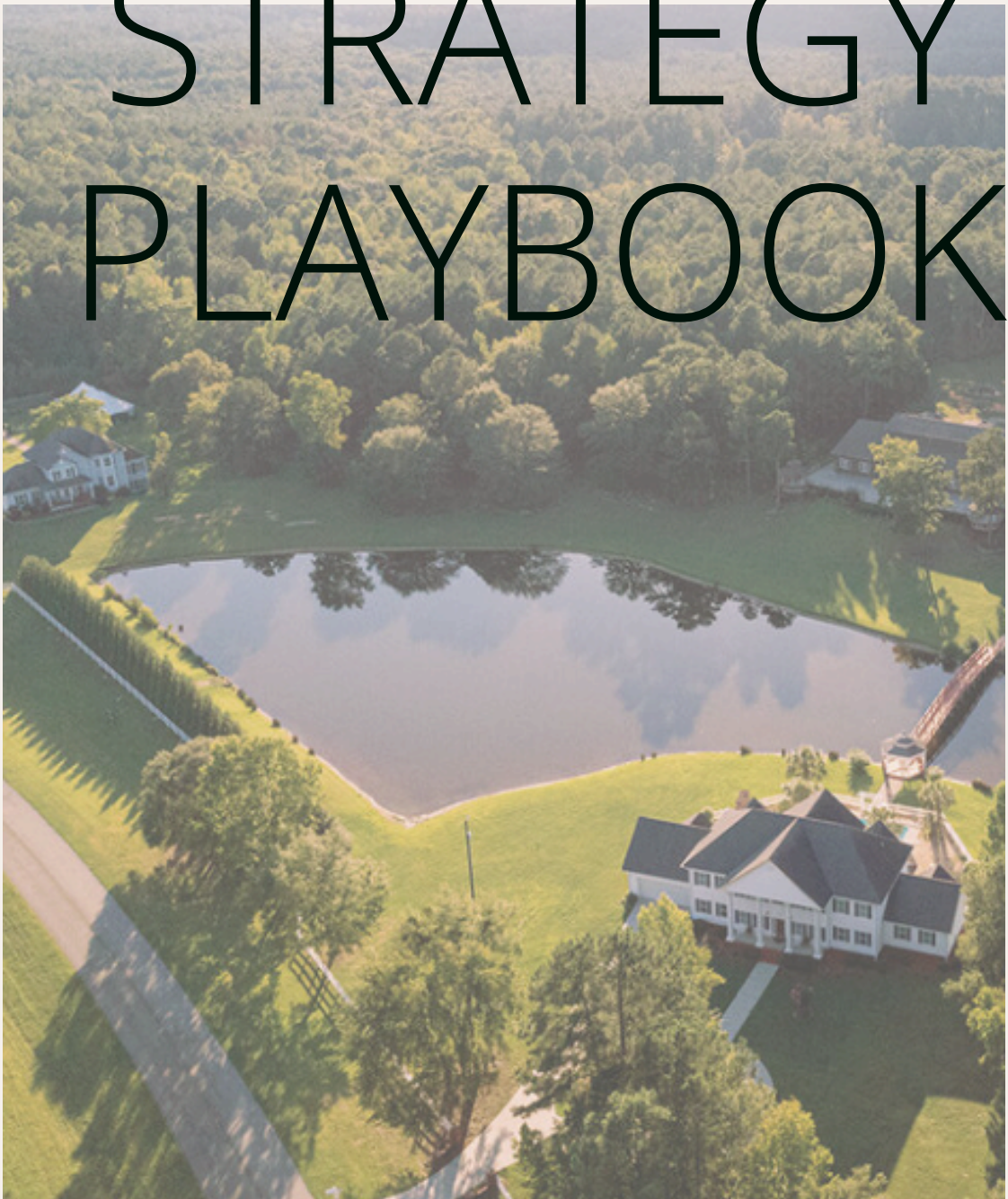


# MARKETING STRATEGY PLAYBOOK



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# YOUR ROADMAP TO A 6-FIGURE WEDDING BUSINESS

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Reaching 6-figures as a wedding business owner doesn't have to be hard.

But you do have to follow a proven strategy to get there.

From my 4 years working as a digital marketer for multi-million-pound companies, along with building up a marketing department from scratch working as a marketing manager, and successfully reaching 6 figures in my own wedding marketing business - I can safely say that I know how to do that and here is your personalised roadmap to ensure you reach 6 figures too.

# KEY THINGS TO KNOW

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**Please don't overcomplicate luxury wedding marketing. All you need to do is differentiate yourself, get seen, nurture ideal clients and make sales. This is what I will teach you in this guide.**

👁️ Brand Awareness - Ensure your brand is visible to your ideal high-end clients, we can do this through content and engagement. **ACTION = Post every day.**

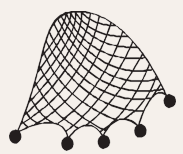
📌 Lead Generation - Attract more inquiries from qualified, high-end prospects interested in your offer. **ACTION = Engage every day and offer a lead magnet.**

🗨️ Compelling Offer Creation and Sales - Develop an irresistible offer that speaks directly to your ideal clients' desires and needs and sell to them effectively to ensure they buy. **ACTION = Talk about this offer and get them to buy.**

# CREATING CONTENT TO INCREASE BRAND AWARENESS

## **Driving Traffic: Casting the Net**

Driving traffic is like casting a wide net into the ocean. You throw your net (your marketing efforts) into different waters (social media, SEO, ads) to catch as many fish (visitors) as possible. The goal is to attract a variety of potential customers by getting your message out to where the fish are.



# UNDERSTANDING YOUR TARGET AUDIENCE

Why Audience  
Understanding  
Matters

02

To deeply connect with the people you want to work with, you've got to truly understand them.

You need to know what they love and what they loathe when it comes to weddings.

This is so you can write marketing messages which make them feel truly understood by you.

This is why niching down is SO important.

THE FORMULA = WHO IS YOUR SERVICE FOR, WHAT DO THEY VALUE/WANT

01

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Your Target

Customer Profile

Couples who cherish family and believe in long, meaningful celebrations. They seek out experiences that allow them to connect deeply with their loved ones and believe every moment should be made special. These couples are drawn to the outdoors, finding peace and joy in the beauty of vast, picturesque landscapes.

For them, a wedding isn't just a day—it's a series of heartfelt moments spent with those who matter most, all set against a backdrop of natural serenity.

They value;

- Family and togetherness.
- Memorable experiences.
- Serenity and nature

# HOW TO CREATE CONTENT TO ATTRACT YOUR TARGET CUSTOMER

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Now that we have an understanding of your target couples and their preferences, dislikes, and desires, we can create marketing content that effectively targets and attracts them. Here are the content pillars I'd suggest sticking to:

## FAMILY & TOGETHERNESS



- Content Focus: Highlight stories of families coming together, multi-generational celebrations, and how your venue provides the perfect setting for those treasured family moments.
- This is perfect to align with the USP of being mother-and-daughter owners.
- **Content example - How to Make Your Weekend-Long Wedding Memorable for you and Your Family.**
- **5 Tips For Hosting A Large Family Wedding**
- **Why Your Wedding Should Be A Reflection Of Your Family's Story**
- **How to Make Your Wedding a Moment of Family History**

## MEMORABLE EXPERIENCES



- Content Focus: Show how your venue offers more than just a location—it makes sure every moment is special. Here we can talk about your USP's fitting up to 300 guests, multiple areas for every guest occasion e.g. indoor and outdoor ceremonies etc.
- This is perfect also to highlight the special touches you add to make every moment enjoyable e.g. fishing lake, games rooms, pools, bridal suite etc.
- **Content example - How Our Venue Turns Your Wedding into a Full Experience**
- **How Our Venue's Amenities Make Every Moment Special**

## SERENITY & NATURAL BEAUTY



- Content Focus: Showcase the tranquillity and natural beauty of your venue. Focus on your USP of outdoor spaces, breathtaking views, and how the serene landscape provides the perfect backdrop for intimate, emotional moments.
- **Content examples - Why Nature is the Ultimate Wedding Decor**
- **How Nature at Our Venue Creates a Peaceful Wedding Atmosphere**
- **The Emotional Power of Outdoor Weddings**
- **How Our Natural Landscape Brings Calm to Your Wedding Day**
- **How Nature's Elegance Creates an Unforgettable Wedding**
- **How to Create Quiet, Intimate Moments at Our Venue**

## WHY HAVE I CHOSEN THOSE TOPICS

- These are your key difference makers. If we rotate these topics consistently, you will soon become known for these 3 things. Marking your place in the industry.

### **Other content ideas**

- Why Nature Makes the Perfect Backdrop for Life's Most Intimate Moments
- The Healing Power of Nature: How Our Venue's Serenity Calms Wedding-Day Nerves
- Why a Nature-Inspired Wedding is the Ultimate Luxury
- How Nature's Beauty Adds Emotional Depth to Your Wedding
- Why Meaning Matters For a Perfect Wedding
- How to Make Your Wedding Day Truly Personal
- Why Weddings Are About More Than Just the Couple
- Why Intimacy Matters: The Value of Creating Close, Personal Moments on Your Wedding Day
- How to Make Your Wedding a Moment of Family History
- The Power of a Long Wedding Celebration
- Your Guide To Creating a Wedding That Feels Like Home

# INSTAGRAM CONTENT PLAN EXAMPLE

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14 CONTENT SEQUENCE - AT THE END OF EVERY POST ENSURE YOU HAVE A CTA WHICH TELLS PEOPLE WHAT TO DO NEXT E.G. DM US THE WORD 'WEDDING' TO CHAT ABOUT YOUR UPCOMING WEDDING.

## **DAY 1: Transformational Post**

Paint a picture of the best possible wedding they could have. Share stories of transformation from previous couples, with a before and after of the space showing them what's possible for their wedding.

## **DAY 2: Educational**

Valuable content that educates them on what they need to know, when choosing their dream venue. E.g. How to Choose a Venue That Fits Your Guest List.

## **DAY 3: Controversial/Opinion To Build A Bond With Your Tribe**

To get people to go from liking you to LOVING you, you need to have an opinion and not be scared to share it. Challenge limiting beliefs or common misconceptions related to what you do. For example, 'this may ruffle some feathers but If your venue can't comfortably accommodate your guests and provide space for both indoor and outdoor celebrations, it's not doing your special day justice.

## **DAY 4: Testimonials**

Happy couples, use full names, photos and even a video of them saying the testimonial. Link the testimonial back to one of your content pillars.

## **DAY 5: Aspirational**

Inspire your couple's dreams by presenting an aspirational lifestyle or wedding. E.g. post a picture of a family laughing and eating (as they are family orientated) and caption it 'your wedding day isn't just a celebration of love—it's a celebration of family, legacy, and the unforgettable moments shared with those who matter most.'

## **DAY 6: Vulnerability**

Connect on a human level by sharing your journey and how it relates to your brand values. For example 'Our journey as a mother-daughter team began in 2015 at this exceptional wedding venue. And truth be told here's the reason we decided to start it' then talk about values.

### **DAY 7: Calling out Dream Couple**

Speak directly to your dream couples. Speak to their values and create content that resonates with what they believe and value. 'E.g. We're for couples who value more than just the wedding day. If you cherish family, connection, and creating unforgettable moments, our venue is made for you. From lakeside mornings to family fun in the game room and pool, with private houses for both bride and groom, we offer a full weekend experience.

### **DAY 8: Why They Should Trust You**

A post which highlights your experience, and credentials/awards. People don't buy if they don't believe you are capable of delivering their dream outcome, show them you've got what it takes to deliver it. For example. 'Fun fact, we have won XYZ award.'

### **DAY 9: Direct Sales**

Create a post which clearly talks about your service offerings. (We will get into your offer creations on the next page.)

### **DAY 10: Objection Handling**

Address the popular objections or fears that couples have which stop them from moving forward with your service. Reassure them by dismantling these objections with logic, empathy, and evidence. E.g. POV "My wedding will be ruined if it rains on my special day." Then talk about your indoor and outdoor spaces.

### **DAY 11: Trending Content**

Use trending content effectively by being quick to respond to emerging trends, using them to highlight the timeliness and forward-thinking nature of your wedding venue.

### **DAY 12: Storytelling**

Tell the emotional story of a previous couple and always relate it back to your content pillars e.g. Lisa and Fred wanted a larger-than-life wedding which extended over the entire weekend. They love family time and wanted it to be a weekend filled with love, fun and excitement. So here's what we did for them.

### **DAY 7: Calling out dream couple**

Speak directly to your dream couples. Speak to their values and create content that resonates with what they believe and value. 'E.g. A wedding venue for couples who seek peace and tranquillity. A peaceful, expansive venue that lets couples and guests truly connect with nature.

### **DAY 14: Direct Sales**

Talk about your service, why it's the best and for whom. Be bold with this. This is the easiest way to make sales. Always match the values and aspirations of your couples with what you're offering.

**ACTION = POST ONCE EVERY SINGLE DAY FOLLOWING 07**

**THIS SEQUENCE. REPEAT OVER AND OVER AGAIN**

# EXPAND YOUR REACH WITH SEO BEST PRACTICE ON INSTAGRAM - CHECKLIST

The more niche you can be about what you do and who you serve the easier it will be to expand your reach on Instagram and get in front of more ideal clients. Follow this checklist for best SEO practice on Instagram.

Suggested keywords - luxury wedding Lake Oconee, luxury wedding Georgia, large wedding venue Georgia, wedding venue Georgia, wedding venue Lake Oconee, wedding venue White Plains, outdoor wedding venue Georgia, indoor wedding venue Georgia, outdoor wedding venue White Plains, indoor wedding venue White Plains

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## Your keyword checklist



1. Keywords in your bio
2. Keywords in your Instagram name
3. Keywords in your image alt text (go to advanced settings at the bottom of your post on the page when you write the caption).
4. Use keywords in your captions
5. Use niche-specific hashtags.
6. Add subtitles to your video and include your keywords when you speak as this gives Instagram more context for your videos.
7. Add your location to your bio, this will help you become visible for searches in your area.
8. Engage with accounts that rank for keywords you want to rank for.
9. This isn't for SEO but you MUST use a call to action in every post. Tell people what you want them to do next e.g. save this post, DM me for more info, etc.

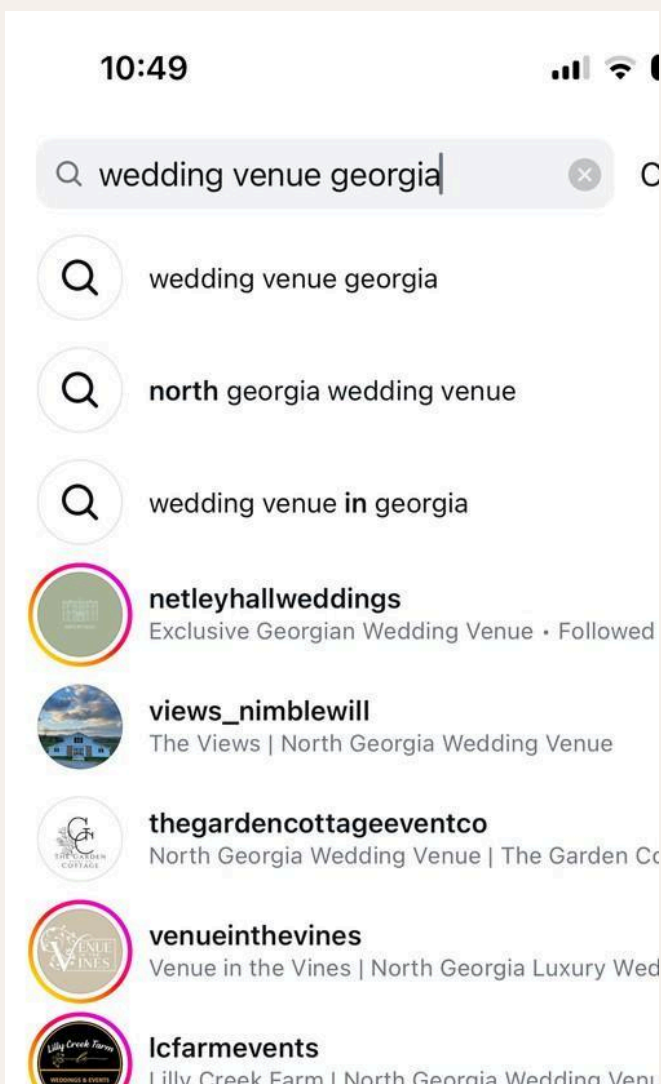


# BE WHERE YOUR IDEAL CLIENTS ARE LOOKING ON THE DAILY 👁️👁️

If you're not spending money on ads to get in front of your ideal customer's eyeballs - You have two options, post your own content and hijack the audience of other brands where your ideal clients are looking.

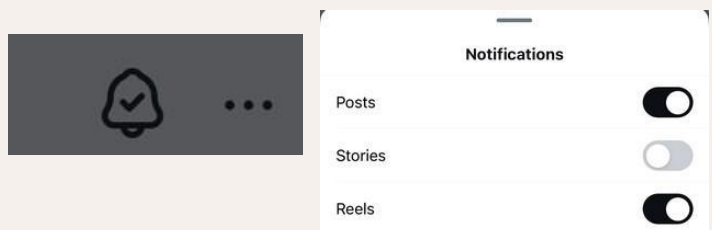
What does this mean?

Type in what your ideal clients are looking for e.g. wedding venue Georgia, wedding dress boutique Georgia, wedding florist Georgia.



For an hour every day, you should be commenting on these posts so that you become visible whenever your ideal client is browsing Instagram.

TOP TIP: Follow them, go to the top right, click the bell and turn on alerts for their new posts. Ensure you are the first to comment on every post:





# LEAD GENERATION - ATTRACT MORE INQUIRIES FROM QUALIFIED, HIGH-END COUPLES

## **Nurturing Traffic: Reeling in the Catch**

Nurturing traffic is like carefully reeling in the fish you've caught. Once the fish are in the net (visitors engage with your brand), you need to gently and steadily reel them in (through lead magnets, personalised consultations, talking to them) to bring them closer to making a decision.

This process requires patience and skill to ensure you don't lose them along the way.



# PEOPLE DON'T LIKE BUYING FROM STRANGERS LET ALONE STRANGERS ON THE INTERNET

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Believe it or not, people don't like paying thousands of pounds to strangers they've met online.

This is why most vendors rely on WOM marketing - the trust has already been built because of the referral from a loved one.

This is why you need a lead magnet which builds a LOT of trust.

But not just any lead magnet— no generic wedding guides or fluffy timelines. You need something personalised and valuable that truly shows how much you care about them. For example, you could offer "Custom Venue Layout and Setup Suggestions" Here's how 🙌🙌🙌🙌🙌🙌



Send them to a page with a form where you can qualify them by asking a few key questions, like the date of their wedding and their budget. If their budget is 50% or more below your minimum, you can politely explain that this free service may not be the best fit. But remember, if their budget is close, you can often help them see the value of your work and stretch their budget accordingly.

## **An example of how it could work: ↓↓ ↓↓ ↓↓ ↓↓ ↓↓ ↓↓ ↓↓ ↓↓ ↓↓**

1. Offer couples a free, personalized wedding layout suggestion based on their guest count, style preferences, and desired ceremony flow. Include details about how to best utilize your venue's spaces, such as the lakeside for ceremonies, barn for receptions, or pool area for pre- or post-wedding events.
2. Use their specific details (guest count, wedding theme, and preferences) to generate a custom layout with suggested seating, décor placements, and flow of events that maximize your venue's potential for their wedding. Incorporate details about how the family rooms and game rooms can be utilized for their guests.
3. Go the extra mile by including a short, personalised video message from you. In this video, you can introduce yourself, and walk through your suggestions.

# TALK TO WARM LEADS

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Another way to build trust is with warm outreach. If someone follows you that is a warm lead.

That means they are interested in what you have to offer.

Talk to these people.

In fact you should be aiming to spend at least 2 hours of your day having sales conversations with warm leads.

The more conversations you're having, the more likely you are to make sales.

The maths;

[Use this calculator which I have created for you. Just make a copy and input your numbers.](#)

What to say?

- Hi thanks for the follow, we'd love to know what inspired you to follow our page?
- They will say something like "I am planning a wedding and I love your venue"
- You then ask questions to find out more about their wedding and see if you can get them onto a consultation call OR offer them your free lead magnet.

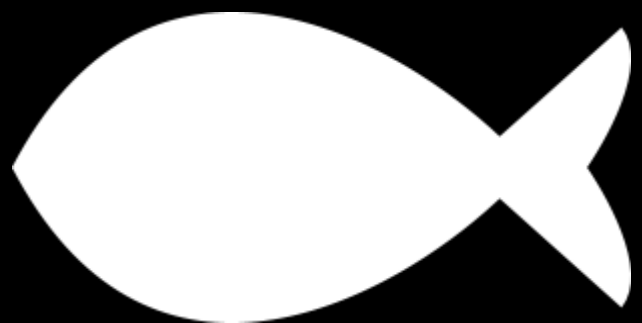
# COMPELLING OFFER CREATION AND SALES

## **Converting Traffic into Sales: Landing the Fish**

Converting traffic into sales is like successfully landing the fish in your boat.

After carefully reeling them in, this is the moment where you bring the fish (customers) onboard (complete the sale). It's the culmination of your efforts, where the initial attraction and careful nurturing pay off with a successful catch.

In summary: You cast the net (drive traffic), reel in the catch (build trust), and finally land the fish (convert traffic into sales).



# OFFER CREATION STRATEGY

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## How to Write an Irresistible Offer: The Formula

Creating an irresistible offer is all about aligning your services with the deepest desires and concerns of your clients. Here's a simple formula to follow:

- **Write the Dream Outcome:** Start by clearly defining the ultimate result or experience your clients are seeking. This is the vision they have for their event or purchase, and it should be something that excites them and aligns with their values. Use this to name your offer too.
- **List the Worries and Objections:** Next, identify the potential worries, concerns, or objections your clients might have. These are the things that could hold them back from making a purchase or committing to your service. Think about their fears, doubts, and any barriers they might perceive.
- **Turn These Worries into Solutions:** Finally, take each worry or objection and turn it into a solution. Show how your offer directly addresses and overcomes these concerns, reassuring your clients that you've thought of everything and that you're fully equipped to deliver their dream outcome.

# OFFER CREATION STRATEGY

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## Example: Venue Offer

Let's break down how to apply this formula using a floristry example:

### **1. Dream Outcome:**

A breathtaking, stress-free wedding weekend surrounded by natural beauty, where every detail has been thought of, and the couple is free to focus on enjoying meaningful moments with family and friends. The venue should provide the perfect setting for an unforgettable celebration, from stunning outdoor ceremonies by the lake to seamless indoor receptions in a luxurious barn. Guests should also have space to relax, celebrate, and make memories across the venue's private houses, game rooms, and pool.

### **2. Worries and Objections:**

- Worry 1: "Will the venue provide the level of luxury and exclusivity we expect?"
- Worry 2: "Will our guests experience personalized, first-class service throughout the event?"
- Worry 3: "Can the venue accommodate the unique and custom features we envision for our wedding?"
- Worry 4: "Will the venue's aesthetics match the high standard of elegance and beauty we want for our photos?"
- Worry 5: "Are there enough luxurious amenities to keep our guests entertained and comfortable for the entire weekend?"
- Worry 6: "Will the venue offer seamless coordination to ensure a flawless experience?"

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# OFFER CREATION STRATEGY

## 3. Solutions:

- **Luxury & Exclusivity:** We are the largest, most iconic venue in Lake Oconee, offering unmatched exclusivity with breathtaking views, luxurious amenities, and a private, serene atmosphere.
- **First-Class Service:** Our team provides personalized, white-glove service, ensuring every detail is handled with the utmost care and attention for you and your guests.
- **Custom Features:** Our venue is fully flexible, allowing you to incorporate bespoke elements, whether it's a unique setup or special experiences.
- **Aesthetic Excellence:** From the expansive lake to the rolling green hills, our venue offers a stunning backdrop that elevates your wedding's beauty and ensures magazine-worthy photos.
- **Luxurious Amenities:** With a fishing lake, game rooms, pool, and private houses, we provide a variety of luxury amenities for your guests to enjoy throughout the entire weekend.
- **Seamless Coordination:** Our experienced team will handle all the logistics, ensuring a flawless, stress-free wedding experience, from setup to the last dance.

## Conclusion:

By following this formula—starting with the dream outcome, listing as many objections to working with you, and then turning them into solutions—you can create an offer that is not only irresistible but also perfectly aligned with your clients' deepest desires and needs. This approach ensures that your clients feel understood, valued, and confident in choosing your services.

# SELLING

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## MAKE YOUR PROSPECT FEEL FULLY UNDERSTOOD BY YOU; THE SCRIPT BELOW

Stage 1: Warm Up

Stage 2: It's time to dig deep into the aspirations and desires they have for their DREAM wedding day.

Part 2: Make them feel heard and understood

Stage 3: Confirm what their dream wedding looks like for them Stage 4:

Have the couple sell themselves to you

Stage 5: Present the Offer

Stage 6: Offer an incentive for fast action (If people can sit on the fence they will).

Use this script.



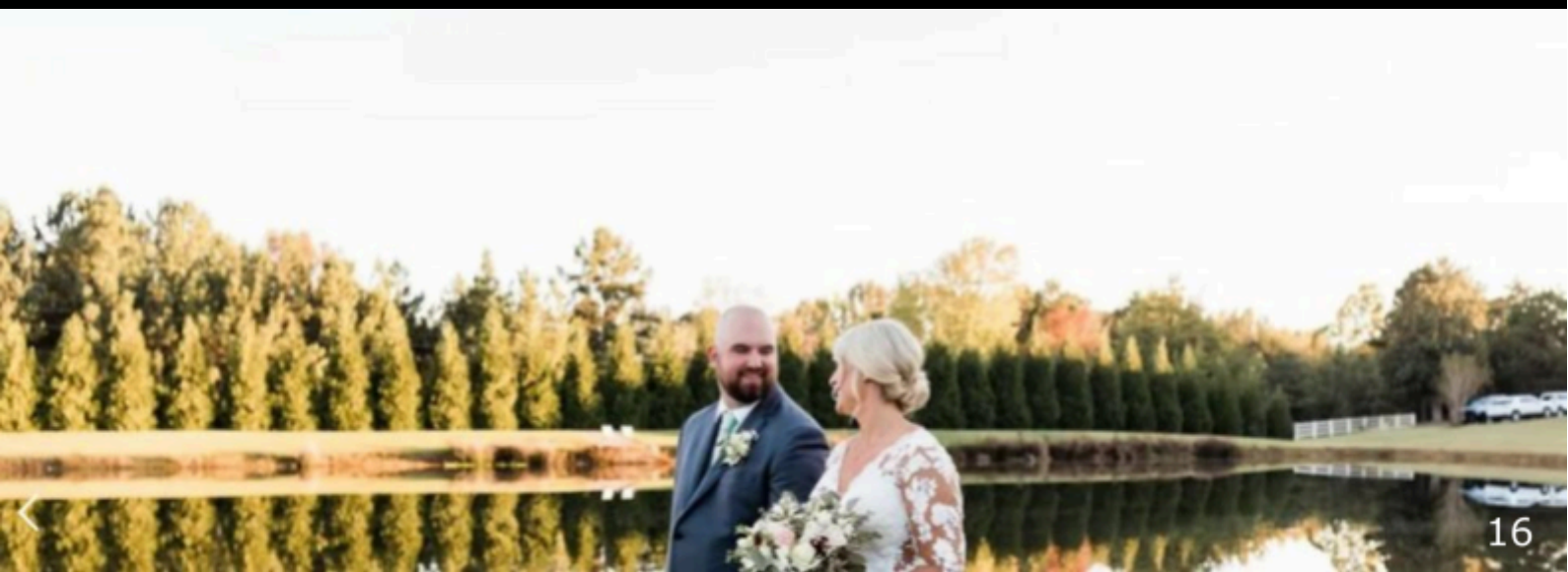
# YOUR PROPOSAL

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Many wedding vendors send out their proposals and personalised quotes without giving it much thought. But this is the critical moment when couples are deciding if they want to hire you—it's incredibly important! How you present your proposal can make all the difference in whether you stand out from the competition or get overlooked. This is your opportunity to make a lasting impression and show them that you're not just another vendor, but the perfect fit for their special day.

Things your proposal should do;

- It should be highly personalised.
- It should look visually **STUNNING**.
- It should give them the urgency to buy
- It should offer value and discounts to incentivise them to choose you.



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## **Interactive Digital Proposal**

**Description:** Create a highly polished and interactive digital presentation. This could include clickable elements, video highlights from your past weddings, interactive mood boards, and even virtual "walk-throughs" of your venue.

**Special Touch:** Incorporate a short video message from you personally addressing the couple by name, talking through the vision for their wedding day.

**Why it works:** This is more engaging than a traditional document and feels personalised, adding a modern, luxurious touch.

## **Include a Special "Thank You" Offer**

**Description:** Include a special, limited-time offer in your proposal as a thank you for considering your venue. This could be a small complimentary service, like a bridal suite extra if they book by a certain date.

**Special Touch:** Position this offer as an exclusive, one-time-only opportunity for couples who are ready to commit, adding a sense of urgency without being pushy.

**Why it works:** Couples appreciate getting a little extra value, and this can help encourage them to book you over competitors.

Remember to put a timestamp on this offer, if you book by X date they can receive it. Also make it clear that you are NOT always available. State how many dates you have left and let them know they fill quickly.

# EXAMPLES

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## Why scarcity and urgency is SO important

If you don't create a sense of urgency or scarcity in your offer, people will have no real incentive to act. When things feel abundant or available forever, people tend to delay decisions, even if they're interested.

The key is to position your venue and your offer in a way that highlights limited availability or time, so potential clients feel compelled to take action now. This doesn't mean using pressure tactics—it's about showing genuine reasons why now is the best time to book, whether it's limited spots, a special promotion, or your busy season. Without that sense of urgency, people will keep putting off the decision, and you'll lose the momentum needed to close the deal. Scarcity creates value, and urgency creates action.

## **Follow Up with a Personal Touch**

**Description:** After delivering the proposal, follow up with a thoughtful, non-intrusive gesture. For example, you could send a handwritten note or a small floral gift, saying, "We hope this brings a little joy to your day as you consider your wedding decisions."

**Special Touch:** Keep it personal and light, without a hard sales push. This reinforces your brand as caring and attentive.

**Why it works:** Couples appreciate sincerity, and a thoughtful follow-up can remind them of your professionalism and personal touch.

# BONUS: YOUR SEO CONTENT PLAN



# SEO Guide

YOUR KEYWORDS

---

## **General Venue Keywords:**

1. Luxury wedding venue in Lake Oconee
2. Exclusive wedding venues Georgia
3. Largest wedding venue in Lake Oconee
4. Wedding venues with lake views in Georgia
5. Iconic wedding venues in Georgia
6. Georgia wedding venue with accommodations
7. Luxury wedding venues with indoor and outdoor options
8. Best luxury wedding venues in the Southeast
9. Top wedding venues for large guest lists in Georgia
10. Scenic wedding venues in Georgia

## **Experience-Based Keywords:**

1. Luxury wedding weekend experience in Georgia
2. Wedding venues with guest accommodations and amenities
3. Family-friendly wedding venues with luxury amenities
4. Wedding venues with outdoor activities like fishing and pools
5. Private wedding venues with stunning landscapes
6. Luxury barn wedding venues with outdoor space
7. Best wedding venues for lakeside ceremonies in Georgia
8. Wedding venues with personalized services and accommodations

## **Amenity-Focused Keywords:**

1. Wedding venue with private bridal suite and groom's house
2. Wedding venues with pool and game rooms
3. Venues with luxury overnight accommodations for weddings
4. Wedding venues with family-friendly amenities
5. Barn wedding venue with indoor-outdoor flexibility
6. Venues with scenic backdrops for wedding photos
7. Wedding venues with fishing lakes and outdoor activities

## **High-End Client Keywords:**

1. Luxury wedding venues for discerning couples
2. Exclusive wedding venues for large celebrations
3. Wedding venues with white-glove service in Georgia
4. Best wedding venues for luxury weddings in the Southeast
5. High-end wedding venues with full-service coordination

# CONTENT STRATEGY

## YOUR KEYWORDS

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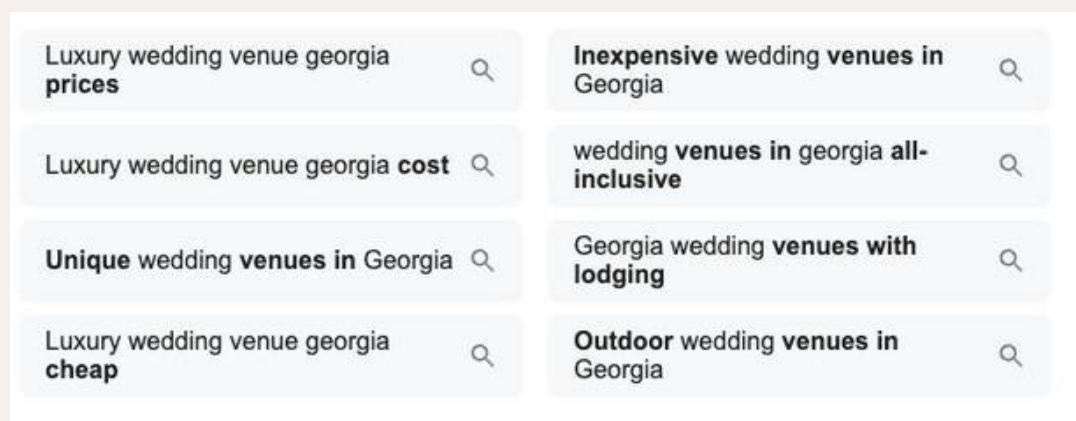
Blogs allow you to regularly publish new and relevant content. Google's algorithms prioritise websites that consistently update their content because it signifies that the website is active and offers valuable information to users.

Create high-quality, informative, and engaging blog posts that revolve around your keywords. These posts will not only enhance your website's relevance but also provide value to your visitors.

The more blogs the better but I recommend at least 4 per month. All at least 1200 words.

- Blog = A blog post, on the other hand, often targets long-tail keywords (e.g., "how to plan a lakeside wedding in Georgia") and informational queries. It aims to rank for questions or topics that your potential clients are researching before they're ready to book.
- Blogs can rank for a wider range of keywords and are great for generating traffic at different stages of the customer journey.
- Landing page = A landing page is more targeted and optimized around specific, high-intent keywords (e.g., "Luxury wedding venue Lake Oconee"). These pages focus on ranking for terms that align closely with conversion and purchase intent.
- They are optimized for high-value keywords that directly relate to your product or service.

**TIP** - These suggested searches tell you what people are searching for



# HOW TO OPTIMISE YOUR ARTICLES FOR SEO

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## 1. Keyword Research:

Identify relevant keywords and phrases that your target audience is likely to search for. Use tools like Google Keyword Planner, SEMrush, or Ahrefs to find keywords with decent search volume and low competition.

## 2. Title Tag

Craft a compelling and descriptive title that includes your target keyword. Keep it under 60 characters to ensure it's displayed properly in search engine results.

## 3. Meta Description

Write a concise meta description that summarises the content and encourages users to click through. Include your target keyword at the start and keep it under 150-160 characters.

## 4. URL Structure

Create a clean and readable URL that includes your target keyword. Use hyphens to separate words and avoid using long strings of numbers or symbols.

## 5. Heading Tags (H1, H2, H3, etc.)

Structure your content using headlines. Use the H1 tag (Big header) for your main title and incorporate H2, H3, (smaller headers) and so on, for subheadings. Include your target keyword in as many headlines as you can.

## 6. Content Quality

Produce high-quality. Cover the topic thoroughly, provide solutions, and offer insights. Longer content tends to perform better in search rankings. At least 1500 words roughly.

## 7. Keyword Usage

Naturally incorporate your target keyword and related keywords throughout the content. Aim for a reasonable keyword density (around 1-2%), but prioritise readability and user experience.

Tip - type the keyword into Google. Look at the top 3 webpages which show up. How many keywords are on page, how many times are they using the keyword, is the keyword in the URL, and how many images do they have?

The aim is to do more of everything.

## 8. Image Optimisation

Use descriptive file names for images and include alt text that describes the image using your target keywords. This helps search engines understand the content of your images.

## 9. Internal Linking

Include internal links to other relevant pages or blog posts on your website. This helps users navigate your site and assists search engines in crawling and indexing your content.

## 10. External Links

Link to reputable and authoritative sources that support your content. This can enhance the credibility of your post and provide additional value to readers.

## 11. Readability and Formatting

Use short paragraphs, bullet points, and subheadings to improve readability. Break up the text and make it easy for users to scan through the content.

## 12. Mobile-Friendly Design

Ensure your blog post is mobile-responsive, as Google considers mobile-friendliness as a ranking factor.

## 13. Call to Action (CTA)

End your blog post with a clear call to action, encouraging readers to engage further with your website or content.

## 14. Monitor and Update

Regularly review your blog post's performance using tools like Google Analytics and Search Console. Update and refresh the content as needed to keep it relevant and up-to-date.

### Please note:

*SEO involves more than just blogging. It encompasses technical improvements, backlinks, and domain authority, all working together to optimise your website's visibility and ranking on search engines. Technical improvements focus on enhancing your site's structure, user experience, and performance. Building high-quality backlinks from reputable sources indicates the credibility and value of your content. Domain authority reflects your website's overall strength and reputation in search engine rankings. By considering these aspects, you can boost your SEO efforts and attract organic traffic to achieve your online goals. If you want to start a monthly SEO campaign please reach out, to [hayley@hybluxurymarketing.com](mailto:hayley@hybluxurymarketing.com). \_\_\_\_\_*

# CONCLUSION

Just remember that marketing is a marathon, not a sprint. It takes practice, consistency and patience.

Always measure your traffic and conversions so you can assess what's working and what's not and always remember your brand values when creating any new piece of content.

When you begin making sales at the price point you're happy with but you begin to plateau, it usually means it's time to do paid advertising. This will ramp up your reach, but I only advise doing paid advertising when you've developed a strong brand and a successful organic marketing strategy because this means you know what you're doing is working, so paying for advertising is almost certain to give you good ROI.

Your daily marketing daily checklist

- 1 hour engaging to build awareness
- 1 hour of sales conversations
- 1 post
- 3 stories

Rinse and repeat.