1kKnea
18	KevinHamilton1	Kevin Hamilton	Dallas, Texas	2127	1945	02 Aug 2010 23:44:53	244	27 Apr 2013 16:17:29	We help people share their stories & experiences, through design, photography and running D	http://t.co/kOeOBALugbL
19	ModernPhotogs	ModernPhotographer	Worldwide	4261	3083	12 Aug 2008 20:20:33	1105	14 Apr 2010 23:19:55	A network of qualified lifestyle photographers, from the founders of http://t.co/nia0oqWqXl	http://t.co/ao4F1jwsl
20	BestNikonDeals	Best Nikon Deals		2929	409	16 Jul 2012 08:47:45	92	16 Aug 2012 02:40:16	The Best Deals on Nikon Cameras & Accessories!	http://t.co/OewS0XXRgO
21	narrable	Narrable		270	683	30 Jan 2012 15:24:35	433	10 Jul 2013 22:09:16	Give voice to the stories that matter.	
22	smbusinessguru	SmallBusinessGuru	Global	9031	10155	05 Sep 2010 19:35:55	6163	04 Jun 2012 14:37:07	Coaching and useful info for small business owners and startup entrepreneurs	
23	inksandmedia	Inks and Media		181	690	02 Nov 2012 13:56:14	80	10 Jul 2013 12:37:17	Inks & Media offers discount printer ink prices on high quality, original OEM inkjet cartridges, to	http://t.co/vMsVgStb7L
24	JohnAkerson	John Akerson	Winston Salem, NC	2473	2724	15 Jan 2009 03:45:25	3324	07 Aug 2012 21:26:11	SEO, Internet, Social Media, WordPress, Technology & Continuous Improvement: Former Mar	http://t.co/#99LaNXvt
25	JPierce_Photos	Jimmy Pierce	Johnson city, TN	503	383	03 Apr 2008 20:28:13	1911	08 Jun 2013 15:02:20	I enjoy photography and fitness. Merch. Manager for D.P.S.G	http://t.co/rcG4LN1k
26	AnneSemana	Anne Semana	Philippines	3484	3654	24 Jun 2008 09:28:32	317	06 Feb 2013 08:57:38	;	
27	EnergyiaFitness	Energyia Fitness	DC, Maryland and Virginia	128	697	27 Jun 2012 18:31:17	1125	01 Jul 2013 12:04:06	We are committed to providing the most innovative health & fitness programs to help you achie	http://www.energyiafit.com
28	MarioGiancini	Mario Giancini	Orlando, FL	247	227	13 Oct 2009 14:57:05	1537	23 Jun 2013 01:48:45	I tell stories with music and pictures.	http://t.co/4PTQqsAg6
29	jim7226	Jim Braaten		3828	1158	28 Feb 2009 23:36:09	8698	22 Jun 2013 00:33:15	Outdoors writer/photographer/blogger. Hunter & Angler. Competitive BBQ team owner & Certifi	http://t.co/5q1EmZGD8w
30	intothedarkroom	IntoTheDarkroom		4704	1876	25 Feb 2009 00:42:02	2412	14 Jun 2013 04:42:54	Photography websites, blogs, slideshows, photo proofing, and more.	http://t.co/oScuXtj5m
31	wildrophoto	Ilm	Brighton, England	830	1815	24 Nov 2012 08:03:22	712	18 Jun 2013 09:41:43	I shoot for @brightonnoise, #photography, #Brighton, #skateboarding and #SEO.	http://t.co/LDAQJC6Y1D
32	rick_bolt	Rick Bolt	Indy	4324	1213	09 Sep 2011 11:09:43	47	03 Jun 2013 15:06:49	Interwebz Guy, Photographer, Photoshop Enthusiast, General Geek, Lover of Old Buildings	http://t.co/B7eh1Q6i5
33	Keith_Arkins	Keith Arkins	Dublin	2308	1740	10 Jan 2013 18:50:57	155	27 May 2013 10:54:39	I do stuff with cameras.	http://t.co/KaKxcxSsD
34	jarvisdemetrik	jarvis demetrik		1898	537	10 Dec 2012 06:23:04	10	03 May 2013 15:17:34		
35	MuhammadSakeef	Muhammad Sakeef	Dhaka	3917	988	24 Apr 2012 09:20:36	67	24 Apr 2013 05:01:47	Web Designer and Developer Wordpress Expert	http://t.co/hNsYSIdQJZ
36	chrspugh	Chris Pugh	Ukiah, CA	4604	1531	29 Jan 2007 00:30:33	31307	22 Jun 2013 00:06:45	Photographer living in Northern California. Wannabe Strobist. Unemployed and looking. Have I	http://t.co/FHNsNnh1r

Followers in Atlanta

1	A	B	C	D	E	F	G	H	I	J
Screen name	Full name	Location	Followers	Friends	Created	Tweets	Last tweet	Bio	URL	
95	PPMagazine	Atlanta, Georgia	373	157	28 Jun 2009 19:52	909	22 Jun 2013 18:35:45	The authority on the business of professional photography.	http://t.co/Yd6gM1rjC	
128	Derbywire_ATL	Atlanta, GA	373	157	28 Jun 2009 19:52	477	11 Jul 2013 14:54:08	A Mobile Social Digital Content Marketplace where You Own & Sell the Content You Create! #G	http://www.Derbywire.com	
327	gregory_ppa	Atlanta, Georgia, USA	373	157	28 Jun 2009 19:52	167	05 Jun 2013 18:58:33	Marketing/Communications Project Manager with Professional Photographers of America (PPA)	http://t.co/L3uGgK1DPH	
527	ksbanks	Atlanta, GA	373	157	28 Jun 2009 19:52	426	24 May 2013 15:03:03	LOVE 311, photography is my passion, my family and friends are my world	http://t.co/kurfjksZhf	
540	GeorgeA_Sanchez	Atlanta, Georgia	373	157	28 Jun 2009 19:52	95	16 May 2013 20:33:30	Husband,Photographer,Gourmet Cook,Restaurant Server,Traveler,Trout Fisherman,Woodwork	http://t.co/6JjS17bVlR	
614	RMcKlrick	Atlanta, GA	373	157	28 Jun 2009 19:52	2584	04 Jul 2013 13:47:11	Atlanta based location photographer, Capturing Your World.	http://www.ronmcklrickimager	
742	AprilD	Atlanta, Georgia	373	157	28 Jun 2009 19:52	475	31 May 2013 18:06:36	Fashion & Editorial Photographer. Art Director for Luxury Brand, Antage Bleu.	http://t.co/6JjS17bVlR	
762	walterford	Atlanta	373	157	28 Jun 2009 19:52	680	06 Jun 2013 11:42:31	Photographer.Father.Beatmaker.Artist. Bringing my vision to the stage of life. The world is my e	http://t.co/Ozd7DCHo	
834	wedatlofficiant	Atlanta, Georgia	373	157	28 Jun 2009 19:52	517	19 Jun 2013 17:21:34	MEET ATLANTA MARRIAGE MINISTER AND WEDDING PASTOR REVEREND THOMAS JO	http://t.co/v2jyq6aXk	
1067	erinsintos	Atlanta	373	157	28 Jun 2009 19:52	998	25 Jun 2013 14:26:37	photographer, writer, baker. finding and capturing art in its most presented form.	http://t.co/lzLYZRoBn6	
1073	zlynnphoto	atlanta, ga	373	157	28 Jun 2009 19:52	802	10 Jun 2013 20:12:36	atlanta photographer. wife to one. daughter to two. mother to three. sister to four. friend to man	http://t.co/zpLXLPHO36	
1139	suburbanitefoto	Atlanta and Beyond	373	157	28 Jun 2009 19:52	1687	21 Jun 2013 05:24:43	photographer of seniors, weddings and women (boudoir), martha stewart wannabe, constantly	http://www.suburbanitephotog	
1161	artistxposure	Atlanta, Ga	373	157	28 Jun 2009 19:52	3299	25 May 2013 17:11:52	Atlanta, Ga based music industry photographer available for concert, promotional, portrait, and	http://t.co/vP2T3uJGMK	
1438	Becciphoto	Atlanta	373	157	28 Jun 2009 19:52	116	08 Jun 2013 12:57:40	Rebecca Bonno Artist Photographer life+camera= :) Mom to 3 boys	http://t.co/FXGjgGapo	
1470	dkephoto	Atlanta, GA USA	373	157	28 Jun 2009 19:52	1078	22 Feb 2012 14:25:36	I capture moments to create lasting memories.	http://t.co/B9wCpGmOSD	
1490	SimplySun	Atlanta, GA	373	157	28 Jun 2009 19:52	777	03 May 2013 02:51:08	Child of God. Lover of Life. Photographer.	http://BurgundyTree.com	
1672	BurgundyTreePho	Atlanta, GA	373	157	28 Jun 2009 19:52	0	02 Jun 2013 06:51:13	Photographer Why do I do it? For the love	http://t.co/y9Y1RV1Gv	
1756	kgmworldwide	ATLANTA , GEORGIA	373	157	28 Jun 2009 19:52	511	04 Jun 2013 06:51:13	(KGM) Knight Global Marketing - searching (A&R/Promoters) To join our ELITE team (KGM) o	http://t.co/qWH5tDsAC	
1774	MandiARandom	Atlanta	373	157	28 Jun 2009 19:52	234	02 Jun 2013 15:58:38	I am () Fill in the blank	http://t.co/lrTadbr9ZF	
1977	atlantaboudoir	atlanta, ga	373	157	28 Jun 2009 19:52	178	01 Apr 2013 19:37:02	a boudoir photographer based in atlanta. naturally beautiful, naturally you. naturally boudoir.	http://t.co/qWH5tDsAC	
2191	Schendo361	Atlanta	373	157	28 Jun 2009 19:52	252	05 Apr 2013 16:25:21	Left Brain: Marketing anarchist, innovator and uber kick-butt, out-of-the-virtual box strategist.R	http://t.co/UF96N3qcT	
2310	DrStacyMobley	Atlanta, GA	373	157	28 Jun 2009 19:52	76	04 Jun 2013 15:04:03	Women's Health & Natural Fertility Expert for Busy Professionals/Entrepreneurs. World Travel	http://t.co/eMm8uDp361	
2547	oscarcamejo	Atlanta	373	157	28 Jun 2009 19:52	1570	14 May 2013 17:11:44	Husband. Dad. Photographer. Motivational Speaker. Blogger. Commonly known as "Mr.	http://t.co/1R0rBHNHW	
2719	Scott_Housley	Atlanta, GA	373	157	28 Jun 2009 19:52	119	01 Jun 2013 14:02:09	Atlanta photographer	http://t.co/1R0rBHNHW	
2726	ag_gresham	Atlanta, Ga	373	157	28 Jun 2009 19:52	355	10 Jun 2013 20:11:14	Mother of two beautiful children. Love all things decor, creative individualism and PHOTOGRA	http://t.co/1R0rBHNHW	
2977	cmysersdesigns	Atlanta, GA	373	157	28 Jun 2009 19:52	1809	16 Jun 2013 21:14:07	Crunchy granola momma of a cute little girl. Also, knitter, sewer, blogger.	http://t.co/NJQzA28gqk	
3078	Photo_Kevin	Atlanta, GA	373	157	28 Jun 2009 19:52	336	05 May 2013 14:49:40	I'm an advertising, corporate, and editorial portrait photographer in Atlanta, GA.	http://t.co/1R0rBHNHW	
3140	candy_hanson	Atlanta	373	157	28 Jun 2009 19:52	359	27 Jun 2013 20:31:49	Content Strategist for UPS. Mom to 3 kids under 6. Georgia Bulldog. Trying to bloom where I'm	http://t.co/1R0rBHNHW	
3449	Shay_Vaughan	Atlanta	373	157	28 Jun 2009 19:52	32	18 Jun 2013 04:17:04	Shay Vaughan Photography Atlanta Wedding & Contemporary Portrait Photographer	http://t.co/EZm6DHZMV5	
3517	jh1206	Atlanta, GA	373	157	28 Jun 2009 19:52	230	24 Nov 2011 20:08:05	hello i am a freelance photographer from the Lithonia	http://www.ratherbeturningwo	
3520	photobyjewell22	Atlanta q	373	157	28 Jun 2009 19:52	234	24 Nov 2011 20:08:05	hello i am a freelance photographer from the Lithonia	http://www.ratherbeturningwo	
3603	FotografaAtl	Atlanta, GA	373	157	28 Jun 2009 19:52	0	29 Jun 2013 09:03:27	I take pretty pictures. Of pretty things. In pretty places. Documenting moments in time so they	http://t.co/PvTgTGMNIO	
3607	ccrcreations	North of Atlanta, GA	373	157	28 Jun 2009 19:52	519	29 Jun 2013 09:03:27	Photographer. I love learning new techniques. My favorite tools are my Canon camera plus Ad	http://www.crcrcreations.com	
3772	the_lastmember	Atlanta, GA	373	157	28 Jun 2009 19:52	210	22 Jun 2012 15:08:35			
3879	mackeymousetrav	Atlanta	373	157	28 Jun 2009 19:52	82			http://www.mackeymousetrav	

Sort

z ↓ Ascending z ↓ Descending

By color: None

Filter

By color: None

Choose One

Atlanta

(Select All Search Results)

Asheville, NC/Atlanta, GA

Atlanta

Atlanta , GA

Clear Filter

Followers Who Call Themselves “Bloggers”

A	B	C	D	E	F	G	H	I	J	K
1	Screen name	Full name	Location	Followers	Friends	Created	Tweets	Last tweet	URL	% tweets w/URLs
4	FashionFeet	Fashion Feature		2889	3250	30 Nov 2012 21:07:57	1258	19 Jun 2013 13:34:43	Bio	
29	7726	Jim Braaten		3828	1158	28 Feb 2009 23:36:09	8698	22 Jun 2013 00:33:15	Outdoors writer/photographer/blogger. Hunter & Angler. Competitive BBQ team owner & Certif	
46	solargravity	Erik Sacino	Upstate, NY	948	1706	09 May 2008 17:21:16	894	03 Jul 2013 20:04:52	modest artist, tech geek, photographer, blogger, designer, science fanatic, author, marketing ad	
49	fleurdeleigh	Leigh Caraccioli	Dayton, Ohio	16084	16814	28 Aug 2008 13:33:43	23809	19 Jun 2013 00:31:12	75% photog. 3% uberdork. 92% adoring wife and mom. 2.7% mathematically inept. 12% blogg	
138	garofaloroberta	Roberta Garofalo	Rome, Italy	155	128	22 Mar 2011 10:49:57	474	11 Jun 2013 10:18:04	Professional Photographer and Blogger. Ritratto, Bambini, Neonati, Famiglie, Maternità, Fashio	
376	wide_angle	Anne Archambault	Seattle, WA	590	564	25 Feb 2008 19:26:58	2102	07 Apr 2013 16:12:52	Photographer, cimber, blogger and all around social computing aficionado (http://t.co/S4pGdqt	
616	VibrantLaura	Laura Glennie Werner	Denver, CO	275	260	27 Jan 2010 04:49:32	353	28 Jan 2013 17:06:02	Denver Lifestyle Photographer, eco-friendly mom to two little ones, blogger, biz owner	
674	davengoliath	David Goliath Agency	NYC & LA	149	931	13 Jun 2013 10:11:25	92	29 Jun 2013 21:55:07	We PROMOTE Fashion Photographers+ Journalists+ Bloggers+ CREATE content for comm	
1079	hmarxphoto	Heidger Marx	New York, NY, USA	108	156	06 Jan 2010 17:06:49	192	22 Jun 2013 22:46:40	Natural scientist, software guy, fine art photographer, teacher, blogger, world traveler, maratho	
1154	mikepineda_com	Mike Pineda	United Arab Emirates	289	1004	25 Feb 2009 11:34:36	443	07 Jun 2013 07:19:33	Freelance Photographer, Musician, Boxing/Horse Racing Pundit, Hardcore Vaper, Blogger, Sh	
1179	JColePhoto	Jacqueline Cole	Chicago	178	276	04 Dec 2010 05:09:44	911	28 Jun 2013 13:27:19	A Wedding and Lifestyle photographer, Chicago lover, British bred, blogger, traveller, and total	
1245	Vikrammeikot	Vikram Meikote		679	1438	03 Jan 2012 16:48:12	79		I m passionate Tech Blogger And Co-Founder Of Small Company And Love to share and exch	
1277	clairesiris	The Digital Iris	London	199	584	20 May 2011 11:21:20	1390	18 Jun 2013 14:38:27	Londoner, happiness junkie, photography addict & blogger: seeking the extraordinary in the ord	
1729	RichardHaick	Richard Haick	Bay Area, California	83	166	19 Feb 2009 18:16:26	966	14 May 2013 19:03:40	I am a professional photographer and beginner blogger. I shoot weddings and portraits primar	
1738	ItsMadalina	Madalina Stanciu		81	181	29 Jan 2010 17:55:25	228	25 Feb 2013 12:14:33	Follower of Christ. Daughter. Sister. Photographer. Graphic Designer. Dreamer. Blogger. http:	
1892	mtylr24	Margie	Houston, TX	143	286	01 Apr 2010 13:35:35	633		Houston - food/fitness/photography blogger. Love baking, chocolate, shopping, photography, S	
2050	silhouetteimage	Sarah Bouchard	Lufkin, Texas	311	1277	05 Oct 2010 21:43:34	850	03 Jul 2013 15:17:52	East Texas Wedding Photographer. Artist. Blogger. Capturing life's little moments w/ the click o	
2182	sierrajenks	Sierra Jenkins	Los Angeles	82	162	20 Feb 2012 04:02:23	225	27 Jun 2013 15:40:10	PR & non-profit communications pro / blogger / photographer and a die-hard California girl Me	
2226	empowerjb	Jeanine Buckley	Boston MA	11	89	13 Dec 2012 21:02:10	25	04 Jan 2013 04:54:22	Online marketer leveraging the internet to reach the maximum number of people all over the w	
2354	ImFunSizeNiki	Niki	New Bern, NC	116	102	02 Feb 2010 17:07:01	2310	01 Jul 2013 15:54:07	Proud Mom to ♥Anthony Maddox (RIP) & Avery Shea (RIP) ♥ and a Marine ♥Wfeyf♥ @Rich	
2547	oscarcamejo	Oscar Camejo Jr.	Atlanta	181	275	26 Feb 2009 17:24:46	1570	14 May 2013 17:11:44	Husband. Dad. Photographer. Motivational Speaker. Blogger. Commonly known as "Mr. F	
2596	elieenne	laura novara	Milan, Italy	148	231	13 Feb 2009 21:40:25	1269	12 May 2013 09:20:11	Photographer,blogger,writer, chronic procrastinator in pursuit of happiness. follow me on t	
2791	TriciaTrevino	Patricia Trevino	Texas	11	135	10 Jun 2011 15:21:17	388		Mom of Super Kid, Accomplished Entrepreneur, Aspiring Crime & Political Blogger, Child Adv	
2942	StephaniLynn	Stephani Hartzell	Fort Wayne, Indiana	117	283	27 Feb 2009 23:11:28	1318	17 Jun 2013 11:43:56	Domestic Diva, Blogger and Photographer living an artsy, crazy and beautiful life Loving God	
2977	cmysersdesign	Christina Myers	Atlanta, GA	51	92	01 Feb 2008 01:27:14	1809	16 Jan 2013 21:14:07	Crunchy granola momma of a cute little girl. Also, knitter, sewer, blogger.	
3074	THEWEBOUT	THEWEBOUT	Cape Town	570	1960	25 Mar 2013 19:00:37	560	13 Jun 2013 10:50:52	A humble blogger seo digital marketing geek from Cape Town South Africa feeding his inter	
3145	CoalterRants	Geoff Coalter	NY / NJ	684	771	02 Apr 2009 19:29:00	521	12 Jun 2013 21:37:17	Technical PR guy for the Photo, Automotive and Audio Industries. Fiak, Father, Gear Head, Ph	
3433	IonutAnisca	Ionut Anisca	Medias, Sibiu, Romania	130	280	09 Aug 2011 10:40:20	149	26 Oct 2012 04:42:04	Photographer, Blogger, I am passionate about photography and reading in general. http://t.co/	
3503	fiftycentlove	Debbie Smith	Virginia	151	429	03 Jan 2011 21:42:31	700	21 Jun 2013 14:22:13	photographer, singer, lover of books, jesus follower, blogger	
3526	bernasconiphoto	Christine Bernasconi	Sydney Australia	134	86	30 Apr 2009 01:09:19	283	21 Jun 2013 12:02:13	http://t.co/QxmVesnvd Pro Photographer. Blogger. Small business owner. People lover :)	
3785	manuelcheta	Cheța Manuel	Brasov, Romania	745	684	19 Sep 2010 15:51:55	22967	23 Jun 2013 17:54:40	Ecomm Tech Rep&blogger at tehnocultura.ro, http://t.co/Q7mJ0Cz8BA, obsinut.eu and http://t	
3944	MeganFewPhoto1	MeganFew Photography	Atlanta Georgia	126	598	23 Sep 2011 13:16:12	28	30 Oct 2011 14:35:41	I am a Photographer and a Author... Im a blogger, I write alot... http://t.co/mcRsnxK8ll	
4026	mondo_leal	Luis Leal	Plainfield, IL	81	197	07 Sep 2011 23:52:08	314	24 Jun 2013 02:03:18	Graphic Designer for print and online, blogger, photographer and fitness enthusiast.	
4089	ChuckSaiser	Chuck Saiser	UT: 35.407393,-97.440394	809	1315	14 Jan 2010 04:42:27	5590	28 Jan 2013 01:24:58	Corporate Sales Trainer, Professional Business Coach, Speaker, Author, Blogger with a desire	
4218	amthur86	Anthony Thurston	UT: 44.866186,-123.204429	117	213	31 Aug 2010 18:50:13	1850	12 Jul 2013 00:20:32	Father of One (Two soon), Photographer, blogger at SLR Lounge(http://t.co/nIV5JvZrMx). Four	
4363	MarissaPhotoG	Marissa Dodoen	Auuga, GA	174	289	29 Oct 2010 00:05:03	1843	30 Jun 2013 13:19:36	Photographer, Teacher, & Blogger. Socializing in Encounters, Weddings, & Families.	

Google Blogs Search

Google photography tips

Web Images Maps Shopping Blogs More Search tools

About 326,000,000 results (0.40 seconds)

Nothing found in your Diigo library

Photo Tips - National Geographic
photography.nationalgeographic.com/photography/photo-tips/
Photo tips, quick tips, expert advice, professional photographers, photos, videos, wallpapers, and more from National Geographic.

1) PA: 82 64,544 Links / 65 RDs DA: 98 44,244,473 Links / 156,135 RDs Link Analysis

50 essential photography tips | Reviews | CNET UK
reviews.cnet.co.uk/digital-slr/50-essential-photography-tips-50006080/
Nov 16, 2012 - Can't afford a photography course? Not a problem. Our 50 essential photography tips will help you get more familiar with your pocket snapper.

2) PA: 56 77 Links / 19 RDs DA: 74 6,647,172 Links / 10,862 RDs Link Analysis

Photography Tips | Digital Camera World
www.digitalcameraworld.com/category/photography-tips-2/
Top photography tips from pros and experienced photographers. Here you can learn photography at your own pace with tips from every genre. You'll find portrait ...

3) PA: 54 979 Links / 12 RDs DA: 65 2,287,508 Links / 1,415 RDs Link Analysis

10 Photography Tips for Beginners | PCMag.com
[www.pcmag.com/.../Consumer Electronics/Digital Cameras](http://www.pcmag.com/.../Consumer-Electronics/Digital-Cameras)
Jan 27, 2012 - You don't have to buy a new camera to perfect your pictures. Follow these easy tips to improve the quality of your snapshots.

4) PA: 66 69 Links / 17 RDs DA: 93 23,445,607 Links / 67,096 RDs Link Analysis

Google Blogs Search

Google photography tips

Web Images Maps Shopping **Blogs** More Search tools

About 326,000 results (0.40 seconds)

Nothing found in your Diigo library

Photo Tips - National Geographic
photography.nationalgeographic.com/photography/photo-tips/
Photo tips, quick tips, expert advice, professional photographers, photos, videos, wallpapers, and more from National Geographic.

1) PA: 82 64,544 Links / 65 RDs DA: 98 44,244,473 Links / 156,135 RDs Link Analysis

50 essential photography tips | Reviews | CNET UK
reviews.cnet.co.uk/digital-slr/50-essential-photography-tips-50006080/
Nov 16, 2012 - Can't afford a photography course? Not a problem. Our 50 essential photography tips will help you get more familiar with your pocket snapper.

2) PA: 56 77 Links / 19 RDs DA: 74 6,647,172 Links / 10,862 RDs Link Analysis

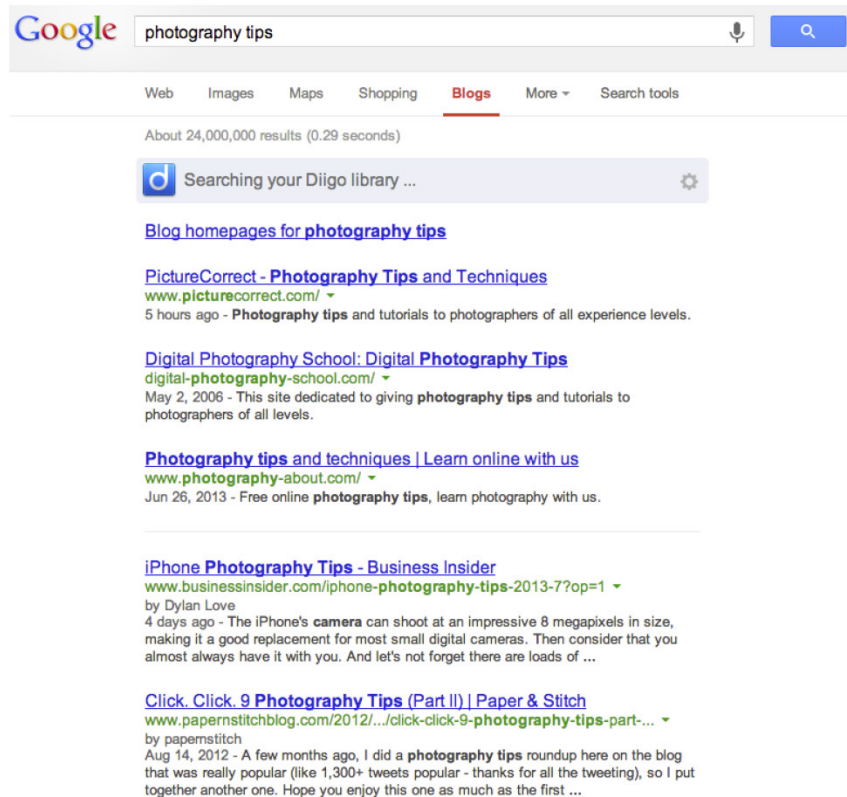
Photography Tips | Digital Camera World
www.digitalcameraworld.com/category/photography-tips-2/
Top photography tips from pros and experienced photographers. Here you can learn photography at your own pace with tips from every genre. You'll find portrait ...

3) PA: 54 979 Links / 12 RDs DA: 65 2,287,508 Links / 1,415 RDs Link Analysis

10 Photography Tips for Beginners | PCMag.com
[www.pcmag.com/.../Consumer Electronics/Digital Cameras](http://www.pcmag.com/.../Consumer-Electronics/Digital-Cameras)
Jan 27, 2012 - You don't have to buy a new camera to perfect your pictures. Follow these easy tips to improve the quality of your snapshots.

4) PA: 66 69 Links / 17 RDs DA: 93 23,445,607 Links / 67,096 RDs Link Analysis

Google Blogs Search



The screenshot shows a Google search interface. The search bar contains the text "photography tips". Below the search bar, the "Blogs" tab is selected and highlighted in red. The search results are displayed below the navigation tabs. At the top of the results, it says "About 24,000,000 results (0.29 seconds)". Below this, there is a Diigo search bar that says "Searching your Diigo library ...". The first result is titled "Blog homepages for photography tips". The second result is "PictureCorrect - Photography Tips and Techniques" from www.picturecorrect.com/, dated 5 hours ago. The third result is "Digital Photography School: Digital Photography Tips" from digital-photography-school.com/, dated May 2, 2006. The fourth result is "Photography tips and techniques | Learn online with us" from www.photography-about.com/, dated Jun 26, 2013. The fifth result is "iPhone Photography Tips - Business Insider" from www.businessinsider.com, dated 4 days ago. The sixth result is "Click, Click, 9 Photography Tips (Part II) | Paper & Stitch" from www.papernstitchblog.com, dated Aug 14, 2012.

Google photography tips

Web Images Maps Shopping **Blogs** More Search tools

About 24,000,000 results (0.29 seconds)

Searching your Diigo library ...

[Blog homepages for photography tips](#)

[PictureCorrect - Photography Tips and Techniques](#)
www.picturecorrect.com/ ▾
5 hours ago - **Photography tips** and tutorials to photographers of all experience levels.

[Digital Photography School: Digital Photography Tips](#)
digital-photography-school.com/ ▾
May 2, 2006 - This site dedicated to giving **photography tips** and tutorials to photographers of all levels.

[Photography tips and techniques | Learn online with us](#)
www.photography-about.com/ ▾
Jun 26, 2013 - Free online **photography tips**, learn photography with us.

[iPhone Photography Tips - Business Insider](#)
www.businessinsider.com/iphone-photography-tips-2013-7?op=1 ▾
by Dylan Love
4 days ago - The iPhone's **camera** can shoot at an impressive 8 megapixels in size, making it a good replacement for most small digital cameras. Then consider that you almost always have it with you. And let's not forget there are loads of ...

[Click, Click, 9 Photography Tips \(Part II\) | Paper & Stitch](#)
www.papernstitchblog.com/2012/.../click-click-9-photography-tips-part-... ▾
by papernstitch
Aug 14, 2012 - A few months ago, I did a **photography tips** roundup here on the blog that was really popular (like 1,300+ tweets popular - thanks for all the tweeting!), so I put together another one. Hope you enjoy this one as much as the first ...

AllTop

<http://photography.alltop.com/>



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Photography

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- 30 Questions You Should Ask About Being A Photographer
- My Tokyo Commute
- Capturing the Critical Moment in Wildlife Photography
- 30 Magical Examples of Tree Photography For Your

THE BIG PICTURE

- Solar Impulse flight: Powered by the Sun
- Egypt in turmoil
- Tour de France 100th edition: Part one
- Summer scenes 2013
- Editors note: Vacation

SCOTT KELBY'S PHOTOSHOP INSIDER

- We're Looking For One Incredible Person and It Just Might Be It's Free Stuff! Thursday!
- It's Guest Blog Wednesday featuring Brooke Shaden!
- Three Quick Tuesday Things (and a Peter Hurley Teaser!)
- 100 Ways Lightroom Kicks the Bridge (and Camera Raw's)

IN FOCUS

- Sinkholes: When the Earth Opens Up
- The Crash of Asiana Airlines Flight 214
- Photos of Ramadan 2013
- China's Manned Space Program
- Freight Train Derails and Explodes in Lac-Mégantic, Quebec

DIGITAL PHOTOGRAPHY REVIEW

- Shooting Go!afoss: Erez Marom takes us behind the picture
- Teen photographer puts surrealist spin on summer photo
- First image samples from Nokia's 41MP Lumia 1020
- What The Duck #1419
- Just Posted: Panasonic Lumix DMC-TS5 Review

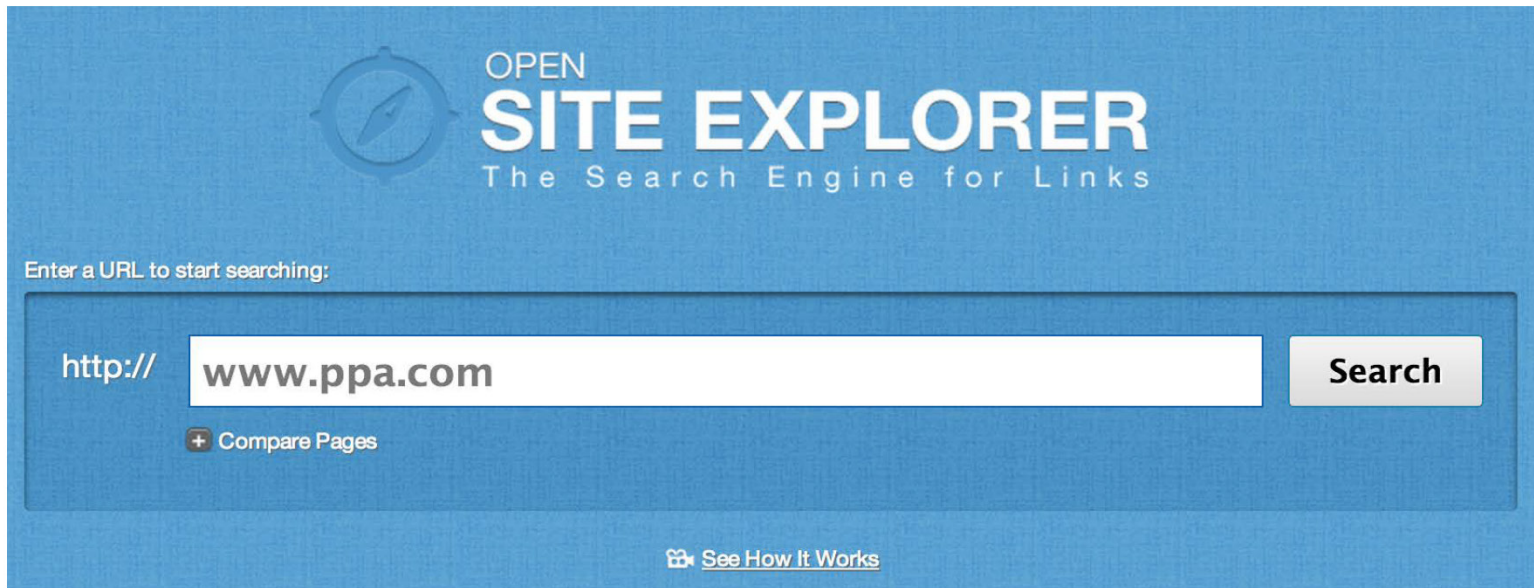
PHOTOGRAPHYTALK.COM

- Social media explained for photographers
- Shooting From Home: Dos and Don'ts!
- Experience the Magic of Tuscany—the Light, the Landscape,
- Why Backing Up Your Files May Be Your Most Important
- Let Your Camera See The Light

How do I determine what my audience is interested in?

Open Site Explorer

<http://www.opensiteexplorer.org/>



Enter a URL to start searching:

http://

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Open Site Explorer

<http://www.opensiteexplorer.org/>

	A	C	F	G
1	↗URL	Anchor Text	Number of Domains Linking to this Page	Number of Domains Linking to Domain
2	http://www.richmondprolab.com/about.php	(img alt) [No Anchor Text]	1527	3327
3	http://www.rileyguide.com/arts.html	PPA's Photocentral	51	4661
4	http://photographersindex.com/	Professional Photographers of America,	335	779
5	http://www.khake.com/page45.html	PPA Certification	127	2559
6	http://www.richmondprolab.com/	(img alt) [No Anchor Text]	170	3327
7	http://imagingusa.org/	Professional Photographers of America (PPA)	490	545
8	http://www.photographersindex.com/	Professional Photographers of America,	292	779
9	http://photography.alltop.com/	PPA Today	241	16306
10	http://asmp.org/articles/press-release-10-04-07.html	http://www.ppa.com	39	3275
11	http://www.slate.com/articles/technology/technology/2011/04/david_hobby.html	1 percent	15	97234
12	http://lamar.colostate.edu/%7Ehallahan/j13pr.htm	Professional Photographers of America	20	39942
13	http://www.stockartistsalliance.org/	Contact Congress	210	282
14	http://www.pbase.com/vanwhite	(img alt) Member, Professional Photographers of America	3	41119
15	http://www.meetup.com/The-Professional-Photographers-Guild-of-Florida-PPGF-COM/	PPA (Professional Photographers of America)	2	107730
16	http://www.kenrockwell.com/tech/go-pro.htm	PPA	28	8098
17	http://www.crime-scene-investigator.net/csi-photo.html	Professional Photographers' of America	63	764

Subject-matter Expertise

<http://photofocus.com/2010/01/25/and-you-call-yourself-a-professional/>

If you want to learn how to effectively, fairly, accurately and reasonably price your photography, there are lots of places to go for help. The Professional Photographers of America (PPA) – <http://www.ppa.com/joinppa/> and Wedding & Portrait Photographers International – <http://www.wppionline.com/join.aspx> have tons of information on how to run a wedding and portrait business without devaluing the client, the photographer or the industry.

Organizational Memberships

<http://www.copyrightalliance.org/members>



Members

National Collegiate Athletic Association



National Press Photographers Association

NBA Properties, Inc.

News Corporation



Professional Photographers of America



Local Meetups

<http://www.meetup.com/The-Professional-Photographers-Guild-of-Florida-PPGF-COM/>

The Professional Photographers Guild of Florida PPGF.COM

Home Members Sponsors Photos Pages Discussions More [Join us!](#)



Hollywood, FL
Founded Jun 7, 2009

Guests	250
Group reviews	18
Upcoming Meetups	2
Past Meetups	82
Our calendar	



We're about:
Photography · Digital Photography ·
Portrait Photography · Photoshop ·

The **Professional Photographers Guild of Florida** was established in 1955 and is a 503c not for profit organization.

We are a fee based membership organization of \$120 per year.

We encourage non-member guests and students to attend our monthly seminars and competitions with reasonable \$10 guest admissions, \$5 student admissions and our 3 for 2, 2012 student promotion of 3 students for the price of two or \$40. **What a bargain!**

The **Professional Photographers Guild of Florida (PPGF)** is your only Miami-South Florida Affiliate of **PPA (Professional Photographers of America)** and **FPP (Florida Professional Photographers)**. We recommend PPA and FPP memberships.

Are you a Certified Professional Photographer **CPP?** As the PPA Affiliate we promote Certification to our members. We schedule Certification exams in South Florida. Find out more about at a monthly seminar, our PPGF.com website or by contacting us.

Are you a South Florida PPA member? If you join us there are opportunities to earn speaking and service merits locally.

Newsworthy Press

http://www.slate.com/articles/technology/technology/2011/04/david_hobby.html

David Hobby

A Baltimore Sun photographer who took a buyout, started a blog, and changed the photography business forever.

By Steven Weiss | Posted Wednesday, April 20, 2011, at 7:05 AM



At first glance, David Hobby looks like just another casualty of the decline of print media: A longtime staff photographer for the *Baltimore Sun*, he was one of many employees who accepted a buyout in 2008 as part of broad staff reductions at the distressed newspaper.

Yet last month, he was named one of the most influential photographers in 10 cities. * Approximate number of unique visitors to his website last year. (The largest professional photography association has a membership 1 percent of that size.) Manufacturers have named lines of equipment after him, an unheard-of honor.

Press Releases

<http://www.prweb.com/releases/2013/1/prweb10327051.htm>

Greg Gorman to Receive Lifetime Achievement Award from Professional Photographers of America at Imaging USA

PPA will present the award to Gorman on January 22, 2013 at Imaging USA, a major photography industry convention in Atlanta, Ga.

Atlanta (PRWEB) January 17, 2013



Professional Photographers of America (PPA) will confer its prestigious Lifetime Achievement Award to Greg Gorman, a prolific maker of famed celebrity images and fine art. The award will be presented during the Award & Degree Ceremony on January 22 at Imaging USA, the convention and trade show created by and for professional photographers and held at the Georgia World Congress Center in Atlanta, Ga.

"I guess people are recognizing my mortality before I do. Maybe they know something I don't," says the California-based Gorman in the January Professional Photographer magazine interview about receiving the award.

"PPA presents this award to professional photographers who have made significant lifelong contributions to enriching the profession, and Greg fulfills that definition beautifully," says PPA President Tim Walden. "Greg's photography shows that he has the highest standards, giving us images we can all look to for inspiration and education."



Journalism

<http://www.washingtonpost.com/wp-srv/photo/relatedlinks.htm>

The Washington Post

In the News Egypt Edward Snowden Nelson Mandela Microsoft Jay-Z Randy Travis

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Sports
Travel
Education

FAQs
Tools & Resources
Related Links

The Washington Post
VIDEO & AUDIO
PODCASTS

Related Links

Photo organization sites:

White House News Photographers Association
<http://www.whnps.org>

Minnesota News Photographers Association
<http://www.mnpa.org>

National Press Photographers Association
<http://sunsite.unc.edu/nppa>

American Society of Media Photographers
<http://www.asmp.org>

Professional Photographers of America
<http://www.ppa.com>

American Society of Picture Professionals
<http://www.aspp.com>

@BrettASnyder

PPAedu

Prominent Commentary

<http://www.kenrockwell.com/tech/go-pro.htm>

Trade Associations

When I've attended meetings of professional photography groups I was saddened by the overall crummy attitude. Everyone whines about how they are beaten down to bottom dollar by all the new people coming in and every other whine imaginable. Regardless of organization, no one seems to have a confident handle on running their business. Everyone is too busy complaining about why it's not their fault. Tough, it's a competitive business, and to succeed one needs to rise above the whining and differentiate one's self in the eyes of the people who hire you. If you can't make clear why you are different from everyone else, you'll always get bottom dollar.

When I shopped for things like insurance I didn't see any great deals offered compared to what I found on my own.

I don't belong to any of [APA](#) or [PPA](#) or [ASMP](#) or any of that. People should join, as it's the best way to meet others doing the same thing and to learn from the camaraderie. I didn't find any of them that encouraging from a business standpoint.

Community

<http://lynismael.com/>

Hi there! My name is Lyn Ismael, I'm a **Toronto wedding photographer** serving The Greater Toronto Area, Kitchener-Waterloo Region, and most destinations around the world. I believe that weddings are more than just the pretty flowers, your bouquet, that beautiful wedding dress, and exquisite decor for your reception. To me, weddings are about two families merging together as one in celebration of two people dedicating themselves to each other in marriage.

Being a member of several professional organizations such as WPJA, WPPI, PPA, and FEARLESS PHOTOGRAPHERS, my job as your wedding photographer is to photograph the story of your wedding day as it unfolds. I love that I get to freeze your memories which allows you to relive your wedding day from the images I've captured. Images of your handsome groom and of what he and his groomsmen were up to the morning of. Images of you getting ready, and one of your Dad seeing you as a bride for the first time. His little girl all grown up. Images of you exchanging vows, and of your parents so happy for you finding true love. After your wedding day has passed, and those beautiful flowers have wilted, your wedding gown yellowed, and your decor tucked somewhere in the attic, it is these images that will remain for you to cherish and



share with your future kids and grandchildren.

Certifications

<http://www.weddingwire.com/biz/jmk-photography-kalispell/6afee813212fb26c.html>

About Us

Kalispell Montana Certified Professional Photographer, Wayne Murphy, and Vicki Murphy, the husband and wife team of JMK Photography, share a passion for people, fine art and photography. We specialize in weddings, creative environmental portraits, family photography, fashion and dance photography. Our mission is to work with you to create unique and creative professional photos that you and your family will cherish forever! We proudly service Kalispell, Whitefish, Bigfork, East Glacier Park, West Glacier, Glacier National Park, Great Falls, Cut Bank, Shelby and the surrounding areas of Flathead County and Glacier County . With Glacier National Park in our backyard you couldn't ask for a more perfect backdrop for all your portrait, wedding and special event needs. We love shooting outdoors in natural light and we are ready to get creative using flash.

[East Glacier Park Weddings](#) | [Kalispell Montana Wedding Photographers](#) | [Certified Professional Photographer](#) | [Glacier National Park Wedding Photography](#) | [Montana High School Senior Photography](#) | [Great Falls Wedding Photography](#) | [Whitefish Montana Weddings](#)

[Dance and Ballet Photography](#) | [Creative and Environmental P](#)

Wayne, Vicki, Jeffrey, Megan and Kaitlyn (JMK)

Visit our main website at www.jmkphotography.net

Email us at hello@jmkphotography.net

Call us at (406) 249-7939

<http://www.ppa.com/findaphotographer/34780/Wayne-Murphy.php>



Wayne Murphy - Certified Professional Photographer

@BrettASnyder

PPAedu

Resource Lists

<http://freelanceswitch.com/freelance-photography/25-resources-for-starting-a-freelance-photography-business/>

Organizations for Professional Photographers

Before you delve into the following list, let's be clear on why professional photographer organizations exist: They're not going to be a major source of clients for you. That's not their purpose. What you will gain by joining is a community of other photographers. That community will help you grow as an artist and a business person.

1. [American Photographic Artists](#) (USA)
2. [American Society of Media Photographers](#) (USA)
3. [Australian Commercial and Media Photographers](#)
4. [British Press Photographers' Association](#) (UK)
5. [Editorial Photographers](#) (International)
6. [Event Photographer Society](#) (UK)
7. [Federation of European Photographers](#) (Covers 21 countries)
8. [National Press Photographers Association](#) (International)
9. [Professional Photographers of America](#) (USA)
10. [Professional Photographers of Canada](#)
11. [Society for Photographic Education](#) (USA)
12. [Society of Sport & Event Photographers](#) (USA)

Think beyond your niche

http://www.akc.org/public_education/careers.cfm

Additional Resources

AKC Registered Handlers Program Field Coordinators and Raleigh Office Project Manager

For more detailed information about specific dog-related careers and jobs, contact these organizations:

National Animal Control Association
P.O. Box 480851
Kansas City, MO 64148
www.nacenet.org

American Society for the Prevention of Cruelty to Animals
424 East 92nd Street
New York, NY 10128
212-876-7700
www.asPCA.org

Professional Photographers of America
229 Peachtree St., NE, Suite 2200
Atlanta, GA 30303
1-800-786-6277
www.ppa.com



Think beyond your niche

<http://www.crime-scene-investigator.net/csi-resources.html>

[Association for Crime Scene Reconstruction \(ACSR\)](#)
[Association of Firearm and Toolmark Examiners \(AFTE\)](#)
[Association of Women in Forensic Science \(AWIFS\)](#)
[Colorado Association of Property and Evidence Technicians](#)
[High Technology Crime Investigation Association \(HTCIA\)](#)
[International Association for Property and Evidence \(IAPE\)](#)
[International Association of Bloodstain Pattern Analysts \(IABPA\)](#)
[International Association of Arson Investigators \(IAAI\)](#)
[International Crime Scene Investigators Association \(ICSIA\)](#)
[Southern California Association of Fingerprint Officers](#)

Photography Organizations

[Evidence Photographers' International Council \(EPIC\)](#)
[Law Enforcement/Emergency Services Video Association \(LEVA\)](#)
[Professional Photographers' of America](#)
[The Royal Photographic Society](#)
[Professional Photographers of Canada](#)



With off-page SEO, always remember...

- If you wouldn't do it offline, don't do it online!
- Focus on audience, not assets
- Play to your strengths
- Be authentic! Curate genuine relationships with your audience

Questions?



In-Page SEO

In-Page SEO

- Refers to the technical foundation on which the website is built
- Search engines are governed by algorithms, which need to collect data to process
- Data is collected by search spiders which crawl the web and return data to the search engine

```
<li>
<a href="/eWebSkin.cfm?eWebURL=eweb/DynamicPage.aspx?WebKey=A2F8D92B-072E-424A-A754-5BF8A385D07">Shopping Cart</a>
</li>
</ul>
<form action="/search/search.cfm" method="get" id="header-search" class="clear">
<input type="search" name="QuickSearch" placeholder="Search" />
</form>
<a id="header-mobile-contact" href="/">Contact Us</a>
<div id="header-login-test"><!-- js sizing test --></div>
<div id="header-login">
<a id="header-login-label" href="/account/login.cfm" class="typeface-b"><span
class="circle dark-green"></span>Member Login</a>
<div id="header-login-overlay">
<form action="/account/login.cfm" method="post" class="clear">
<input type="text" id="hl-user" class="user" name="username" placeholder="Email" />
<input type="password" id="hl-pw" class="pw" name="password" placeholder="Password" />
<input type="hidden" id="hl-rurl" name="returnURL" value="/index.cfm?"/>
<input type="submit" id="hl-submit" name="submit" value="Go"/>
<a class="recover" href="/theloop/content.cfm?ItemNumber=1759">Forgot Password?</a>
</form>
</div><!-- /header-login-overlay -->
</div><!-- /header-login -->
```

SEO Pitfall #5

*Search engines not finding
your content*

Why is it a Problem?

If a page is not indexed,
it does not exist!

Site:domain.com

The screenshot shows a Google search interface with the query 'site:ppa.com' in the search bar. Below the search bar, there are tabs for 'Web', 'Images', 'Maps', 'Shopping', and 'More'. A red box highlights the text 'About 171,000 results (0.34 seconds)', with a red arrow pointing to it from the right. Below this, there is a Diigo library notification: 'Nothing found in your Diigo library'. A 'Google promotion' box follows, containing the text 'Try Google Webmaster Tools' and 'www.google.com/webmasters/'. Below the promotion, there are three search results for 'PPA' (Professional Photographers of America). Each result includes a title, a URL, a description, and a small analytics bar showing 'PA' score, 'Links', 'RDs', and 'DA' score. The first result is 'Forums - PPA | Professional Photographers Association' with a PA score of 68, 79 Links, 21 RDs, and a DA of 79. The second result is 'Professional Photographers of America: PPA' with a PA score of 63, 222,313 Links, 4,822 RDs, and a DA of 79. The third result is 'IPC Video Tutorials | PPA - Professional Photographers of America' with a PA score of 1, 0 Links, 0 RDs, and a DA of 75. Each result also has a 'Link Analysis' icon.

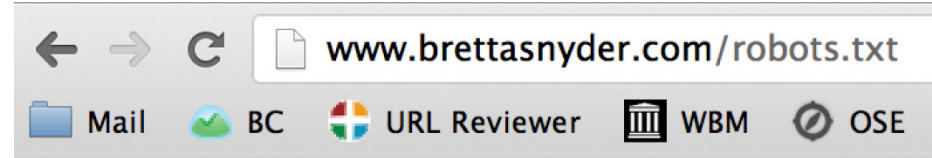
What is the Solution?



Make sure that you are not blocking search engines from accessing your content

Robots.txt

- The Robots.txt file is used to indicate to search engines which pages should not be crawled
- Search engines do not necessarily have to honor this directive, but it provides strong signals to SEs about what content is and is not intended for search

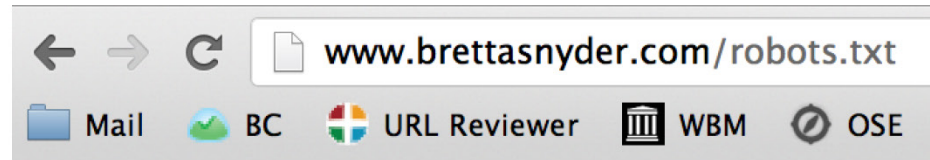


```
User-agent: *  
Disallow: /wp-admin/  
Disallow: /wp-includes/
```

Robots.txt - Good!

This means “do not crawl any page that contains ‘/wp-admin/’ in the URL”

In other words, do not crawl my admin pages



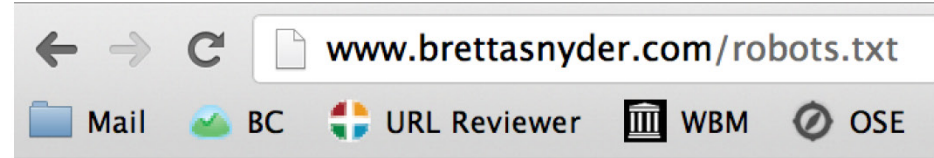
```
User-agent: *  
Disallow: /wp-admin/  
Disallow: /wp-includes/
```

Robots.txt - Bad!

This means “do not crawl any page that contains ‘/’ in the URL”



In other words, do not crawl *any* of my pages!

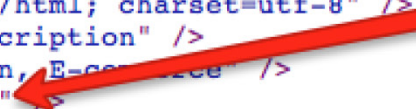


```
User-agent: *  
Disallow: /
```


NOINDEX Tag

- NOINDEX tag is used to explicitly tell search engines which pages should not be indexed
- Remember, if it's not in the index it doesn't exist!
- Major pitfall during a site redesign is to forget to remove this tag prior to launch

```
5 <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />  
3 <meta name="description" content="Default Description" />  
7 <meta name="keywords" content="Magento, Varien, E-commerce" />  
3 <meta name="robots" content="NOINDEX,NOFOLLOW" />
```



XML Sitemaps

This XML file does not appear to have any style information associated with it. The document tree is shown below.

```
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <url>
    <loc>
      http://www.countryclubprep.com/mens/polo-shirts.html
    </loc>
    <lastmod>2013-07-13</lastmod>
    <changefreq>daily</changefreq>
    <priority>0.5</priority>
  </url>
  <url>
    <loc>http://www.countryclubprep.com/accessories.html</loc>
    <lastmod>2013-07-13</lastmod>
    <changefreq>daily</changefreq>
    <priority>0.5</priority>
  </url>
  <url>
    <loc>http://www.countryclubprep.com/mens.html</loc>
    <lastmod>2013-07-13</lastmod>
    <changefreq>daily</changefreq>
    <priority>0.5</priority>
  </url>
  <url>
    <loc>http://www.countryclubprep.com/womens.html</loc>
    <lastmod>2013-07-13</lastmod>
    <changefreq>daily</changefreq>
    <priority>0.5</priority>
  </url>
  <url>
    <loc>http://www.countryclubprep.com/mens/swimsuits.html</loc>
    <lastmod>2013-07-13</lastmod>
    <changefreq>daily</changefreq>
    <priority>0.5</priority>
  </url>
</urlset>
```

An XML Sitemap is a file that you upload that helps the search engines understand how to crawl your site

Screaming Frog

<http://www.screamingfrog.co.uk/seo-spider/>

The screenshot shows the Screaming Frog SEO Spider 2.11 application window. The 'Advanced Export' menu is open, listing various export options such as 'All Links', 'No Response In Links', 'Success (2xx) In Links', 'Redirection (3xx) In Links', 'Client Error (4xx) In Links', 'Server Error (5xx) In Links', 'All Out Links', 'All Anchor Text', 'All Image Alt Text', 'Images Missing Alt Text', and 'XML Sitemap'. The main interface displays a list of crawled URLs and their corresponding status codes and titles.

Address	Status Code	Status	Title
http://www.ppa.com/	200	OK	PPA Professional Photographers of America
http://www.ppa.com/cpp/content.cfm?ItemNumber=4140&RDtoken=407258	200	OK	CPP Only Section PPA
http://www.ppa.com/files/PageLayoutImages/logo.png	200	OK	
http://www.ppa.com/about/content.cfm?ItemNumber=1692&navItemNumber=...	200	OK	About PPA PPA
http://www.ppa.com/competitions/article.cfm?ItemNumber=2044&navItemNumber=...	200	OK	District Map: International Photographic Competition PPA
http://www.ppa.com/theloop/content.cfm?ItemNumber=1701&navItemNumber=2...	200	OK	SPS: Student Photographic Society PPA
http://www.ppa.com/edu/content.cfm?ItemNumber=1674&navItemNumber=2228...	200	OK	Studio Management Services PPA
http://www.ppa.com/applications/adspace/serve.cfm?ItemNumber=4080	200	OK	
http://www.ppa.com/cpp/content.cfm?ItemNumber=4168	200	OK	Certification Related FAQs PPA
http://www.ppa.com/competitions/content.cfm?ItemNumber=1541&navItemNumber=...	200	OK	District Photographic Competitions PPA
http://www.ppa.com/applications/adspace/click.cfm?Dest=http%3A%2F%2Fcamera...	302	Found	
http://www.ppa.com/files/pdfs/PECDistrict.pdf	200	OK	
http://www.ppa.com/files/pdfs/southeast%5Fmarules%5F2013%5Fupdated.pdf	200	OK	
http://www.ppa.com/content.cfm?ItemNumber=1737	200	OK	PPA Terms of Use PPA
http://www.ppa.com/files/pdfs/northeast%5Fporules%5F2013.pdf	200	OK	
http://www.ppa.com/files/pdfs/district%5Fresults%5Fse%5F2013.pdf	200	OK	
http://www.ppa.com/files/pdfs/2013%5Fimagesubmissionsamples.pdf	200	OK	
http://www.ppa.com/competitions/content.cfm?ItemNumber=1771&navItemNumber=...	200	OK	Judges Workshop PPA
http://www.ppa.com/files/pdfs/northeast%5Fmarules%5F2013.pdf	200	OK	
http://www.ppa.com/competitions/article.cfm?ItemNumber=1971	200	OK	Get an Edge on Photographic Competition PPA
http://www.ppa.com/about/content.cfm?ItemNumber=1692&navItemNumber=2326	200	OK	About PPA PPA
http://www.ppa.com/files/pdfs/SWDistrictResults.pdf	200	OK	

What is the Solution?



Webmaster Tools

Site Dashboard

Site Messages (1)

▸ Search Appearance ?

▸ Search Traffic

▸ Google Index

▾ Crawl

Crawl Errors

Crawl Stats

Fetch as Google

Blocked URLs

Sitemaps

URL Parameters

Malware

Additional Tools

▸ Labs

Sitemaps

ADD/TEST SITEMAP

By me (0) All (1)

Sitemaps content

All content types

Submitted

Indexed

Web pages

2,069 Submitted

2,038 Indexed



Sitemaps (All content types)

Download All

Resubmit

Delete

Show 25 rows

1-1 of 1

<input type="checkbox"/>	#	Sitemap	Type	Processed	Issues	Items	Submitted	Indexed
<input type="checkbox"/>	1	/sitemap.xml	Sitemap	Jul 13, 2013	-	Web	2,069	2,038

1-1 of 1

What is the Solution?

bing Webmaster

- My Sites
- Dashboard
- ▼ Configure My Site
 - Sitemaps**
 - Submit URLs
 - Ignore URL Parameters
 - Crawl Control
 - Deep Links
 - Block URLs
 - Disavow Links
 - Geo-Targeting
 - Verify Ownership
 - Users
- ▶ Reports & Data
- ▶ Diagnostics & Tools
- ▶ Messages
- Webmaster API

Sitemaps ⓘ

Submit a sitemap

E.g. [http://www. \[redacted\] .com/sitemap.xml](http://www. [redacted] .com/sitemap.xml)

SUBMIT

Submit Sitemap feed(s) to tell Bing about your site's structure and make sure we are aware of pages that we may otherwise not discover. Supported formats: [Sitemap](#), RSS 2.0, Atom 0.3, Atom 1.0 and text files.



RESUBMIT

DELETE

EXPORT

URL	LAST SUBMITTED	URLS SUBMITTED	TYPE	LAST CRAWL	STATUS
<input type="checkbox"/> http://www. [redacted] .com/sitemap	8/21/2012	0	Unknown	12/30/2012	⚠ The feed was empty.
<input type="checkbox"/> http://www. [redacted] .com/sitemap.xml	8/9/2011	344	Sitemap	6/27/2013	Success

SEO Pitfall #6

*Search engines cannot
understand my images*

What is the Problem?



What is the Problem?



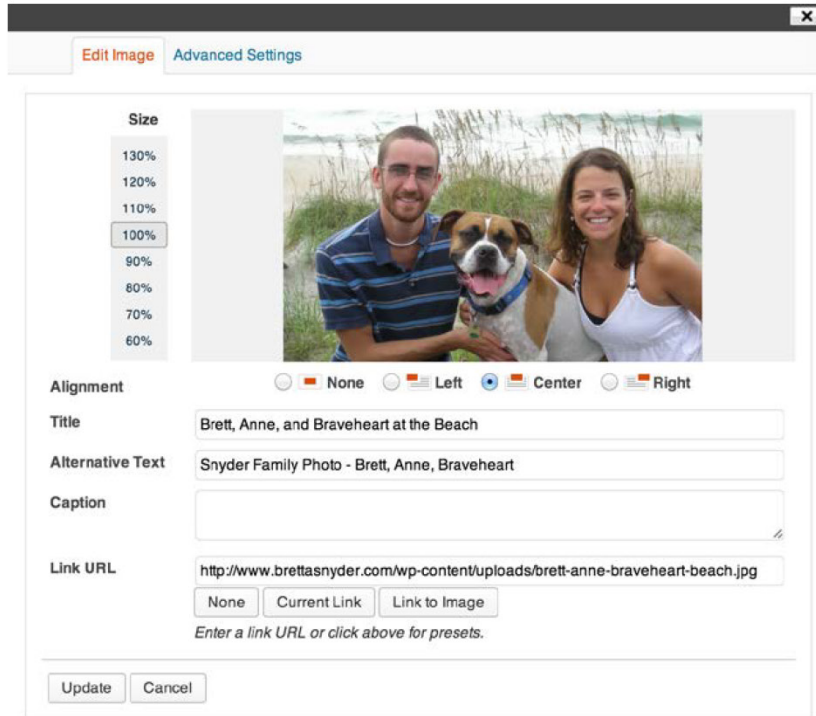
```
<p style="text-align: center;"><a href="http://www.brettasnyder.com/wp-content/uploads/me-anne-braveheart.jpg" ></a></p>
```



Why is it a Problem?

- Remember, search engines are governed by algorithms
- Search engine goal = relevance
- The harder it is for SEs to determine relevance, the harder it is for your images to appear in search

What is the Solution?



The screenshot shows the 'Edit Image' interface in WordPress. At the top, there are two tabs: 'Edit Image' (selected) and 'Advanced Settings'. Below the tabs is a preview of the image: a man, a woman, and a dog sitting on a beach. To the left of the preview is a 'Size' dropdown menu with options from 60% to 130%. Below the preview are alignment options: 'None', 'Left', 'Center' (selected), and 'Right'. Below the alignment options are four text input fields: 'Title' (containing 'Brett, Anne, and Braveheart at the Beach'), 'Alternative Text' (containing 'Snyder Family Photo - Brett, Anne, Braveheart'), 'Caption' (empty), and 'Link URL' (containing 'http://www.brettasnyder.com/wp-content/uploads/brett-anne-braveheart-beach.jpg'). Below the 'Link URL' field are three buttons: 'None', 'Current Link', and 'Link to Image'. At the bottom of the form are two buttons: 'Update' and 'Cancel'.

- Keyword-rich filenames
- Tag your images with the appropriate alt text
- Complementary website content
- Image Sitemaps

With in-page SEO, always remember...

- If it isn't in the index, it doesn't exist!
- 2 major pitfalls: content you do want indexed that isn't and content you don't want indexed that is
- Tag your images so that search engines can understand them

What is SEO?

Search engines afford an unprecedented opportunity for SMBs to authentically connect with their audience

What is SEO?

- On-Page: Leverage your website content to communicate your competitive advantages directly to the target audience
- Off-Page: Pursue only marketing strategies that engage with and provide a legitimate value-add to the community
- In-Page: Build your website so search engines can access your content

Always remember...

Be authentic.

Always remember...

Be genuine.

Always remember...

Be patient.

Always remember...

Be human.

Thank You!

TO LEARN MORE OR FOR ANY QUESTIONS:

Brett Snyder

Director, Search Engine Optimization

brett.a.snyder@gmail.com

[@BrettASnyder](#)

Image Credits

- **Mission: Small Business** – <http://www.visiblebanking.com/chase-mission-small-business-attracts-70000-smes-3-million-votes>
- **Relevance** – <http://rankmaniac2012-caltech.blogspot.co.uk/2012/02/on-romanace-relevance-and-rankmaniac.html>
- **Totally Free (Not Actually Free)** – <http://nicolashayek.me/internet-free/>
- **Google Crawler (x2)** – <http://www.theseotailor.com.au/beginner-seo/introduction-to-seo/>
- **Copy-Paste Babies** – <http://brooknovak.files.wordpress.com/2009/07/copy-paste.jpg>
- **ROI** – http://www.rms.net/lc_faq_other_roi.htm

Image Credits (Cont.)

- **Search Demand Curve** – <http://moz.com/blog/illustrating-the-long-tail>
- **Off-Page References** – <http://www.vodahits.com/>
- **Penguin Webspam Sheriff** – <http://www.websitetrafficwarehouse.com/google-penguin-update-recovery-plans.html>
- **Penguin Penalty Analytics** – <http://moz.com/blog/how-wpmuorg-recovered-from-the-penguin-update>
- **Matthew Lesko: Free Government Money!** – <http://www.leskobooks.com/free-government-money.htm>
- **Play to your Strengths** – <http://touchwind.blogspot.com/2009/01/do-you-play-to-your-strengths.html>

Image Credits (Cont.)

- **Vintage Social Networking** – <http://wronghands1.wordpress.com/2013/03/31/vintage-social-networking/>
- **Search Spider Index** – <http://www.optify.net/search-marketing/six-tips-for-improving-your-websites-accessibility>
- **We're Open** – <http://www.quimbys.com/blog/store-news/yes-were-open/>