

Saved from being continually punished by Google: now #1

“I absolutely LOVE the work you’ve done on my site; it really is wonderful and makes me feel like I have the site to match the product now.”

– The client

The client

The client had recently come out of the army and used his leaving package to invest in equipment to set up a family-portrait photography business. He is a skilled photographer, but it’s a hugely competitive market – especially as anyone at all can buy a digital camera and set up in business.

The challenge

The client had an existing website, but the copy didn’t reflect his offer or his style, and it didn’t sell hard enough. Worse, his website was too far down the Google rankings to ever be noticed. Increasingly frustrated, he kept adding keywords to every part of the site. But his place in the search results just kept plummeting.

The writing

I quickly identified the problem with the SEO: Google was punishing the photographer for what *he* saw as a fix, but what *Google* saw as keyword spamming. I rewrote the entire site, being much more conservative - but correct - about the use of keywords in the body copy and in the meta content. I also polished the overall tone, making it warmer and punchier, and more precisely conveying this particular photographer’s style.

The short-term result

Within 4 weeks of the revised site going live, the photographer shot up the search-engine rankings and reached #1 in Google for his preferred search terms. Within a couple of weeks of the go-live, he was already receiving enquiries and bookings from people who had found him purely as the result of an internet search. The following Google search results were obtained four weeks after launch:

- ‘family portrait photographer’ #1
- ‘harrogate portrait photographer’ #1

The longer-term result

Two years after the site went live, the key rankings remain:

- ‘family portrait photographer’ #1
- ‘harrogate portrait photographer’ #1

The client also understands for himself, now, how to avoid falling into the same SEO trap in future. This means he can update his site whenever he likes, by himself, without fear of jeopardising his position.

