

How To Increase Your Wedding Bookings *Without* Having to Pay Google

by Brian Lawrence, BrianLawrence.com



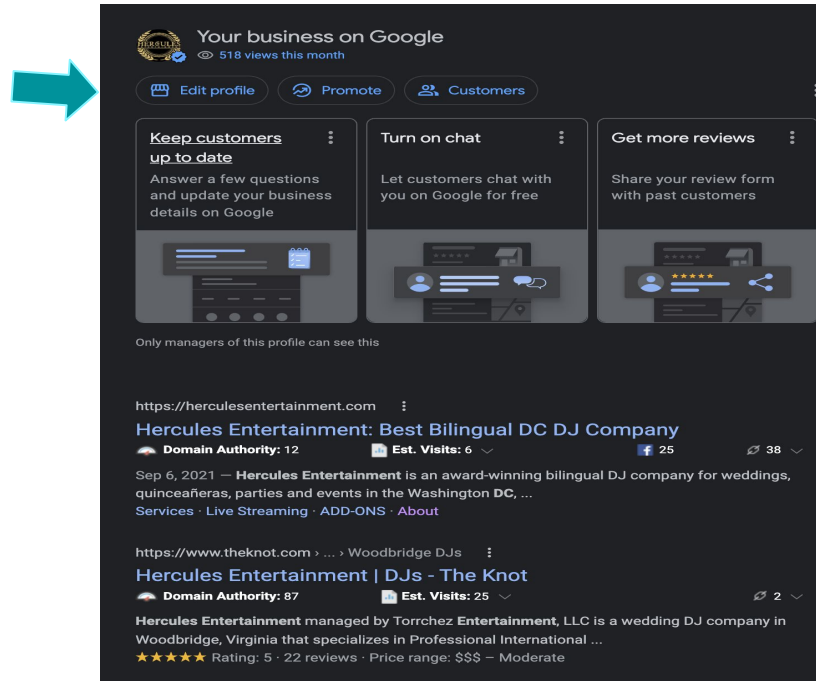
GOOGLE MY BUSINESS IS CHANGING

Google My Business has changed their name to Google Business Profile and introduced some new systems for edits



PROFILE CHANGES

You can edit your business profile directly from Google Search



THE LOCAL SEO VALUE OF GMB

Why Google My Business and
local SEO are key to more leads



COMPETITORS ON PAGE 1

Your competitors in organic search aren't just local while GMB is only local

edmonton wedding dj

All Images News Maps Shopping More

About 2,480,000 results (0.60 seconds)

Dj Services : Rating Hours

5.0 ★★★★★ (111) · DJ service
15+ years in business
Open 24 hours
Their website mentions **wedding dj** Website

5.0 ★★★★★ (91) · DJ service
15+ years in business
Open 24 hours
Their website mentions **wedding dj** Website

5.0 ★★★★★ (80) · DJ service
15+ years in business
Closed · Opens 12PM Wed
Provides: **Wedding and engagement** Website

More businesses

https://www.weddingwire.ca > Wedding DJ > Alberta

[Wedding DJs in Edmonton - Reviews for DJs - WeddingWire.ca](#)

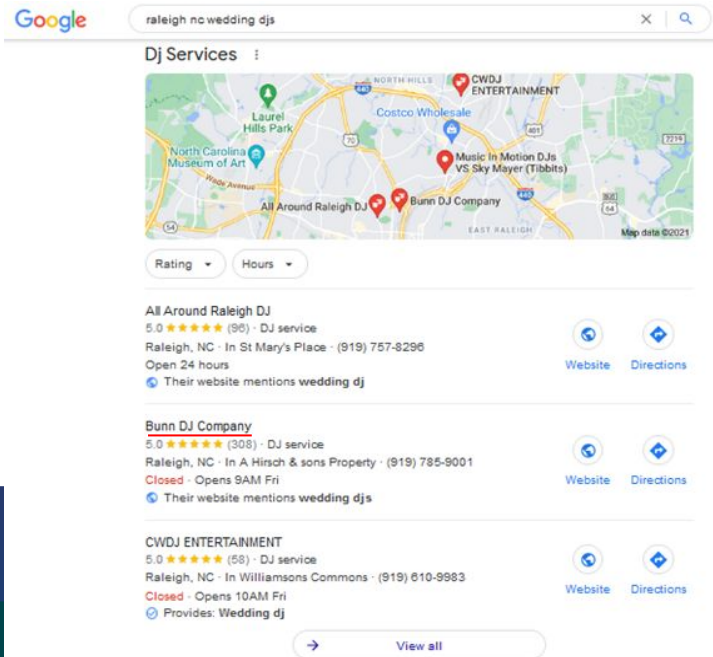
Wedding DJs Edmonton · Grindstone Productions DJ & Photo Booth Services · Focused Energy Productions · Dave Shannon DJ · Baseline DJ & Photo Booth Services · AV ...

**Companies like
Wedding Wire and
TheKnot spend
thousands to rank first
in organic but below the
3-pack**



THE 3-PACK

The 3-pack is a prioritized collection of local search results which is shown above organic traffic and you have to be a local business.



3-pack

organic results below 3-pack

<https://www.weddingwire.com> > ... > North Carolina > Raleigh Wedding DJs - Reviews for 80 NC DJs - WeddingWire
Raleigh Wedding DJs · Dow Oak Events · Island Sound · Born to DJ · DJ PJ · KL Entertainment · Stephen Scott Professional Entertainment · Element Entertainment ...

People also ask

How much does a wedding DJ cost in NC?

How much do DJs at weddings cost?

How do I find a DJ for my wedding?

Feedback

<https://www.theknot.com> > ... > DJs > North Carolina DJs

DJs in Raleigh, NC - The Knot

Learn more about djs in Raleigh on The Knot. Find, research and contact wedding professionals on The Knot, featuring reviews and info on the best wedding ...

<https://www.yelp.com> > search > find_loc=Raleigh,+NC

Best Wedding Dj in Raleigh, NC - Yelp

Best Wedding Dj in Raleigh, NC · All Around Raleigh DJ, 2.1 mi. 5.0 star rating · Bunn DJ Company, 2.0 mi. 5.0 star rating · Top Notch Entertainment and DJ Service.

THE UPTICK OF GMB

900%

increase of “near me” or “close by” traffic in two years

46%

of all Google search traffic is local

88%

of mobile local business searches lead to a call or visit within one day

90%

of the time, the 3-pack is shown above organic search results

YOUR GOOGLE MY BUSINESS PROFILE

How to access it, where to sign up
for it and more on the basics



IF YOU ARE NEW TO GMB

Search for your business on Google Maps to see if Google has already created a profile for you. Logged into Google go to <https://www.google.com/business/>

Sign up and verify your business

Get started

New to Google My Business? We're here to help. In this guide, we'll walk you through the basic steps for getting started on Google My Business.



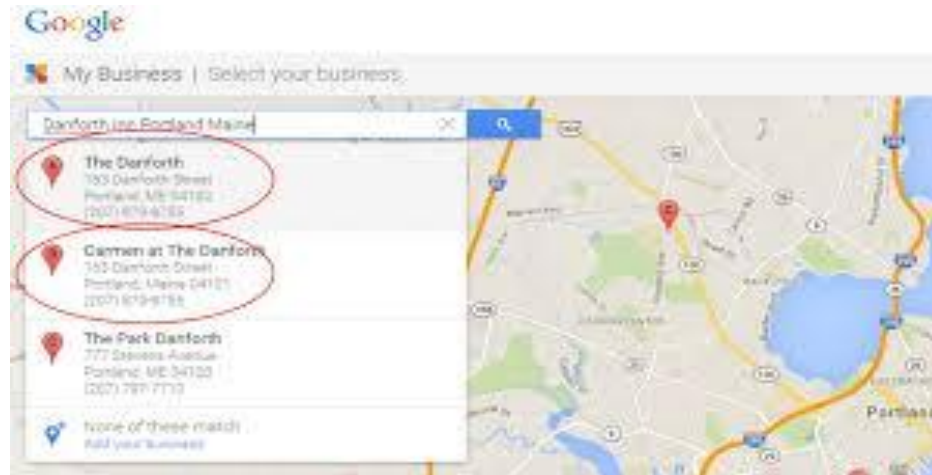
What's included in this guide:

- **Why use Google My Business?:** Learn what Google My Business can do to help your business grow.
- **Sign up:** Get on Google My Business, then make sure that the information that Google users see is accurate and up-to-date.
- **Verify your business:** Look reputable and manage the information that potential customers see when they search for your business.

ELIMINATE DUPLICATE LISTINGS

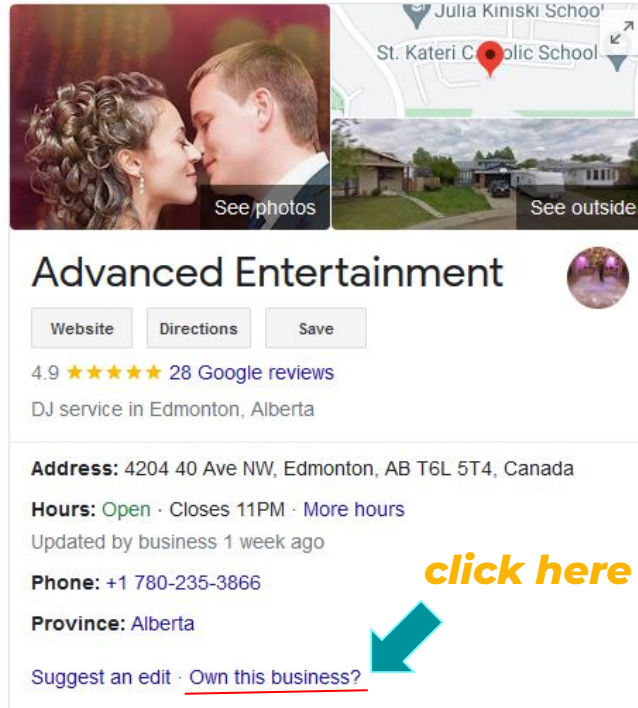
Duplicate listings can occur if Google knew about your business and set up a profile. You set up another one, not realizing there was one already there. Also if the name is listed differently

Contact Google via Twitter or phone: @GoogleMyBiz or 1-844-491-9665



CLAIMING YOUR PROFILE

If you sign in you might find that you have access already, or if you're new to the platform you'll have to wait for Google to send a postcard with a code.



The screenshot displays a Google Business Profile for 'Advanced Entertainment'. At the top, there are two images: a couple kissing and a map showing the location near 'Julia Kiniski School' and 'St. Kateri Catholic School'. Below the images are buttons for 'See photos' and 'See outside'. The business name 'Advanced Entertainment' is prominently displayed, followed by buttons for 'Website', 'Directions', and 'Save'. The profile has a 4.9-star rating from 28 Google reviews and is identified as a 'DJ service in Edmonton, Alberta'. The address is '4204 40 Ave NW, Edmonton, AB T6L 5T4, Canada'. The hours are listed as 'Open' and 'Closes 11PM'. The phone number is '+1 780-235-3866' and the province is 'Alberta'. At the bottom, there are links for 'Suggest an edit' and 'Own this business?'. A teal arrow points to the 'Own this business?' link, with the text 'click here' written in orange above it.

Advanced Entertainment

Website Directions Save

4.9 ★★★★★ 28 Google reviews

DJ service in Edmonton, Alberta

Address: 4204 40 Ave NW, Edmonton, AB T6L 5T4, Canada

Hours: Open · Closes 11PM · More hours

Updated by business 1 week ago

Phone: +1 780-235-3866













Province: Alberta

Suggest an edit · [Own this business?](#)

MAKING EDITS

Already have a profile but aren't sure about next steps? Once logged in to your profile you'll be able to edit using a menu with a range of options

Advanced Entertainment
4204 40 Ave NW
Edmonton, AB T6L 5T4
Canada

-  Home
-  Posts
-  Info
-  Insights
-  Reviews
-  Calls
-  Messages
-  Photos
-  Products
-  Services
-  Website
-  Users

THE GMB APP

You can access your profile via desktop or on the official GMB app; only the app has many of the same editing/posting capabilities but:

- You can only view your “followers” (people who choose to follow your profile to be notified about future posts) on the GMB app
- Get notified about new reviews and queries so you can easily reply

Get full access to your Business Profile

Receive instant alerts when customers leave reviews, send messages, and more with the Google My Business app.



[Get the Android app](#)

[Get the iOS app](#)

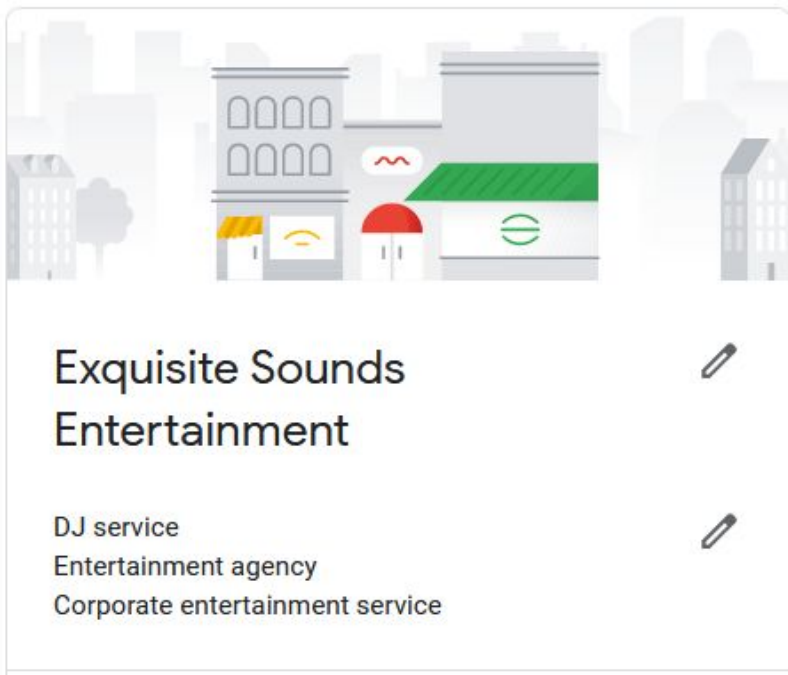
MAKE YOUR PROFILE AS COMPLETE AS POSSIBLE

Filling out as many of the details as possible can help your ranking



CATEGORIES

Only choose categories that are relevant and accurate to what you do

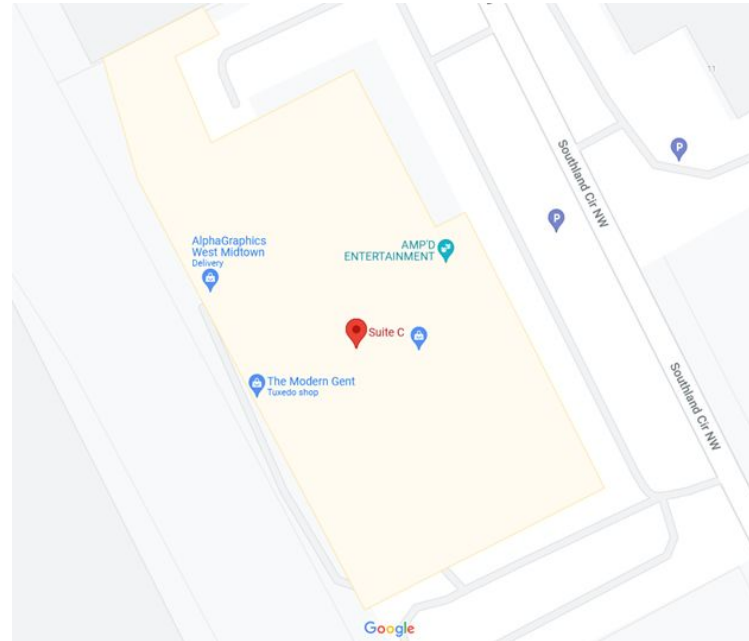


ADDRESS

While it may be helpful to your GMB profile to have a physical location, don't try to fool Google with a pretend address like a UPS store

Exquisite Sounds Entertainment

1500 Southland Circle Northwest suite c,
Atlanta, Georgia 30318



SERVICE AREAS

You can choose to show your address or keep it hidden, if you work from home you can share service areas you work in

A Big Ticket Sound Experience



Service areas

Sacramento County, CA, USA

Placer County, CA, USA

Roseville, CA, USA

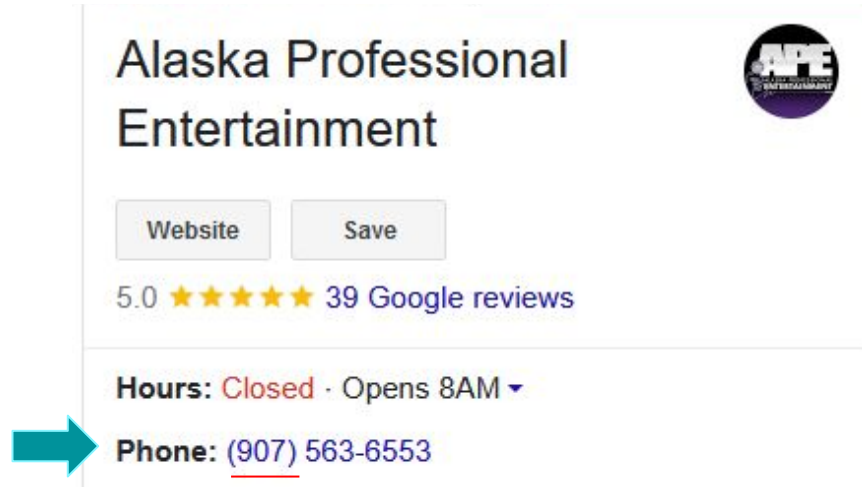
Elk Grove, CA, USA

+16 areas



PHONE NUMBER

The phone number on your GMB profile needs to have an area code which matches your address, it should not be a toll free number as this will not help you on GMB



907 is the most widely-used area code for **Alaska**. Major cities of Alaska like Anchorage, Fairbanks, and Juneau all use 907 as the area code of Alaska.

DIFFERENTIATE LINKS

Fill out all applicable link fields but make sure the information is relevant, for example, if you have an appointment booking link, make sure to use that as your appointment link rather than simply copying and pasting your Home Page URL

website link



<http://coastaldjandvideo.com/>



Appointment links

Let customers make appointments through Google by adding a link to an appointments page

Select your preferred link. Your preference will be labeled on your Business Profile on Google Search and Maps.

booking link

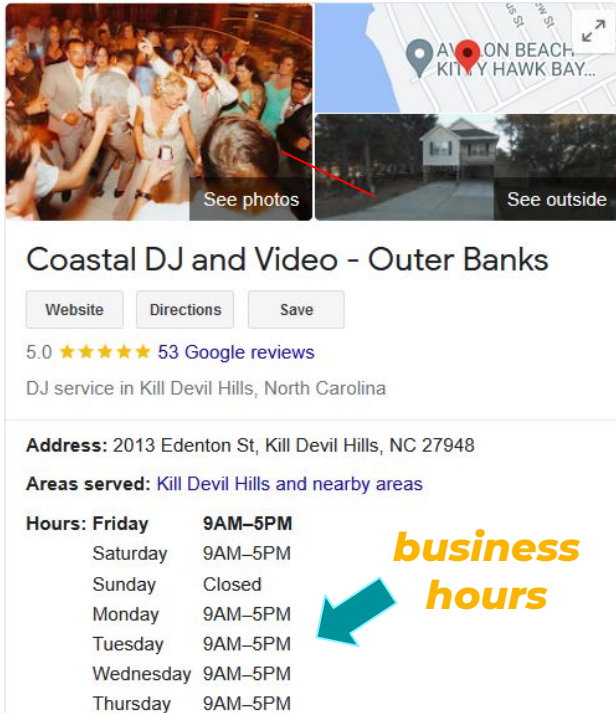


<https://coastaldjandvideo.com/>



ADD HOURS & SPECIAL HOURS

Be sure to add not only regular business hours on your profile but also “special hours” as well to make your profile more complete and accurate



Coastal DJ and Video - Outer Banks

5.0 ★★★★★ 53 Google reviews
DJ service in Kill Devil Hills, North Carolina

Address: 2013 Edenton St, Kill Devil Hills, NC 27948

Areas served: Kill Devil Hills and nearby areas

Hours:

Friday	9AM–5PM
Saturday	9AM–5PM
Sunday	Closed
Monday	9AM–5PM
Tuesday	9AM–5PM
Wednesday	9AM–5PM
Thursday	9AM–5PM

business hours

Special hours ← *special hours*

Enter hours for days when this business has an irregular schedule

Christmas Eve



12/24/21



Closed



Christmas Day



12/25/21



Closed



GMB SHORTNAME

Google will typically suggest one for you and likes when this field is populated



bunn-dj-company-raleigh



When you share your short name, customers can enter the name's URL in the browser's address bar to go directly to your Business Profile. For example, customers can search for `g.page/[yourcustomname]` in the address bar to find your business.

****You can only edit your shortname a few times per year***

ADDITIONAL INFORMATION

There's a lot of different info fields on your GMB profile, including opening date, attributes, etc

Attributes

Search these attributes



Let customers know more about your business by showing attributes on your Business Profile. These may appear publicly on Search, Maps, and other Google services. [Learn more](#)

Service options

✓ Online appointments

✓ Onsite services



Opened on January 1, 2000



GOOGLE SUGGESTIONS

When working on your profile you may see elements in bright orange with the option to accept changes, these are suggested by Google



Services were added or removed from your business based on feedback from customers and other Google sources. [View updates](#) or accept all changes.

[Accept changes](#)







DJ service

Primary category

Video Projection

GMB WEBSITE














Your GMB profile gives you the opportunity to create a free Google business website using information from your profile; set a site up and customize it

-  Photos
-  Products
-  Services
-  Website 
-  Users



CONSISTENCY IS KEY

Every detail must match what is on your website and citations

 Website <ul style="list-style-type: none">✗ Missing Name Schema✗ Missing Address Schema✗ Missing Phone Schema	 Yahoo! <ul style="list-style-type: none">✓ Beverly Hills DJ Company✗ Los Angeles Metro Area, CA 91723✓ (866) 492-8014	 Bing <ul style="list-style-type: none">✓ Beverly Hills Dj Company✓ 11271 National Blvd, Los Angeles, CA 90C✗ (310) 770-8376
 Facebook <ul style="list-style-type: none">✓ Beverly Hills DJ Company✗ Covina, CA 91723✓ (866) 492-8014 <p>0 Reviews YOU HAVE NO REVIEWS</p>	 Yelp <ul style="list-style-type: none">✓ Beverly Hills DJ Company✗ Covina, CA 91723✓ (866) 492-8014 <p>5.0  PERFECT RATING! 40 Reviews 1% HAVE MORE REVIEWS</p>	 MapQuest <ul style="list-style-type: none">✗ Listing Not Found
 Citysearch <ul style="list-style-type: none">✗ 1 Beverly Hills DJ✓ 11271 National Blvd, Los Angeles, CA 90C✗ (310) 770-8376 <p>0 Reviews YOU HAVE NO REVIEWS</p>	 Local.com <ul style="list-style-type: none">✗ Listing Not Found	 MerchantCircle <ul style="list-style-type: none">✗ Listing Not Found
 EZlocal <ul style="list-style-type: none">✗ Listing Not Found	 YP.com <ul style="list-style-type: none">✗ 1 Beverly Hills DJ✓ 11271 National Blvd, Los Angeles, CA 90C✗ (310) 770-8376 <p>0 Reviews YOU HAVE NO REVIEWS</p>	 LocalDatabase <ul style="list-style-type: none">✗ Listing Not Found

BEING ACTIVE ON GMB

How to impress Google and get
client engagement on GMB



ADD PHOTOS & VIDEOS

Upload photos and/or videos to your Google My Business profile weekly to show Google that you continue to keep the profile fresh with new imagery



GET CLIENTS TO SHARE PHOTOS

Google values when clients share photos on your platform because it shows them that people are engaging with you just like on social media



POSTS

Offer

Post a promotion

What's New

Share updates

Event

Advertise an event

Product

List a product

Create post



<  Offer  What's New  Event  Product >


Your posts will appear on Google services across the web, like Maps and Search. Your posts must comply with Google's policies. [Learn more](#)

****Posts are featured prominently for only 7 days***

AUTOMATE POSTS

You can share old posts again on Google with no SEO consequence, and this process can even be automated using tools like OneUp

Posted Oct 15, 2021



"He created the perfect ambiance and music for an event with my cohort. We needed the good vibes. He catered to all of our favorite genres in such a smooth and creative way. We didn't want the night to end."


Che Smith ★★★★★
Google review

As a full-service DMV DJ company, we promise an entertainment experience that will last a lifetime!

[Learn more](#)

Posted 1 day ago

★★★★★ **World Service!**
Steven and his crew did an amazing job at my Daughter's wedding. He took control and ran the show flawlessly. Steven handled changes to the program on the fly without a hiccup. My daughter and her husband could not have been more pleased on their very special day. I highly recommend Steven and Out Of This World Entertainment!!!!!!



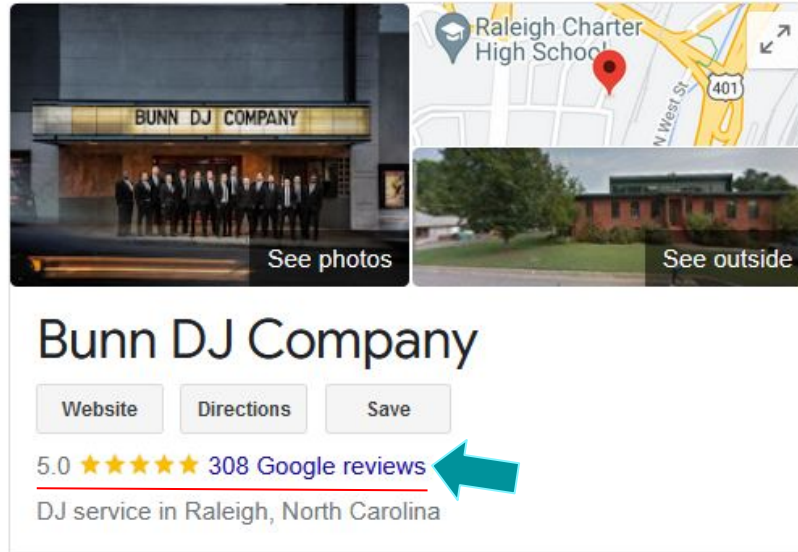
Robert Beaman

Thank You for the Out Of This World Review of our North Carolina DJ Services, Robert!

[Learn more](#)

GET CLIENTS TO REVIEW YOU

Reviews are one of the most important aspects of your GMB profile - you not only want a large number of positive reviews but good reviews consistently over time



Bunn DJ Company

[Website](#) [Directions](#) [Save](#)

5.0 ★★★★★ [308 Google reviews](#)

DJ service in Raleigh, North Carolina

REPLY TO REVIEWS QUICKLY

Make sure to reply to reviews to show Google that you are encouraging customer interaction. Positive or Negative.



Emma Lewis

★★★★★ 16 weeks ago

Alaska Professional Entertainment was amazing! We had friends and family in from all over the country for our wedding and had multiple people say Eric was the best DJ they've ever seen!



Alaska Professional Entertainment (owner)

14 weeks ago

Emma, thank you for your review! We're so happy to hear that Eric and Alaska Professional Entertainment helped make your wedding a success!

We strive to provide the best service possible and it's great to know we've met our goal. If there is anything else we can do for you in the future, please don't hesitate to reach out!

REVIEWS CAN HELP SEO

Ask clients to incorporate a keyword phrase in a natural way like:

“Out of all the wedding djs in Edmonton we researched, he looked the most reputable and once we spoke to him we trusted him...”

Get a detailed keyword overview Language / Location

wedding djs in edmonton 🇨🇦 English / Canada SEARCH

Keyword Overview ⓘ : wedding djs in edmonton

ADD TO LIST ▾

SEARCH VOLUME ⓘ

10

SEO DIFFICULTY ⓘ

36

PAID DIFFICULTY ⓘ

100

COST PER CLICK (CPC) ⓘ

\$8.13

DOs AND DON'Ts OF KEYWORDS ON GMB

The ins and outs of keywords, from research to implementation



DO CONDUCT RESEARCH

Research and find keywords that are searched regularly - ranking for keywords that no one actually searches for does not help

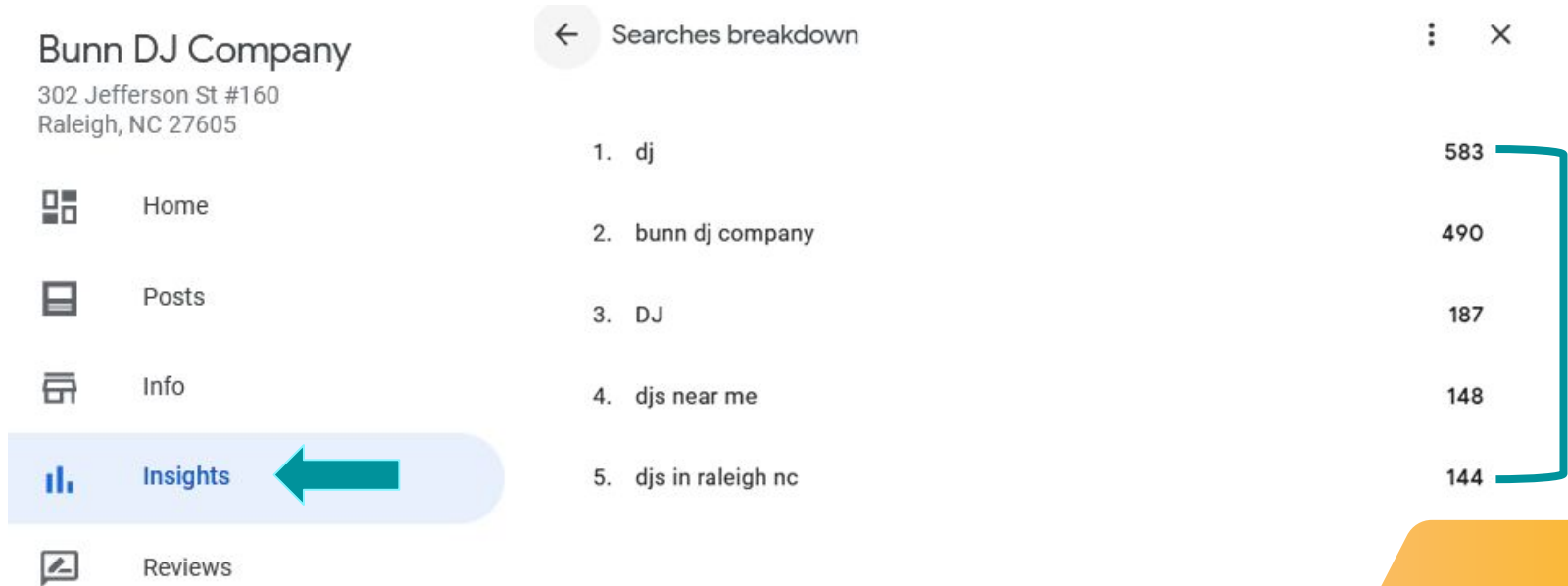
KEYWORD	TREND	VOLUME	CPC	PD	SD
raleigh wedding dj		170	\$4.23	33	37
wedding dj raleigh nc		50	\$3.96	39	42
raleigh wedding djs		50	\$11.44	8	43
wedding dj in raleigh nc		30	\$10.82	61	24
raleigh wedding dj and video		10	\$0	57	23
raleigh wedding dj 90s		-	\$0	-	-
raleigh wedding dj los angeles		-	\$0	-	-



Ubersuggest

DO UTILIZE INSIGHTS

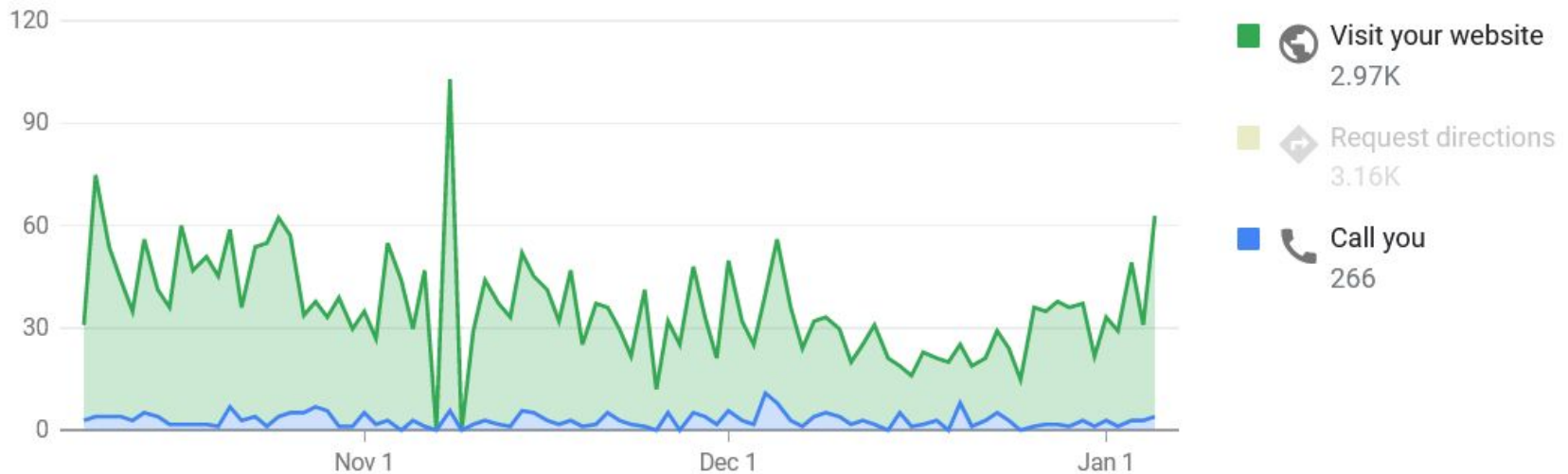
GMB insights help you see keywords customers are using to find you



HOW TO UTILIZE INSIGHTS

Insights can tell you how much traffic you're getting, the amount of views you have on your photos and much more

Total actions 6.39K



DO FILL OUT Q&As

Q and A is meant to be a place where clients can ask questions. It can also make your profile more complete and incorporate keywords

Exquisite Sounds Entertainment

1500 Southland Cir NW suite c, Atlanta, GA



Ask a question

Where can we find out more about your services, and all you offer?



Like



Answer



Exquisite Sounds Entertainment (Owner)

6 months ago



The absolute and BEST way to find out more about our Atlanta DJ Services, availability and how we can assist is by setting up an entertainment consultation with our team to learn more about your event. If you're looking for more places to see, read or hear about us, feel free to check out our Social Accounts (IG | FB | YouTube) : @ExquisiteSoundsEnt or visit our website: www.exquisitesoundsent.com

HOW TO CREATE Q&As

As long as you're in a different Gmail account, you can add questions, or you can simply ask someone you know to ask questions which you can then answer as the business owner

Questions & answers
Be the first to ask a question



Ask a question

Ask a question

Advanced Entertainment



Brian D. Lawrence

Posting publicly

Ask a question or get advice from the owner and broader community.

CANCEL

POST

The Music Xpress DJ Company

What types of events can you service?



Like



Answer



DON'T KEYWORD STUFF

Cramming keywords in Q&A or any place on GMB could hurt you
SEO and ruin the user experience

From the business

Describe your business to customers on Google.

[Learn more](#)

Top DJ Company is a team of New Jersey DJs
who offer New Jersey wedding DJ services to
couples who need NJ DJs and want the very best
DJs in NJ



DON'T KEYWORD SPAM

Including keywords that are not part of your business name in your GMB profile business name is considered spam. Your ranking can be penalized.

What's the name of your business?

Top DJ Company Wedding DJs Raleigh



actual name

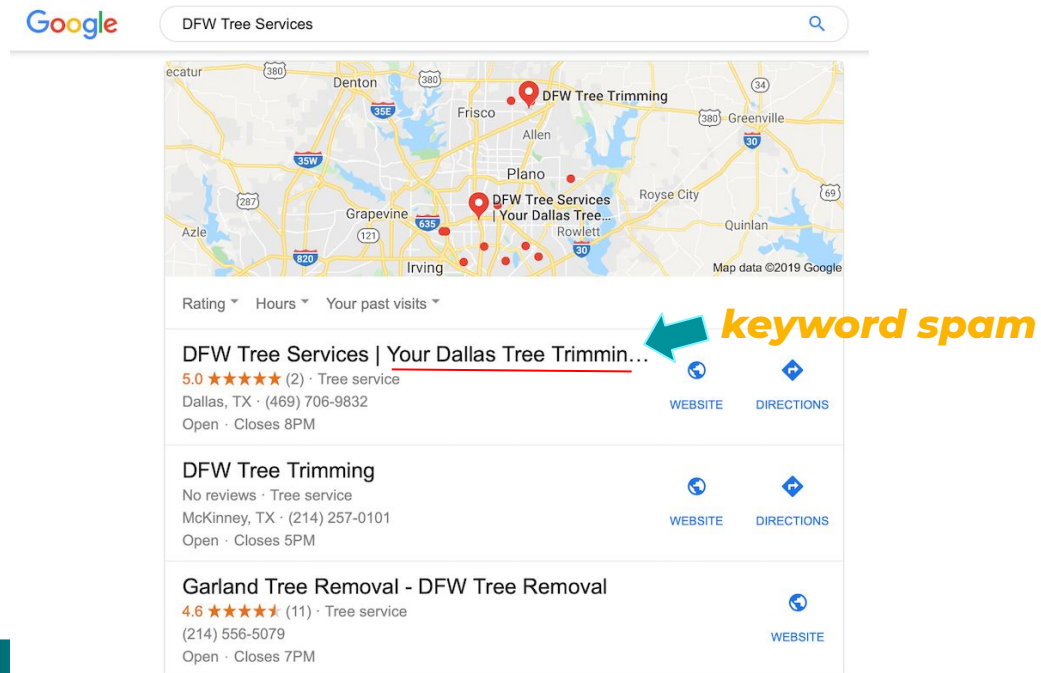


keyword spam



DO REPORT BOGUS LISTINGS

If you see keyword spam in other business names or bogus listings, report it to Google using their “**Business Redressal Complaint Form**”.



HELPING YOUR WEBSITE BETTER SPEAK TO GOOGLE

Appealing to Google goes beyond your GMB profile - there is more you can do to help your online presence speak better to Google



SOCIAL SIGNALS

It's not just the reviews on your GMB profile that count; Google may list other of your review platforms.

Reviews from the web

4.9/5 Facebook · 84 votes



Reviews ?

Write a review

Add a photo



"My **husband** and I couldn't be happier with how our video and **music** turned out."



"The **communication**, professionalism, and **service** were all top notch."



"He's also very reasonably priced and easy to work with."



[View all Google reviews](#)

From Coastal DJ and Video - Wilmington

"Lead by George Wainwright, our team of DJs and videographers have years in the wedding business. We have a passion for music and entertaining and love people in general. We are one of North Carolina's largest and most referred companies because we..."

SCHEMA

Schema data is a creation of Google, Bing and Yahoo that can be placed on a website to help search engines understand, display and utilize location-based information like your address, phone number and more

Just installing Schema can help you rank four spots higher

```
<script type="application/ld+json">
{
  "@context" : "http://schema.org",
  "@type" : "WebSite",
  "name" : "Elite SEM",
  "url" : "http://elitesem.com/",
  "potentialAction" : {
    "@type" : "SearchAction",
    "target" : "http://elitesem.com/?s={search_term}",
    "query-input" : "required name=search_term"
  }
}
</script>
```

TITLE AND META TAGS

You can create a separate title tag and meta description for each page to help Google rank for a different key word on each page

<https://reiddjcompany.com> › wedding-dj ⋮

The Best Lexington, NC Wedding DJs | Reid DJ Company

Want fun and excitement at your **wedding** reception? Hire **Reid DJ Company** to fill the dance floor and create a day to remember.

<https://herculesentertainment.com> › about-us ⋮

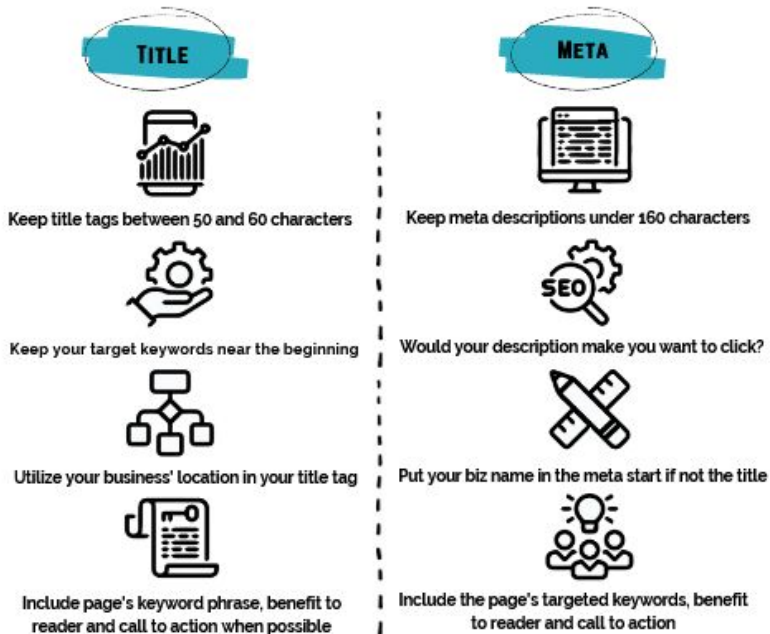
Award-Winning Bilingual DC DJ Company Hercules ...

Sep 6, 2021 — Will is the owner of **Hercules Entertainment**, a Latino DJ Company serving the DMV. He focuses on treating all of his clients like familia.

MY TITLE & META GUIDE

TITLE TAGS & META DESCRIPTIONS

Page titles and descriptions should be unique on every page while following these guidelines for success:



WHY PAGE SPEED MATTERS AND HOW TO FIX IT

How your page loading speed affects your ranking with Google and what you can do to improve it



PAGE SPEED VALUE

Having a fast loading speed is important not only for the user experience but for Google as well - if pages take too long it can affect your ranking.



Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)



0-49



50-89



90-100

VIDEOS

Videos can have a big impact on your site's loading times but there's a way to help make sure they do not affect your page speed score with Perfmatters, also, uploading videos to YouTube or Vimeo and connecting them to your site afterwards can help also

Katie & Jaden



PHOTOS

If photos are too big for the space they're in, they will affect your page speed score unnecessarily - compression tools can be valuable to help you deal with this quickly



Original transparent PNG

File size **57 KB**

VS



Shrunk transparent PNG

File size **15 KB**

TINYPNG.COM

Compress your images to make a big difference to your site loading times
and Google score



THE RIGHT HOST REALLY HELPS

Find a hosting solution:

- respond promptly
- have a deep understanding of the platform your site is built on
 - provide regular backups
 - make platform updates
- really protects the security of your site





TYPES OF BLOG POSTS

Different types of blog posts and how to get the most SEO benefit



1. EDUCATIONAL

When someone comes to your site there should already be enough for them to be able to decide whether or not to contact you, so educational blog posts won't generate clients - you could get a thousand visitors a month from one post on something like "top popular mother-son wedding dances", but what is the chance you will get real business from that?

TOP PAGES BY COUNTRY			
 US / EN [1,434]	 US / ES [325]	 IN / EN [52]	 GB / EN [39]
SEO TITLE URL	EST. VISITS		
Top 20 Outdoor Wedding Venues In Pittsburgh And Near ... ██████████/2021/08/02/top-20-outdoor-wedding-venues-in-pittsburgh-and-near-allegheeny-county/	594	View All ▾	
Top 10 Mother-Son Wedding Dance Songs For 2021 - ██████████ ... ██████████/2021/02/09/top-10-mother-son-wedding-dance-songs-for-2021/	547	View All ▾	
Top 10 Wedding Cake Cutting Songs For 2021 - ██████████ ... ██████████/2021/02/22/top-10-wedding-cake-cutting-songs-for-2021-tracks-you-and-your-guests-will-love/	373	View All ▾	
10 Father-Daughter Wedding Dance Songs For 2021 [That ... ██████████/2021/01/26/10-father-daughter-wedding-dance-songs-for-2021-that-you-and-your-dad-will-love/	142	View All ▾	

2. REAL EVENTS

Posting about real events you've done can be valuable since you can easily drive traffic to your site by asking clients to share their event post on social media



Gryniewicz Wedding – Sydonie Mansion

3. VENUE-FOCUSED

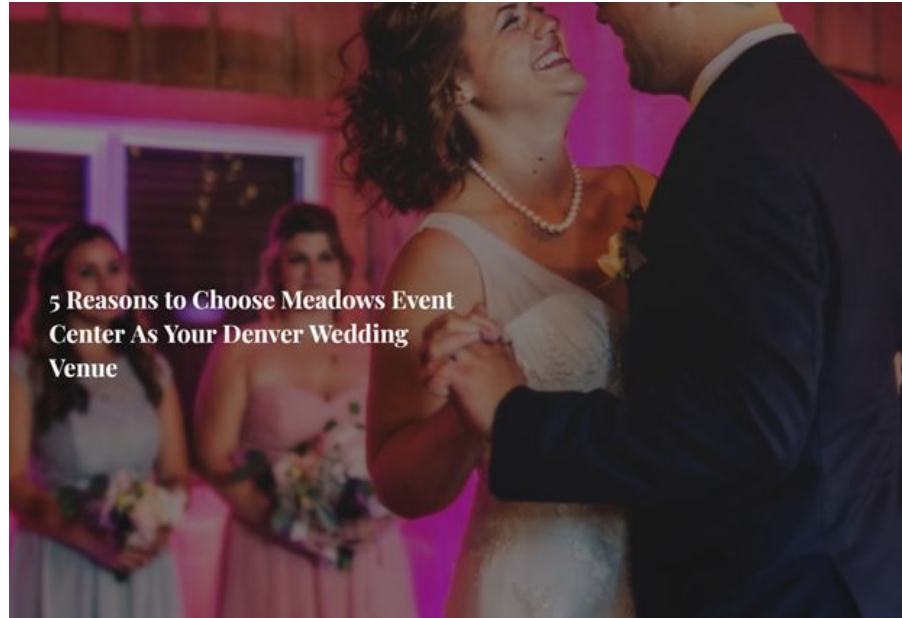
One of the best blogging strategies is to focus on venues through individual venue pages which share elements of real events and what you liked about the venue - the goal is to rank for that venue by name



Washington Duke Inn - Durham, NC Wedding Venue

4. OPTIMIZED

SEO-optimized blog posts are created to rank for the right terms that can actually bring you local customers - the key is to continue to update them regularly



COLLINS CASE STUDY

To help our client Collins Entertainment, we created a blogpost to drive traffic from wedding couples who are looking for venues (who will also still likely need a DJ); a regular page on a DJ site would never rank for this term.



unique wedding venues in ct

https://collins-entertainment.com › Blog ← **#1**

A Few Favorite Unique Wedding Venues in CT (Updated)

Oct 4, 2021 — A Short Guide to **Unique Wedding Venues in CT**. Connecticut is known by many to be New England's most stunning and gorgeous state.

wedding-ideas ⋮

10 Unique Connecticut Wedding Venues | See Prices - Here ...

10 **Unique Connecticut Wedding Venues** · The New England Carousel Museum · 19Main · Tamarack Lodge · The Loading Dock · Pond House Cafe · Florence Griswold Museum · Hill ...

› wedding-venues-in-ct ⋮

60 Best Wedding Venues in CT (Updated for 2021!) - Sergey ...

Outdoor Wedding Venues in CT — **Outdoor Wedding Venues in CT**. Outdoor tent wedding reception, Stone Acres Farm. Stone Acres Farm was founded back in 1765. It ...
Rustic and Barn Wedding... · Castle and Mansion Wedding...

5. RECIPROCAL

Doing reciprocal blog posts with other vendors means you can each get backlink opportunities and more exposure to potential clients in a way that demonstrates trust - doing this with venues could be particularly valuable



Crystal Ballroom Vendor

XCLUSIVE DEEJAYS IS THE DJ TO ROCK YOUR EVENT

Xclusive Deejays is a complete DJ experience that rocks your playlist.

HOW TO GET BACKLINKS TO YOUR SITE

The right type of backlinks will help your Google ranking. The two best types of backlinks are:

- **Sites that get a lot of traffic**
- **Sites which are weddings or events focused**



MYWEDDINGSONGS.COM

Matt Campbell's MyWeddingSongs.com is a great site for a strong SEO backlink

Outdoor Wedding Music Ideas for an Unforgettable Celebration

Updated on January 5, 2022 / Written by Mario Fastiggi

As you imagine the perfect wedding of your dreams, one key element has to be a prime collection of songs that makes all of your guests hope that the party never has to end. What



About Mario Fastiggi

Mario Fastiggi is the trusted General Manager of NJ outdoor wedding venue [Brooklake Country Club & Events](#). For over a century, Brooklake has been a stunning representation of perfectly-manicured grounds and quality design. Today it proudly serves countless wedding couples as one of the most beautiful venues in New Jersey.

WEDDINGVIBE.COM

With my special link you can create a free business profile on Wedding Vibe which will give you a strong backlink for SEO in addition to potential customer exposure



Grow Your Wedding Lead List

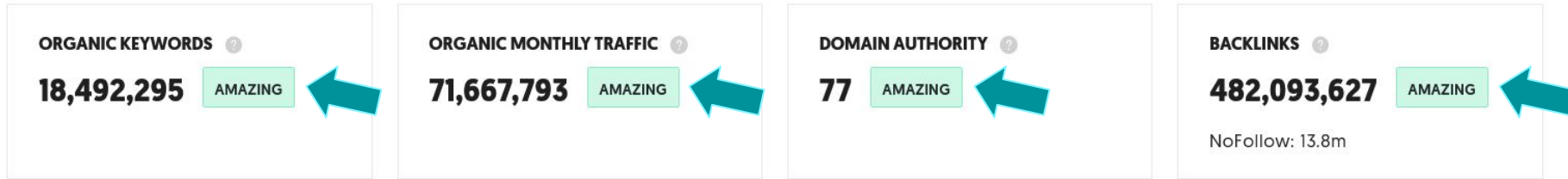
Associates of
Brian Lawrence
Get a Month Free



SAMPLE OF GENERIC BACKLINK

High traffic site that welcomes blog posts

Traffic Overview : tumblr.com



tumblr Sign up Follow brooklakeevents

[POSTS](#) [LIKES](#) [FOLLOWING](#) [ARCHIVE](#)



source <https://brooklakeevents.com/skip-the-destination-wedding-stress-celebrate-at-brooklake/>

LOCAL BACKLINKS

In addition to industry-focused directories or general high traffic sites, get strong local backlinks like your area's Chamber of Commerce

Bunn DJ Company
300 Jefferson St.
Suite 100
Raleigh, NC 27605 | [map](#) | [directions](#)
 [Joe Bunn](#)
 (919) 785-9001

[Visit Site](#)

DON'T TAP INTO THE SAME WELL

It's better to have 50 links from 50 different domains than 500 more links from a site that already links to you - visit my blog for 80 opportunities for free backlinks

80+ Free Ways You Can Get
Wedding Vendor Listings to
Improve SEO & Increase Exposure

STUDY COMPETITOR LINKS

Check your competitors to see what backlinks they are getting and if you can get them as well

Party Equipment Rentals in Hay Lakes, AB for Weddings and Special Events

Source: eventective.com/hay-lakes-ab/party-rentals.html  

Target: 

5 Best DJs in Edmonton 🏆

Source: kevsbest.ca/best-djs-in-edmonton/  

Target: 

SOCIAL MEDIA POSTS

Do posts with links not only to your home page but other important pages or blog posts as well as Facebook groups. Google loves getting traffic to your site from social media and in fact tracks it in their analytics

Stonegate Manor & Gardens
22 December 2021 at 20:39 · 🌐

Yesterday we shared a picture of our Manor house blanketed in snow. Today we're sharing a picture of the Manor house from 1983! More pictures on our website ❤️
<https://www.stonegatemanorevents.com/weddings/>

Xclusive DeeJays
2 June 2021 · 🌐

The Albut wedding was a spectacular celebration full of love, laughter and more importantly DANCING! See for yourself in our NEWEST blog post!!

Venue: [Luxmore Grande Estate](#)
DJ/MC & Dancing on a Cloud: [Xclusive DeeJays...](#) See more

XCLUSIVEDEEJAYS.COM
Albut Wedding - Luxmore Grande Estate Winter Springs, FL

PRESS RELEASES

Use press releases to help you build credibility with SEO benefits as well



Volcanik Entertainment: Professional Wedding DJs Discuss Adapting to Change and Keeping Up with Trends



Wed, December 29, 2021, 1:30 PM · 4 min read



PISCATAWAY, NJ / ACCESSWIRE / December 29, 2021 / The wedding industry is constantly evolving with fresh ideas and the latest technology. For professional DJs, this means adapting to the latest gadgets and trends. The Volcanik Entertainment team has watched the scene change quite a bit over the past 10 years; social media has become a big influence on the new generation of couples getting married. DJs need to keep up with what's trending, but they also need to know the roots of DJing, music, and what it takes to rock a dancefloor at a wedding.

FREE PRESS RELEASES

Many reputable sites may offer free press releases - the SMB Guide has a useful article with their top 10 sites to try

Rank	Name	Offer
1.	PRLog	Free and paid options.
2.	NewswireToday	Free and paid options.
3.	PR.com	Free and paid options.



real free press release



Top wedding Dj releases new music video

By: *[One Sound and Entertainment](#)*

ATLANTA - April 7, 2014 - [PRLog](#) -- One Sound and Entertainment brings it again! DJ Mark Battle does something that no other wedding DJ has done before with the release of his first single and music video, "So Good".

WHAT YOU **DON'T** WANT GOOGLE TO **SEE**

Sometimes there are things you don't want Google to crawl. Is your site hiding all that it should?



HIDDEN PAGES

Hide any pages you don't want Google to see, such as if you don't want your pricing to be publicly available or if you have pages which are only for existing clients - remember you can password protect pages if needed



\$1499

**ESSENTIAL
PACKAGE**



\$2199

**COMPLETE
PACKAGE**

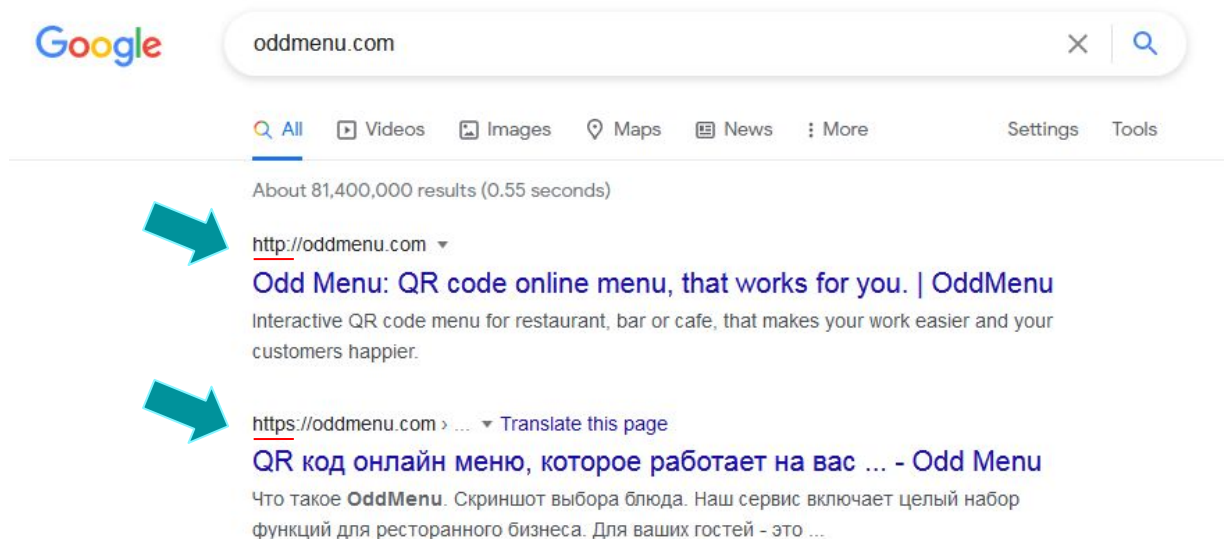


\$2899

PREMIUM PACKAGE

MULTIPLE VERSIONS

Go to **site:mydomainname.com** to see if Google is listing your site correctly, only one version of your site should be shown - check if there are multiple versions like **http: , https: , http://www. ,** and so on



The screenshot shows a Google search for "oddmenu.com". The search bar contains "oddmenu.com" and the search button is visible. Below the search bar, the search filters are set to "All". The search results show "About 81,400,000 results (0.55 seconds)". Two results are highlighted with teal arrows:

- The first result is for <http://oddmenu.com>. The title is "Odd Menu: QR code online menu, that works for you. | OddMenu". The description is "Interactive QR code menu for restaurant, bar or cafe, that makes your work easier and your customers happier."
- The second result is for <https://oddmenu.com>. The title is "QR код онлайн меню, которое работает на вас ... - Odd Menu". The description is "Что такое **OddMenu**. Скриншот выбора блюда. Наш сервис включает целый набор функций для ресторанного бизнеса. Для ваших гостей - это ..."

SEO RESOURCES

Free tools to help you with everything from keyword research to title tags and meta descriptions



REV

If you need to transcribe an audio into text Rev can do captions, transcriptions and subtitles

Transcription

\$1.25 per minute

Convert audio or video to text



Millions of minutes transcribed

[LEARN MORE](#)

Captions

\$1.25 per minute

Caption your videos



Millions of minutes captioned

[LEARN MORE](#)

Foreign Subtitles

\$3-7 per minute

Translate your videos with foreign subtitles



Millones de palabras traducidas

[LEARN MORE](#)

WRITING ASSISTANCE

Jarvis is an artificial intelligence tool that can help you write copy for blogs, social media posts and more

Meet Jarvis,

The Future of Writing

Blog Articles

Artificial intelligence makes it fast & easy to create content for your blog, social media, website, and more! Rated 5/5 stars in 1,000+ reviews.

ANSWER THE PUBLIC

Answer The Public can be used to generate content ideas based on real searches on any kind of topic

what

Image

Hide

what songs for wedding reception

good songs for wedding reception
entrance

songs for outdoor wedding
ceremony

songs for outdoor wedding

what songs are good for a wedding
reception

when

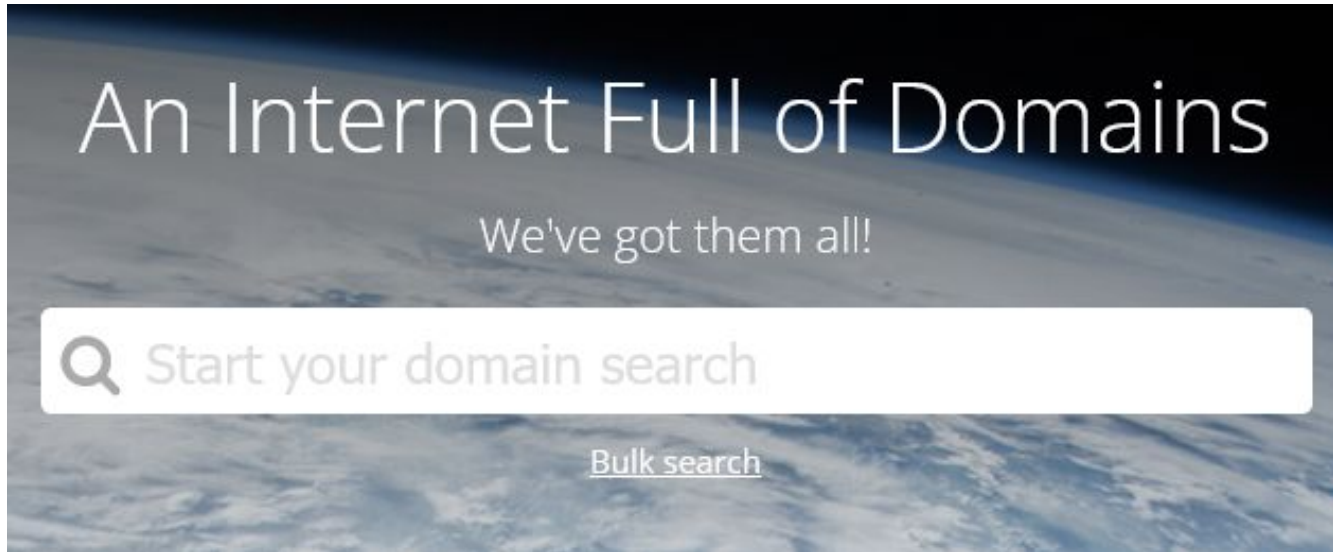
songs for outdoor wedding ceremony

songs for outdoor wedding

what are good songs for wedding ceremony

MONIKER

Register your domain with Moniker.com for five years and show Google that you are here to stay



UBERSUGGEST

Researching keywords is an important step in any SEO strategy, just make sure to set your location correctly

Get a detailed keyword overview

Language / Location

edmonton dj



English / Canada



SEARCH

Keyword Overview ⓘ : edmonton dj

ADD TO LIST ▾

SEARCH VOLUME ⓘ

170

SEO DIFFICULTY ⓘ

31

PAID DIFFICULTY ⓘ

49

COST PER CLICK (CPC) ⓘ

\$7.16

KEYWORD.COM

Easily get information on how much your ranking for keywords changes over time, this helps you improve your SEO strategy with data rather than guesses



PINGDOM

I recommend the free Pingdom page speed tool you can use to check your site's loading speed and find potential improvements for you or your developer to make

Performance grade

D 67

Page size

4.0 MB

Load time

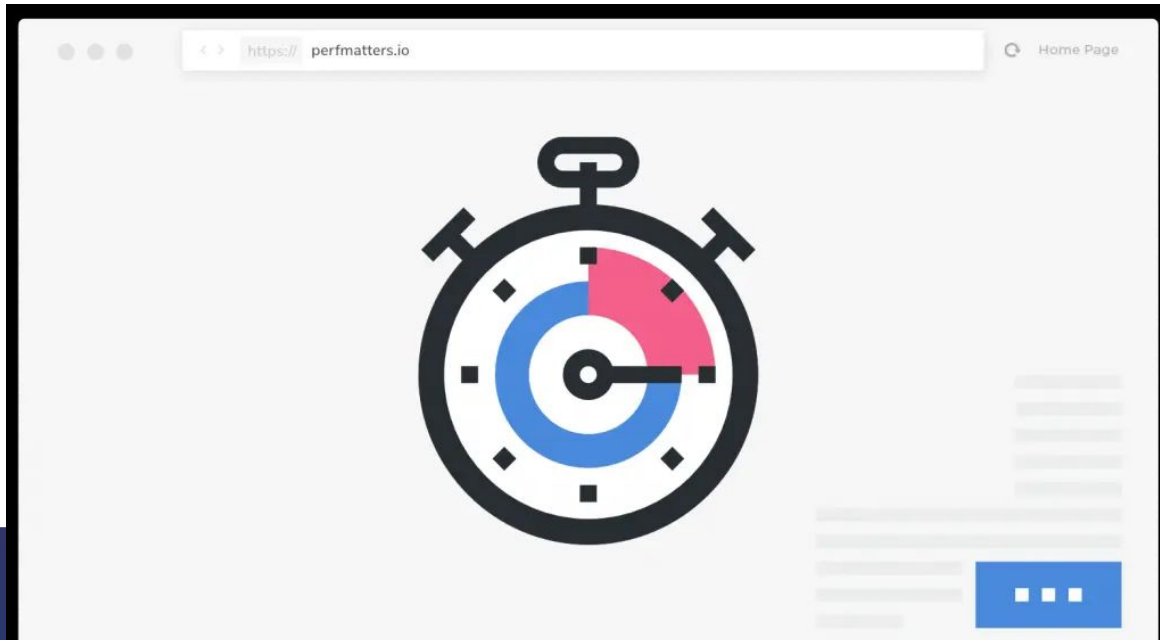
3.99 s

Requests

110

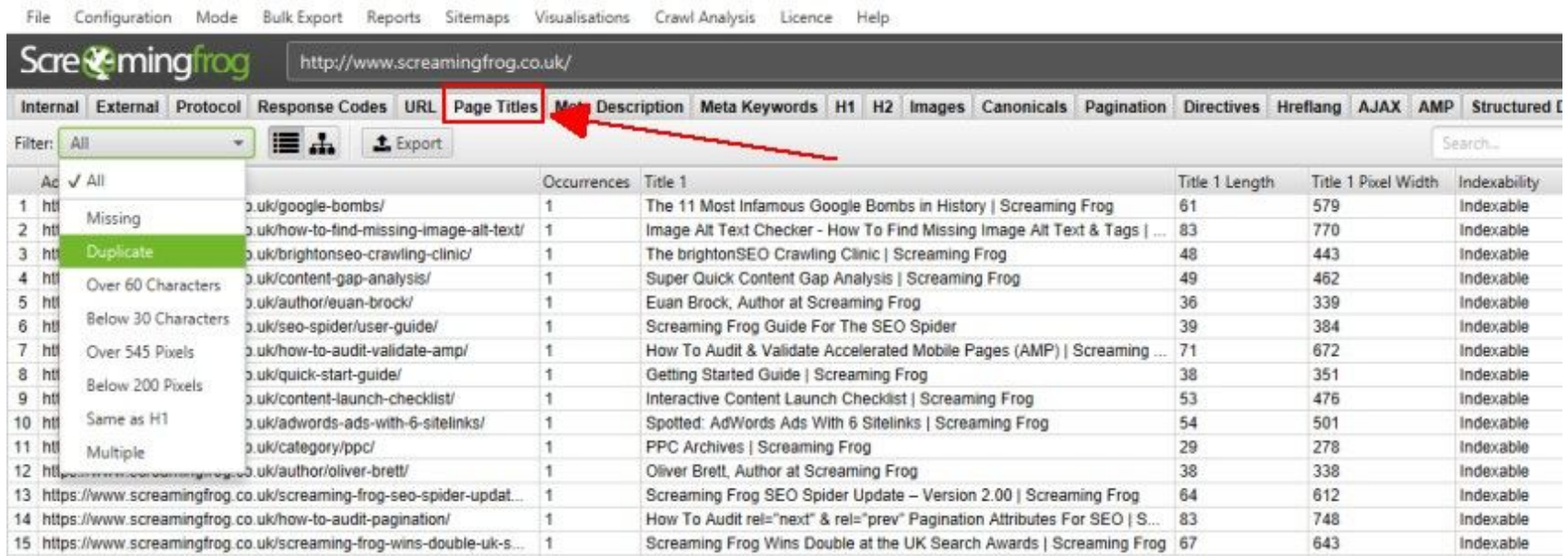
PERFMATTERS

Perfmatters is a Wordpress plugin which can potentially help you dramatically cut down on page speed issues due to slow video loading times



SCREAMING FROG


Check your title tags and meta descriptions using this tool, which “crawls” your site to pull all the important details within minutes



File Configuration Mode Bulk Export Reports Sitemaps Visualisations Crawl Analysis Licence Help

Screamingfrog <http://www.screamingfrog.co.uk/>

Internal External Protocol Response Codes URL **Page Titles** Meta Description Meta Keywords H1 H2 Images Canonicals Pagination Directives Hreflang AJAX AMP Structured Data

Filter: All  Export Search...

Ad	✓ All		Occurrences	Title 1	Title 1 Length	Title 1 Pixel Width	Indexability
1	Missing	o.uk/google-bombs/	1	The 11 Most Infamous Google Bombs in History Screaming Frog	61	579	Indexable
2		o.uk/how-to-find-missing-image-alt-text/	1	Image Alt Text Checker - How To Find Missing Image Alt Text & Tags ...	83	770	Indexable
3	Duplicate	o.uk/brightonseo-crawling-clinic/	1	The BrightonSEO Crawling Clinic Screaming Frog	48	443	Indexable
4	Over 60 Characters	o.uk/content-gap-analysis/	1	Super Quick Content Gap Analysis Screaming Frog	49	462	Indexable
5		o.uk/author/euan-brock/	1	Euan Brock, Author at Screaming Frog	36	339	Indexable
6	Below 30 Characters	o.uk/seo-spider/user-guide/	1	Screaming Frog Guide For The SEO Spider	39	384	Indexable
7	Over 545 Pixels	o.uk/how-to-audit-validate-amp/	1	How To Audit & Validate Accelerated Mobile Pages (AMP) Screaming ...	71	672	Indexable
8		o.uk/quick-start-guide/	1	Getting Started Guide Screaming Frog	38	351	Indexable
9	Below 200 Pixels	o.uk/content-launch-checklist/	1	Interactive Content Launch Checklist Screaming Frog	53	476	Indexable
10	Same as H1	o.uk/adwords-ads-with-6-sitelinks/	1	Spotted: AdWords Ads With 6 Sitelinks Screaming Frog	54	501	Indexable
11	Multiple	o.uk/category/ppc/	1	PPC Archives Screaming Frog	29	278	Indexable
12		o.uk/author/oliver-brett/	1	Oliver Brett, Author at Screaming Frog	38	338	Indexable
13		https://www.screamingfrog.co.uk/screaming-frog-seo-spider-updat...	1	Screaming Frog SEO Spider Update – Version 2.00 Screaming Frog	64	612	Indexable
14		https://www.screamingfrog.co.uk/how-to-audit-pagination/	1	How To Audit rel="next" & rel="prev" Pagination Attributes For SEO S...	83	748	Indexable
15		https://www.screamingfrog.co.uk/screaming-frog-wins-double-uk-s...	1	Screaming Frog Wins Double at the UK Search Awards Screaming Frog	67	643	Indexable

TIME & PATIENCE

Remember that SEO success takes time and patience

Keyword	Start	Rank
🇺🇸 🗒️ raleigh school djs	<u>12</u>	<u>1</u>
🇺🇸 🗒️ raleigh corporate djs	<u>8</u>	<u>2</u>
🇺🇸 🗒️ raleigh dj	<u>9</u>	<u>4</u>
🇺🇸 🗒️ raleigh uplighting	<u>63</u>	<u>4</u>
🇺🇸 🗒️ raleigh wedding djs	<u>5</u>	<u>5</u>
🇺🇸 🗒️ wedding djs raleigh	<u>10</u>	<u>5</u>
🇺🇸 🗒️ chapel hill wedding djs	<u>10</u>	<u>6</u>
🇺🇸 🗒️ wedding dj raleigh nc	<u>9</u>	<u>7</u>
🇺🇸 🗒️ chapel hill dj	<u>10</u>	<u>7</u>
🇺🇸 🗒️ chapel hill djs	<u>10</u>	<u>7</u>
🇺🇸 🗒️ wedding djs chapel hill	<u>10</u>	<u>7</u>
🇺🇸 🗒️ wedding dj chapel hill nc	<u>21</u>	<u>7</u>
🇺🇸 🗒️ raleigh djs	<u>11</u>	<u>8</u>

BUNN DJ CASE STUDY

To get a really good glance at how SEO can work, take a look at the case study of the work we did for Joe Bunn's website

Local & Organic SEO Case Study: Wedding/Event DJ

The purpose of sharing this case study was to allow other businesses in the wedding industry to have a roadmap on how they can take action steps to improve their own SEO (Search Engine Optimization - helps your page rank higher on Google and other search engines to drive more traffic to your site). In addition, I wanted readers to understand how much work is involved, much of which is behind the scenes.

Want to learn more?

Read more...

about setting up your profile for success

www.brianlawrence.com

201.244.5969

Read more...

about GMB tools and tips you need to know

Contact Me

for a free 30-minute consult to discuss your SEO

brian@brianlawrence.com