

**PARTYSLATE**

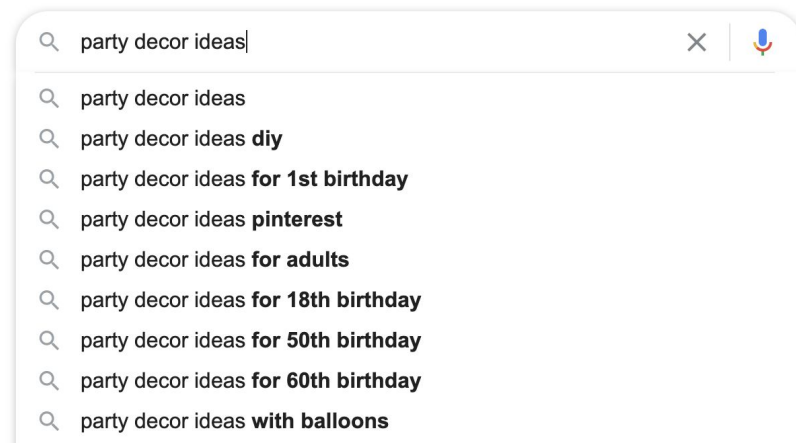
Digital Day



**SEO 2.0:  
How to Accelerate Your Digital Growth**

# Agenda

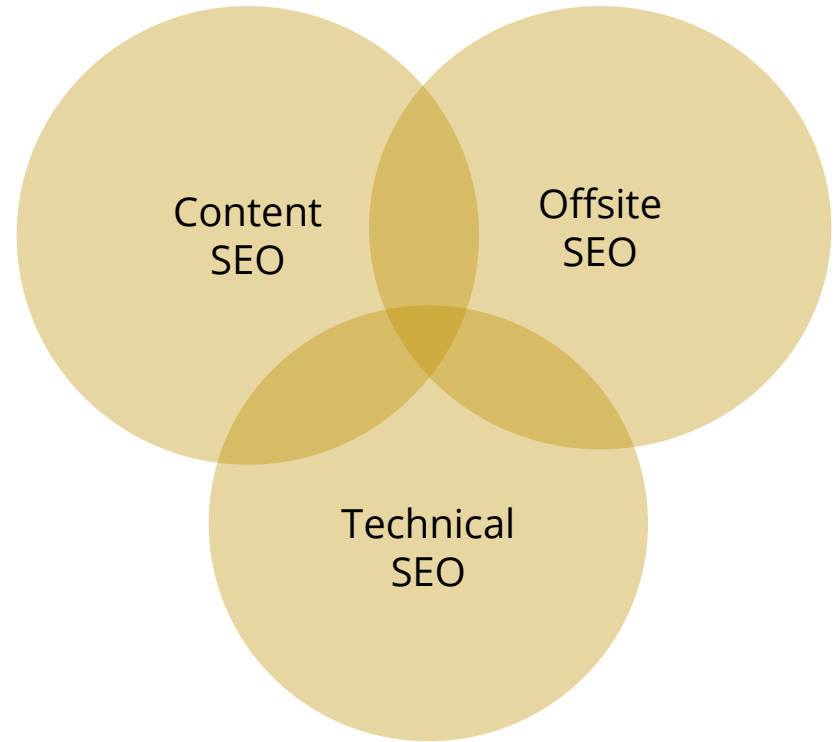
- **SEO overview**
- What is Google's Core Web Vitals update
- 5 ways to prepare for Google's update
- PartySlate's SEO strategy
- Your SEO action plan



# The 3 components of SEO

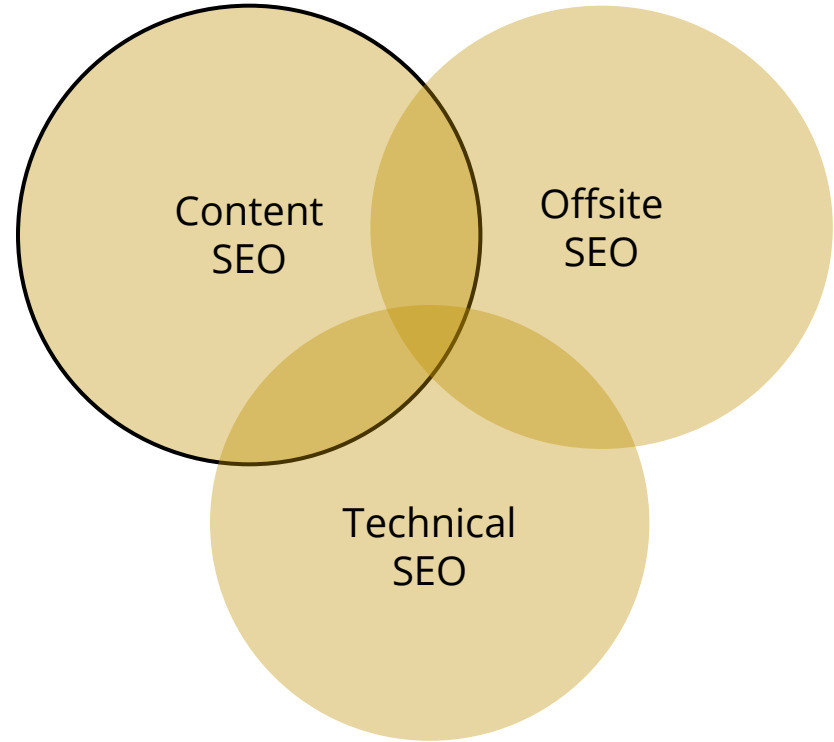
Google uses over **900 factors** to determine the relevance of a web page.

The majority of these factors fall under 3 main categories that we will review today.



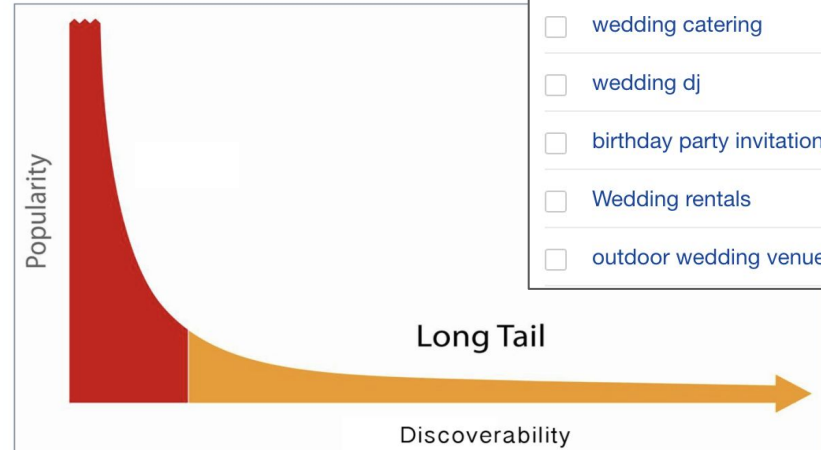
# 1. Content SEO

- Content and SEO go hand-in-hand
- Without one, your efforts on the other are seriously diminished
- For example, your keyword research won't do much good unless you then use those keywords in your content
- High quality content is what earns you backlinks, and it's also what search engines crawl when they arrive at your site



# Content SEO: The building blocks

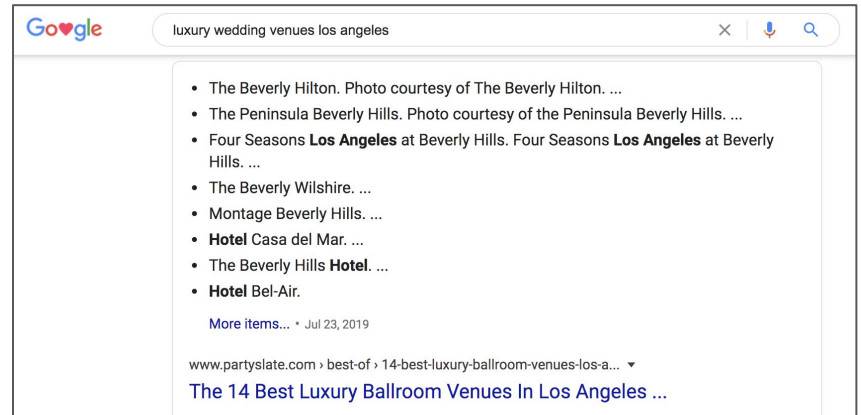
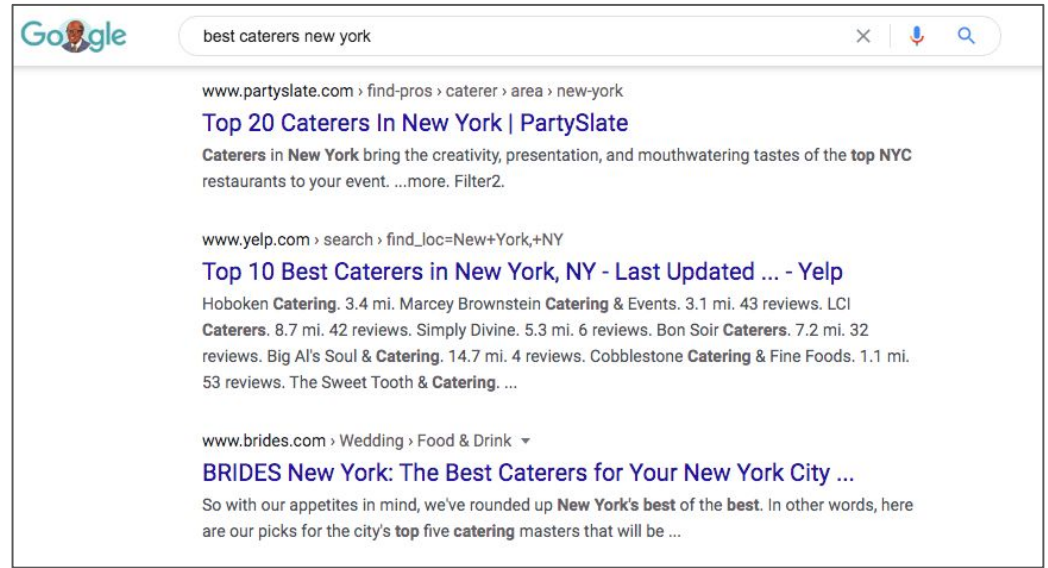
- Make a list of topics you want to rank for
- Use tools such as **Keyword Finder**, **UberSuggest**, or **AHREFS** to research search volume
- Make a list of long-tail keywords based on these topics
- Create or optimize content for each topic that includes long-tail keywords
- Publish content on multiple platforms — Google considers signals from all angles:
  - Your website
  - Your blog
  - Social media channels
  - Third party platforms



<input type="checkbox"/> Keyword
<input type="checkbox"/> wedding venues
<input type="checkbox"/> baby shower invitations
<input type="checkbox"/> wedding planner
<input type="checkbox"/> Wedding photographer
<input type="checkbox"/> Event venues near me
<input type="checkbox"/> Party venues near me
<input type="checkbox"/> rehearsal dinner invitations
<input type="checkbox"/> wedding catering
<input type="checkbox"/> wedding dj
<input type="checkbox"/> birthday party invitations
<input type="checkbox"/> Wedding rentals
<input type="checkbox"/> outdoor wedding venues

# Content SEO: Definitions

- **Metadata:** Content that appears under your search results to give a preview of your page
- **Headline Structure:** H1s, H2s, and H3s help Google better understand the hierarchy of content on a page
- **Alt Text:** Image tags that help Google understand what is in the photo and also improves page accessibility
- **Featured Snippets:** A boxed search result in what is called “position zero” that has the highest click through rate and whose content is favored by Google




# Content SEO: Tracking your success

- Use Google Analytics to track organic traffic
- Look at key landing pages that you optimized for topics and keywords
- Google Search Console will show you all queries that you content ranks for, your position, and corresponding landing pages
- Double down on keywords you are already ranking for

## Welcome to Google Search Console

To start, select property type




### Domain new

- All URLs across all subdomains (m., www. ...)
- All URLs across https or http
- Requires DNS verification

Enter domain or subdomain

CONTINUE

or



### URL prefix

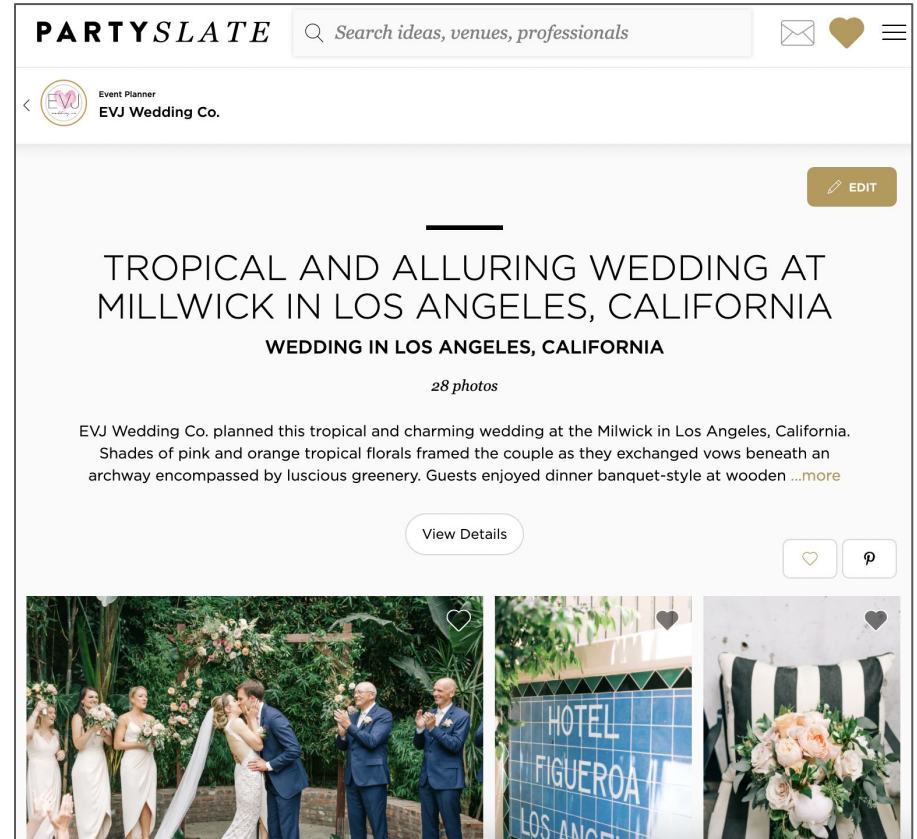
- Only URLs under entered address
- Only URLs under specified protocol
- Allows multiple verification methods

Enter URL

CONTINUE

# Content SEO: Your PartySlate profile

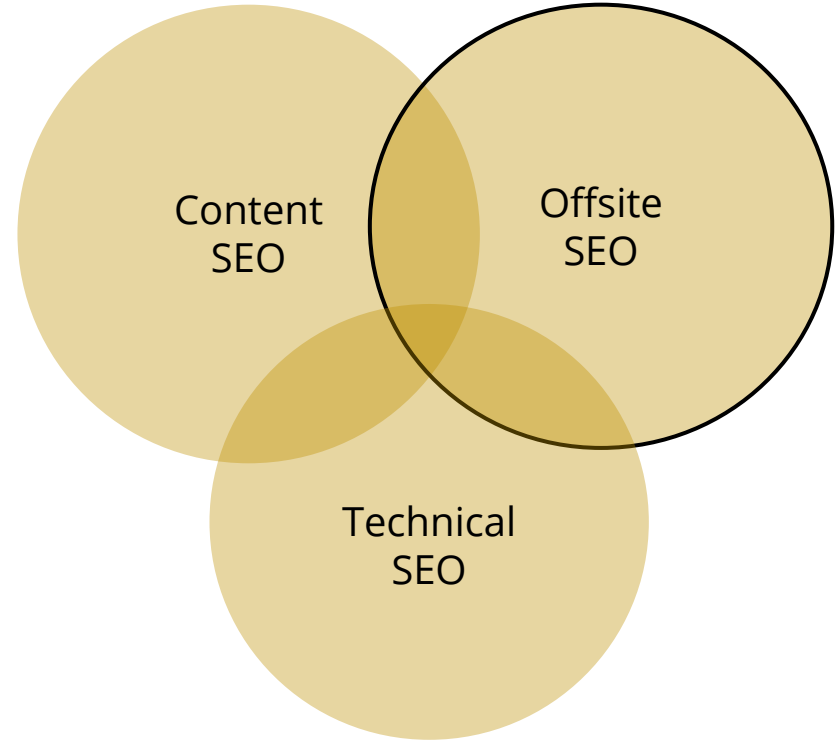
- Write a long-form original **company description** with SEO in mind
  - Duplicate content confuses Google and forces it to choose which page it should rank
- Use SEO keywords in your **event album titles** and **event descriptions**:
  - Event type(s)
  - Event location or setting
  - Venue names
  - Themes, styles or colors
  - Inspiration and ideas
  - Key elements of the event
- Add videos with descriptive titles to **Video Gallery**





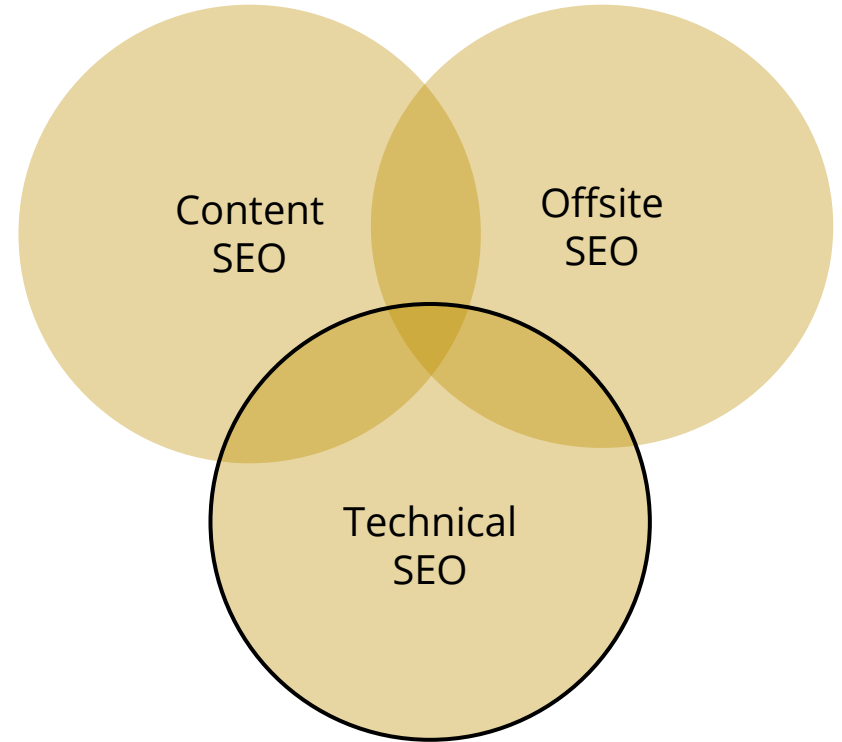
## 2. Offsite SEO

- Google looks for references to confirm high quality content, which helps determine your **domain authority**
- The more high quality links back to an individual page, the higher its **page authority**
- How do you get more links?
  - Ask local blogs if you can write content for them or have an interview
  - When you are published, ask for the link back to your website
  - Third party profiles (LinkedIn, PartySlate)
  - Write a testimonial for an event partner and ask for the link back

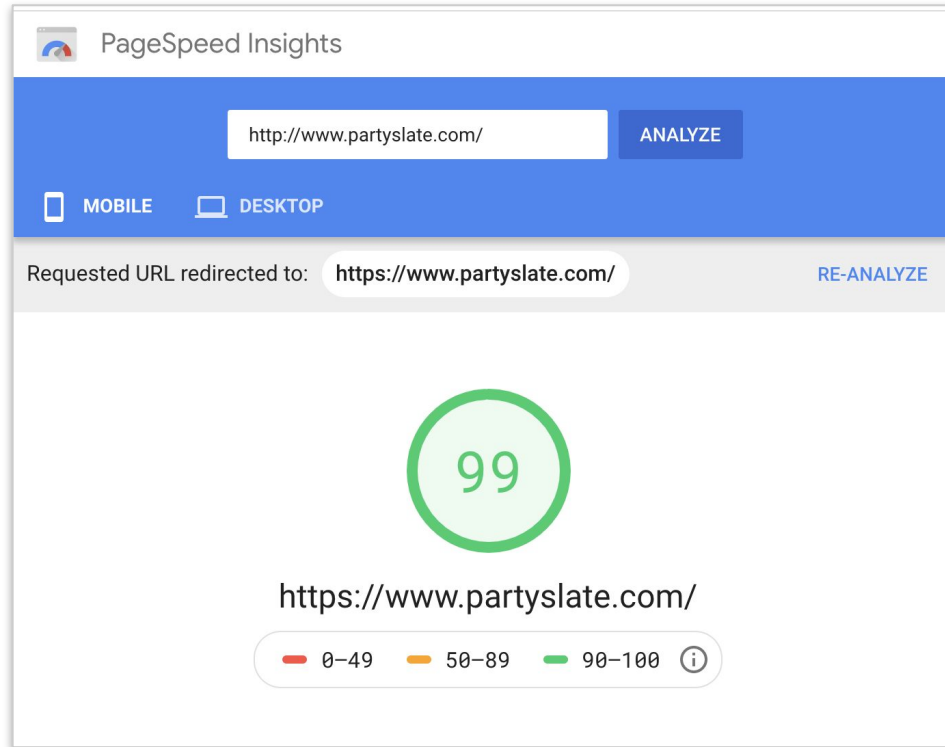


### 3. Technical SEO snapshot

- Is your website:
  - a. Mobile-friendly?
  - b. Easy to navigate?
  - c. Loading quickly?
  - d. Structured simply?
  - e. Able to pass a PageSpeed Insights scan?
- Implement canonicals (avoid duplicate content) and structured data (help Google match information)
- More on Google's Core Web Vitals update next

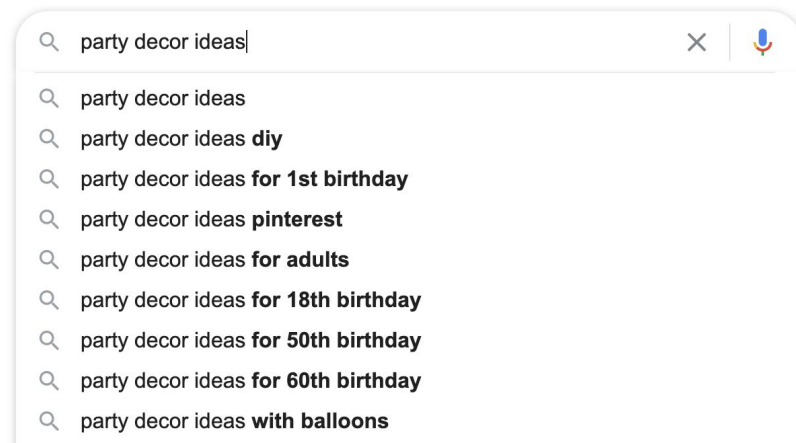


Use [Google Pagespeed Insights](#) for a technical SEO health check



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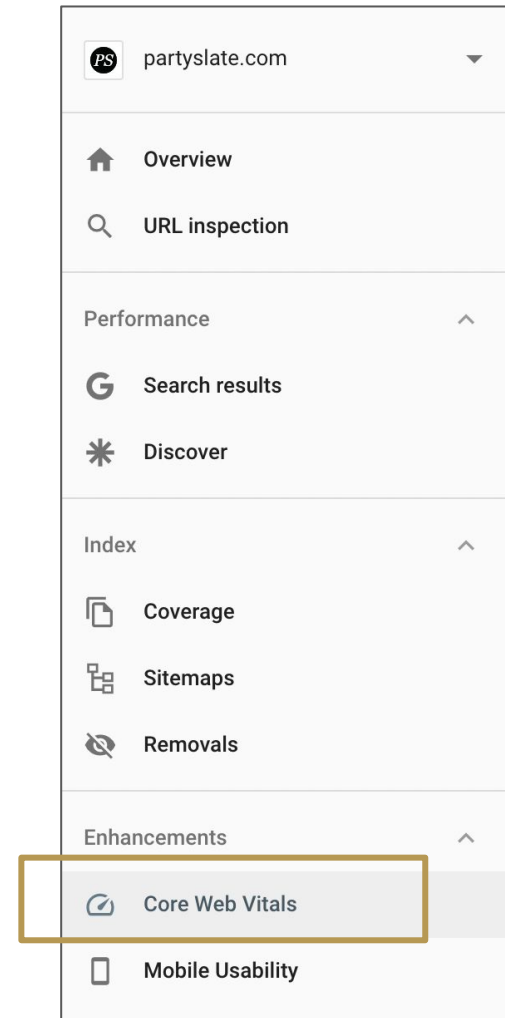
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# What is Google's Core Web Vitals update?

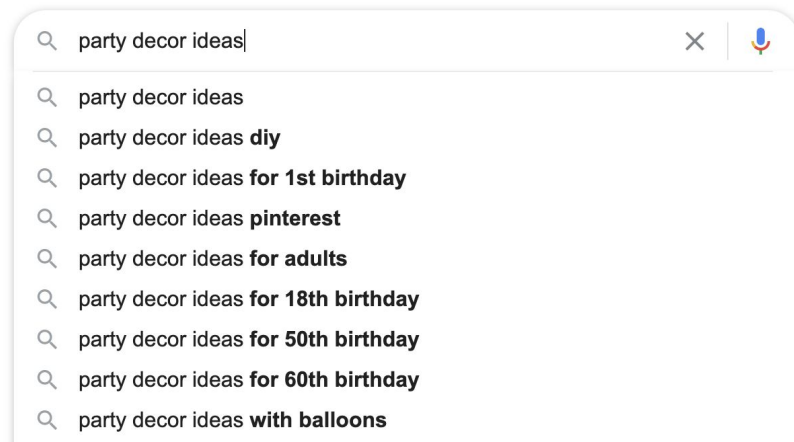
Core Web Vitals are a set of metrics that Google deems important when considering a website's usability.

Google introduced Core Web Vitals in May 2020 — **originally scheduled for May 2021, the rollout will now begin in June and will be complete in August**



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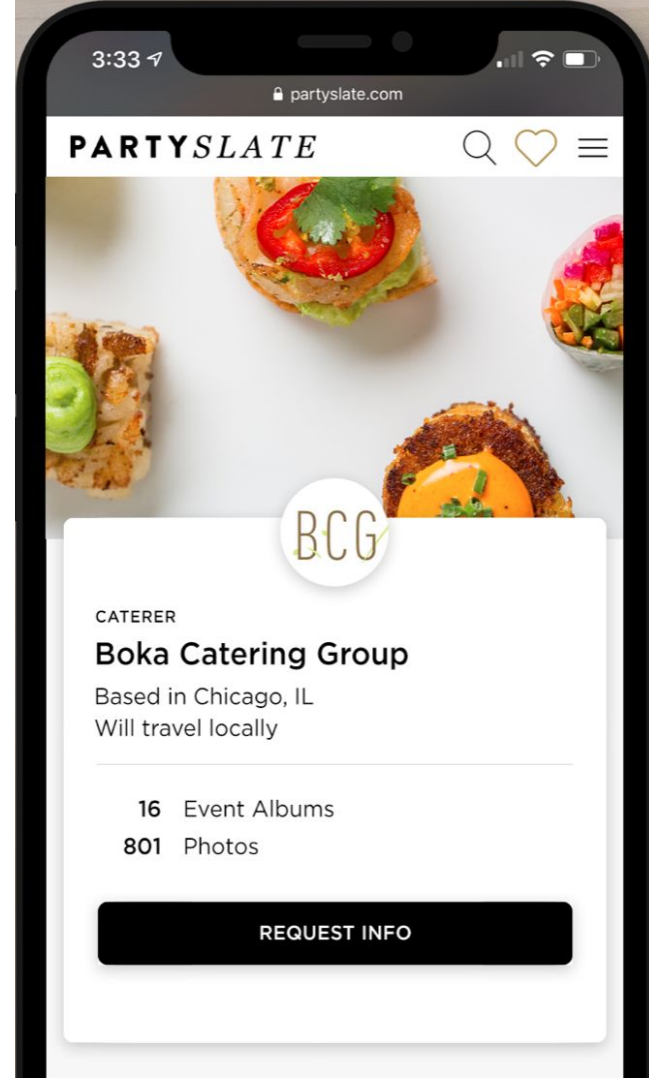


# 5 ways to prepare for Google's Core Web Vitals update

1. Offer a solid user experience
2. Fix broken or missing links
3. Prioritize efficient page speed
4. Optimize all photo content
5. Generate robust, SEO-driven content

# 1. Offer a solid user experience

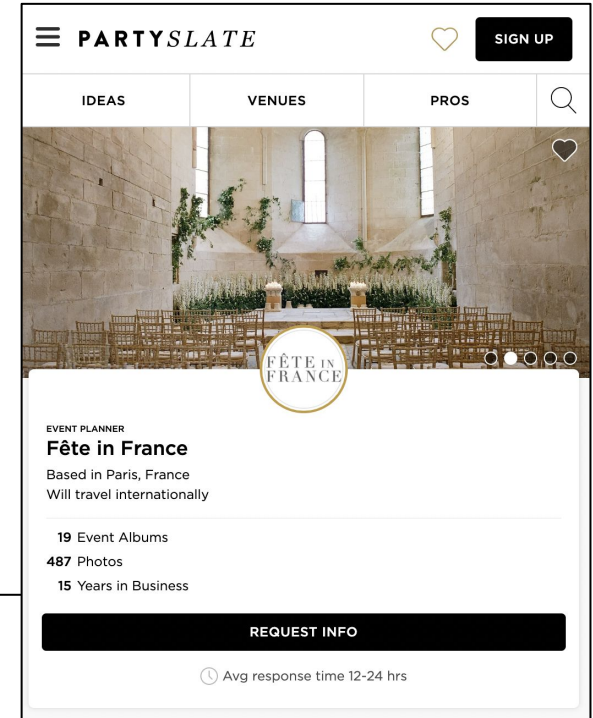
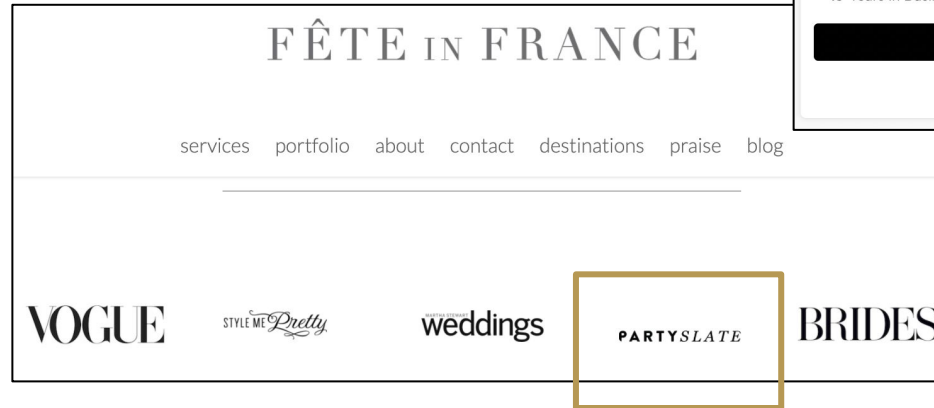
- Google prioritizes websites that provide people with the best user experience
- Start by focusing on your visitors — help them easily navigate your website and find what they're looking for
- An increasing percentage of searches are by people using a mobile device
  - In 2020, more than half of PartySlate's organic traffic was from mobile





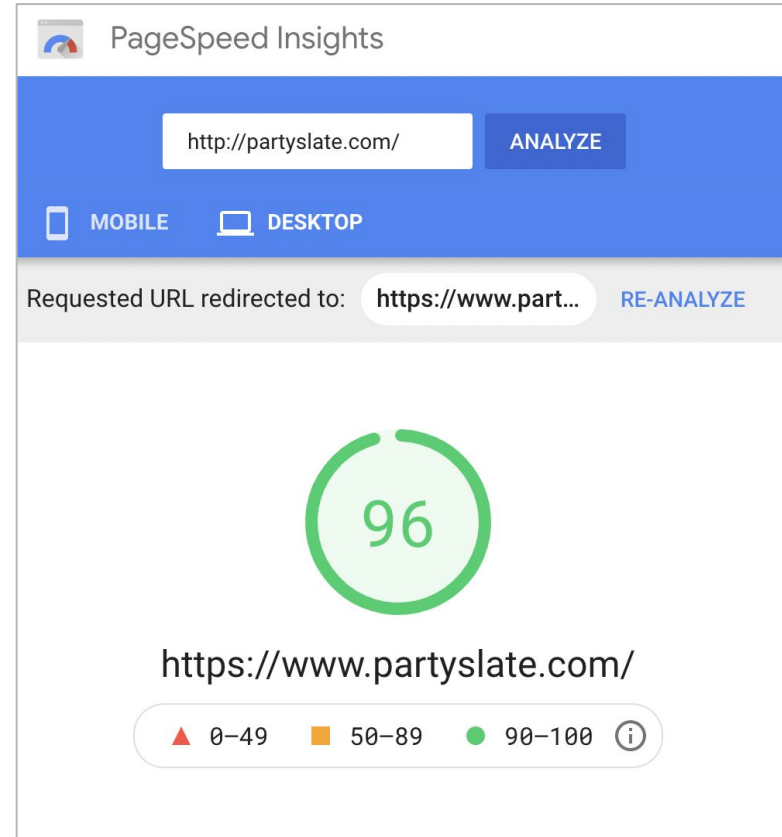
## 2. Fix broken or missing links

- Start by identifying 404s — these are broken links that trigger error pages
- Send powerful signals to Google by linking to internal pages throughout your website
- Add powerful external links to press, interviews, and your PartySlate profile
- This may be an area to consult a technical SEO expert



### 3. Prioritize efficient page speed

- Page speed measures page load time, or the time it takes to load content on a specific page
- The faster your page speed, the better experience your website visitors will have
- Use [PageSpeed Insights](#) to gauge your website's page speed and make improvements from there



## 4. Optimize all photo content

- Optimize images for faster Largest Contentful Paint (LCP) — how long it takes a page to load from perspective of a user
- Add alt text to each photo for discoverability — text that appears if photo fails to load and important for visually impaired
- Always choose photos that will provide an engaging user experience

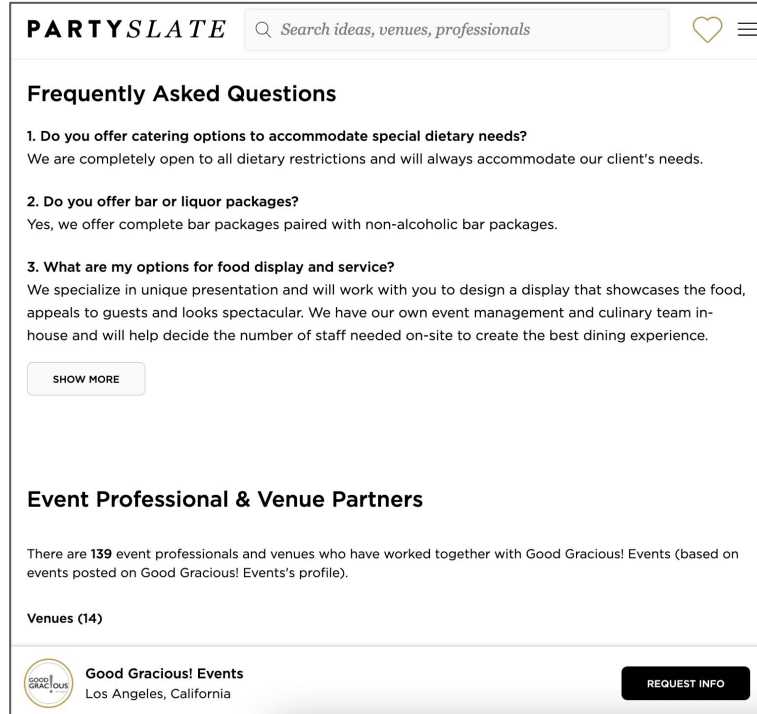


photographer: Catherine Mead Photography | planner: Bruce Russell

**Bad alt text:** Man and woman at a wedding  
**Good alt text:** Bride and groom at outdoor wedding in Marrakech

# 5. Generate robust, SEO-driven content

- Focus on what the user actually needs, not only on what you have to offer or what you do
- Make value easy to discover and digest
- Answer popular questions with helpful content
- Pay close attention to details of page 1 search results — word count, backlinks, and more
- Longer blog posts outperforming shorter ones (2,000 words vs. 1,000 words)



**PARTYSLATE**

### Frequently Asked Questions

**1. Do you offer catering options to accommodate special dietary needs?**  
We are completely open to all dietary restrictions and will always accommodate our client's needs.

**2. Do you offer bar or liquor packages?**  
Yes, we offer complete bar packages paired with non-alcoholic bar packages.

**3. What are my options for food display and service?**  
We specialize in unique presentation and will work with you to design a display that showcases the food, appeals to guests and looks spectacular. We have our own event management and culinary team in-house and will help decide the number of staff needed on-site to create the best dining experience.

[SHOW MORE](#)

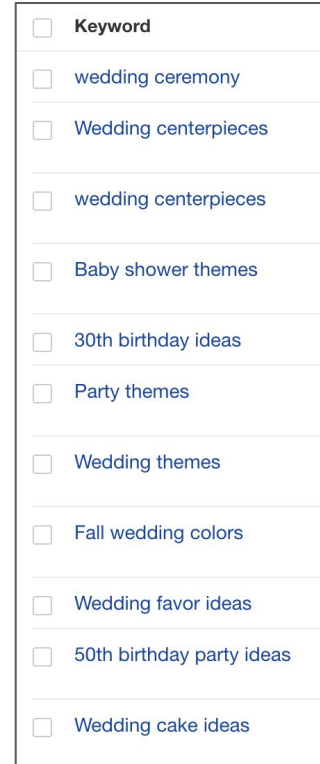
### Event Professional & Venue Partners

There are **139** event professionals and venues who have worked together with Good Gracious! Events (based on events posted on Good Gracious! Events's profile).

**Venues (14)**

**Good Gracious! Events**  
Los Angeles, California

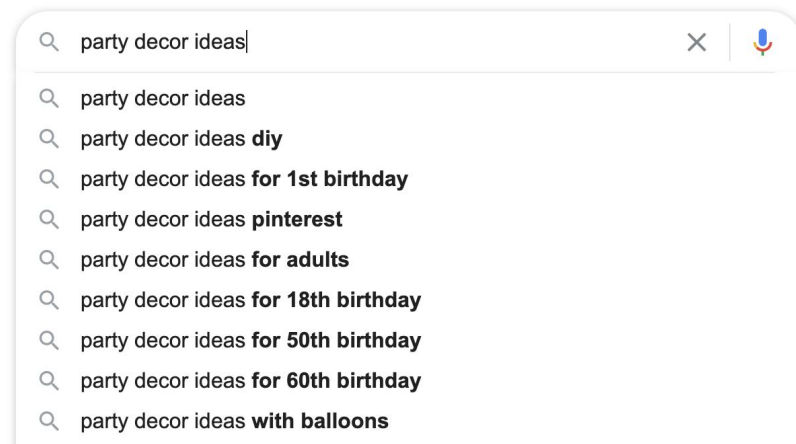
[REQUEST INFO](#)



- Keyword**
- wedding ceremony
- Wedding centerpieces
- wedding centerpieces
- Baby shower themes
- 30th birthday ideas
- Party themes
- Wedding themes
- Fall wedding colors
- Wedding favor ideas
- 50th birthday party ideas
- Wedding cake ideas

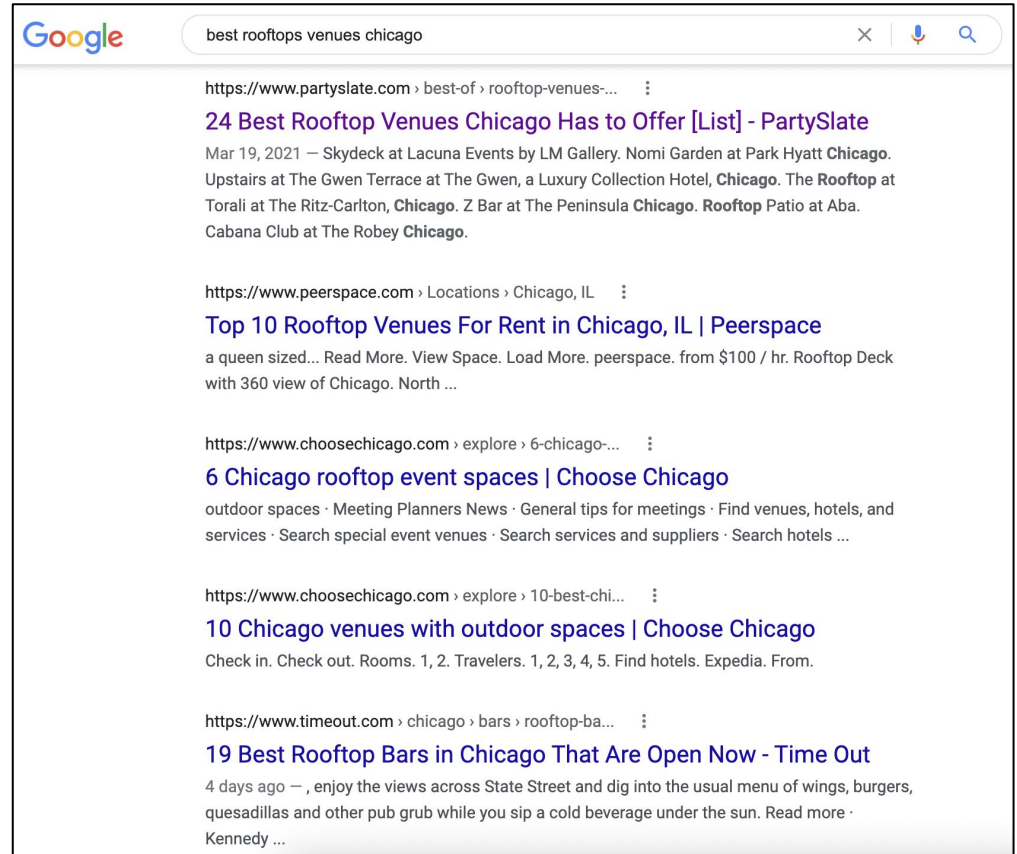
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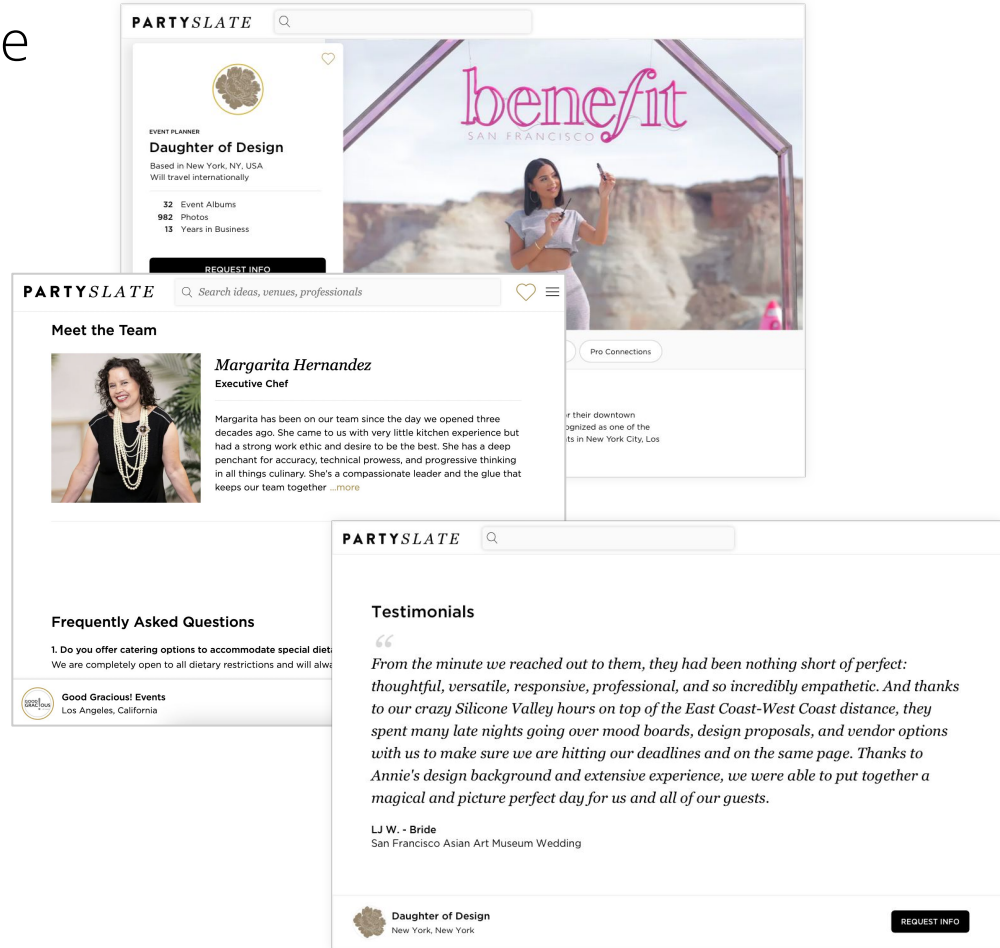
# PartySlate's SEO strategy

1. Conduct extensive **keyword research** across all event types and locations
2. Create **landing pages and articles** for thousands of high-intent topics and keywords (scaled content)
3. **Build backlinks** through press, social influencers, and guest posts
4. Ensure all pages follow **technical SEO** best practices (dedicated SEO team)
5. **Optimize profile pages** for SEO
6. **Strategic internal linking** to alert Google of our priority pages



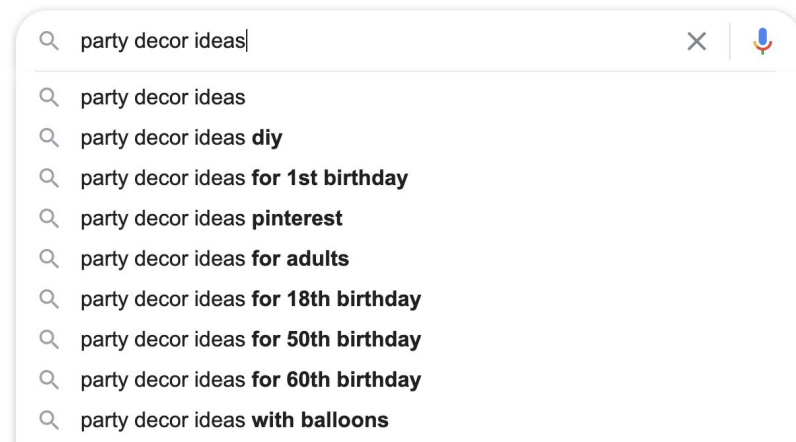
# The SEO-driven PartySlate profile

- Consumer and event pro surveys, interviews, and SEO research to inform new profile features
- In 2020, we added more content features to the profile page to help with SEO:
  - Meet the Team
  - FAQs
  - Testimonials
  - Multiple cover photos
  - Announcement banner
  - Venue video tour
  - New SEO-focused membership packages



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# Your SEO action plan

## 1. Prioritize the Core Web Vitals update

- First, get help if you need it — work with a tech expert
- Leverage analytics in Google Search Console
- Start with the basics and go from there

## 2. Create engaging content and make sure it's discoverable

- Create content that works for your brand
- Do your keyword research and let that motivate content topics
- The more long-form content, the better

## 3. Leverage your PartySlate profile

- Use the newest SEO-driven features
- Regularly add new photos, videos, and content
- Reach out for help!

# Introducing.... My PartySlate!

My PartySlate is this new home base for event companies, where you can:

- Understand your performance on PartySlate.com
- Understand your performance against your competitors
- See your best-performing content
- Find clear actions to take to improve your performance (check list)

[View My PartySlate](#)

The screenshot displays the My PartySlate dashboard for a user named Tom. The dashboard is divided into several sections:

- Header:** Includes navigation links for IDEAS, VENUES, and PROS, a search bar, and a user profile icon.
- Welcome Back, Tom:** A personalized greeting with a membership plan (Premier) and a "CONTACT YOUR REP" button.
- Welcome Home:** A section explaining the dashboard's purpose and providing a "GOT IT?" button.
- Your Profile Health:** A circular progress indicator showing a score of 72, with a "VIEW YOUR PROFILE" button.
- Your Most Popular Content:** A section titled "Top Photo (Last 30 Days)" showing a photo of a man in a suit with 57 impressions.
- More of Your Top Photos (Last 30 Days):** A table listing other top photos with their respective impression counts.
- More Content, More Exposure:** A section encouraging users to add more content to drive more traffic, with an "ADD REAL EVENTS" button.
- Your Impressions:** A section showing a total impression count of 6.2% and a line graph for the last 90 days. A legend indicates: Photo Impressions (2,686), Gallery Impressions (1,645), Event Impressions (897), and Profile Views (975).
- How You Compare to Competitors:** A section stating that the user is in the top 10% of all event planners in Chicago, with an average of 5,872 impressions in the last 90 days.

# How we can help

- SEO planning template
- SEO resource list with links
- We will conduct an SEO review of your [PartySlate profile](#)
- Links to past webinars on:
  - Tech SEO
  - Blogging and SEO
  - SEO Content marketing

*Up next:*

## Your Guide to Repurposing Content in a Digital-First World

**PARTYSLATE** IDEAS VENUES PROS

Weddings Corporate Events Birthdays Baby Showers Fundraisers More Celebrations

FOR PROS

**VENUE**  
**Four Seasons Resort Orlando at Walt Disney World® Resort**  
10100 Dream Tree Boulevard, Orlando, FL 328...  
Max Seated: 600 Max Standing: 495

22 Event Albums  
755 Photos  
53 Pros worked with this venue

**REQUEST INFO**

Avg response time 2-4 hrs

Overview Gallery Videos Virtual Tour Event Spaces Team Pro Connections

There are 755 photos of real events and more at this venue - get ideas for your next event.

### Four Seasons Resort Orlando at Walt Disney World® Resort Gallery

#### Real Events

**Real Events**  
All Events (22)  
Weddings (16)  
Rehearsal Dinners (1)  
Kids Birthdays (1)  
Dinner Parties (1)  
Corporate Events (3)

**Photo Albums**  
All Photo Albums (0)

**Videos**  
All Videos (10)

**Romantic White Wedding at Four Seasons Resort Orlando at Walt Disney World® Resort Inn Orlando, FL**  
Wedding - Orlando, Florida  
4 photos

**Enchanted Forest Wedding at Four Seasons Resort Orlando at Walt Disney World® Resort in Orlando, FL**  
Wedding - Orlando, Florida  
5 photos

**Social Events at Four Seasons Orlando**  
Dinner Party - Orlando, Florida  
5 photos  
Credited by Whitney Carillon Events

**Stunning White Wedding at Four Seasons Resort Orlando at Walt Disney World® Resort Inn Orlando, FL**  
Wedding - Orlando, Florida  
17 photos

**Pretty in Pink Wedding at Four Seasons Resort Orlando at Walt Disney World® Resort in Orlando, FL**  
Wedding - Orlando, Florida  
14 photos

**Engage!15 Market on the Lawn at Four Seasons Resort Orlando at Walt Disney World® Resort in Orlando, FL**  
Corporate Event - Orlando, Florida  
20 photos

#### Meet the Team

**Laure Hitzig Clavette**  
Catering Director

Born and raised in France, Laure received her degree in Hospitality Management from the prestigious EHL in Switzerland. Laure started her Four Seasons career at Four Seasons Hotel Boston. While working in food and beverage, Laure discovered her love of catering, and after four years in Boston, headed to Hawaii, working at both Four Seasons Resort Maui and Lanai ...more