

ShootProof []

SEO Basics: Steps to Optimize Your Photography Website

Presented by Kara Eccleston



Kara Eccleston

SEO Manager @ ShootProof

About Me

Hi! I'm Kara. I'm bad at photography but good at SEO! I've been doing SEO and content strategy for 9 years and have worked agency-side for brands like Hotels.com, Carter's, ASOS, and Lilly Pulitzer.



Agenda

- What is SEO and Why is it Important?
- Google my Business & Local SEO
- Keyword Research & Targeting
- SEO Tools & Tracking Performance





What is SEO?

And why is it important?

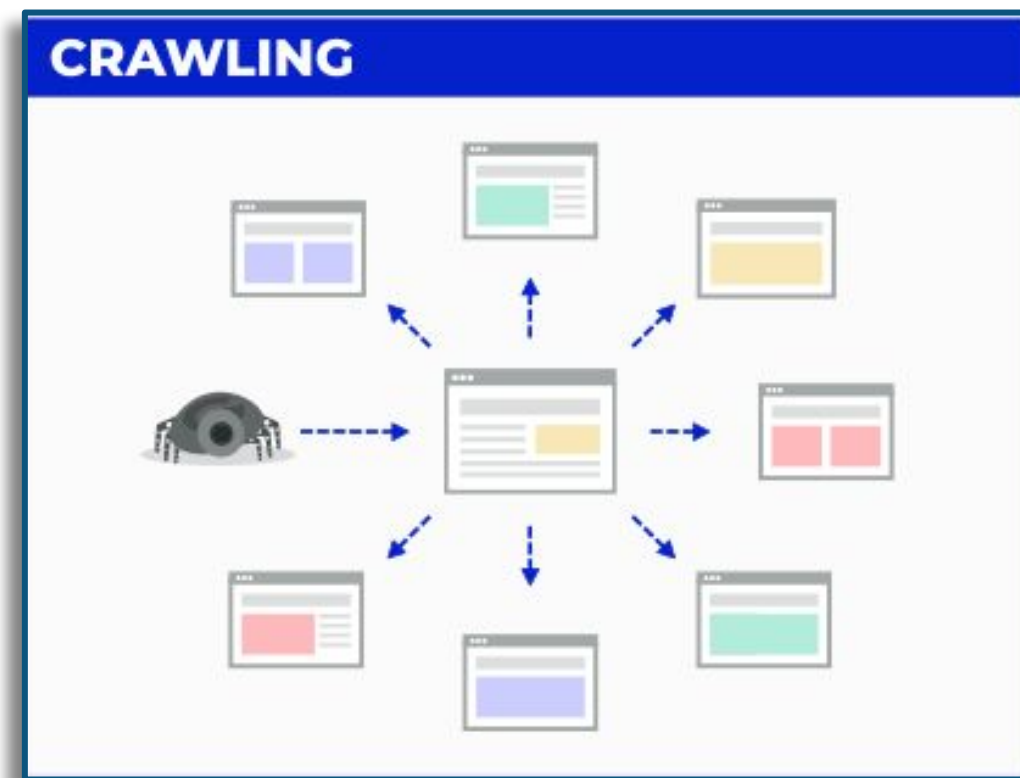


What is SEO?

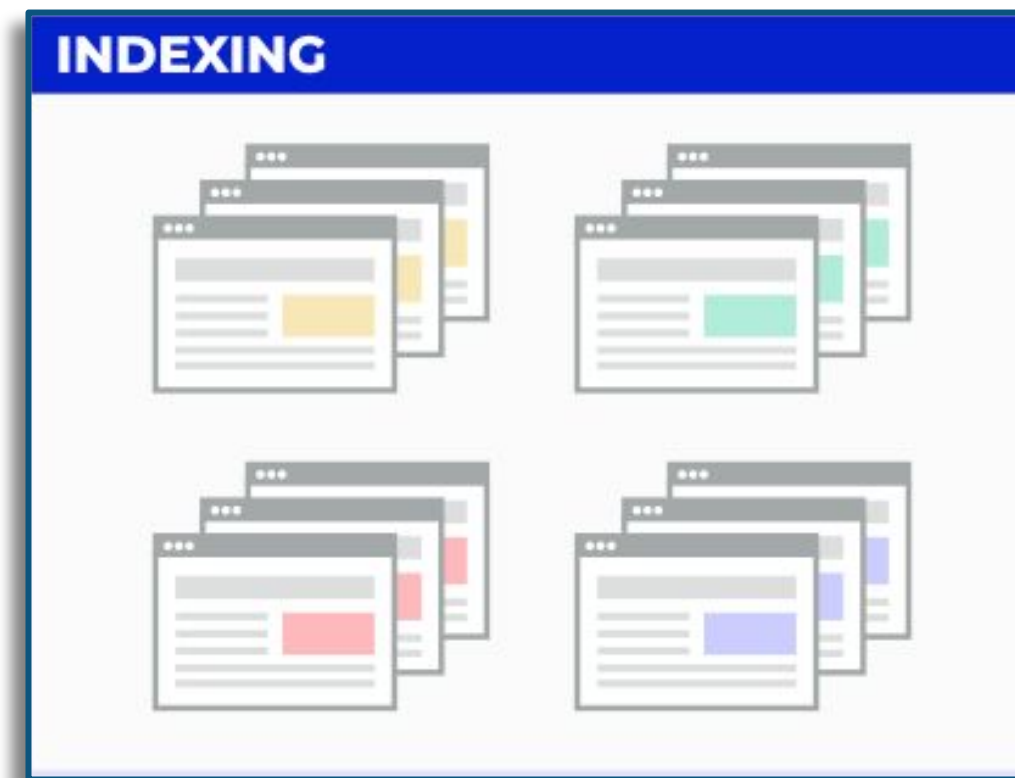
Search **E**ngine **O**ptimization is the process of improving your site to increase its visibility when people search for products or services related to your business in Google, Bing, and other search engines.

How Does a Search Engine Work?

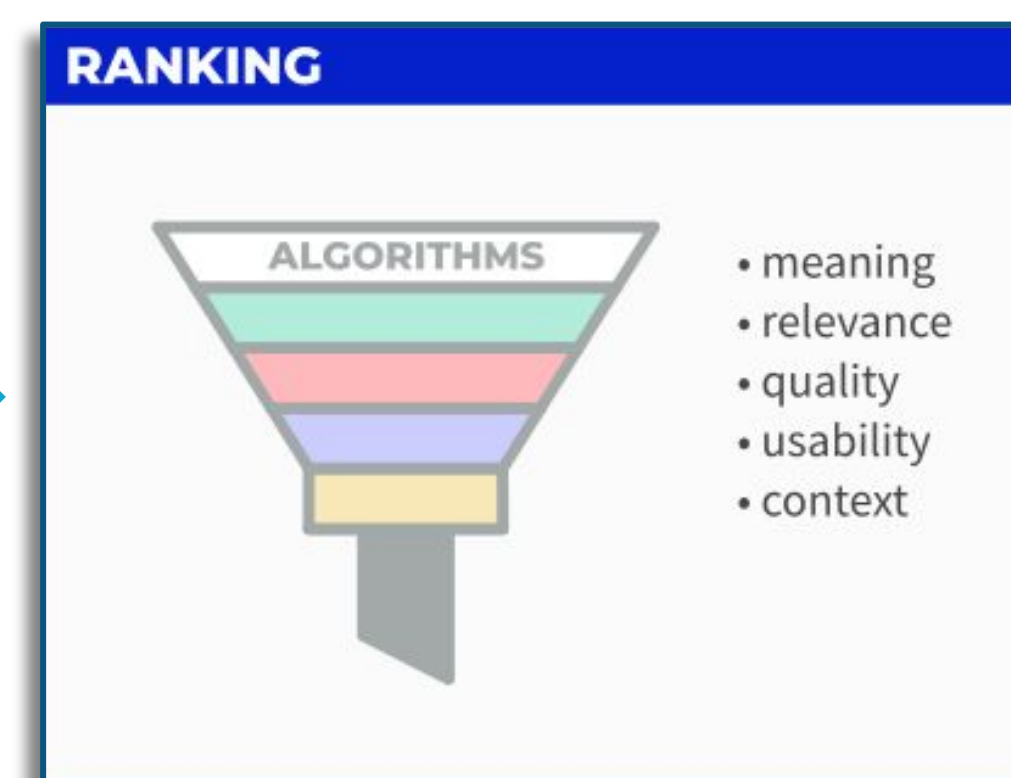
Search engines can differ from one to another in their ways of providing the answers to the user but all of them are built on the 3 fundamental principles: **1. Crawling**, **2. Indexing**, and **3. Ranking**



1. Crawling – Web crawlers (or bots) follow links on existing web pages to discover new pages on the internet.



2. Indexing – Once crawled, search engines make a copy of the page and store it in a database called an “index”. For a page to show in the search results, it must be indexed.



3. Ranking – Search engines use algorithms to pick the best results for a query and creates a list of pages that will appear on the result page.



To give the searcher the best results, Google uses more than 200 ranking signals to evaluate the relevance, quality, and usability of a page.

Why is SEO Important?

- While paid advertising, social media, and other online platforms can generate traffic to websites, the majority of online traffic is driven by search engines.
- Organic search results cover more digital real estate and people are more likely to click on organic results than on a paid advertisement.
- SEO is one of the only online marketing channels that, when set up correctly, can continue to pay dividends over time.
- SEO can help you attract anyone with intent at a given point in time, no matter what stage of the buying funnel they are in.



What about Paid Search (PPC)?

PPC (pay per click) is a great way to attract customers fast whereas SEO efforts takes some time to pay off. However, the downside to PPC is that it can be expensive, especially for new businesses starting out.

<div><div>+</div><div>Keywords ▾</div><div>COLUMNS</div></div>					
<input type="checkbox"/> Keyword ↑	Clicks	Impressions	Cost	CTR	Avg. CPC
<input type="checkbox"/> photographer near me	2,040.04	27,586.77	\$13,544.19	7.4%	\$6.64
<input type="checkbox"/> photographers in atlanta	48.45	625.89	\$340.63	7.7%	\$7.03
<input type="checkbox"/> wedding photographer atlanta	24.17	301.24	\$150.68	8.0%	\$6.23
1 - 3 of 3					

5 Steps to SEO Success

01	Research keywords around each of the services or shoot types you offer.
02	Build unique landing pages for each of your unique services or photo shoot types.
03	Create blog posts that are topically related to each of your service offerings and include links back to that service landing page.
04	Build trust and authority around your brand with offsite SEO.
05	Monitor your performance and then test and refine as needed.

STOP – START

SEO has come a long way. Tactics that worked 5-10 years ago no longer work today. Avoid hacks and tricks and instead focus on creating a great experience for your website visitors. Content organization and structure is key.

STOP

Keyword stuffing your websites. You no longer need to add the keyword phrase “photographer in {city}” or similar variations 5+ times on each page.

Creating location specific landing pages for every city and suburb within your service area (ex: photographer in dallas, photographer in arlington, photographer in irving, photographer in euless).

Using multiple images with large file sizes on landing pages you want to rank.

START

Creating web pages that are going to be valuable and informative to your visitors and prospective clients.

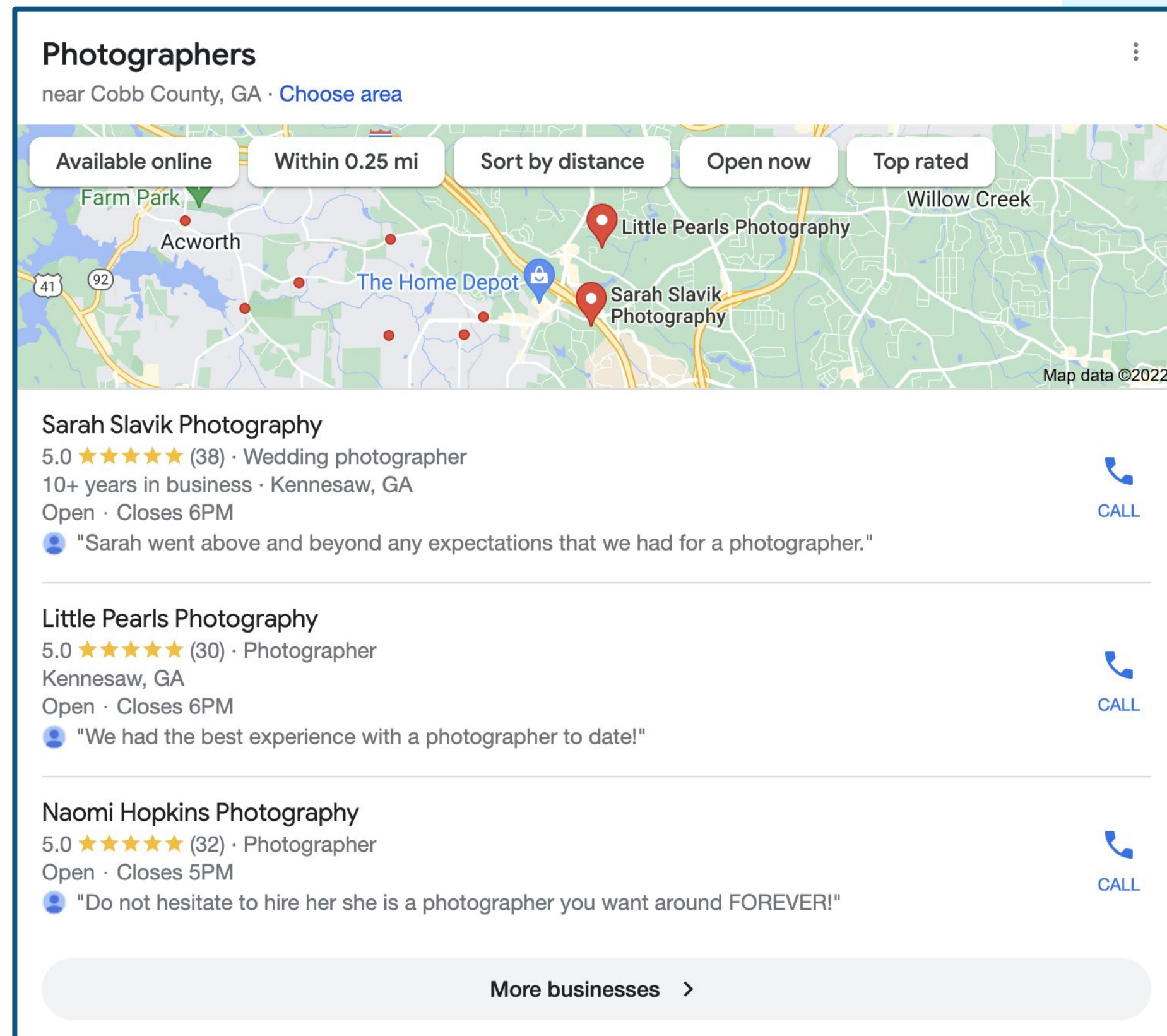
Creating localized content that is relevant to your audience. Craft a good contact page with your business name, business address, phone number, email address, hours of operation, areas served and any other pertinent information.

Make sure your landing pages (the pages your customers are visiting when they click on a search result) load quickly and are easy to navigate. Use compressed and resized images in modern web formats like WebP.



Local SEO & Google my Business

Local SEO is KEY for Photographers



What is Local SEO?

Any business that has a physical location or serves a geographic area can benefit from local SEO. If you search Google for any important keywords related to your business and a map with 3 listings appears underneath it (also known as a map pack), then local SEO can help you grow your business.

Google Business Profile

If you haven't already, set up and claim your Google Business Profile (formerly known as Google My Business).

1. Claim

Claim your business and get it verified.

2. Personalize

Add hours, photos, and other details about your business.

3. Manage

Share updates, respond to reviews, and connect with customers on Google.

4. Optimize

Optimize your website to include information that is present on your Business Profile.

Fill Out EVERYTHING (or as much as you can)

Info

- ✓ Business Name
- ✓ Address
- ✓ Business Category
(primary and secondary)
- ✓ Service Areas
- ✓ Hours
- ✓ Phone Number
- ✓ Website
- ✓ Profile Shortname
- ✓ Appointment Link
- ✓ Business Attributes
(accessibility, health & safety)
- ✓ Business Description

Photos

- ✓ Business Logo
- ✓ Cover Photo
- ✓ Video
- ✓ Interior (if you have a studio)

Products

- ✓ Print Products
- ✓ Photo Packages
- ✓ Sessions
- * You can even group these based on product categories

Services

- ✓ Portrait Photography
- ✓ Wedding Photography
- ✓ Engagement Photos
- ✓ Commercial Photography
- ✓ Senior Photos
- ✓ Family Pictures
- ✓ Headshots
- ✓ Drone Photography

Build Local Citations

- A local citation is any online mention of partial or complete name, address, and phone number of a local business – also called NAP data.
- Citations can occur on local business directories, on websites and apps, and on social platforms.
- Citations help people to discover local businesses and can also impact local search engine rankings.

Examples:

- Yelp
- Facebook
- YP
- Superpages
- Instagram
- Nextdoor
- The Knot




👉 **Note:** Make sure your business information is consistent across each citation/profile.

Acquire Google Reviews (But Don't be Shady)

Strong reviews can help your business rank and stand out. Here are some review acquisition strategies you can try:


- Offer great customer service
- Follow up emails asking clients about their experience with your service and if they would be willing to leave a review
- In-studio signage or marketing materials (brochures, business cards, etc) requesting feedback
- Messaging on your website that asks clients to leave a review
- Asking your clients directly
- ✗ Do not buy fake reviews or use a kiosk type system to acquire reviews


👉 **Note:** It's also important to respond to both negative and positive reviews. When responding to a negative review, ask the client what you can do to fix the situation and ask if they are willing to update their review once rectified.

**Lura Roach**
7 reviews · 2 photos

★★★★★ 3 years ago

Hannah photographed our wedding on 9/21/2018 and was absolutely wonderful to work with! Her sweet and cheerful personality along with her breathtaking work sealed the deal for us to choose her as our photographer. Hannah really was conscious of all of our requests and appreciate her getting to know us beyond the client aspect. We truly enjoyed her Skyping with us to meet properly before the wedding as we weren't local. She asked questions that helped her get to know us but also aided in knowing what we wanted out of our wedding photography. Overall we would definitely recommend Hannah and hope to use her services again next time we're in GA!



 1

Response from the owner 3 years ago
Hi Lura, I am so appreciative of your kind words and am so glad that you loved your wedding experience and photographs. Thank you so much for taking the time to write such a sweet review. It is brides like you who make being a wedding photographer so precious and one of the most rewarding professions in the world. I am so excited for you and your husband as you embark on new adventures together. Thank you for trusting me to photograph your big day and for allowing my team and I to celebrate with you and your loved ones! Warmly, Hannah

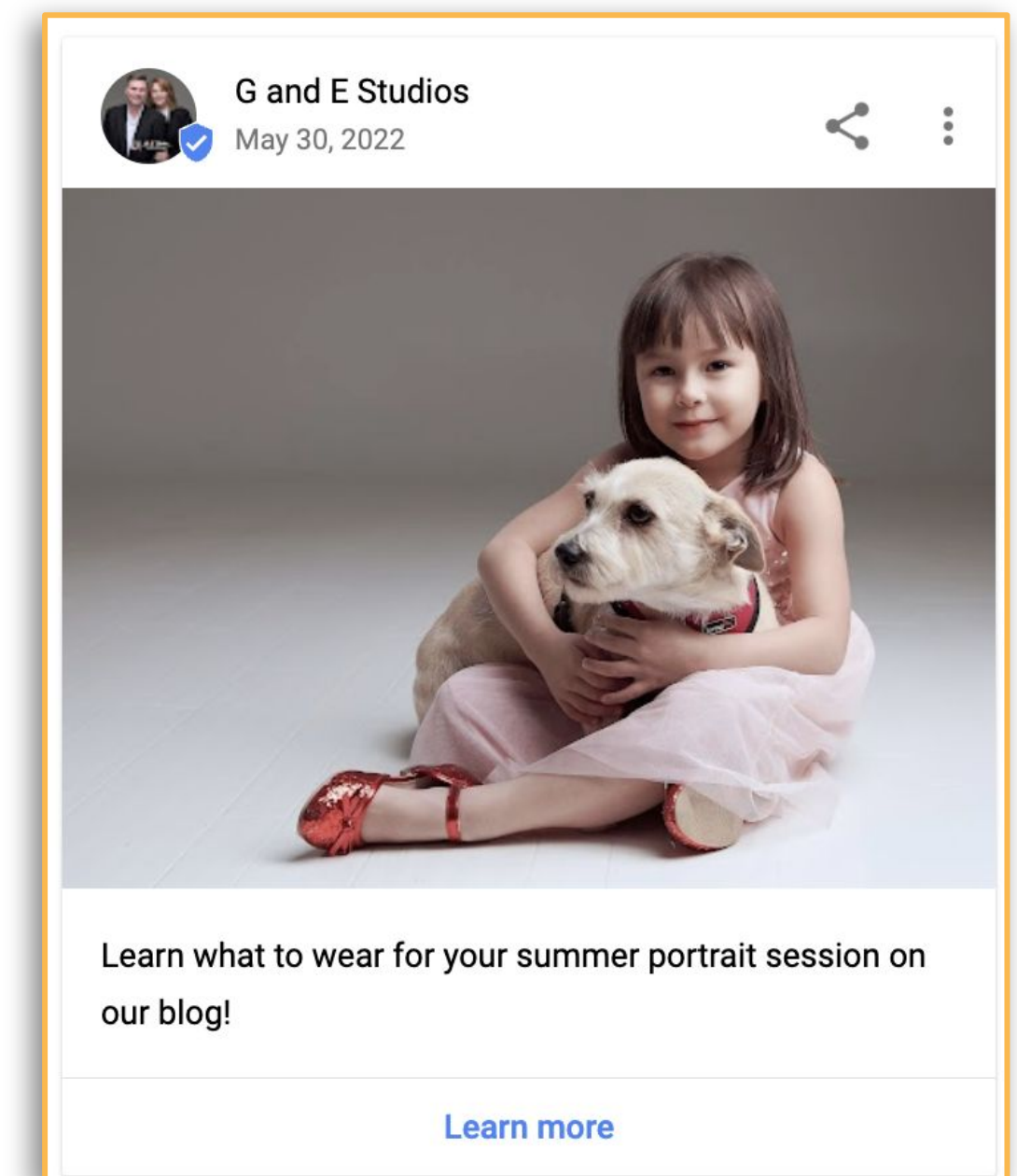
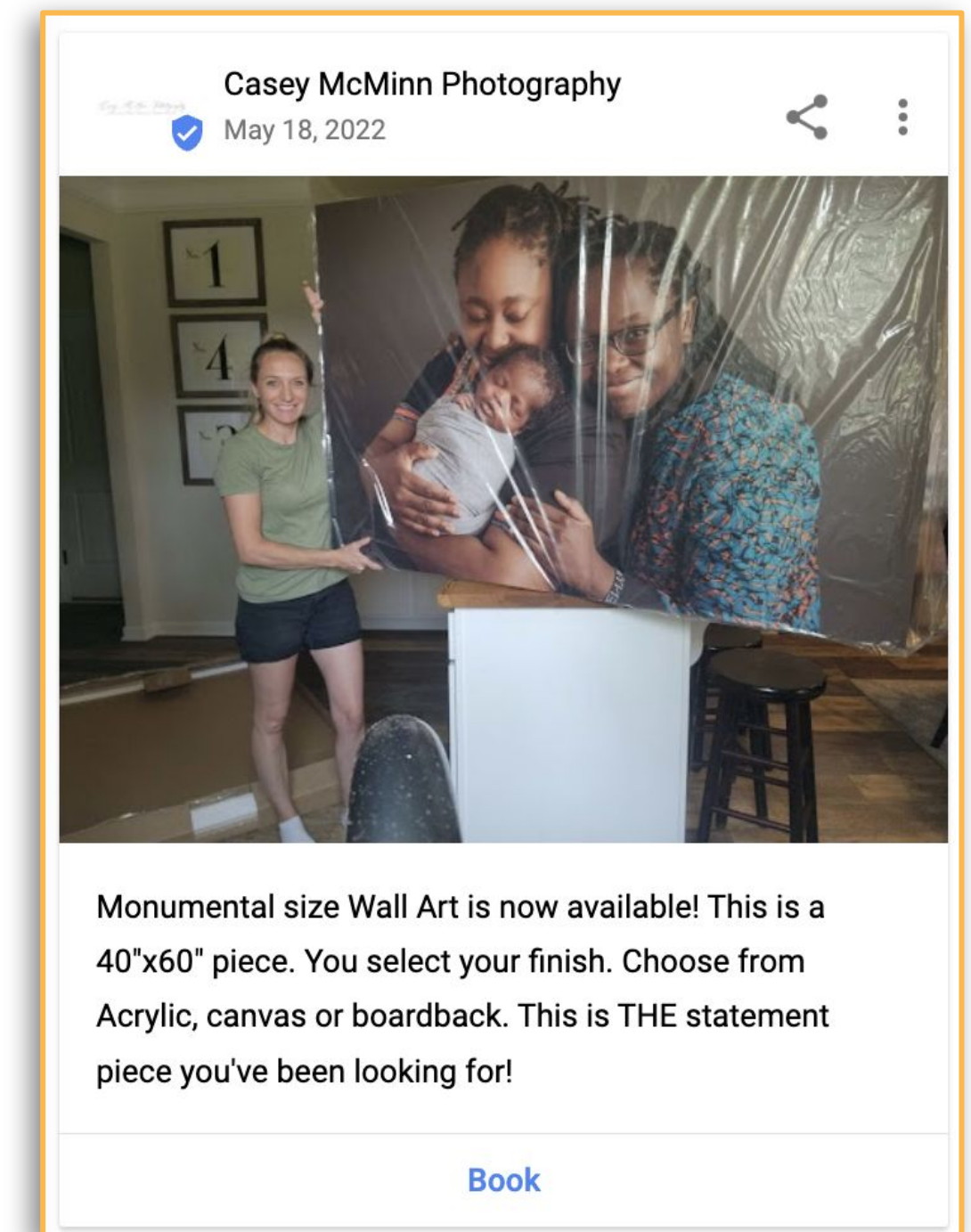
[More Google reviews](#)

Utilize Google Posts

A Google Post is a business announcement, offer, event, or product update that appears on your Posts and Overview tabs and Google Business Profile. This feature is free to use and supports 300 words, photos, gifs, and videos.

You can use Google Posts to promote:

- Products and services
- Sales and offers
- Business updates
- Blog posts and guides
- Upcoming events

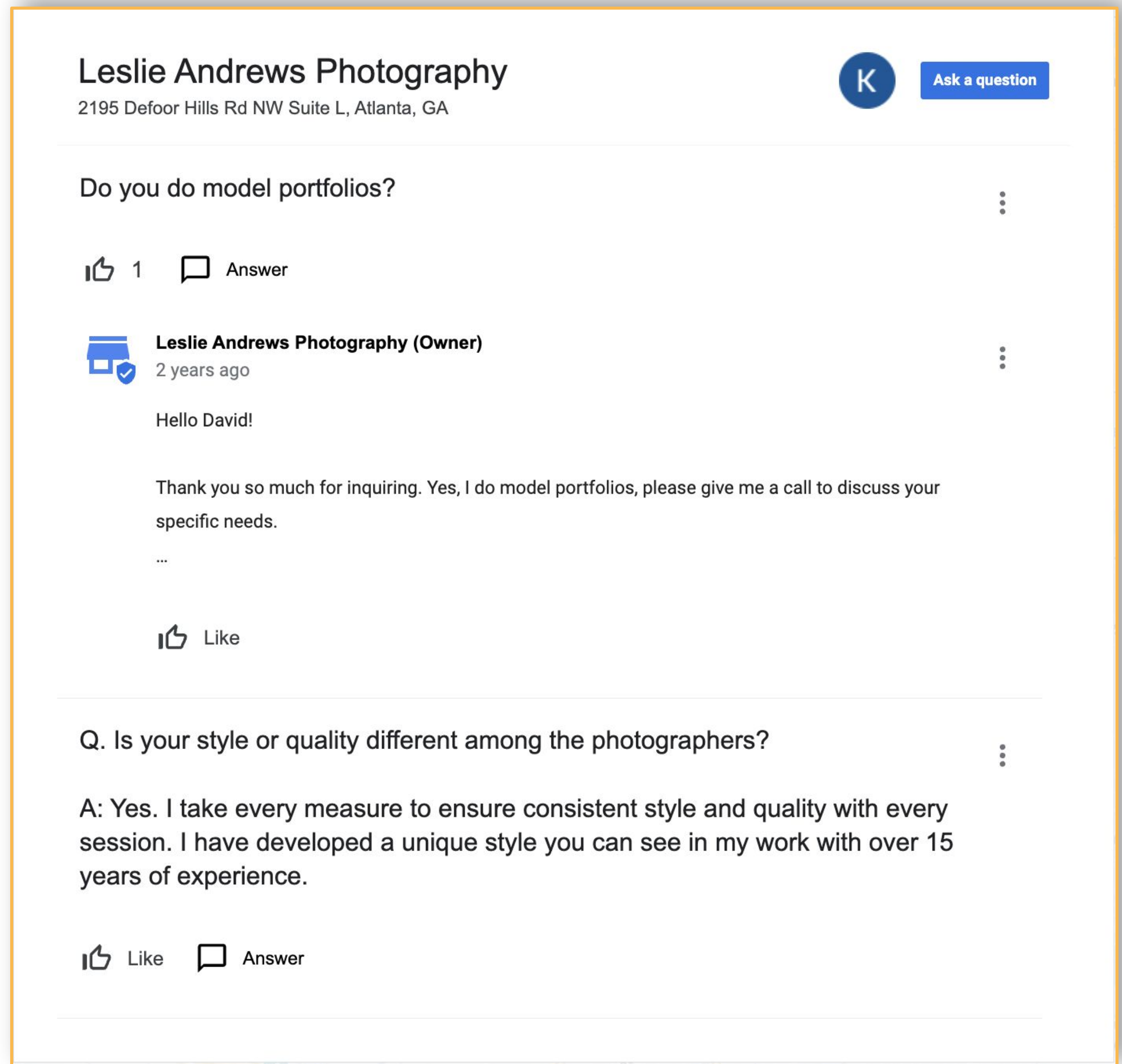


Use Google Q&A to Answer Common FAQs

Google Q&A is a simple tool that allows Google users to ask and answer questions about a business online. Both consumers and the business owner can ask questions AND answer questions.

Examples:

- What types of photography services do you offer?
- What is your typical turnaround time?
- Do you shoot in studio or on location?
- Can you shoot at night or on the weekend?
- How long do photo sessions last?
- Do you travel?





Keyword Research & Targeting

How to Find Keyword Opportunities

Researching Keywords

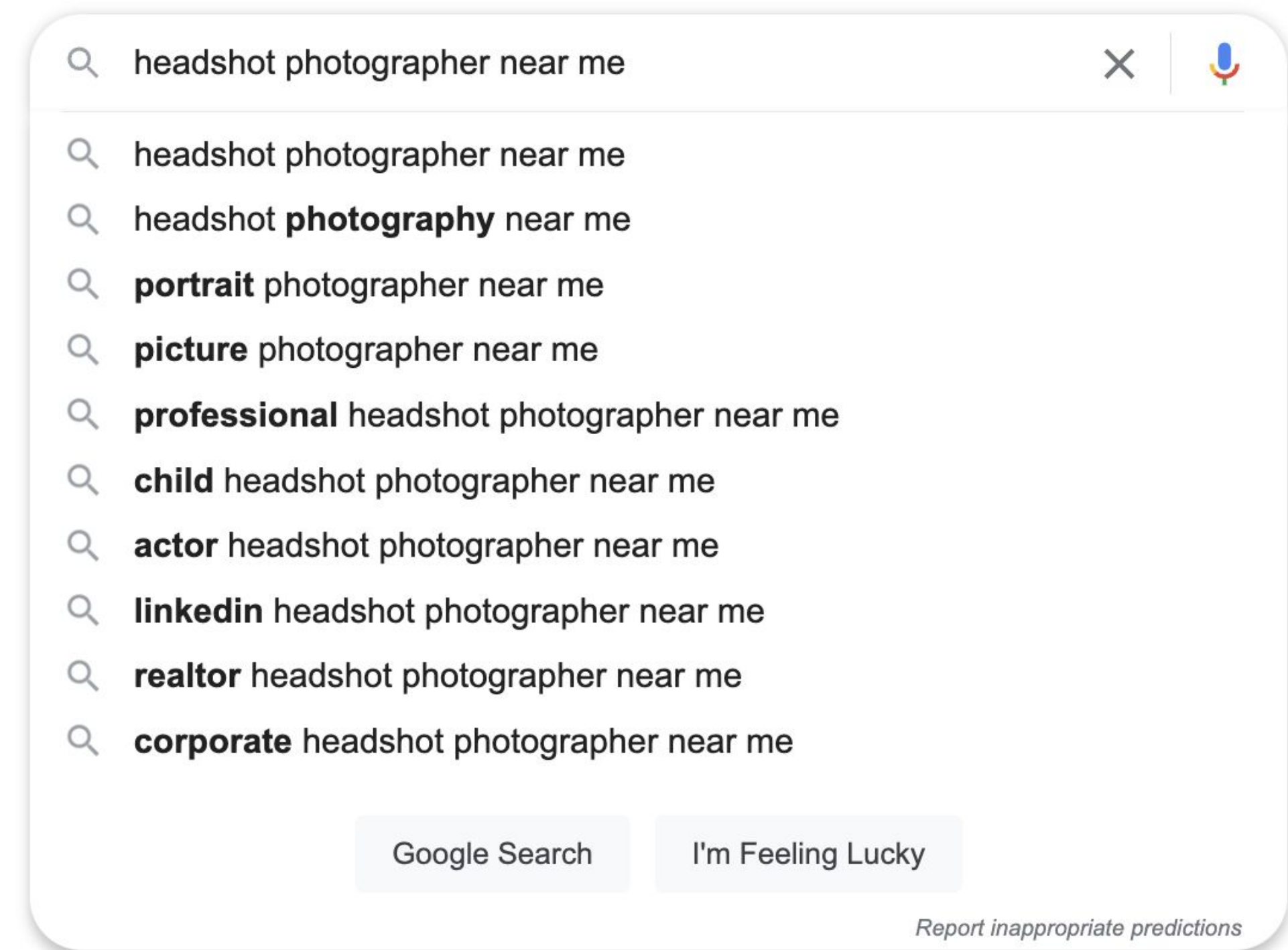
Head Terms: Your head terms are going to be the primary keywords you want to target and usually have the broadest reach because they are searched for most often. However, these keywords are usually very competitive and have lower conversion rates.

Related Terms: These terms are similar or related to your head terms and often include your head term plus a modifier. These types of keywords are searched less often but typically convert better and are less competitive. However, in aggregate, these types of keywords on average makeup 70% of SEO traffic to a website.

Head Terms (Primary)	headshot photography	headshot photographer
Related Terms (Secondary)	headshot photography for actors	corporate headshot photography
	same day headshots	modeling headshots
	group headshots	professional headshots
	linkedin headshots	realtor headshots

Finding Keywords – Where to Look

1. Competitors
2. Google Search Results Page
 - a. Auto-Suggestions in Search Bar
 - b. Related Searches
 - c. People Also Ask
3. Google Search Console
4. Google Keyword Planner
5. Google Trends
6. Answer the Public
7. Keywords Everywhere
8. Audience Research (ask your clients!)





Website Structure

Having an organized website structure is incredibly essential for SEO and is just as important as choosing the right keywords. Without creating something that makes logical sense, Google will have trouble understanding the context of your site.

👉 **Note:** Your target keywords should inform your website structure. Use a hub and spoke framework to organize content based on topics/themes.

General Photographer

Home Page

[Home](#) [About](#) [Services](#) [Pricing](#) [Contact](#) [Blog](#)

Dallas Photographer

ABC Photography serves Dallas and surrounding areas in North Texas.

About Us

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Session Types

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Wedding Photography

Newborn Photography

Family Photography

Maternity Photography

Book Now

Optimize for “Photographer in {City}”

Service Pages

[Home](#) [About](#) [Services](#) [Pricing](#) [Contact](#) [Blog](#)

Dallas Wedding Photographer

ABC Photography provides wedding photography for Dallas and surrounding areas.

Wedding Photography Packages & Pricing

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What to Expect During Your Shoot

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Book Now

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Dallas Newborn Photographer

ABC Photography provides newborn photography for Dallas and surrounding areas.

Newborn Photography Packages & Pricing

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What to Expect During Your Shoot

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Book Now

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Dallas Family Photographer

ABC Photography provides family photography for Dallas and surrounding areas.

Family Photography Packages & Pricing

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What to Expect During Your Shoot

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Book Now

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Dallas Maternity Photographer

ABC Photography provides maternity photography for Dallas and surrounding areas.

Maternity Photography Packages & Pricing

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What to Expect During Your Shoot

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Book Now

Optimize for “{Genre} Photographer in {City}”

Blog Posts

- How do you pose for a wedding photos
- Candid vs Traditional wedding photography
- Wedding anniversary photo shoot ideas
- Best wedding venues in {City}

- Newborn photoshoot ideas
- What age is best to photograph a newborn?
- What to wear to your newborn photo session?

- Family photoshoot ideas
- Best places in {city} for family photos
- Family outfit ideas

- Which month is best for a maternity photoshoot?
- What week should I do maternity photos?
- What should my husband wear for maternity pictures?

Create content that aligns with your services and is valuable to your clients/audience. Also consider creating localized content .

24

Genre Photographer

Home Page

[Home](#) [About](#) [Services](#) [Pricing](#) [Contact](#) [Blog](#)

Dallas Headshot Photographer

ABC Photography serves Dallas and surrounding areas in North Texas.

About Us

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Headshot Types

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Modeling Headshots

Actor Headshots

Realtor Headshots

Corporate Headshots

Book Now

Optimize for “{Genre} Photographer in {City}”

Service Pages

[Home](#) [About](#) [Services](#) [Pricing](#) [Contact](#) [Blog](#)

Modeling Headshots in Dallas

ABC Photography provides modeling headshots for Dallas and surrounding areas.

Modeling Headshot Packages & Pricing

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What to Expect During Your Shoot

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Book Now

[Home](#) [About](#) [Services](#) [Pricing](#) [Contact](#) [Blog](#)

Actor Headshots in Dallas

ABC Photography provides actor headshots for Dallas and surrounding areas.

Actor Headshot Packages & Pricing

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What to Expect During Your Shoot

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Book Now

[Home](#) [About](#) [Services](#) [Pricing](#) [Contact](#) [Blog](#)

Realtor Headshots in Dallas

ABC Photography provides realtor headshots for Dallas and surrounding areas.

Realtor Headshot Packages & Pricing

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What to Expect During Your Shoot

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Book Now

[Home](#) [About](#) [Services](#) [Pricing](#) [Contact](#) [Blog](#)

Corporate Headshots in Dallas

ABC Photography provides corporate headshots for Dallas and surrounding areas.

Corporate Headshot Packages & Pricing

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What to Expect During Your Shoot

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Book Now

Optimize for “{Sub-Genre} Photographer in {City}”

Blog Posts

- What should a female wear to a modeling headshot?
- Should you hire a makeup artist for you modeling headshots?
- How to pose for modeling headshots

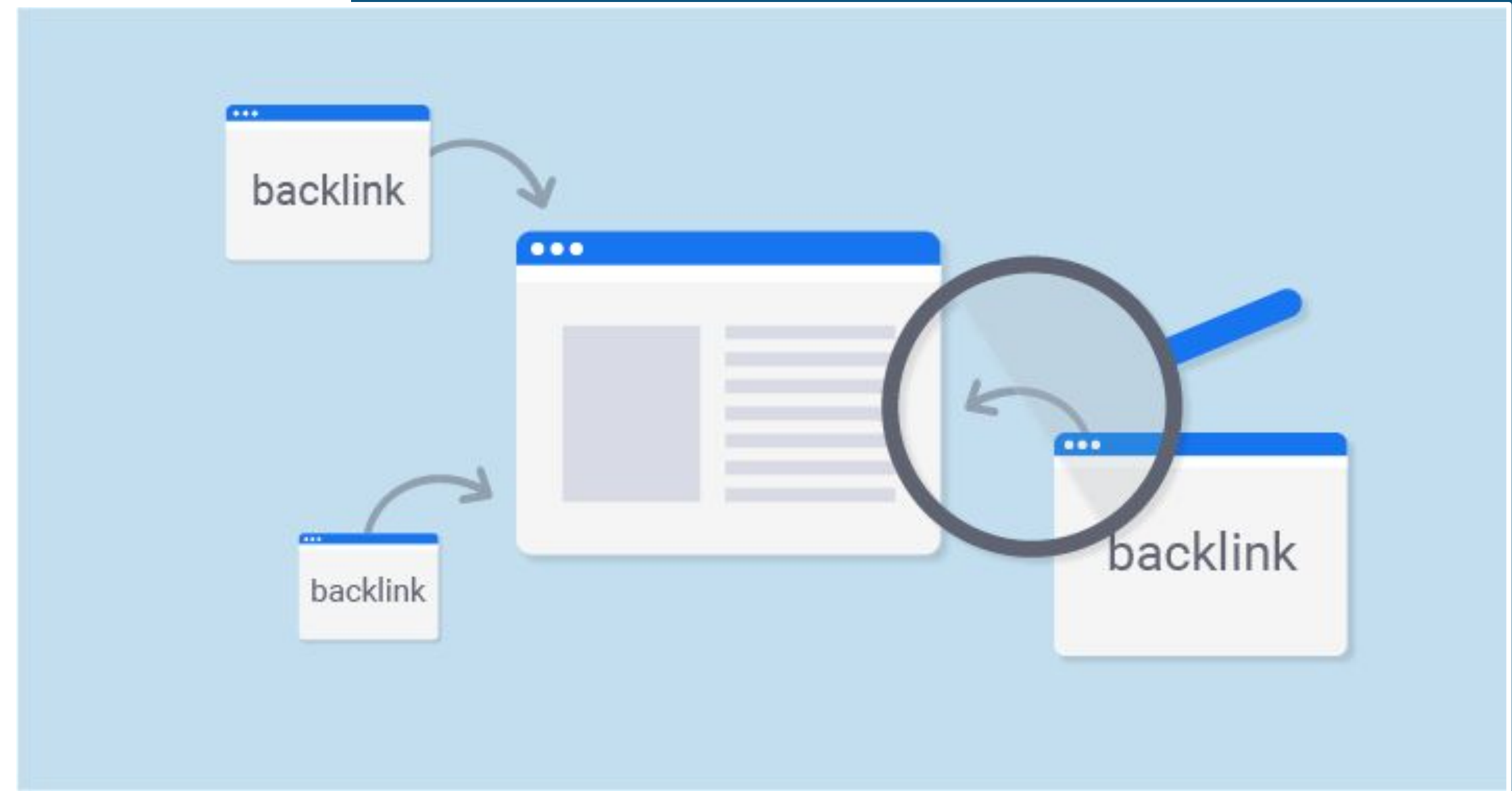
- How many headshots should an actor have?
- Should you smile in your acting headshot?
- Should I wear glasses in your acting headshot?

- What makes a good realtor headshot?
- Realtor headshot outfits
- What is the best color to wear for professional headshots?

- What to wear for corporate headshots
- Makeup for corporate headshots
- Fun corporate headshot examples

Create content that aligns with your services and is valuable to your clients/audience. Also consider creating localized content .

25



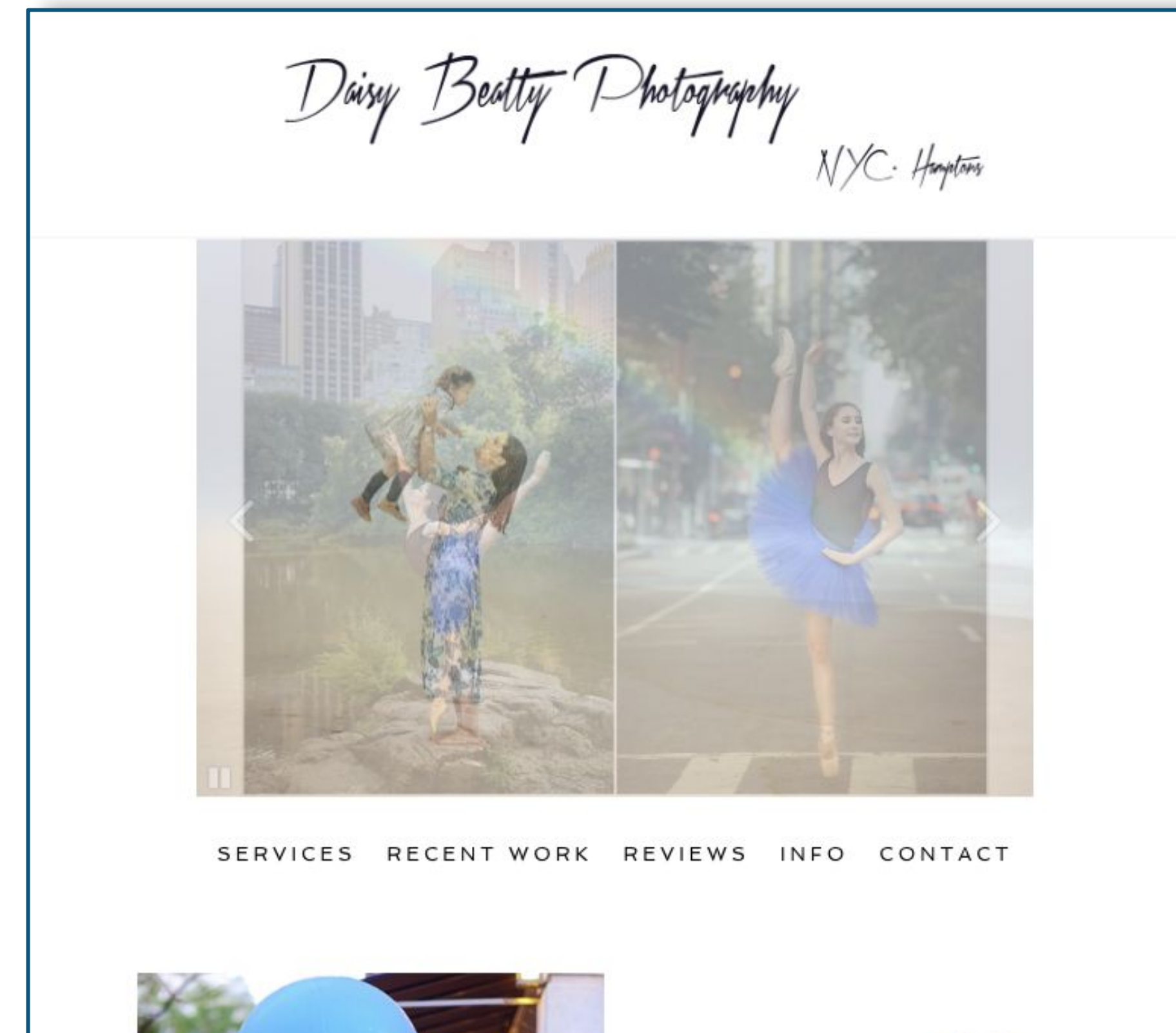
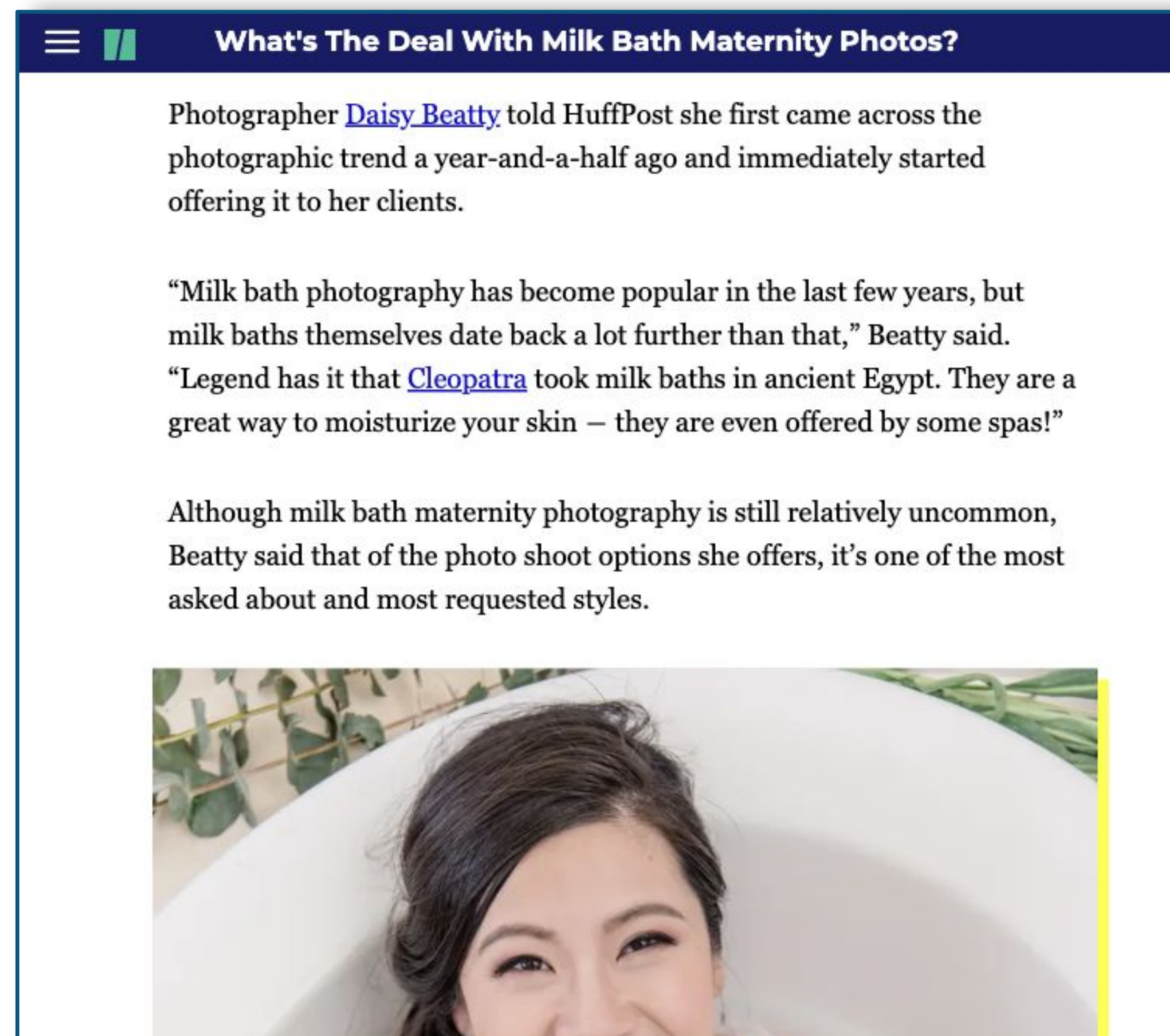
Backlinks

Now that you've identified your keywords and optimized your pages, you want to signal to Google and other search engines that your content is valuable, credible and useful by acquiring backlinks.

👉 **Note:** Do not buy backlinks from "Link Builders". These are spammy links and could potentially harm your website. Not to mention they are a waste of money.

What is a Backlink?

Backlinks are links from one website to a page on another website. Search engines consider backlinks “votes” for a specific page. Pages with a high number of quality backlinks tend to have high organic search engine rankings.

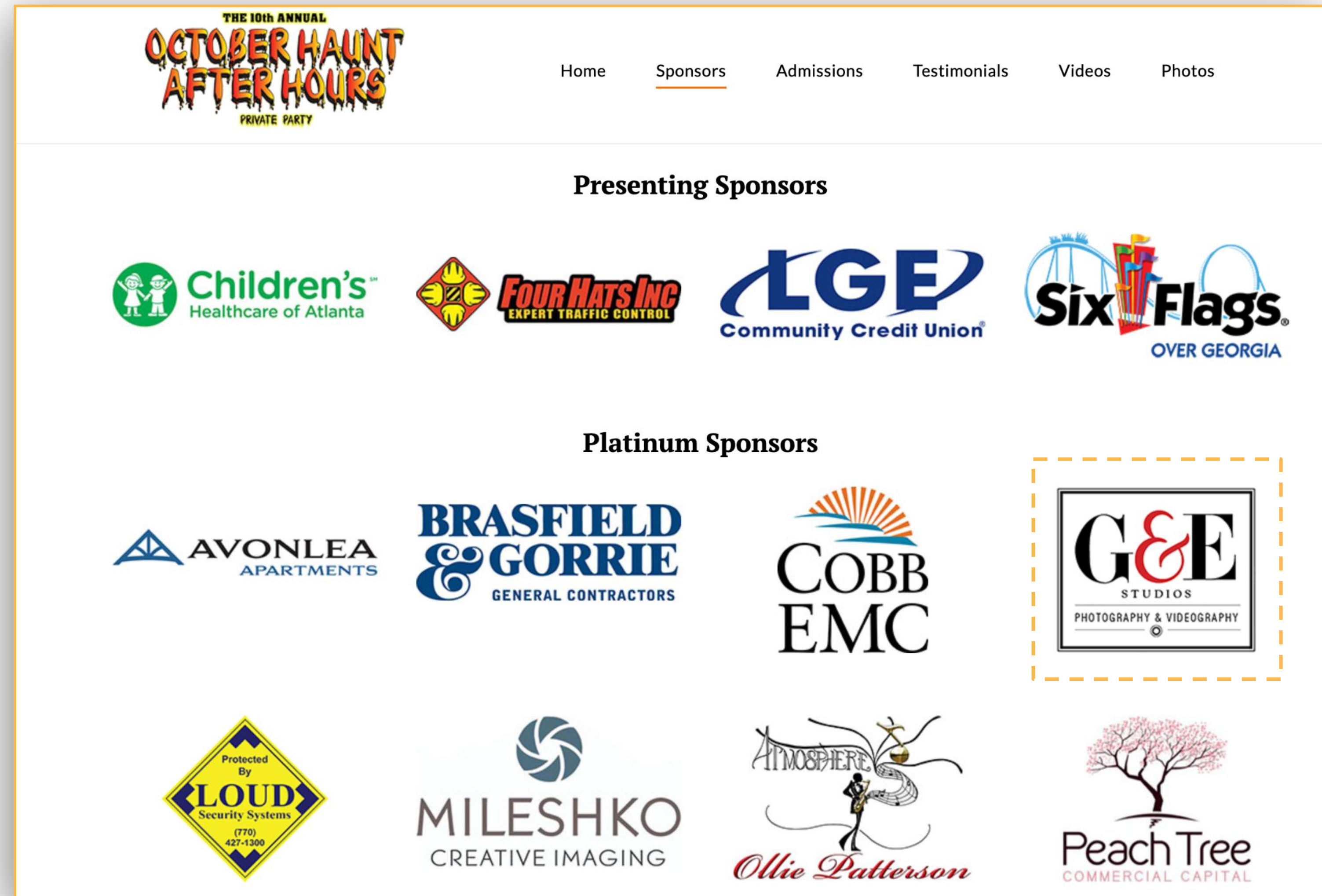


Backlink Building Strategies



Sponsorships

- Look for local events happening in or around your area and see if they offer sponsorship opportunities that will link to your website.
- Find community organizations or local groups/clubs that are looking for sponsors.




Local Directories

Find local directories or see if your local Chamber of Commerce allows directory submissions.

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[Marietta-Kennesaw, GA](#) | [Change Location](#)



hulafrog

Local things for kids to do.

Directories ▾


Classes, Camps, Birthdays ▾

Places To Go ▾

Schools & Childcare ▾

Biz Offers & Updates ▾

Our Picks ▾



Casey McMinn Photography


426 Freyer Dr. NE
Marietta, GA 30060

CALL: 770-823-4039


EMAIL | WEBSITE | FACEBOOK

MORE DETAILS:

Casey McMinn Photography specializes in newborn and family photography. Come visit us at the studio, or, book an in location session!




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Intex Jump-O-Lene Inflatable Castle >>

Latest Posts



Gabby G Photography
Booking NOW for holiday tree mini sessions!



Cobb County Public Library System
The new Cowell Mill Library

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ECONOMIC DEVELOPMENT

LEGISLATIVE ADVOCACY

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[Search](#) | [Advanced Search](#) | [New Members](#) | [Coupons and Discounts](#) | [All Categories](#) | [Members Only](#)

Sort alphabetically by... ▾

Mallouf Photography

8501 N. MacArthur Blvd.
Irving, TX 75063 9998

[Nick Mallouf](#)

(817) 371-3759

Member Since: 2007

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FigDesign

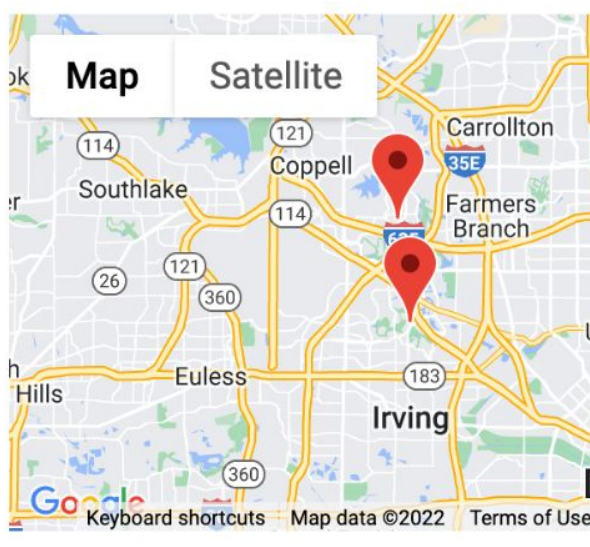
215 S O'Connor Rd
Irving, TX 75060 2950

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Map

Satellite



Related Categories

[Graphic Design/Art/Printing](#)
[Photography/Studios](#)


If your business isn't here, [contact us](#) today to get listed!

30

Partner with Other Professionals

Look for other professionals who can help promote your brand in exchange for your services. For example:

- Professional Resume Writer
- Realtors
- Hairdressers/Makeup Artists
- Professional Organizations
- Roofing Companies (think aerial photography)
- Local wedding or event venues

ONLINE SEMINARS SERVICES ABOUT CLIENT SUCCESSSES BLOG LET'S TALK!

Blog - Latest NewsYou are here: Home / LinkedIn / Curated list of head shot photographers



Curated list of head shot photographers

LINKEDIN



A lot of my clients end up needing a new head shot while they're working with me. Since I tend to have multiple clients in major metro areas around the U.S., I decided to start curating a list of head shot photographers who do good work for business head shots—including LinkedIn photos. The intent is not to have every city on here, but I want to at least have some of the top metro areas.

The criteria I came up with for this list:

- A client, friend, or trusted business contact used the photographer and recommends them; or it's someone I know
- AND I've seen the photographer's work and believe it meets the standards I would have for a LinkedIn head shot for a client (that being said, some of these folks may specialize in business head shots more than others)

I will add to this list regularly to expand it. For the time being, please let me know if any of these existing entries need updating!

Costs

Hi! I'm Kelly Donovan



The world of job search and career advancement is changing all the time, from the latest changes on LinkedIn to new resume trends to job hunting in a pandemic. My blog is the place for information, insight, and best practices to help you land faster, earn more, and love your work!

About Kelly Donovan

Kelly works with job seekers nationwide, primarily executives. She has been featured on the CBS TV show Face the Truth, and her career advice has been featured in *Forbes*.

Ask for Attribution

If you think that your work will be (or has the potential to) published online, ask for proper attribution and a link back to your website.

You can even add this as a condition in your contracts.

Brides of NORTH TEXAS

All Categories

WEDDING INSPIRATION


Game of Thrones Fans Will Love This Garden Party Wedding

BY BRYNLEE HANDY

June 10

If you're a GOT fan, then this garden party wedding is out in the most tasteful way for their big day and we [Weddings by StarDust](#), this wedding utilizes a regal p and features plentiful floral and lush blooms from [211](#) you wonder where the garden ends and the floral ins absolutely stunning in her gown from [StarDust Celebrations](#), and its flowy lace sleeves and long train are to-die-for! Your guests will never be bored when [LeForce Entertainment](#) is on the scene – you can rest assured their DJ skills will keep the dance floor full all night long. Need lighting? They cover that too, and we love what they did to create a lovely ambiance in this dreamy garden party wedding! Read on to hear the bride's story behind the hand-illustrated museum table settings. Cheers to Raynor and Rob!

Photos // [Scott Aleman Photography](#)





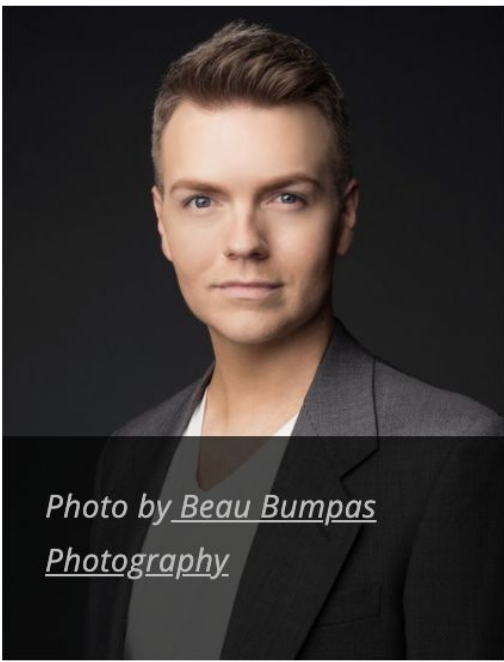
HOW LONG WILL THE RESULTS LAST?

With microblading, the pigment is placed more superficially in the skin, so results will last 6 months to a year making it an ideal treatment with this ever-changing eyebrow phenom that we are all obsessed with.

IS MICROBLADING PAINFUL?

There is little to no pain associated with microblading. Most patients describe the feeling of microblading to be similar to plucking.

PST MICROBLADING SPECIALIST, MICHAEL



Michael Moran began his makeup career while in New York City in 2000-2001 where he worked as a demonstration artist for a flagship company Tony and Tina Cosmetics. Shortly after the tragedy of 9/11, Michael moved from New York to find his home in the makeup capital of the world, Dallas Texas. Within a few months, Giorgio Armani's Celebrity Makeup Artist, Tim Quinn, recruited Michael to open the first Giorgio Armani Cosmetic retail space in Texas at North Park's Neiman Marcus. As a leader in cosmetic sales and with his own private clientele building, Michael decided to become his own "boss of beauty" and break from retail into freelance. Whether it be bridal,

Fashion, television, runway, pageants, international fitness and bikini modeling, or simply door to door home service, Michael has graced the faces of thousands and after 17 years in the industry, he has taken his makeup artistry to international status with a spectrum of clients that span the globe. Now, "makeovermike," who was recently featured on the Ellen Degeneres Show, has added 3-D Microblading to his arsenal of skills, with a certification from World Microblading Academy.

Support a Cause

Find a cause to support or start your own!

photographers FOR UKRAINE YOUR FAMILY ART HELPING FAMILIES IN NEED



This story is deeply personal. Yet, for once, I am ready to lift the veil of my own family privacy...

My dear Dad, a 76-year-old man from Kyiv, at the beginning of March, bravely crossed a bridge across Dnepr on foot (!!!), in his slow steps, with only a small backpack that contained nothing but a toothbrush and an extra sweater to protect him from the freezing wintery winds. Due to the continuous Russian shelling of the city, all forms of transportation across the river were prohibited. My father was blessed to be among the last ones to cross this bridge; the following day it was blown up by the Ukrainian army as a preventive measure to slow down the invaders...

Another crossing - the Ukrainian border - on foot, again, leaving his homeland, his heart, his life's work behind...

4 countries, 4 methods of transportation. 4 children in US, going insane with worry over hundreds of dangers...

I am not here to describe the tears we shed the moment he finally entered my home in NJ.

I am here to praise the incredible work of selfless volunteers who made this journey possible.

I am here to take my hat off to those who are evacuating elderly, women, children, pets; to the brave souls staying behind to take care of those who can't leave.

I am here to extend the same kindness to those who were not as fortunate as my Dad, who are still in danger of being brutally murdered, starved, or...

... who could tremendously benefit from any act of kindness our hearts can share.



For those whose heart is bleeding every time they open a newsfeed and hear about another atrocity perpetrated against people in Ukraine. Somebody's moms, dads. Little children. Grandparents. Stranded. Bombed. Slandered. Terrified...

We are a group of artists across the country, matching your donations to

Direct To Ukraine fundraising organization with a credit towards your family portraiture.

- How to help Ukraine with the art of your family portraiture!
- What is Direct Help For Ukraine?
- What are my gift matching options?

Fill in the form below to get more information!

Name

Email Address

Phone Number

What type of portraits do you wish to create in our session, whom are we celebrating?

-- Select --

What size donation you wish us to match in product credit for you?

Creative Commons

Contribute your work to Creative Commons platforms like Flickr that provide their users with the option of licensing works with CC licenses.

You can also contribute to free stock photo sites like Unsplash. Reverse image search your shared images to find sites using your photos and reach out to ask for attribution (if they aren't already).

flickr

bandcamp

WIKIPEDIA

YouTube

Sketchfab

INTERNET
ARCHIVE

vimeo

WIKIMEDIA
COMMONS

FMA

SKILLS COMMONS

europæana
think culture

Tribe of Noise

jamendo

MIT OPEN COURSEWARE

PLOS



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Questions?

Q&A Time



Appendix



SEO Tools

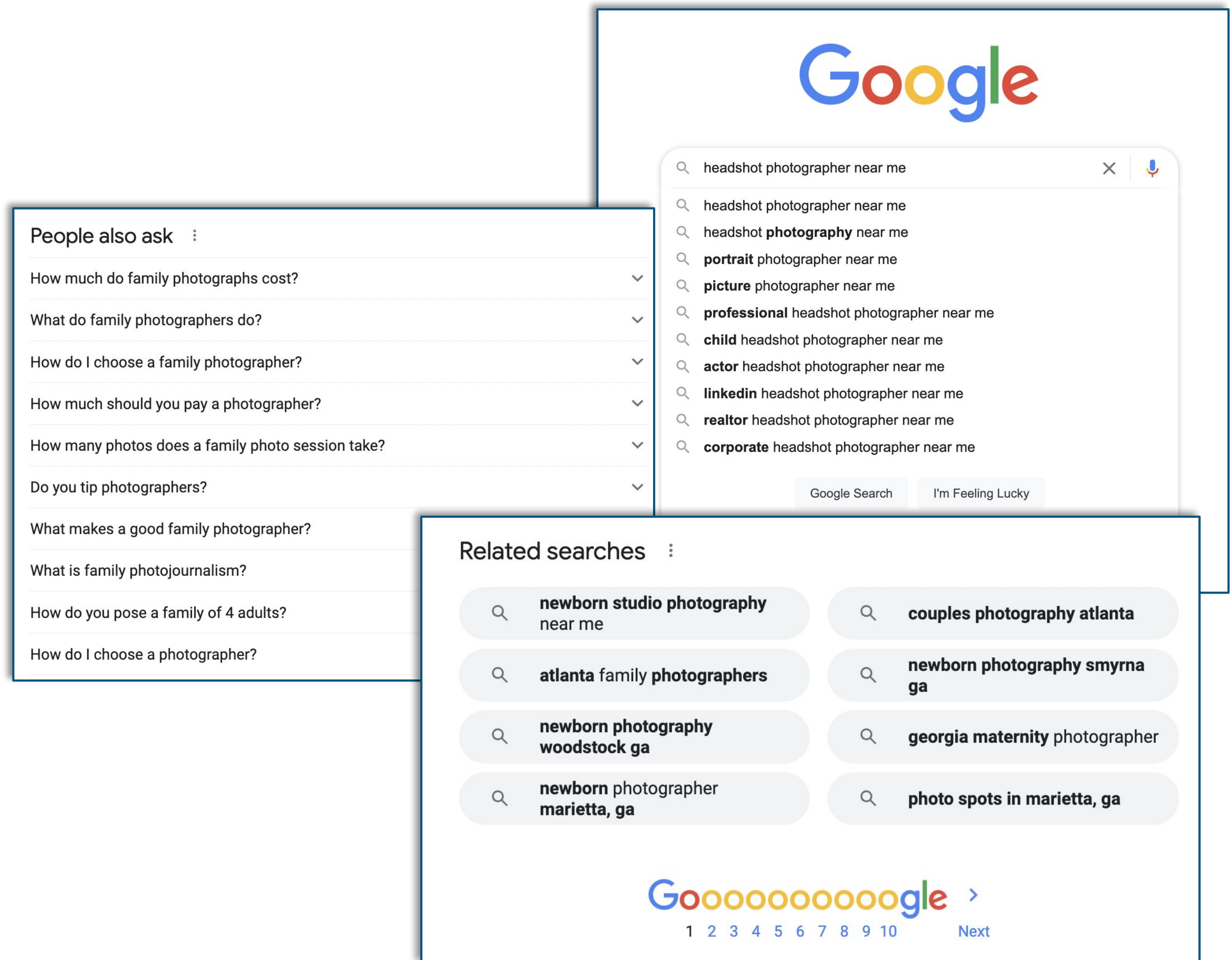
Tools to Help You Find Keywords and Track Performance

Free & Freemium Tools

SERP Results

Primary Use: Keyword Research, Content Ideas

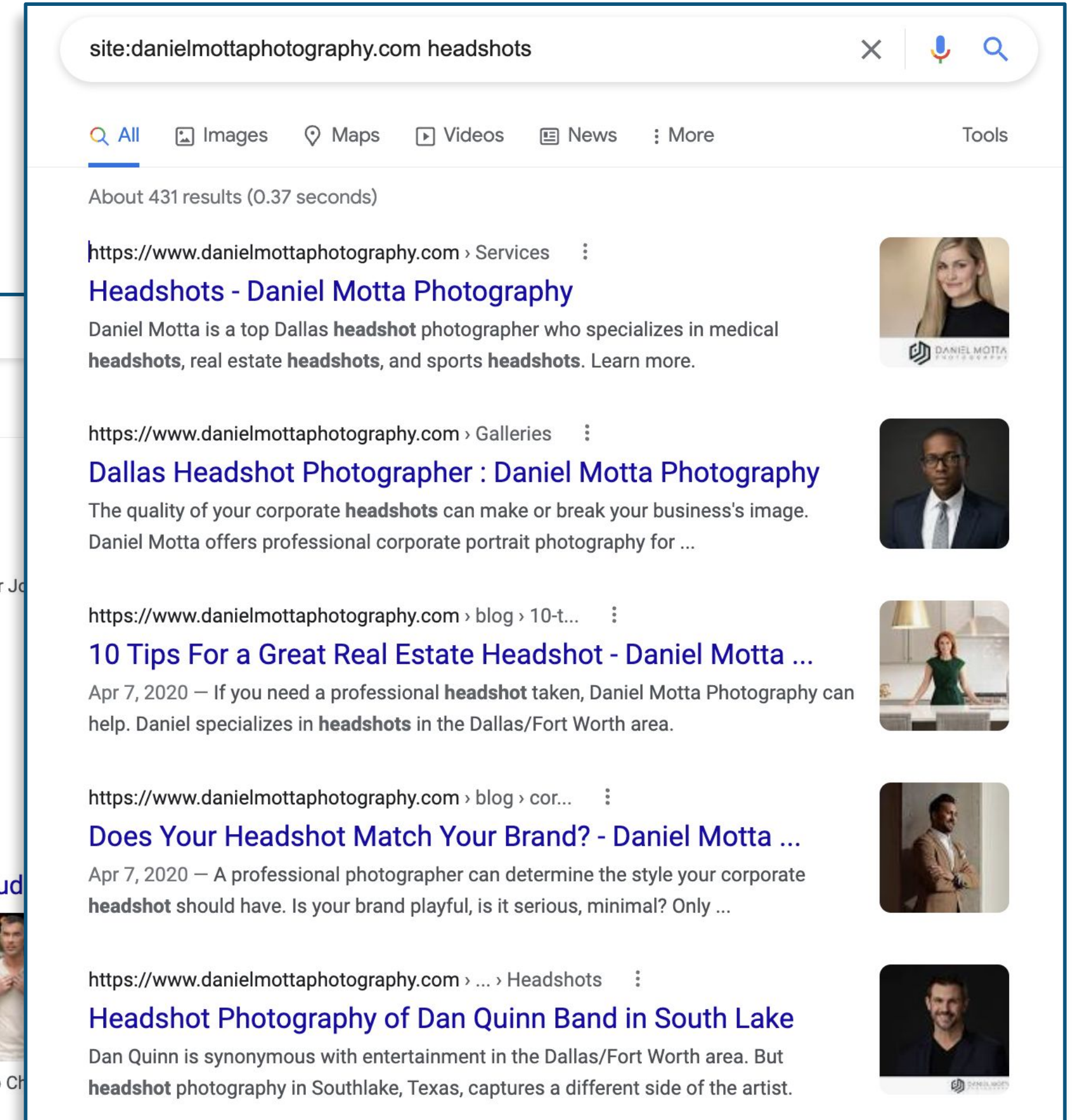
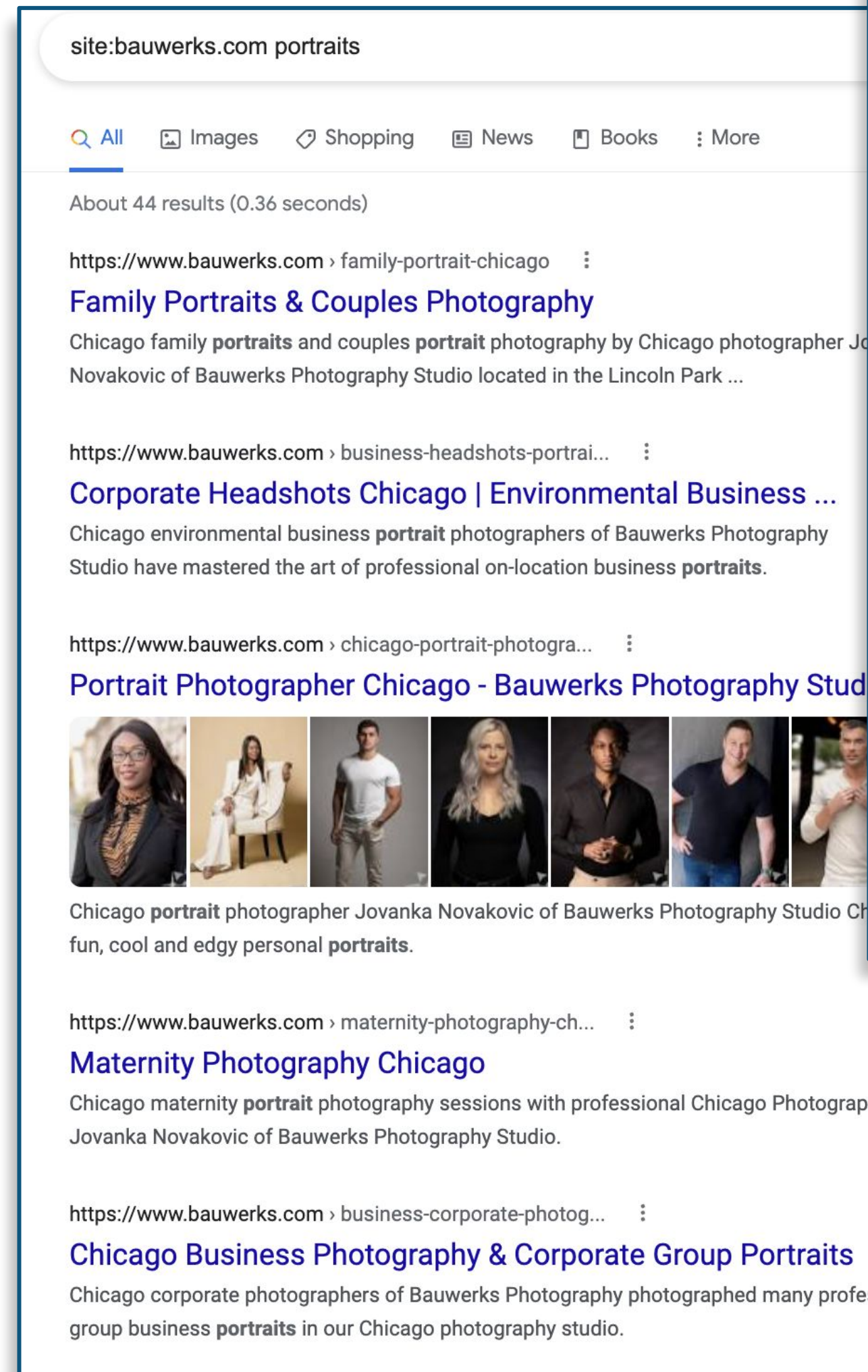
- Look at the SERP results to get keyword and content ideas. Look at features like Google Auto Suggest, Related Searches, and People also ask.



Competitor Research

Primary Use: Keyword Research, Content Ideas

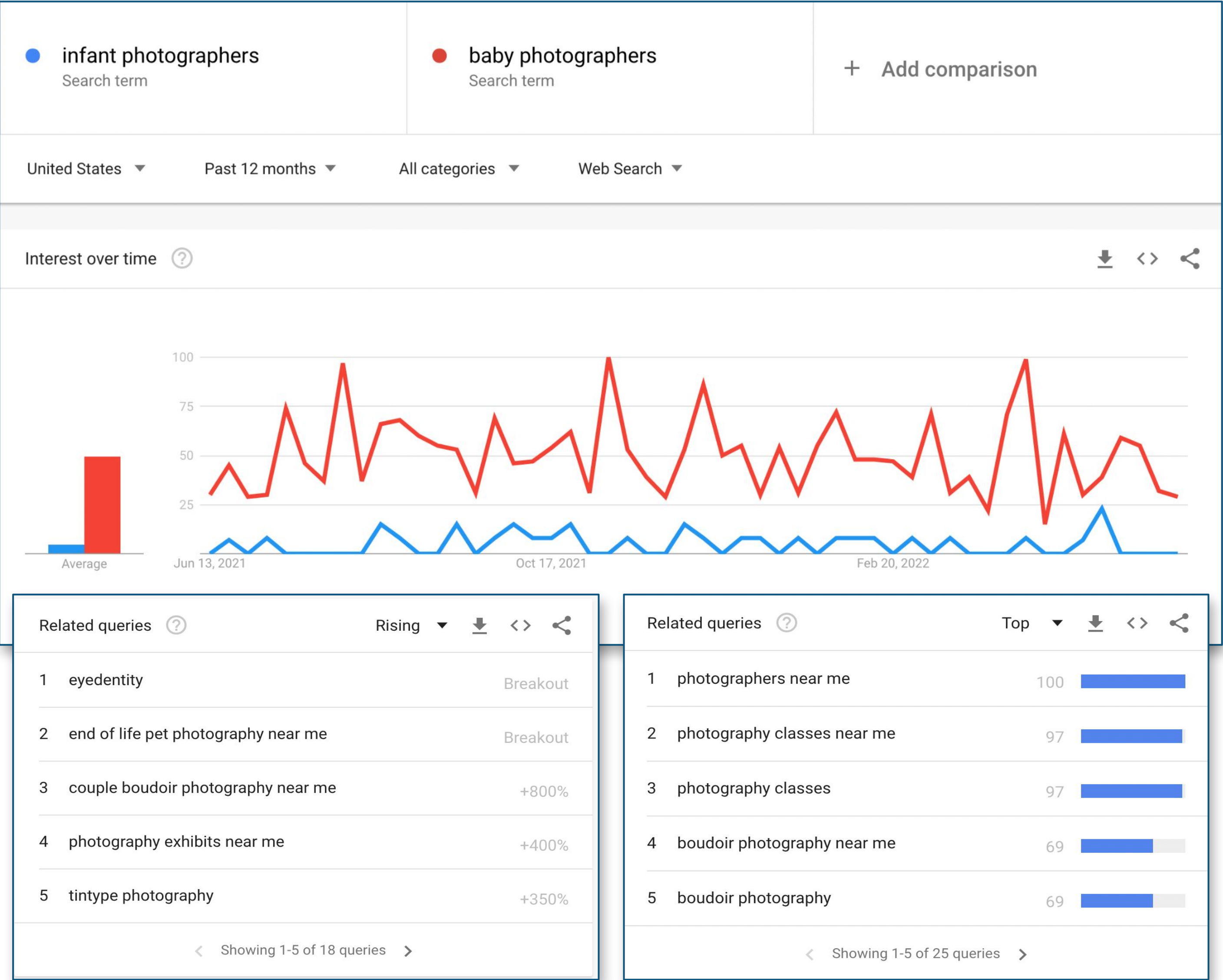
- Use the site search operator (site:competitordomain.com) to see how many pages from a competitor's site is indexed in Google and the type of content they are creating
- Combine with any keyword to filter results (site:competitordomain.com engagement photos)



Google Trends

Primary Purpose: Keyword Research

- See how search terms or topics are trending over time
- Compare different search terms or topics to each other
- Compare the same search term or topic over different time periods or locations
- See search interest by region
- See related search terms and topics
- See rising/emerging search terms and topics

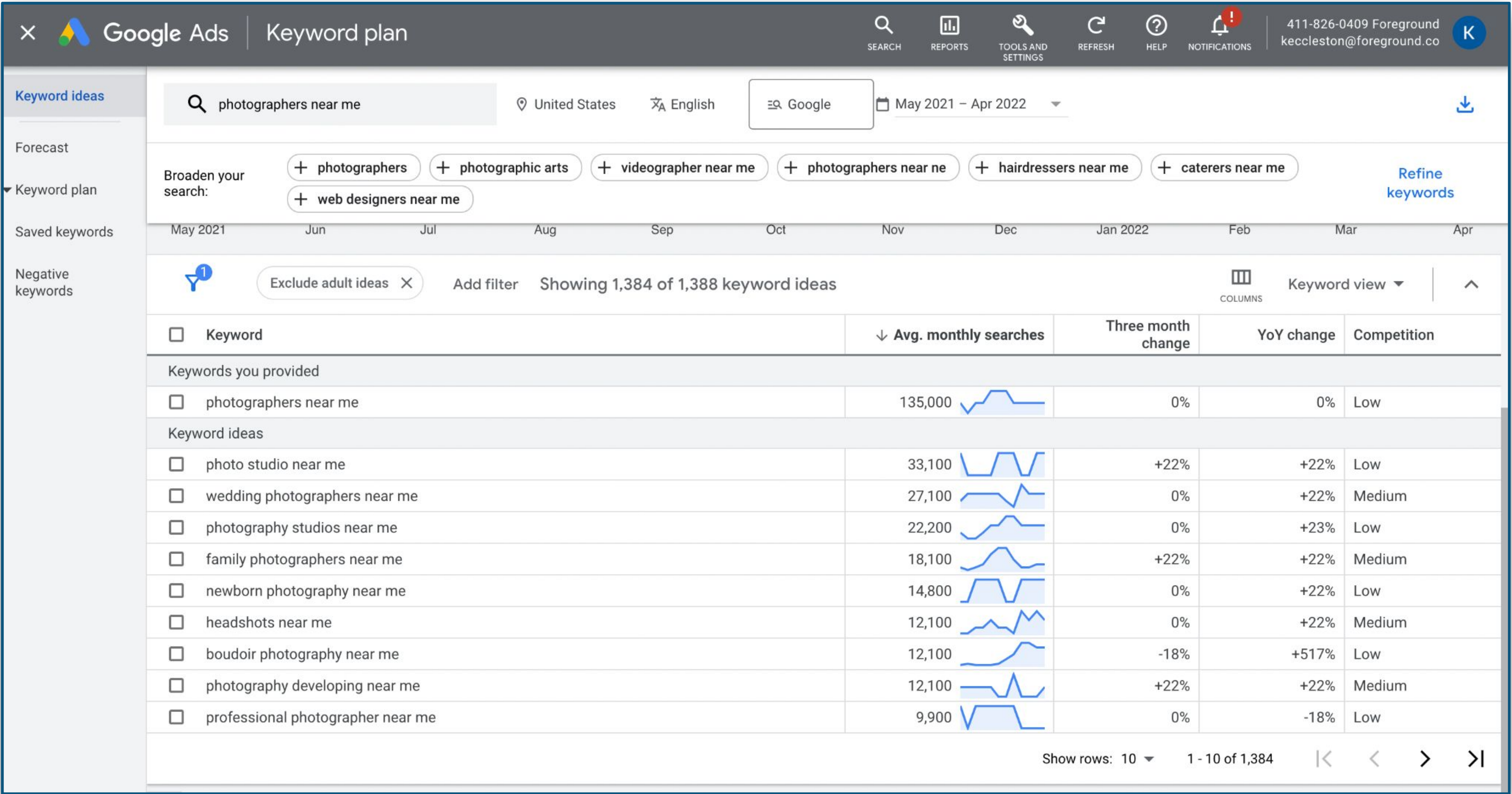


Google Keyword Planner

Primary Use: Keyword Research

Find keywords in Google Keyword Planner by adding in some of your main keywords or entering in a website.

Note: If you are actively running campaigns in Google Ads, you will be given more accurate search volume data. If not, Google will only provide you with ranges (ex: 10-100).



Keywords Everywhere


Primary Purpose: Keyword Research

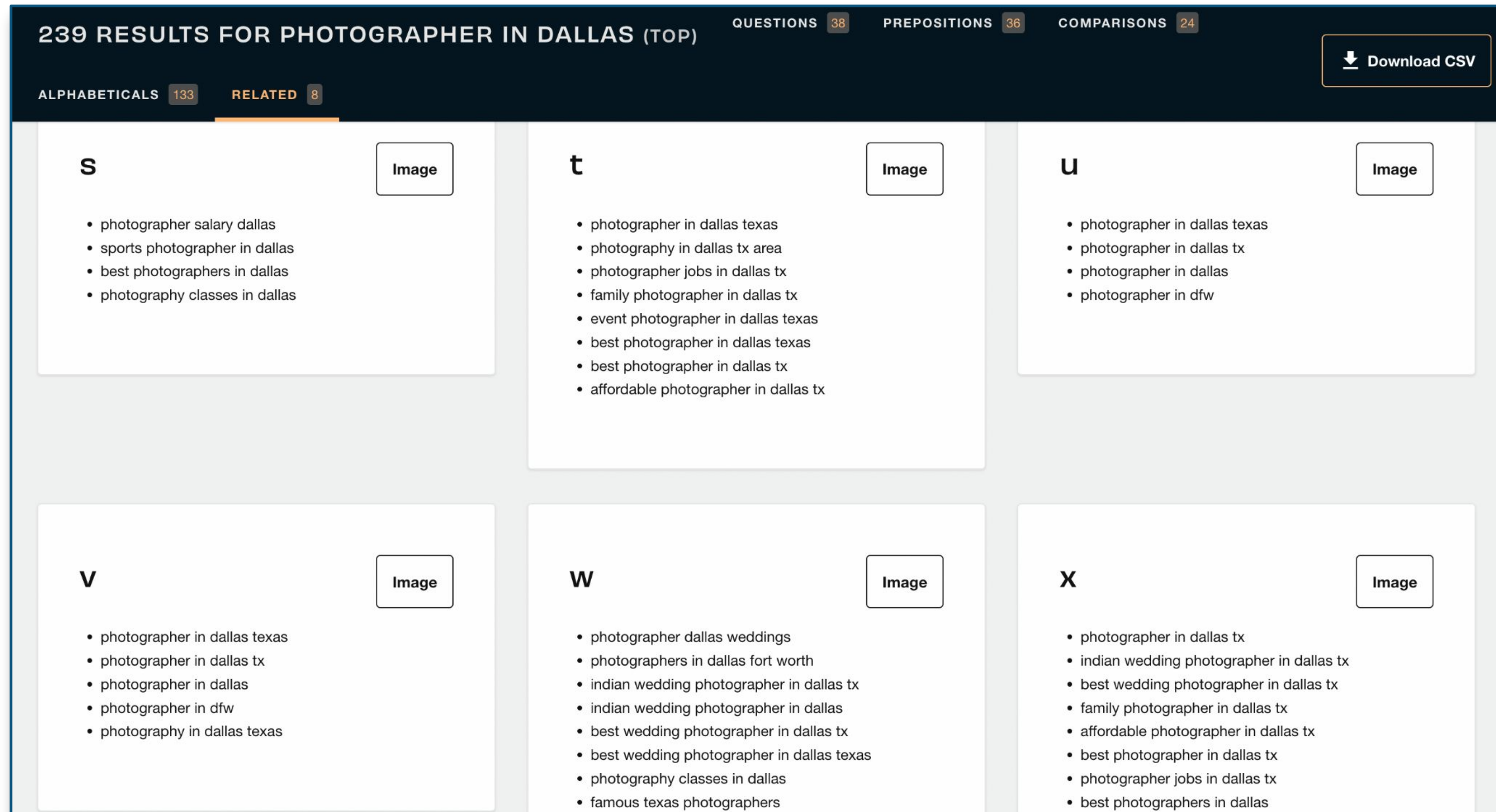
- Keywords Everywhere pulls the "People Also Search For" and "Related" keywords from Google & Bing and shows them to you with the volume metrics right inside the search pages.
- Keywords Everywhere uses Google Trends to estimate the historical monthly search volumes from 2004.
- View the top 5000 keywords any webpage or website ranks for in the top 20 Google search results, along with the estimated traffic it gets.

The screenshot displays the Keywords Everywhere interface overlaid on a Google search result for 'maternity photography near me'. The interface is divided into three main sections: 'Long-Tail Keywords', 'Related Keywords', and 'People Also Search For'. Each section lists keywords with their estimated search volume and a 'Load Metrics' button. The 'Long-Tail Keywords' section shows a list of 26 keywords, including 'maternity photography near me', 'maternity photography houston', 'maternity photography san diego', 'maternity photography brisbane', 'maternity photography sydney', 'maternity photography packages near me', 'maternity photography vancouver', 'maternity photography melbourne', 'maternity photography perth', 'affordable maternity photography near me', 'boudoir maternity photography', 'outdoor maternity photography poses', 'milk bath maternity photography', 'milk bath maternity photography near me', 'newborn and maternity photography', 'boudoir maternity photography near me', 'maternity quotes for photography', 'maternity and newborn photography', 'maternity boudoir photography', 'maternity gowns for photography', 'maternity and newborn photography near me', 'maternity and newborn photography packages', 'maternity and newborn photography packages near me', 'maternity boudoir photography near me', 'maternity milk bath photography', and 'maternity milk bath photography near me'. The 'Related Keywords' section shows 8 keywords, including 'maternity photography near atlanta ga', 'maternity photography near me', 'pregnancy photography ideas', 'outdoor maternity photography poses', 'maternity shoot dresses', 'newborn photography marietta ga', 'beautiful pregnant photos', and 'maternity shoot poses'. The 'People Also Search For' section shows 6 keywords, including 'maternity photography near Atlanta, GA', 'maternity photography near me', 'pregnancy photography ideas', 'outdoor maternity photography poses', 'maternity shoot dresses', and 'newborn photography marietta, ga'. The interface also includes a map of the search area, a search bar, and a 'Sort by' dropdown menu.

Answer the Public

Primary Use: Keyword Research

 [AnswerThePublic](#) listens into autocomplete data from search engines like Google then quickly cranks out every useful phrase and question people are asking around your keyword.



The screenshot displays the AnswerThePublic interface for the keyword "photographer in dallas". The top header shows "239 RESULTS FOR PHOTOGRAPHER IN DALLAS (TOP)" and includes filters for "QUESTIONS 38", "PREPOSITIONS 36", and "COMPARISONS 24". A "Download CSV" button is located in the top right corner. Below the header, there are tabs for "ALPHABETICALS 133" and "RELATED 8". The main content area is organized into a grid of six panels, each representing a different starting letter of the keyword: S, t, u, V, W, and X. Each panel contains a list of related search queries and a placeholder for an image.

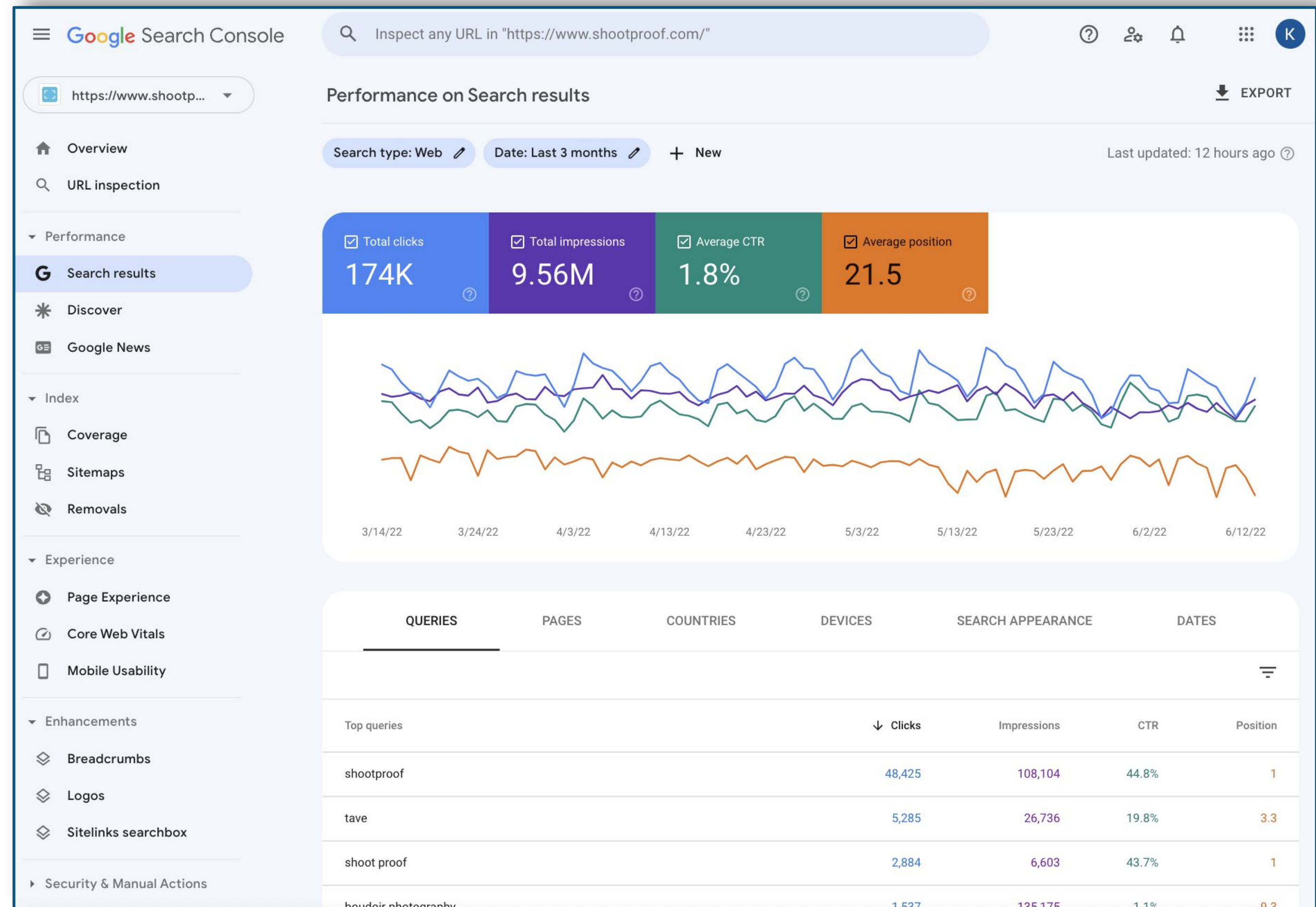
Letter	Related Search Queries
S	<ul style="list-style-type: none">photographer salary dallassports photographer in dallasbest photographers in dallasphotography classes in dallas
t	<ul style="list-style-type: none">photographer in dallas texasphotography in dallas tx areaphotographer jobs in dallas txfamily photographer in dallas txevent photographer in dallas texasbest photographer in dallas texasbest photographer in dallas txaffordable photographer in dallas tx
u	<ul style="list-style-type: none">photographer in dallas texasphotographer in dallas txphotographer in dallasphotographer in dfw
V	<ul style="list-style-type: none">photographer in dallas texasphotographer in dallas txphotographer in dallasphotographer in dfwphotography in dallas texas
W	<ul style="list-style-type: none">photographer dallas weddingsphotographers in dallas fort worthindian wedding photographer in dallas txindian wedding photographer in dallasbest wedding photographer in dallas txbest wedding photographer in dallas texasphotography classes in dallasfamous texas photographers
X	<ul style="list-style-type: none">photographer in dallas txindian wedding photographer in dallas txbest wedding photographer in dallas txfamily photographer in dallas txaffordable photographer in dallas txbest photographer in dallas txphotographer jobs in dallas txbest photographers in dallas

Free and Paid Versions Available

Google Search Console

Primary Purpose: Measurement & Auditing, Keyword Research

- ❑ Identify search terms people are using to find your website
- ❑ Track your average ranking position over time by site, page, or keyword.
- ❑ See what percentage of people who see your listing click through to your website (CTR)
- ❑ See which pages of your site Google has indexed
- ❑ Reporting on issues Google has encountered when crawling your site

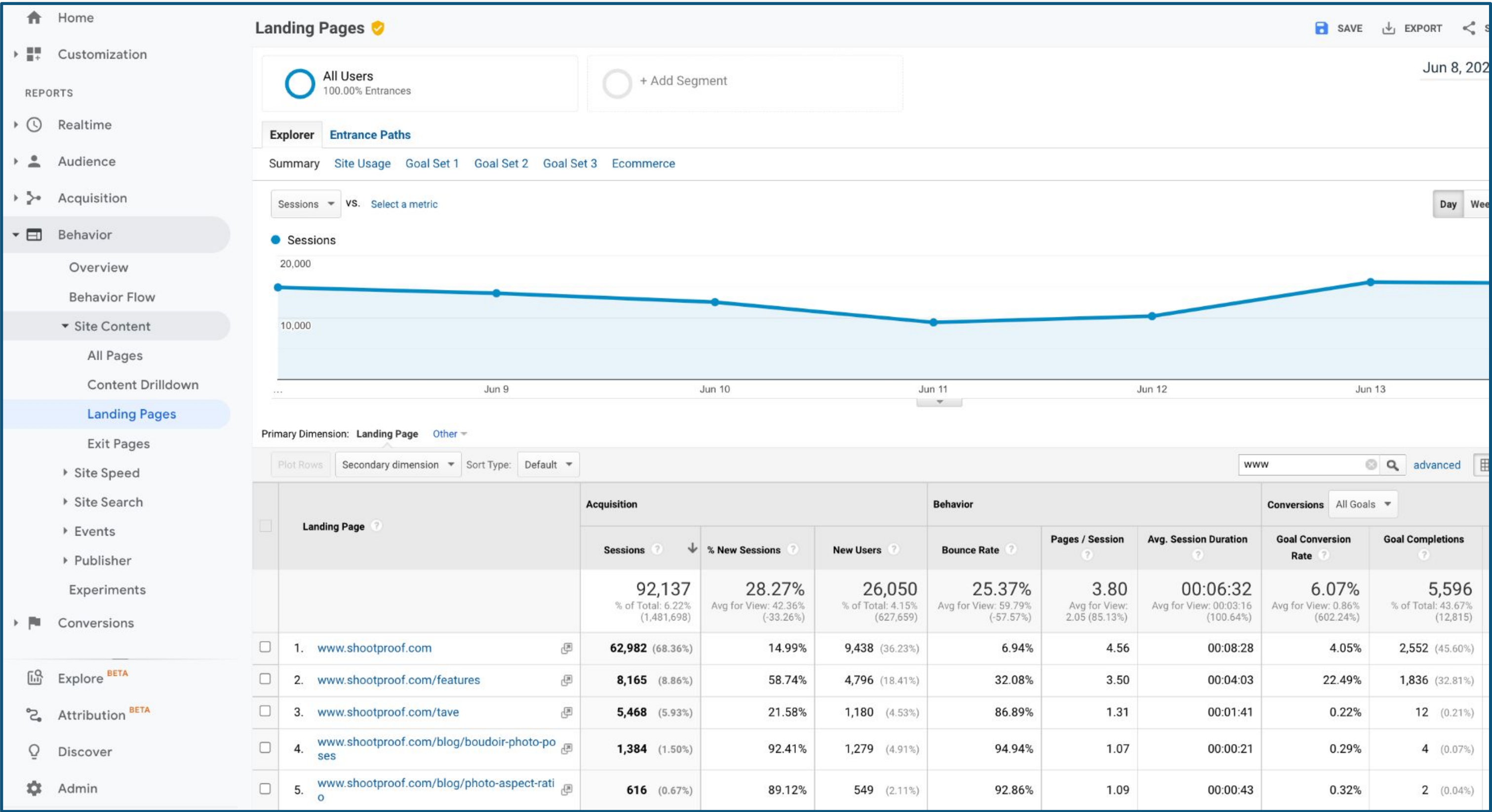


Free Tool

Google Analytics

Primary Purpose: Measurement

- Identify where traffic is coming from
- See which pages people are landing on
- Understand how people are engaging with content
- See traffic trends overtime
- Track revenue and conversions

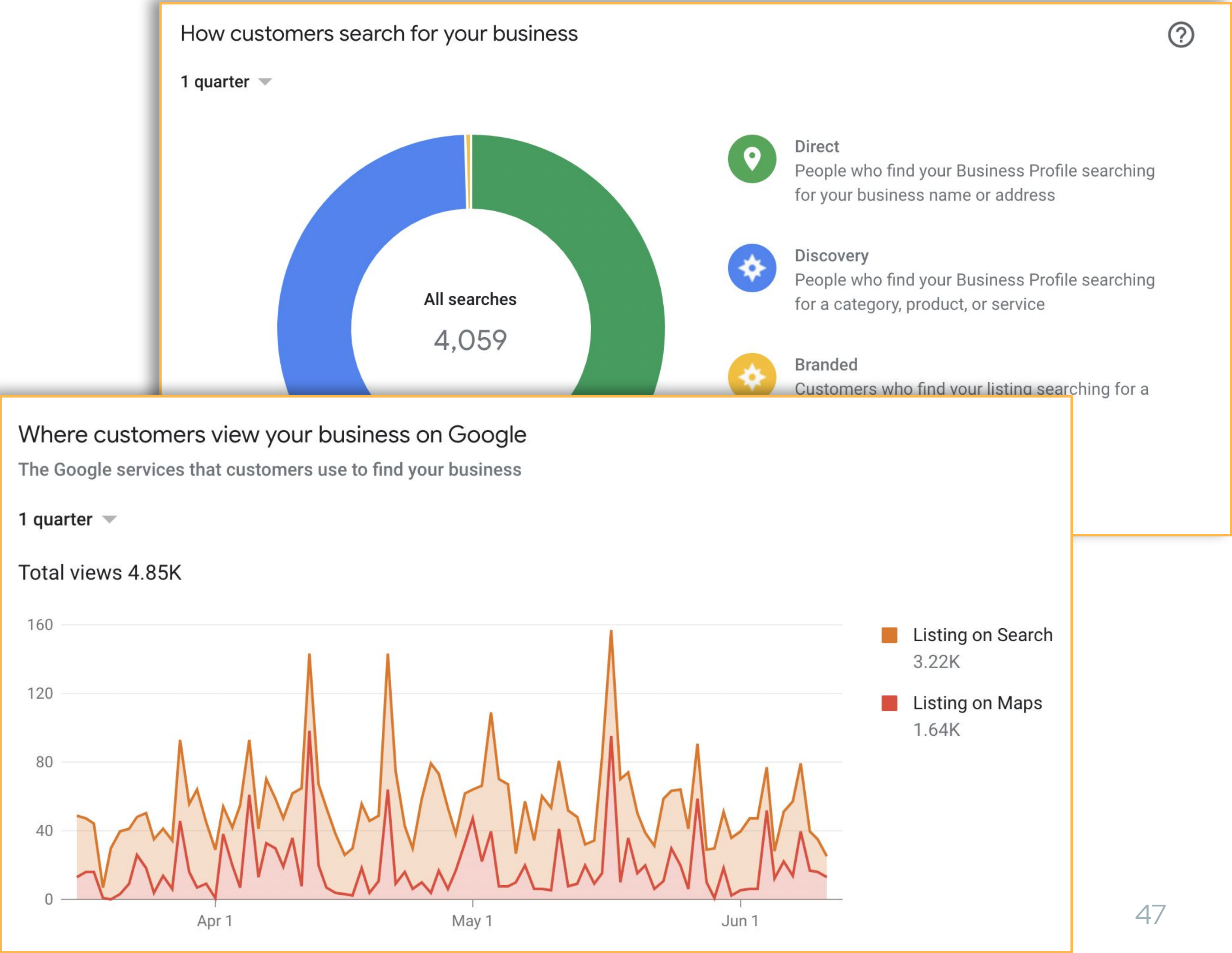


Free Tool

Google Business Profile Insights

Primary Purpose: Measurement

Use the Insights Reports in Google Business Profile Manager to see how customers find and view your business on Google in local search.



Paid Tools



Moz Local

Primary Use: Listing Management

- ❑ Keep your listings actively updated across search engines, online directories, social media, apps, and data aggregators with minimal time and effort - all from a single dashboard.
- ❑ Monitor, read, and respond to reviews on multiple sites from a single dashboard. Respond quickly to negative feedback to create a positive customer experience and retain customers.

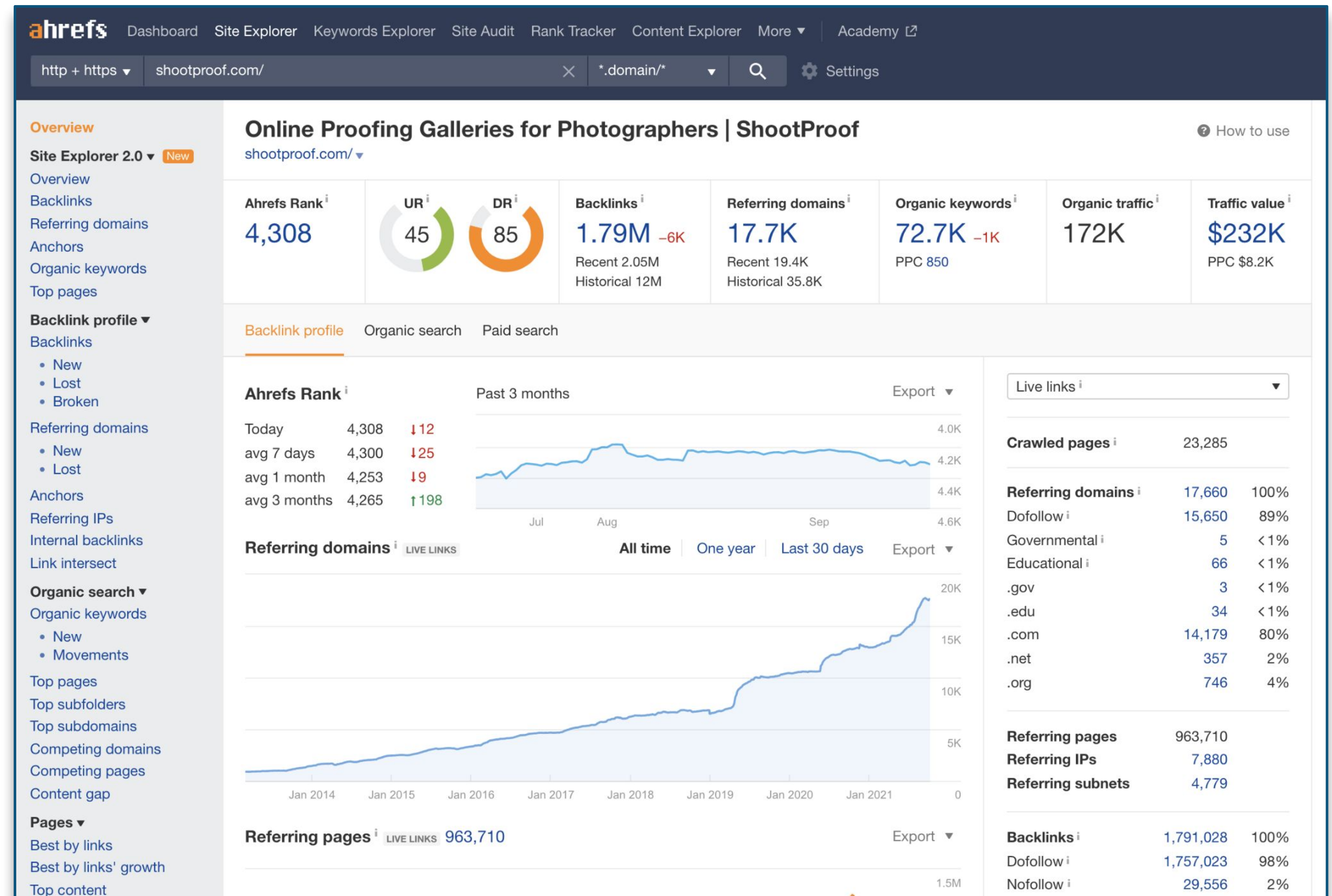
The screenshot displays the Moz Local dashboard interface. On the left is a sidebar menu with icons and labels for: Dashboard, Accounts, Locations (highlighted in blue), Customer Feedback, Publish, User rights, and Settings. The main content area is a form for managing a listing, with fields for: Location name, Location Identifier, Country, Service Areas, Categories, and Contact Info. To the right of the form is a 'Profile completeness' section featuring a progress bar with a checkmark icon, indicating the status of the listing's information. Below this is a green checkmark icon and a map view showing a location pin on a grid.

Paid Tool

Ahrefs

Primary Use: Backlink Analysis, Keyword Research

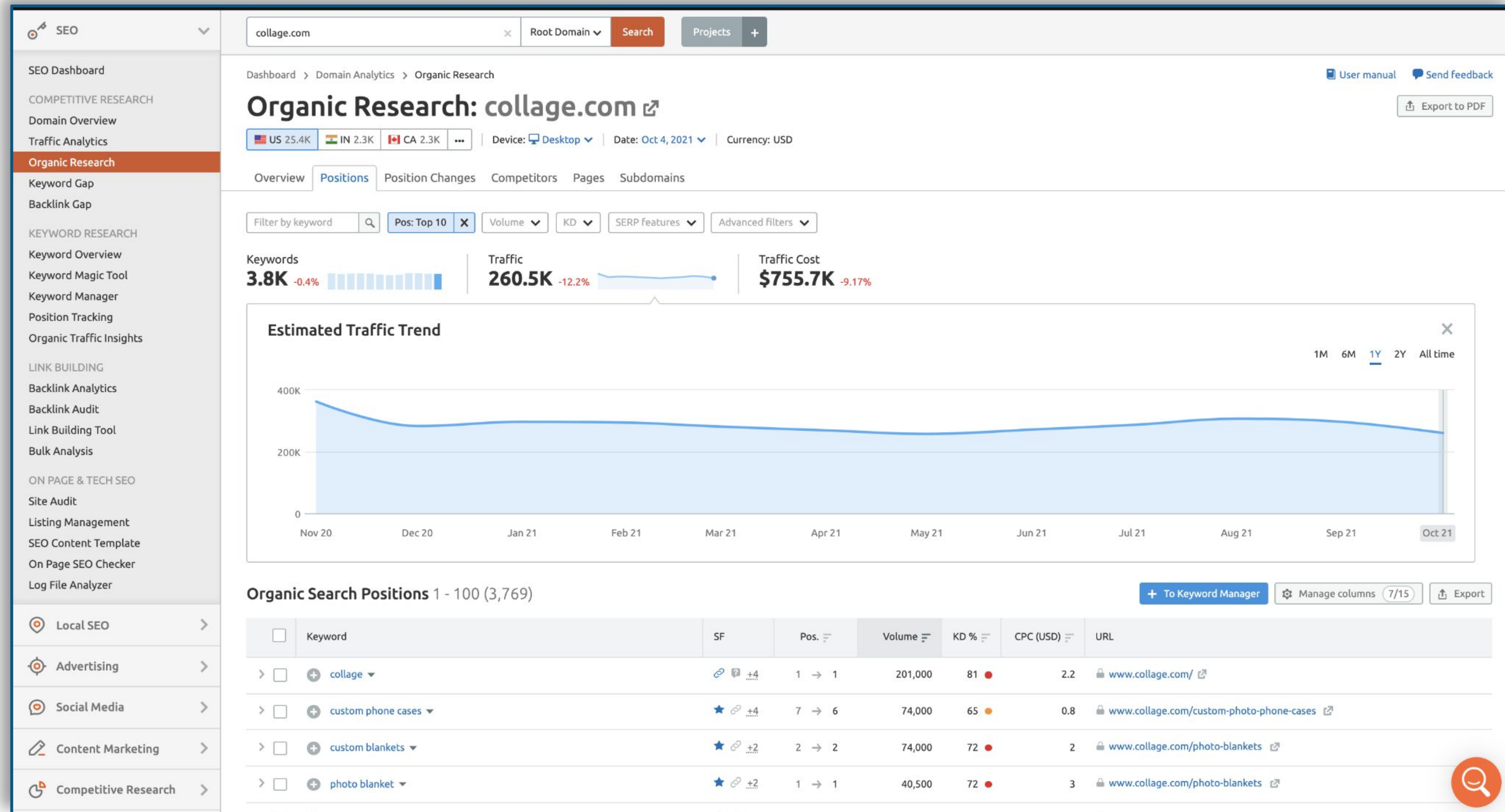
- ❑ See which pages or domains are linking to your website
- ❑ Finding broken backlinks
- ❑ Keyword research
- ❑ Competitor research
- ❑ Site audits
- ❑ Content ideas



Semrush

Primary Use: Organic Research

- ❑ See which keywords a domain or page is ranking for
- ❑ Track keyword rankings over time
- ❑ Monthly search volume estimates for search terms
- ❑ Competitor research
- ❑ Site audits
- ❑ See which sites are linking to your site
- ❑ Local listing management



Paid Tool