

THE BUSINESS OF WEDDINGS

WRITING YOUR OWN BLOG POSTS

SEPTEMBER 2021

HOW TO BLOG YOUR OWN WEDDINGS

Whilst this is something that appears easy yet it is a skill you learn as you do more and more weddings.

TELL A STORY

First grab a notebook and break down the day, getting ready, first look, ceremony, cocktail, dinner and dancing.

List the suppliers involved in each part of the day, dresses, shoes, florists, hair and makeup, music, catering, photographers, etc.

Make a note of their websites and or social media handles.

KEYWORDS

Then write down keywords you feel embody your wedding business and also the wedding you are going to blog.

These are important for blog posts. For example, fun, elegant, rustic, beach, these are obvious but when you think of descriptive words are you going to be using eco, glamour, magical, awesome, stunning.

Go onto the thesaurus and type in your keywords to see what other suggestions come up,

As an example I have typed in amazing, the following words also come up, incredible, stunning, wonderful, surprising, etc.

LOOK AT OTHER BLOG POSTS

Staring at a blank screen isn't going to help you, do some research and take a look at other blog posts, how they are set up and how they use Headers, inbound links and outbound links, this is what is going to make or break your post.

Often by reading other blog posts you will feel more inspired and can follow a similar format.

DECIDE ON YOUR BLOG POST NAME

You don't need to be clever or sweat over this, usually a title describing exactly what it says on the tin works.

Try to add in the location plus a descriptive word.

For example, a Magical Wedding at thevenue.

Do remember when people are typing searches into Google they are often looking for locations.

Or they are looking for inspirations, advice, so a heading such as a botanical themed garden wedding in

ORDER YOUR PHOTOS AND MAKE SURE YOU CHANGE THE NAMES

Take time to order the photos into the sections I described before, getting ready, ceremony, decor, cocktail hour, dinner and dancing.

Change the names of the images, from JPG 1133 to what is actually in the image, i.e, wedding ceremony in Battersea, garden style wedding stationery, wedding reception at

START ADDING IN THE PHOTOS FIRST

It is much easier to add in the images, in order, then to start typing so add them in first.

Start telling a story of the wedding day, describe as many details as possible about the dresses, jewellery, florals, what they ate, drank, etc.

What was their first dance song, ceremony music, etc

This is what your future couples want to find out, so be descriptive.

CREATE YOUR FIRST DRAFT

Blog posts don't have to be published immediately, you create a draft then go back to it and here are some tips to look for.

Make sure all your outbound and inbound links are done.

Make sure all your images have good titles, remember google doesn't understand images but reads the title of them.

Go back and re read it, check you aren't repeating too many of the same words, look further for other words or descriptions you could use and check the spellings.

CATEGORISE YOUR BLOG POST

Think of your blog posts as filed under different headings, so put them into a category. For example it could be a venue or location category. Or a style of wedding category, a colour of wedding category, make it easy for your readers to find out more information on that venue, a wedding colour or a wedding style.

TAKE A LOOK AT YOUR METATAGS

These are basically keywords, again add in metatags to your posts that will help Google understand what your blog post is about. Weddings, London, Country celebrations, Beach wedding.

When you are ready just hit publish, don't forget you can always go back to your blog posts and edit them, done is better than perfect.

Then you will use that post to create pins for your Pinterest and content for your social media.

Everything starts with your blog posts!

Whether you are growing an email list or just want your SEO ranking higher blogging is so important for your business.

If you get stuck always shout out in the membership group and I will help you.