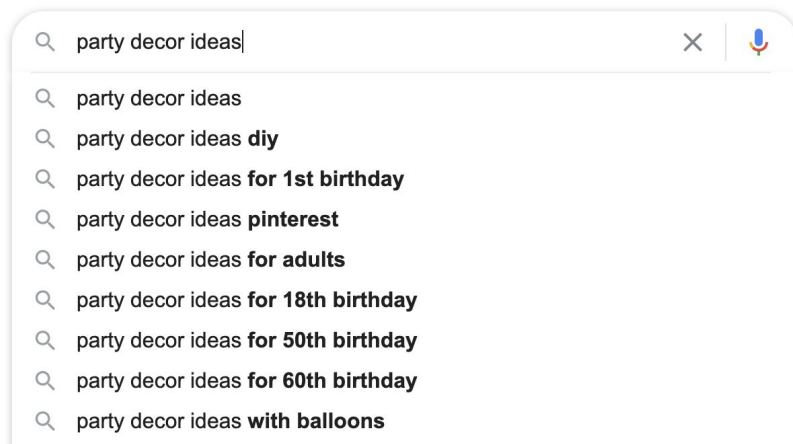# PARTY SLATE

Digital Day 🔍

SEO Secrets: Tips for Higher Rankings and More Traffic from PartySlate Experts

Agenda

- What is SEO?

- Keyword and content strategy

- Content creation, link building & on page SEO

- How to get started with off-page SEO

- Basics of technical SEO

- How to leverage PartySlate for SEO

- Your SEO action plan

Google

party decor ideas

- party decor ideas
- party decor ideas **diy**
- party decor ideas **for 1st birthday**
- party decor ideas **pinterest**
- party decor ideas **for adults**
- party decor ideas **for 18th birthday**
- party decor ideas **for 50th birthday**
- party decor ideas **for 60th birthday**
- party decor ideas **with balloons**

Meet your PartySlate SEO experts!

Chhavi Tiwari
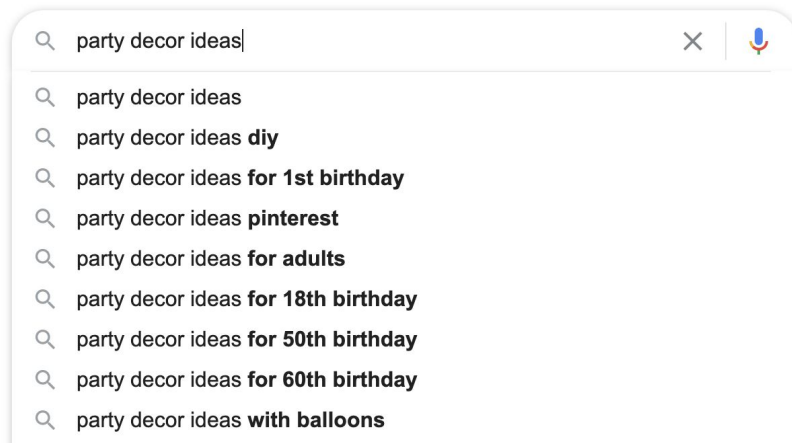VP of Product
PartySlate

Lauren Mandel
VP of Marketing
PartySlate

Pamela Rothbard
Editorial Director
PartySlate

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SEO is comprised of 3 main areas that make up a whole strategy

On-page

Optimizing elements of your website to strive for higher rankings with Google

Off-page

Activities that happen outside of your website that boost its rankings and credibility with Google
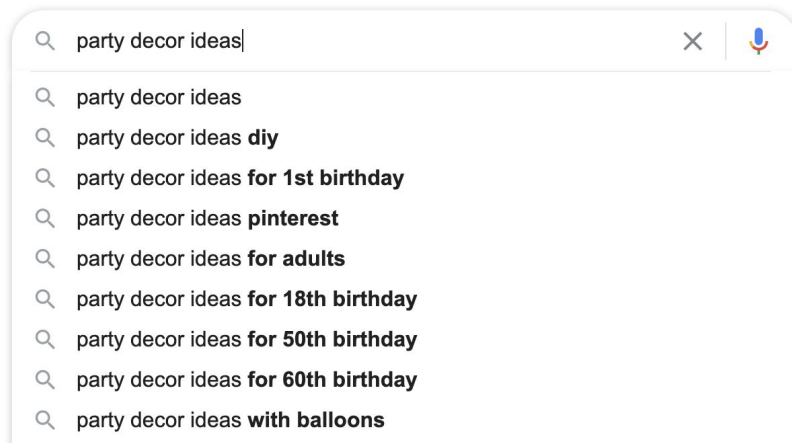
Technical

Optimizations to your website that allow Google to more easily and efficiently crawl and index

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Start by building a list of 20-30 keywords relevant for your business

- Start by considering what topics or phrases are relevant for what you do

- Use SEO tools to conduct research, like Ubersuggest or AHREFs

- Assess the ease of ranking against competitors

- Explore related keywords and key phrases

- Consider how potential clients might be searching for businesses like yours

- Don't be afraid to get specific!

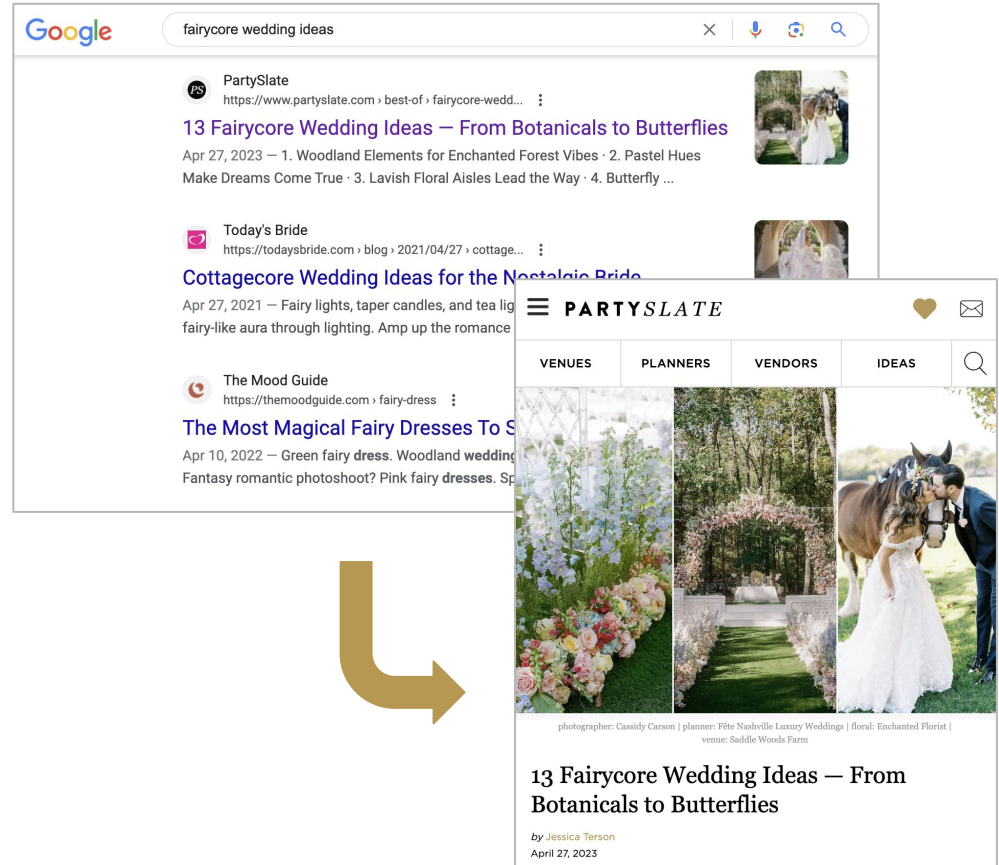|	Keyword	KD	Volume ▼
☐ ✓	chicago wedding venues	26	5.4K
☐ ✓	wedding venues chicago	26	1.7K
☐ +	wedding venues chicago suburbs	5	700
☐ +	best wedding venues in chicago	27	600
☐ +	wedding venues in chicago	27	500

Keyword Difficulty ⓘ

26

Medium
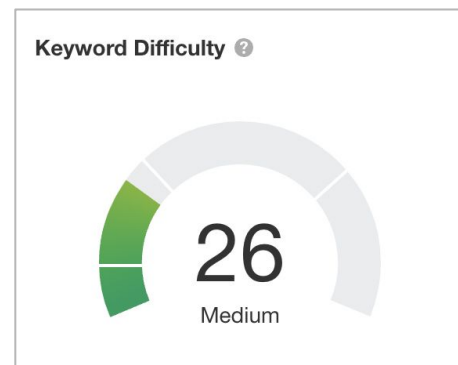
Use those keywords to generate unique content for your website to drive qualified traffic
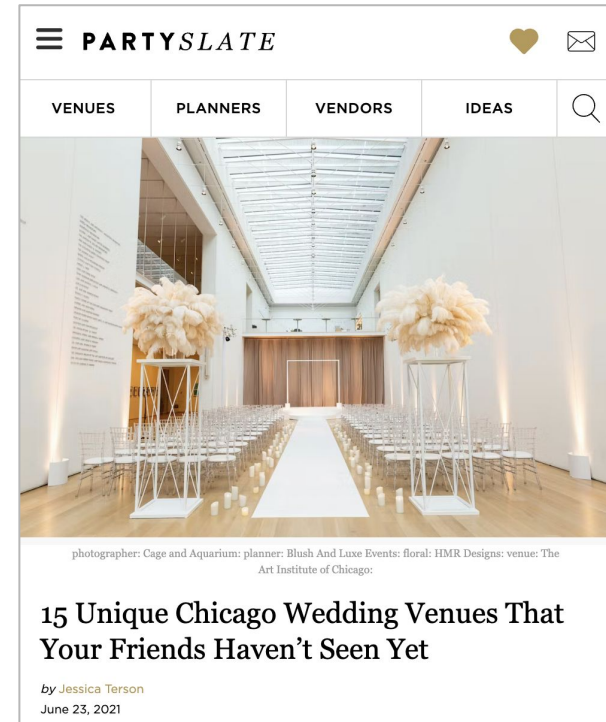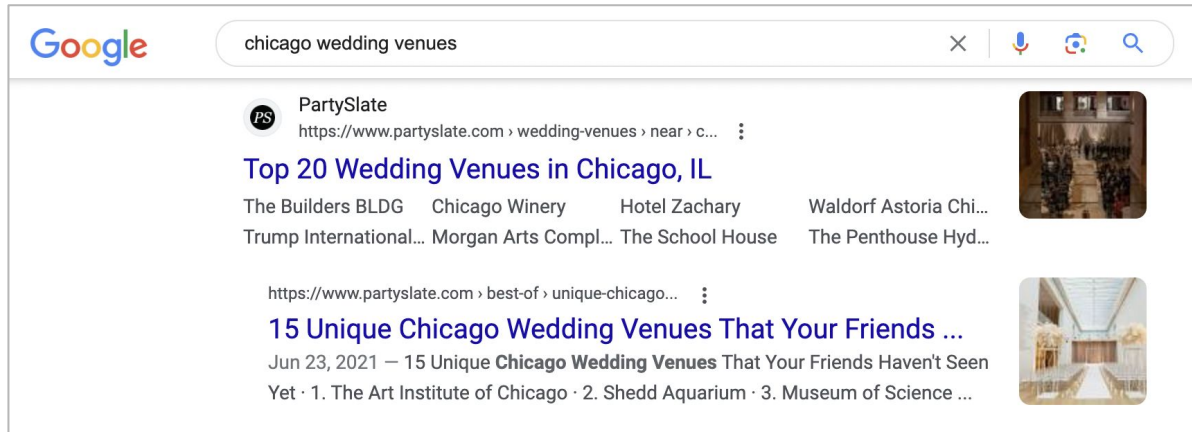
Take your keyword and content strategy to the next level with these additional tips

- Google loves fresh content — update and optimize blog posts and website content that already exists

- Track keyword rankings and progress in a tool like AHREFs to understand what's working well

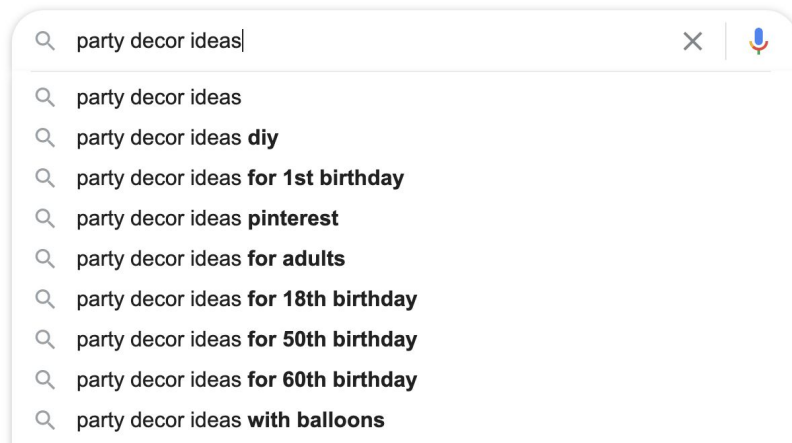- Pay attention to seasonality and trends to take advantage of faster ranking opportunities

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Content SEO: Leverage your knowledge

Plan your content:

- Use your list of keywords to brainstorm post ideas
- Assess seasonality and trends
- Consider "long-tail" keywords for faster ranking opportunities
- Include real examples with images
- Iterate multiple posts on similar topics
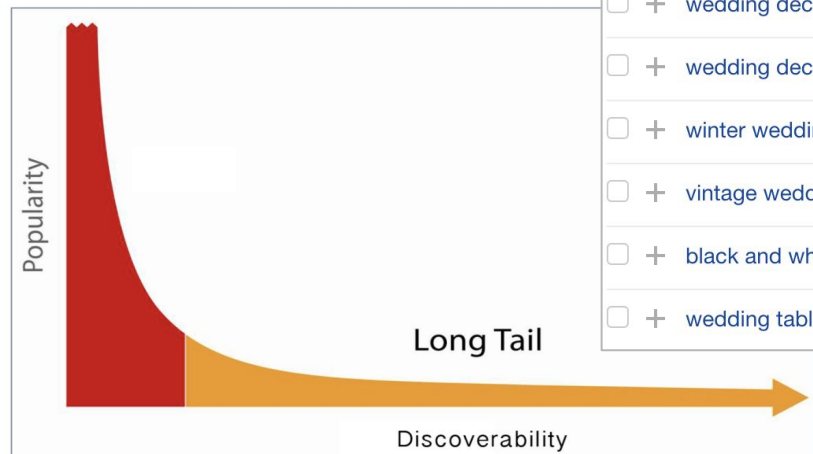
14,162 keywords   Total volume: 73K

	Keyword
☐ ✓	wedding decor
☐ ✓	wedding aisle decor
☐ +	wedding decor rentals
☐ +	used wedding decor
☐ +	rustic wedding decor
☐ +	boho wedding decor
☐ +	wedding decor ideas
☐ +	wedding decor checklist
☐ +	winter wedding decor
☐ +	vintage wedding decor
☐ +	black and white wedding decor
☐ +	wedding table decor

Popularity

Long Tail

Discoverability
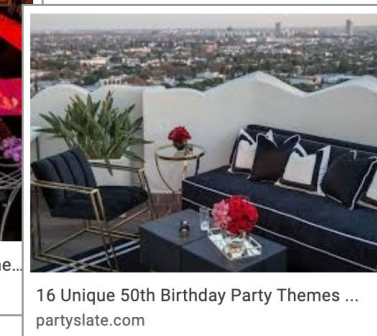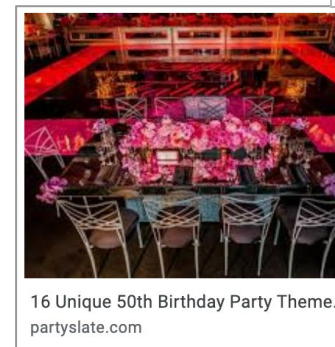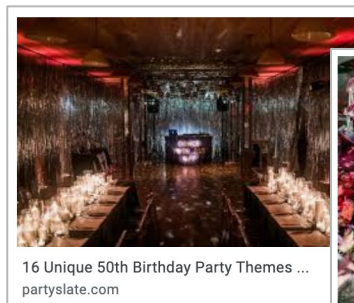
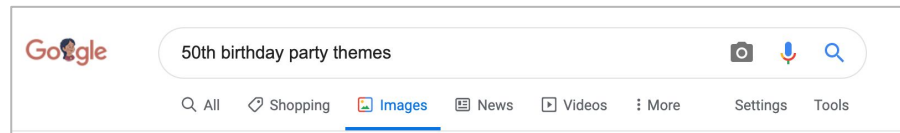# Writing for consumers — and for Google

Utilize images:

- Alt-text: tags that help Google understand what is in the photo; improves page accessibility

Incorporate your key phrase into:

- URL
- Meta-text: appears under search results to give a preview of page
- Front of page title
- Intro & within first 100 words

Avoid keyword stuffing, and readable, thoughtful content wins

PARTYSLATE | 12
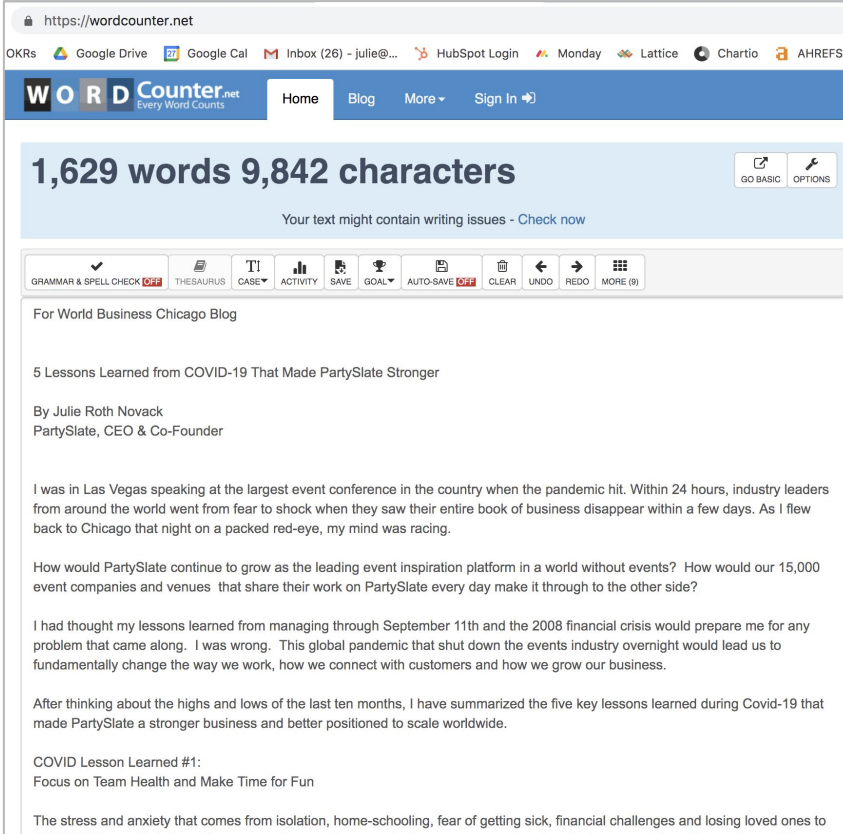
Writing for consumers — and for Google

Long-form content outperforms shorter

- More content and more value

- Create fewer blogs that are longer, rather than many short pieces with less value

- Assess who is currently ranking for that phrase

- Use Wordcounter.net to check word count against top-ranking article in Google

Use outbound links to quality content (consider DA)

Page structure

- Headings help Google understand the hierarchy of content

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Writing for consumers — and for Google

PartySlate
https://www.partyslate.com › best-of › 50th-birthday-...

18 Unique 50th Birthday Party Themes [Photos]

Apr 3, 2022
1. Music-Inspired 50th Birthday Party Themes
2. 50th Birthday Colors in Chic Combinations
3. Gatsby 50th Birthday Party Themes
4. Decade-Themed 50th Birthday Parties
5. Personalized ...

1. Music-Inspired 50th Birthday Party Themes   H2

H3   **Jazz Fest**

New Orleans, LA

Jazz Fest is the perfect time of year for a milestone birthday party in New Orleans; the city has an especially festive vibe during the yearly music festival. Guests at this private birthday celebration not only explored the southern city, but dined al fresco and enjoyed creative entertainment, before partying all night on Frenchmen Street.

SEE MORE PHOTOS

photographer: Xistence Photography | event planner: Clandestine Events and Experiences | floral: Kim Starr Wise Floral Events | venue: The Music Box Village

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VENUES   PLANNERS   VENDORS   IDEAS

photographer: Cooked Photography | event planner: Love This Day Events | design and production: Pink Monkey Solutions | venue: Dunton

18 Unique 50th Birthday Party Themes that Guests Will Remember   H1

by Pamela Rothbard *and* Jessica Terson
April 3, 2022

Content SEO: PartySlate editorial articles

- Visit your My PartySlate page to find our submission form

- Share your events for potential mention in PartySlate's editorial features

  - See what topics we are working on

  - Give us details about your event

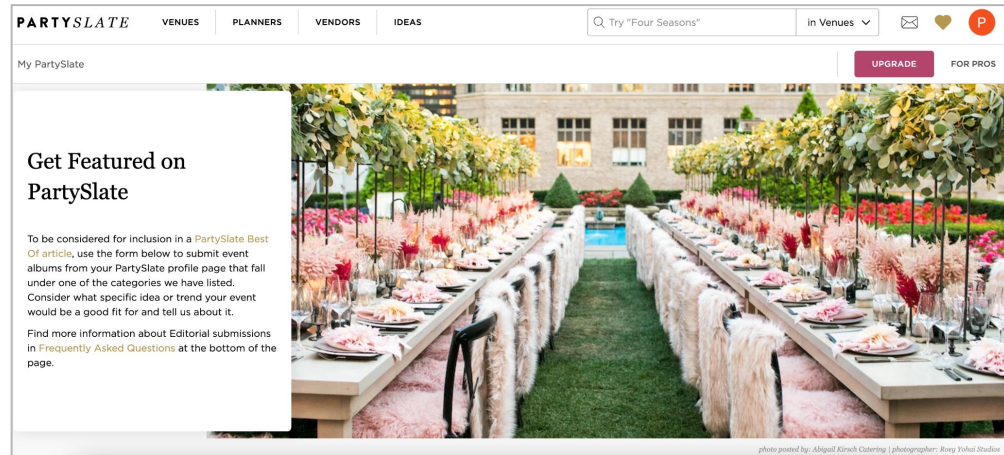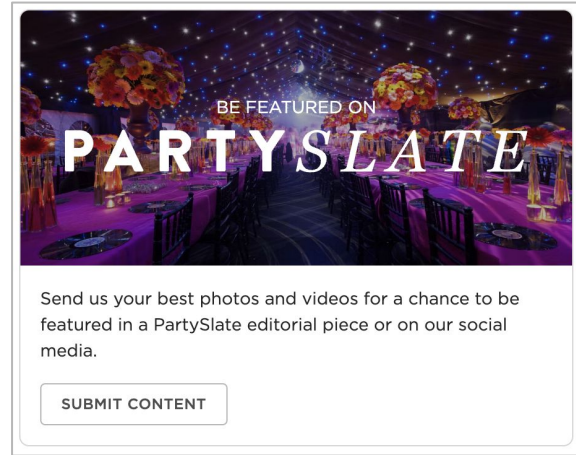 - Share specific special moments

BE FEATURED ON

PARTYSLATE

Send us your best photos and videos for a chance to be featured in a PartySlate editorial piece or on our social media.

SUBMIT CONTENT

PARTYSLATE   VENUES   PLANNERS   VENDORS   IDEAS   Try "Four Seasons"   in Venues ∨

My PartySlate   UPGRADE   FOR PROS

Get Featured on PartySlate

To be considered for inclusion in a PartySlate Best Of article, use the form below to submit event albums from your PartySlate profile page that fall under one of the categories we have listed. Consider what specific idea or trend your event would be a good fit for and tell us about it.

Find more information about Editorial submissions in Frequently Asked Questions at the bottom of the page.

photo posted by: Abigail Kirsch Catering | photographer: Roey Yohai Studios

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Content SEO: The PartySlate profile

- Write a long-form original company description

  - Duplicate content confuses Google and forces it to choose which to rank

- Use SEO keywords in your event album titles and event descriptions:

  - Event type
  - Location or setting
  - Venue name
  - Themes, styles, or colors
  - Inspiration and ideas
  - Key elements of the event
  - *Don't use people's names in title*

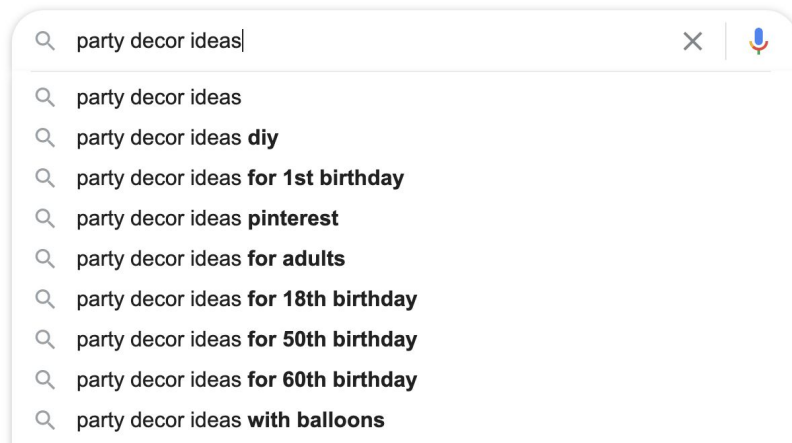- Add videos with descriptive titles to Video Gallery

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Content SEO: Leverage your content

YOUR CONTENT

Google

Potential PR

REFINERY29

Newsweek

Promote

Newsletter

Social Media

PartySlate Profile

Twitter

Pinterest

LinkedIn

Facebook

Instagram

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- What is SEO?

- Keyword and content strategy

- Content creation, link building & on page SEO

- **How to get started with off-page SEO**

- Basics of technical SEO

- How to leverage PartySlate for SEO

- Your SEO action plan

PARTY*SLATE*   18

What is off-site SEO?

Think about off-page SEO as building your site's reputation.

- Mentions on other sites/backlinks

- Social media

- Reviews

- Podcasts

- Videos

- Reviews

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Focus on how your target user would want to use your website

- Is your website:

  - Mobile-friendly?

  - Easy to navigate?

  - Loading quickly?

  - Structured simply?

  - Able to pass a **PageSpeed Insights** scan?

- Implement canonicals (avoid duplicate content) and structured data (help Google match information)

- ChatGPT and other AI will continue to disrupt technical SEO

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Use Google Pagespeed Insights for a technical SEO health check

Technical SEO can be complicated — you may need an expert

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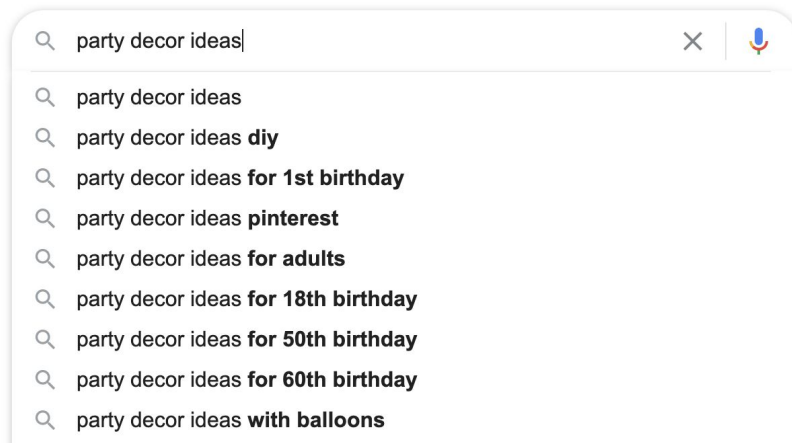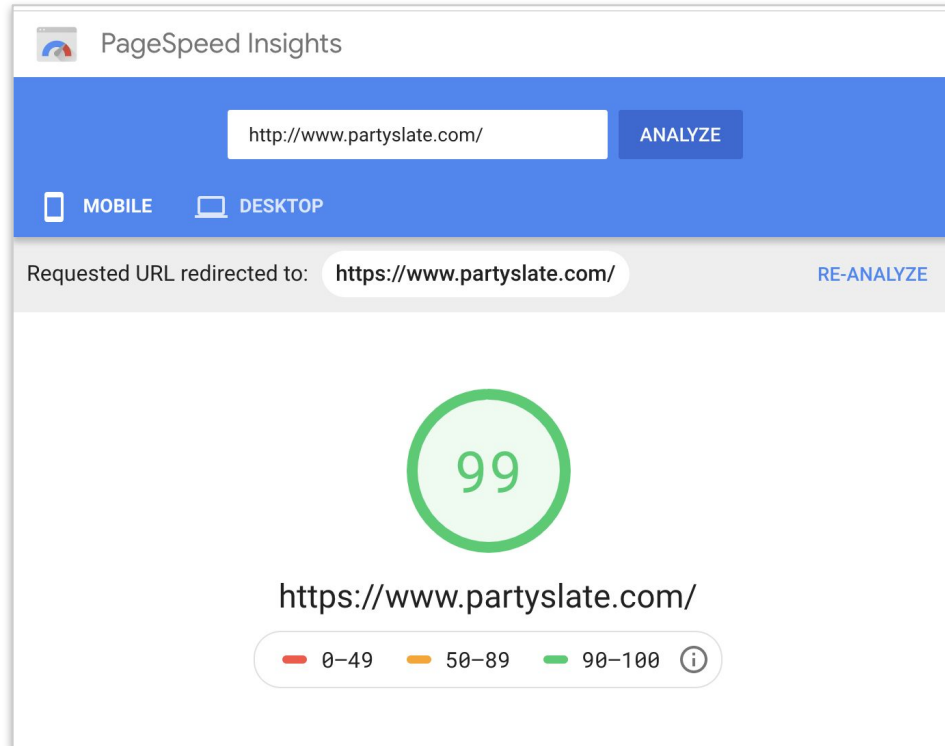- **How to leverage PartySlate for SEO**

- Your SEO action plan
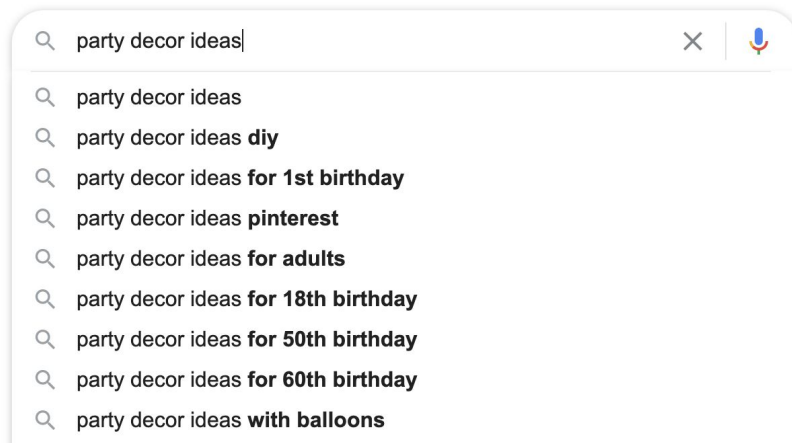
PARTY *SLATE* 24

The PartySlate profile was designed with SEO in mind

- Consumer and vendor surveys, interviews, and SEO research inform new and updated profile features

- Over the years, we've added features to the profile page to help with SEO:
  - Description
  - Real events gallery
  - Video gallery (venue tour!)
  - FAQs
  - Pricing
  - Testimonials
  - Meet the Team

- The more fresh, high-quality content on your profile page, the better!

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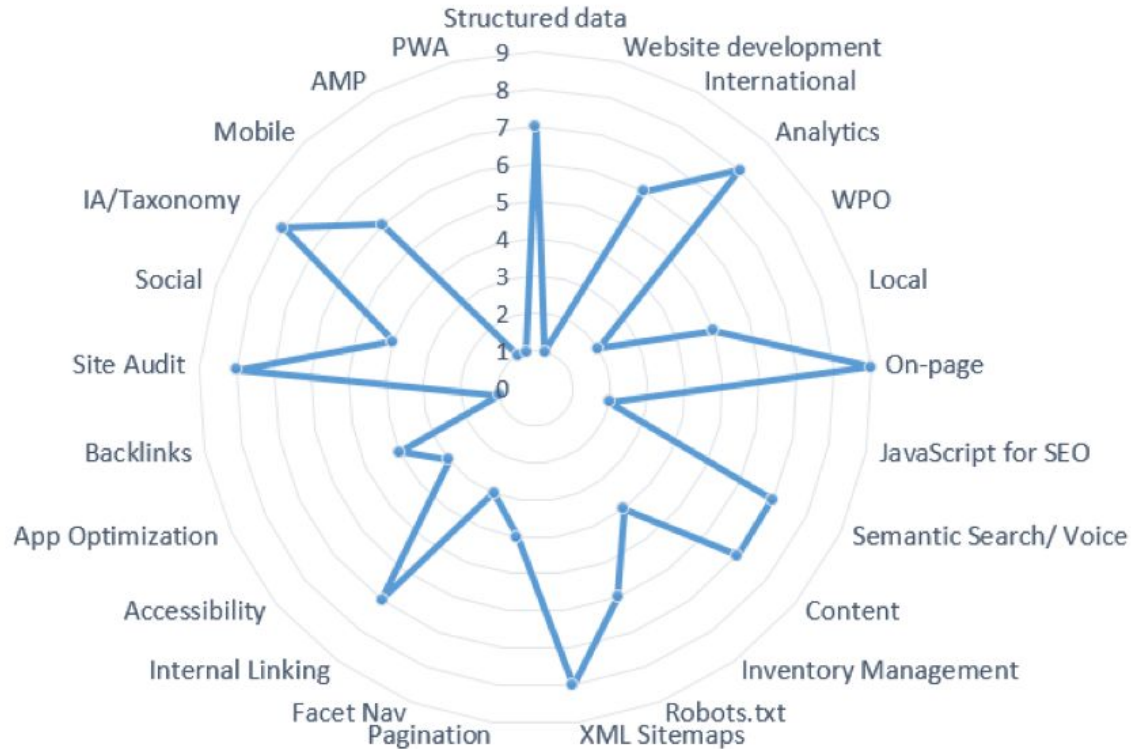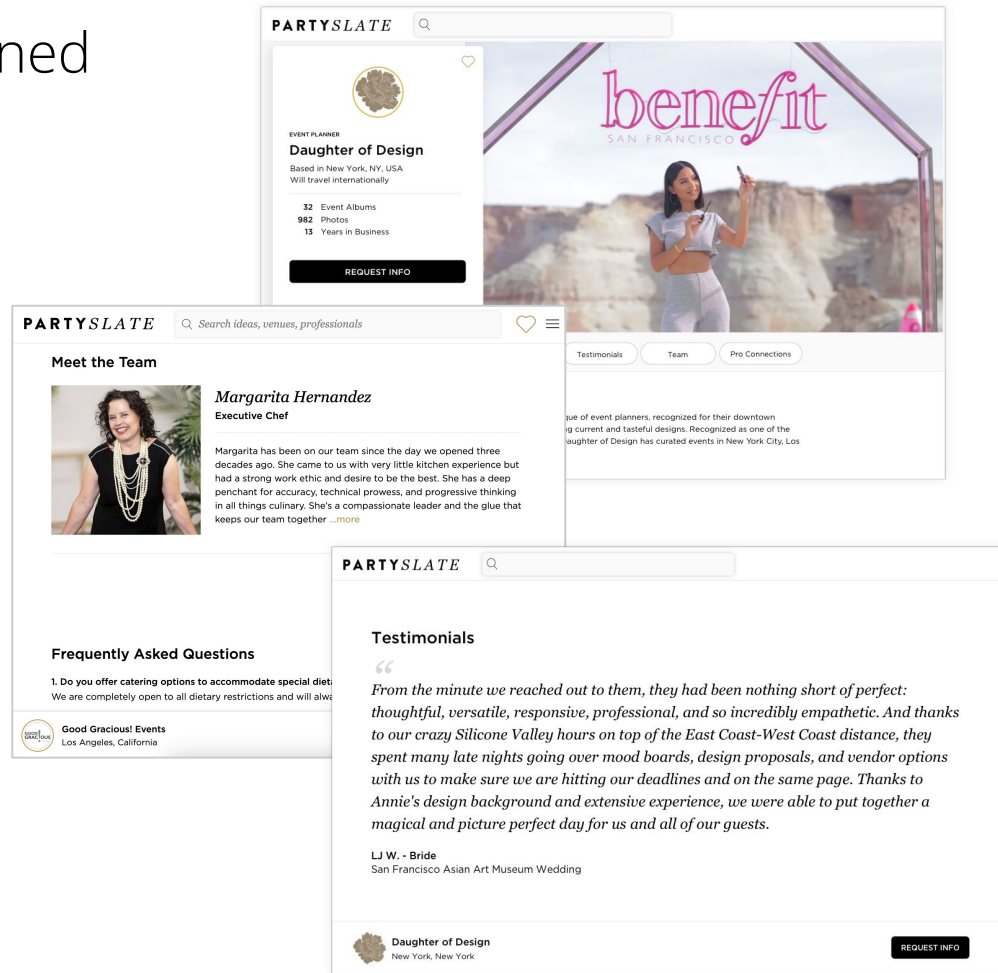- How to leverage PartySlate for SEO

- **Your SEO action plan**

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1. Create a written SEO plan with measurable goals

- What are your most important keywords?

- What tools will you use to research?

- What content is ranking today, and what are your low-hanging fruit opportunities?

- What is your organic traffic today and your goal for 12 months from now?

- What does success mean to you, and how will you optimize your content for that success metric?

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2. Build the ultimate keyword list that's relevant for your business

- Invest in a free or paid tool to help with the research

- Consider how your target client might be searching for your services

- Don't be afraid to get specific to capture available search volume

- Check in on your progress and optimize from there

	Keyword	Position ↓
☐	dallas event planners	1
☐	houston event planners	1
☐	dallas party planners	1 ▲ 1
☐	los angeles event planners	2
☐	miami party planners	2
☐	los angeles party planners	2
☐	miami event planners	2 ▲ 1
☐	chicago party planners	2
☐	new york event planners	2 ▼ 1
☐	san francisco event planners	2

	Keyword	Position ↓
☐	50th birthday party themes	1
☐	Flower centerpieces	1
☐	Jungle theme baby shower	3 ▲ 1
☐	Great Gatsby themed party	3
☐	Sweet 16 themes	3
☐	Sweet sixteen themes	4
☐	50th birthday themes	4 ▼ 1
☐	50th birthday party ideas	5 ▲ 2
☐	Hydrangea centerpiece	6 ▲ 11

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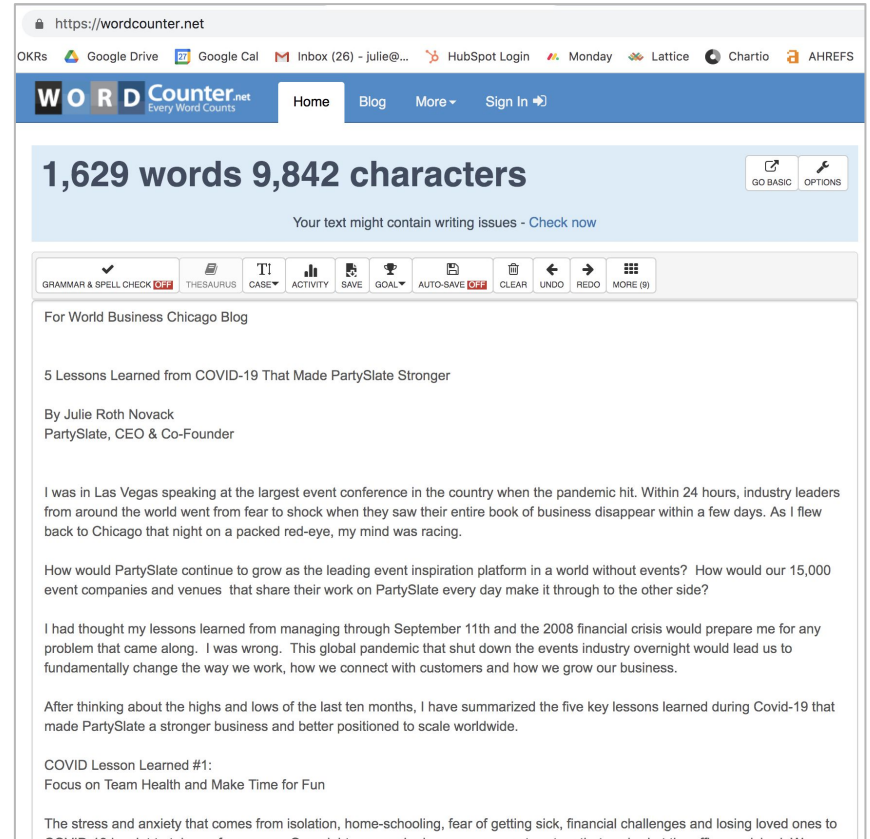
3. Invest in your mobile experience

- Meet your potential clients and partners where they are: on their phones

- Google has continued to prioritize user experience as a ranking factor

- The simplest and most important Core Web Vital is speed — mobile users have slower connections

PARTY*SLATE*
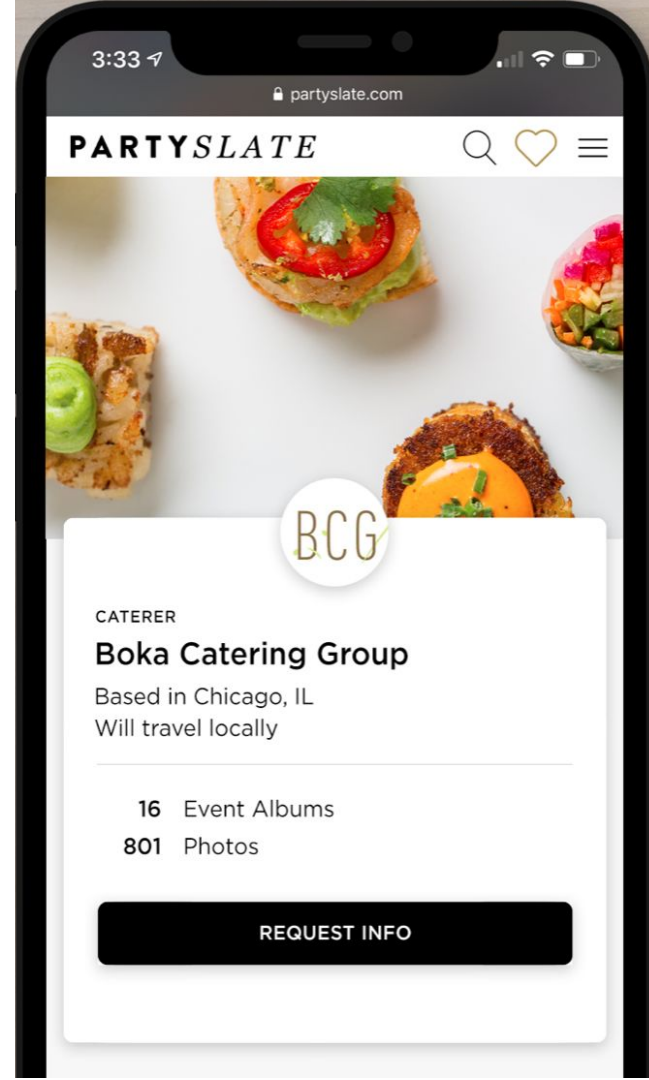
4. Focus on generating more long-form content with a purpose

- Longer, richer blog posts often outperform shorter ones

- More content, more rich imagery, and more value for potential clients and partners

- Create fewer blogs that are longer, rather than many short pieces that Google won't deem as valuable

- Use Wordcounter.net to check word count against the top ranking search results for the same keyword in Google

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5. Find or hire additional resources if you need them

- SEO — especially technical SEO — is complicated and eventually requires an expert

- Pay for inexpensive tools or hire a consultant, if you can

- Leverage your PartySlate profile to build more trust with Google and drive more traffic to your website
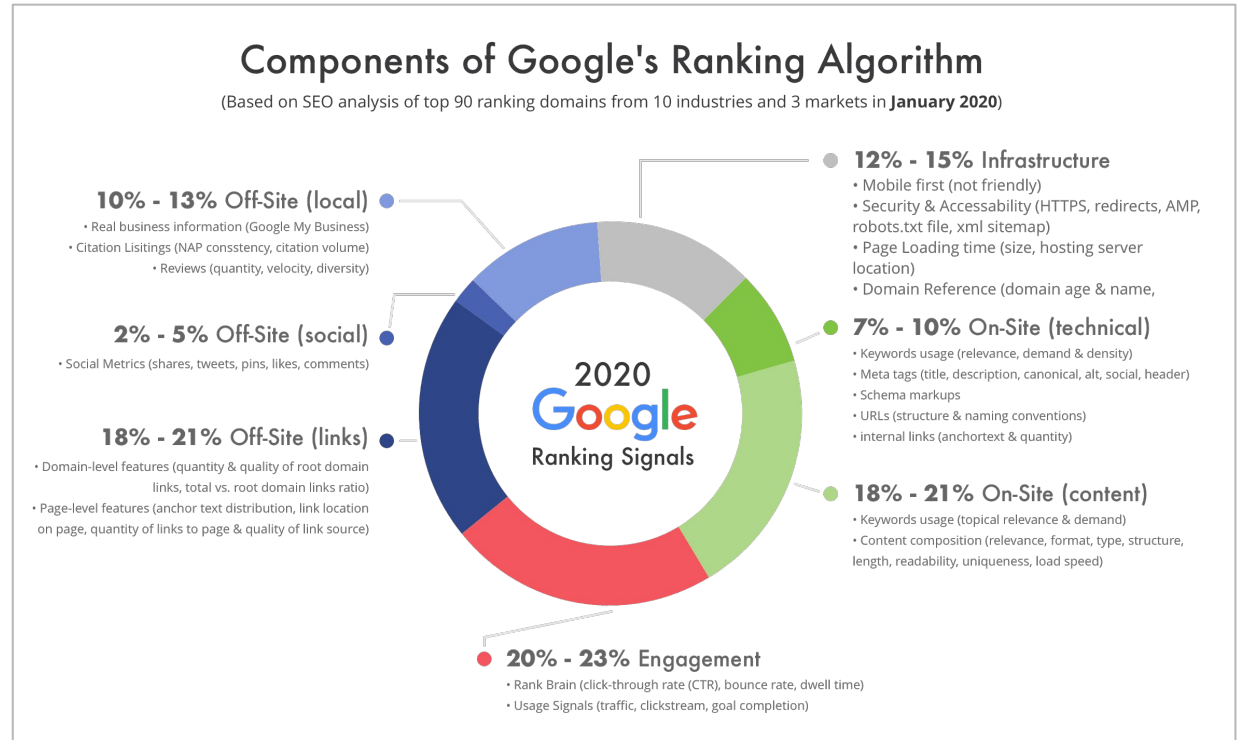
And remember: no one knows Google's algorithm — and it's always changing

- Google releases monthly, sometimes weekly, updates

- Finding ranking success is a long game

- Great, helpful content always wins

Components of Google's Ranking Algorithm

(Based on SEO analysis of top 90 ranking domains from 10 industries and 3 markets in **January 2020**)

10% - 13% Off-Site (local)
• Real business information (Google My Business)
• Citation Lisitings (NAP consstency, citation volume)
• Reviews (quantity, velocity, diversity)

2% - 5% Off-Site (social)
• Social Metrics (shares, tweets, pins, likes, comments)

18% - 21% Off-Site (links)
• Domain-level features (quantity & quality of root domain links, total vs. root domain links ratio)
• Page-level features (anchor text distribution, link location on page, quantity of links to page & quality of link source)

12% - 15% Infrastructure
• Mobile first (not friendly)
• Security & Accessability (HTTPS, redirects, AMP, robots.txt file, xml sitemap)
• Page Loading time (size, hosting server location)
• Domain Reference (domain age & name,

7% - 10% On-Site (technical)
• Keywords usage (relevance, demand & density)
• Meta tags (title, description, canonical, alt, social, header)
• Schema markups
• URLs (structure & naming conventions)
• internal links (anchortext & quantity)

18% - 21% On-Site (content)
• Keywords usage (topical relevance & demand)
• Content composition (relevance, format, type, structure, length, readability, uniqueness, load speed)

20% - 23% Engagement
• Rank Brain (click-through rate (CTR), bounce rate, dwell time)
• Usage Signals (traffic, clickstream, goal completion)

2020
Google
Ranking Signals

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How we can help

- Personalized SEO tips for your PartySlate profile

- Create your PartySlate profile

*Tune in to other digital marketing sessions, including AI, social media, and more!

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