



Web Traffic Design Document

Foy Photography

www.foyphotography.com

Created By: Kyle Johnson



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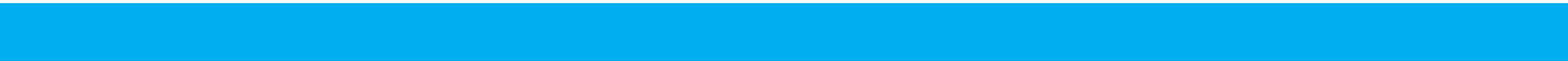
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Keyword Research

The keyword data is based upon a Utah location search. The higher end was around 10k and was relatively at a lower end of competition. The keywords that I have chosen are highlighted in blue for the Foy Photography website along with the data associated with each key word:

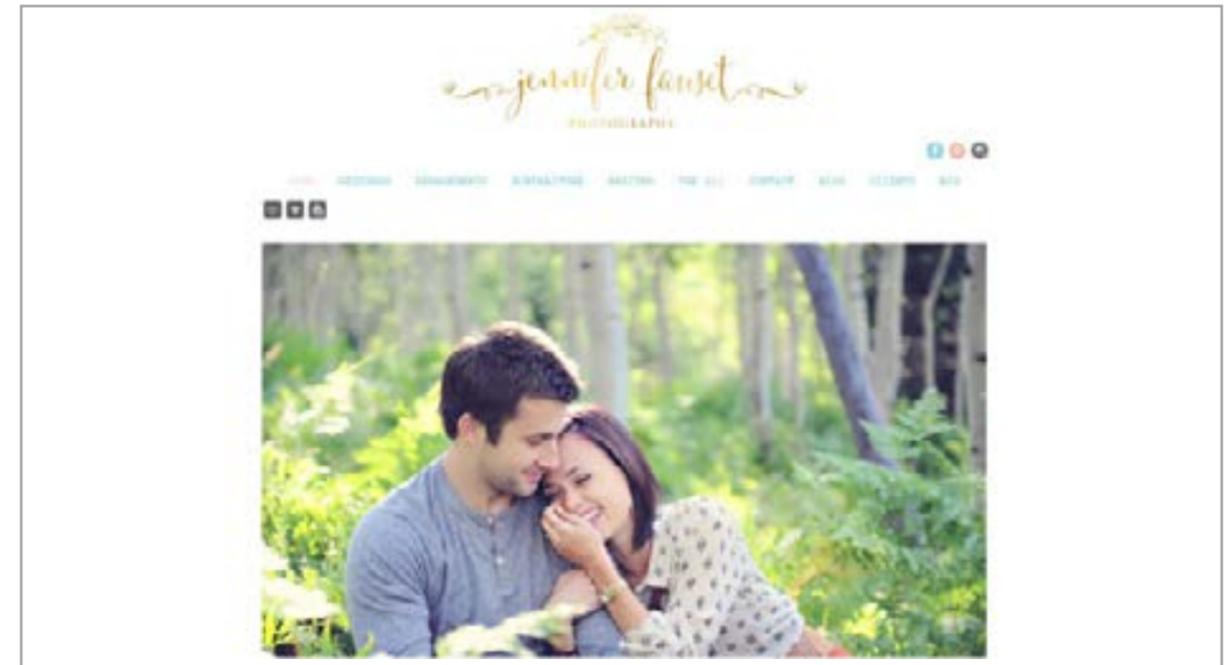
Geo Targeting: UTAH										
Keyword	Keyword Type	Avg. Monthly Searches (exact match only)	Competition	Suggested bid	Estimated Clicks	Estimated Impressions	Estimated Cost	Estimated CTR	Estimated Average CPC	Estimated Average Position
photography	Broad	1K – 10K	0.18	5.37	11.78	388.93	46.26	3.20%	3.99	1
utah photographers	Broad	1K – 10K	0.57	2.35	5.64	144	18.53	3.90%	3.33	1
wedding photos	Broad	100 – 1K	0.12	0	0.68	19.3	3.52	3.50%	5.25	1
wedding pictures	Broad	100 – 1K	0.19	5.11	1.19	31.39	3.47	3.80%	2.95	1
newborn photography	Broad	100 – 1K	0.45	1.8	1.66	36.58	4.78	4.50%	2.92	1
portrait photography	Broad	100 – 1K	0.28	3.5	1.91	63.36	7.54	3.00%	4.01	1
family pictures	Broad	100 – 1K	0.13	2.05	2.58	70.27	6.99	3.70%	2.74	1
baby pics	Broad	100 – 1K	0.17	1.03	0.04	0.86	0.06	5.00%	1.38	1
wedding photography	Broad	100 – 1K	0.63	3.35	5	135.94	22.73	3.70%	4.61	1.02
professional photography	Broad	100 – 1K	0.32	2.62	0.45	11.81	2.09	3.80%	4.68	1
photographers near me	Broad	100 – 1K	0.48	2.6	0.93	16.99	2.86	5.50%	3.11	1
family portrait	Broad	100 – 1K	0.16	1.49	0.76	21.6	2.69	3.50%	3.58	1
photograph	Broad	1K – 10K	0.15	2.81	1.67	38.3	7.31	4.40%	4.43	1

Competitors

Overview



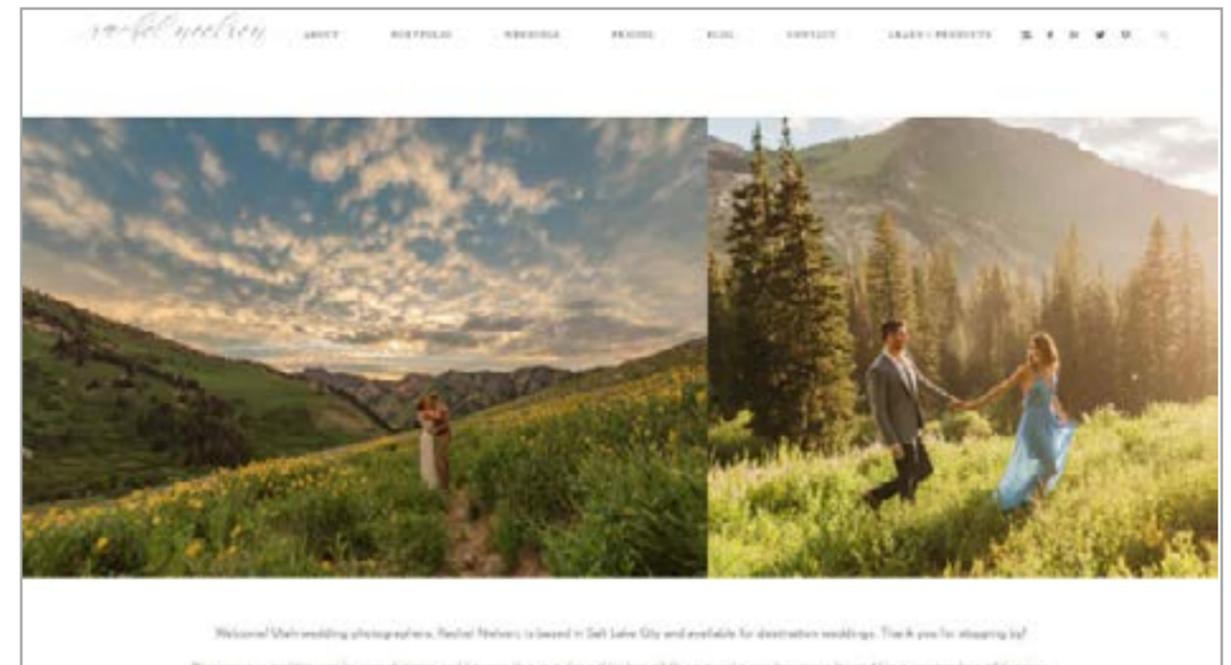
www.justinhackworth.com



www.fausetphotography.com



www.nicolestedphotography.com



www.rachelnielsenphotography.com

Competitors

Justin Hackworth Photography



Google Pagerank:

3/10

Backlinks:

- 1. External Backlinks: 5763
- 2. EDU Backlinks: 2
- 3. Gov Backlinks: 0
- 4. Referring Domains: 384

Keywords:

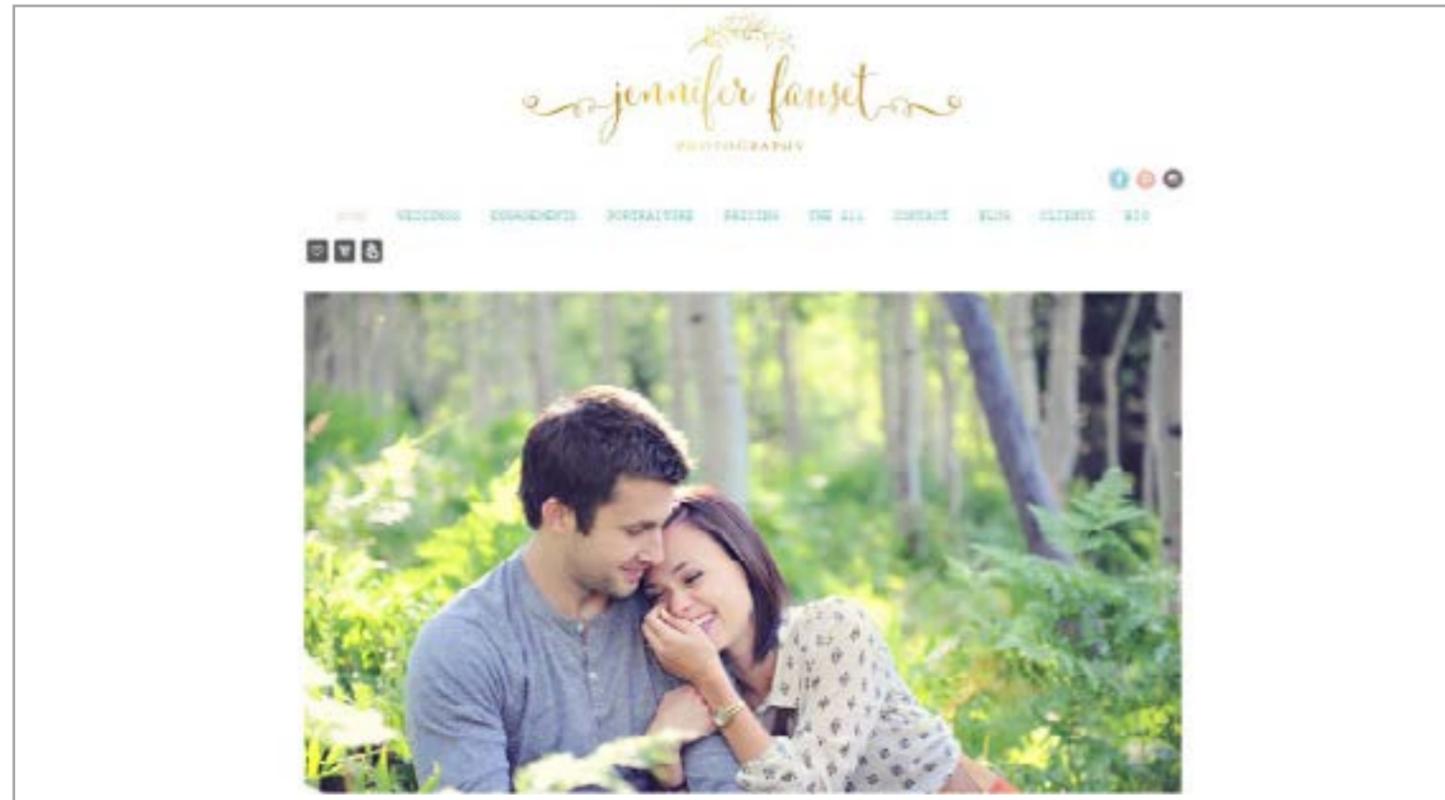
- 1. utah wedding
- 2. portrait photography
- 3. photographer
- 4. family portrait utah

On-Page Elements

Content: Moderate
 Page title includes Keyword
 Meta description includes Keyword
 Meta tag keywords listing includes Keyword
 <H2> include Keyword
 "alt" text for pictures includes Keyword
 First and Last sentence of body include Keyword
 Keyword density in body is 1% - 2%

Competitors

Fauset Photography



Google Pagerank:

2/10

Backlinks:

1. External Backlinks: 448
2. EDU Backlinks: 0
3. Gov Backlinks: 0
4. Referring Domains: 113

Keywords:

1. utah photography
2. Photography
3. Utah
4. wedding packages

On-Page Elements

- Content: Moderate
- URL contains Keyword
- Page title includes Keyword
- Meta description includes Keyword
- Meta tag keywords listing includes Keyword
- <H1> include Keyword
- Keyword density in body is 1% - 2%

Competitors

Nicole Steed Photography



Google Pagerank:

1/10

Backlinks:

1. External Backlinks: 65
2. EDU Backlinks: 0
3. Gov Backlinks: 0
4. Referring Domains: 44

Keywords:

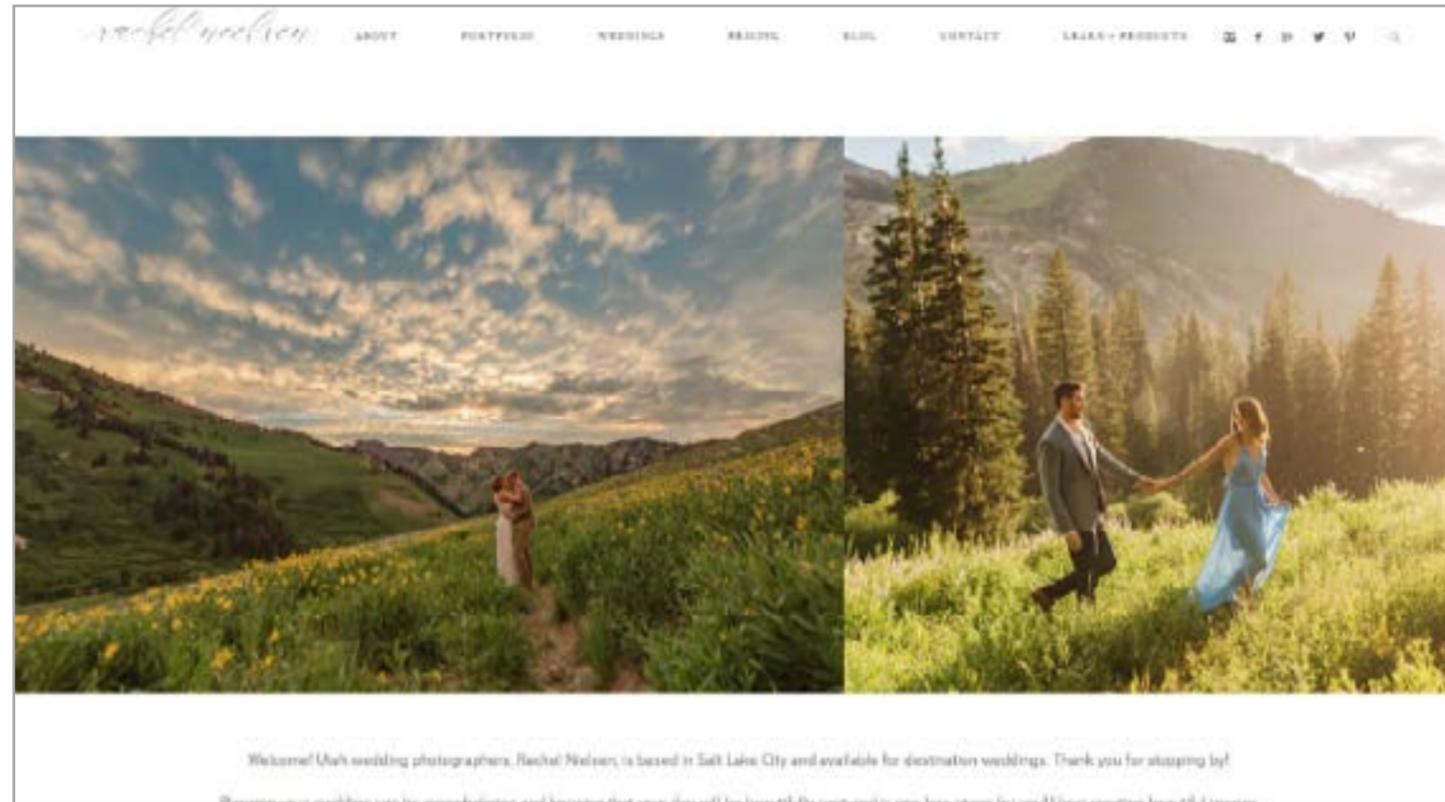
1. newborn photography
2. Newborn
3. family pictures utah
4. baby pics utah

On-Page Elements

- Content: Weak
- URL contains Keyword
- Page title includes Keyword
- Meta description includes Keyword
- Meta tag keywords listing includes Keyword
- "alt" text for pictures includes Keyword

Competitors

Rachel Nielsen Photography



Google Pagerank:

2/10

Backlinks:

- 1. External Backlinks: 1519
- 2. EDU Backlinks: 0
- 3. Gov Backlinks: 0
- 4. Referring Domains: 58

Keywords:

- 1. wedding photographers
- 2. utah photographers
- 3. great ratings
- 4. best wedding planning

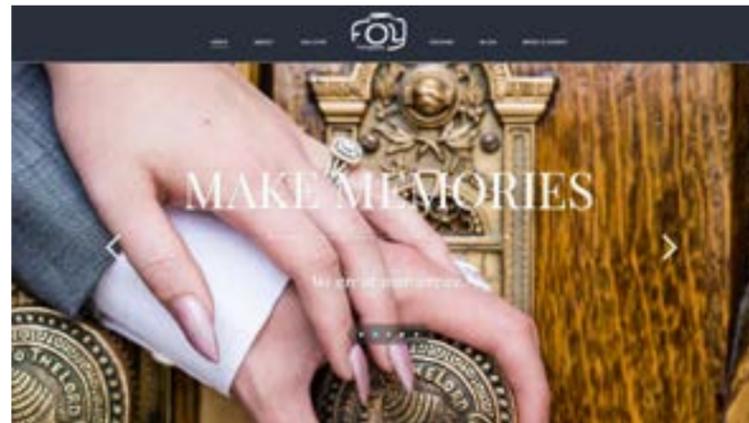
On-Page Elements

Content: Weak
 URL contains Keyword
 Page title includes Keyword
 Meta description includes Keyword
 Meta tag keywords listing includes Keyword
 <H1> nclude Keyword
 First and Last sentence of body include Keyword
 Keyword density in body is 1% - 2%

Traffic Plan

Overview

The plan here is to build out a main site (foy-photography.com) and then connect 4 feeder sites (an article, a graphic, a video, and a comment page) to the main site. There will be 3 second tier sites that will connect to the feeder sites which will connect to the main site. These second tier sites will be social networking sites that will bring in traffic. Lastly, 8 pipeline social network sites will connect directly to the main site. Making this a well trafficked site.



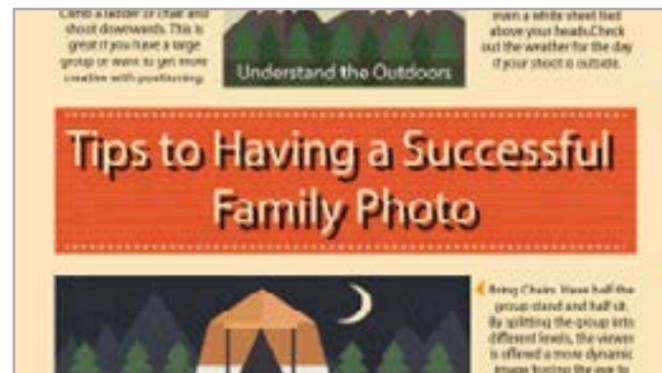
Main Site
www.foyphotography.com

Pipelines:

-  www.twitter.com/foyphotography
-  <https://www.linkedin.com/in/foyphotography-utah-749126150/>
-  <https://local.ksl.com/wedding-photographers/>
-  www.yelp.com/user_details?userid=quydObDiCuVMPfGirt8Wlg
-  www.pinterest.com/foyphotographyutah/
-  youtu.be/DQP6vFDju8
-  plus.google.com/u/4/108003119616951504951
-  www.instagram.com/foyphotographyutah/



Article
www.kjohnsonstudios.com/blog



Infographic
kjohnson2612.com/art.html



Video
foyphotography.tumblr.com/



Comments
www.facebook.com/FoyPhoto/

-  www.facebook.com/seo.testester.58
-  twitter.com/seotester2612
-  plus.google.com/115218387617049086856

-  pinterest.com/pin/605804587348156105/
-  <https://www.instagram.com/seotester2612/>
-  [flickr.com/photos/152987555@N08/23961635738](https://www.flickr.com/photos/152987555@N08/23961635738)

-  <https://youtu.be/mz-Ta3stuMI>
-  app.picovico.com/play/vid_z3bWe4TTqTUA4k2DYUunn/1a11bfb196c0d38e4d47b655b34afe44
-  <https://animoto.com/play/qNSGMk9nPE8LHDRN7bqNhQ>

-  [yelp.com/user_details?userid=7bKKiMUn80Jh7NUMJkPW3w](https://www.yelp.com/user_details?userid=7bKKiMUn80Jh7NUMJkPW3w)
-  [linkedin.com/in/seo-tester-94268b14a/](https://www.linkedin.com/in/seo-tester-94268b14a/)
-  [reddit.com/user/seotester2612/](https://www.reddit.com/user/seotester2612/)

On-Page Elements

Main Site

Keyword in page title (HTML head)



Keyword in H1 (About Page)



Keyword in H2 (About Page)



Keyword in H3 (About Page)

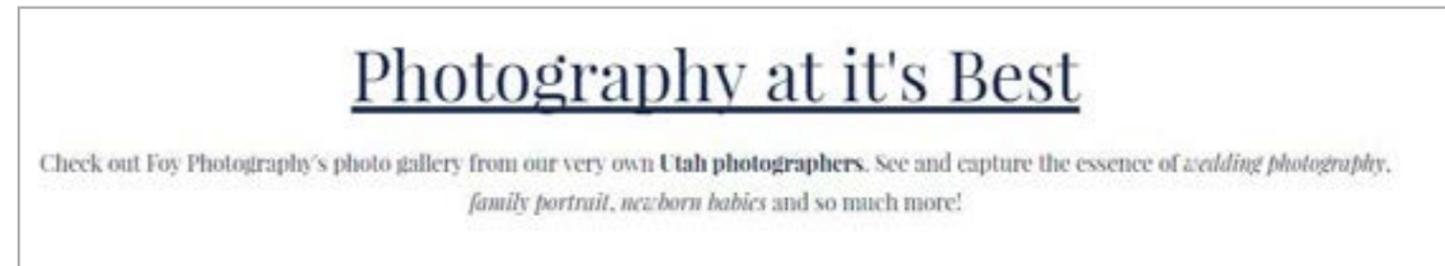


The keywords that are being used for the main site are: photography, utah photographers, wedding photography and family portrait.

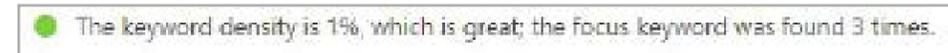
Keyword in "alt" text for picture(s)



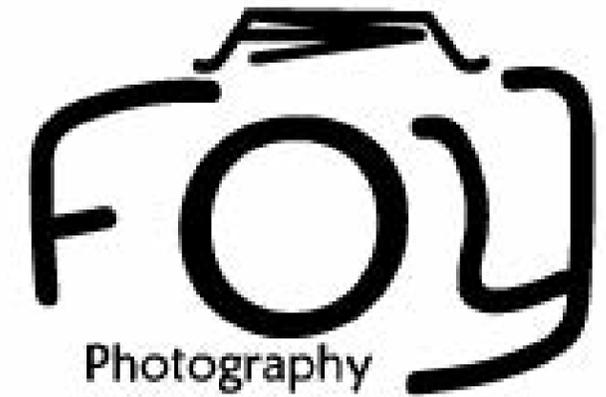
Keyword bolded, italicized, and underlined (Gallery Page)



Keyword density of 1% - 2% (About Page)

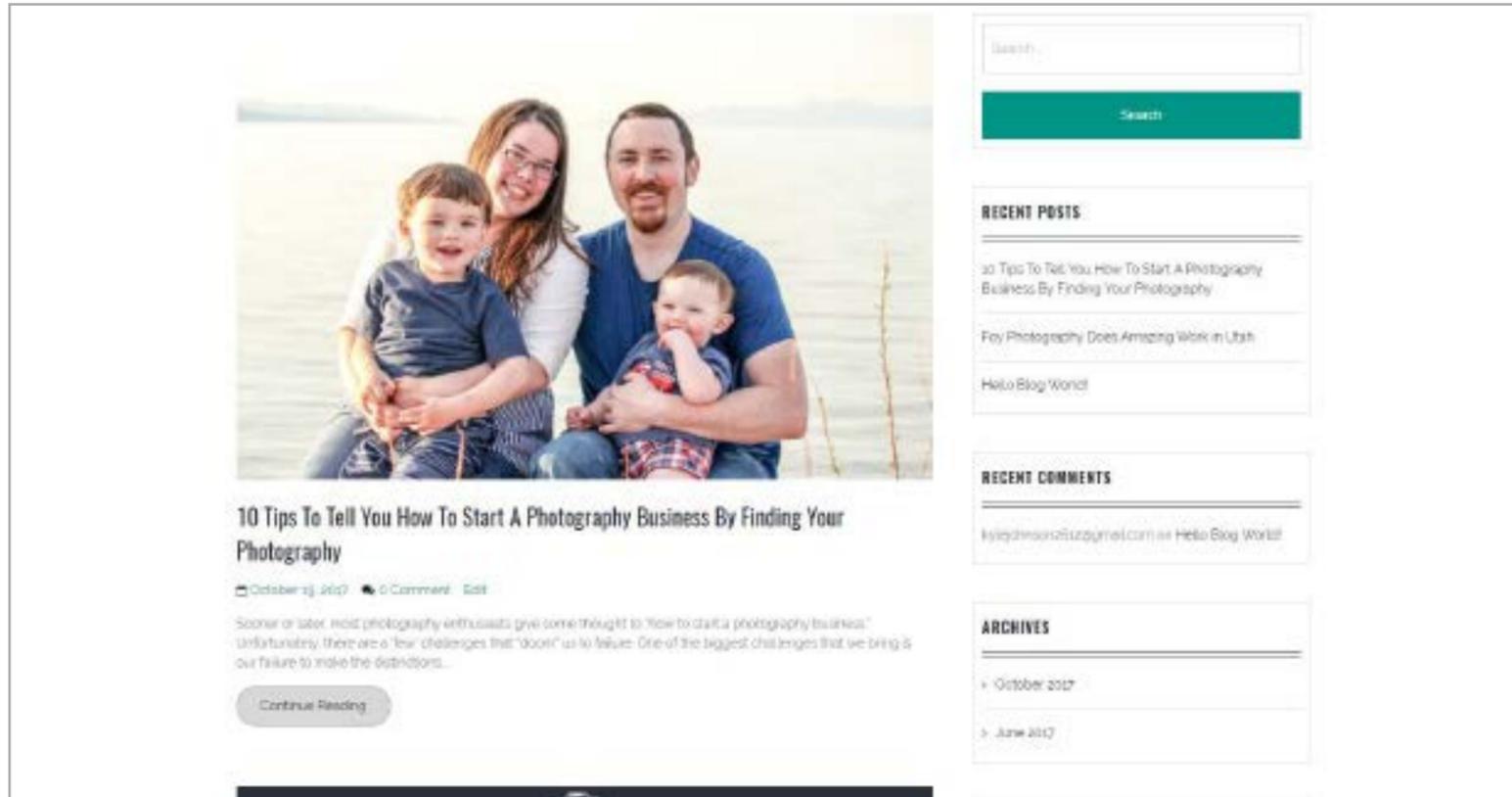


Keyword in Sub-Domain Part of URL



Inbound Linkes

Article



Article
www.kjohnsonstudios.com

This feeder site will be an article site. It will be about 10 tips for having a successful photo taken. At the end of the article, there will be an inbound link that links directly to the main site (foyphotography.com). Also, at the bottom of the article, sits a social sharing features for facebook, twitter, google plus, etc.

To bring in more traffic, I've connect 3 second tier sites to the article. These three sites are listed below but they are a facebook post, a twitter tweet and a google plus post.

This works great for sharing content and connecting as an inbound link network.



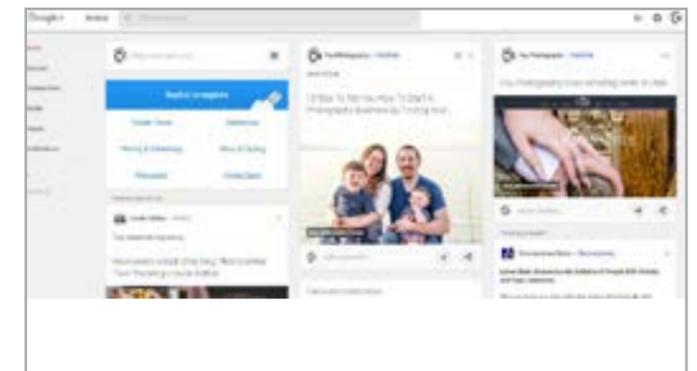
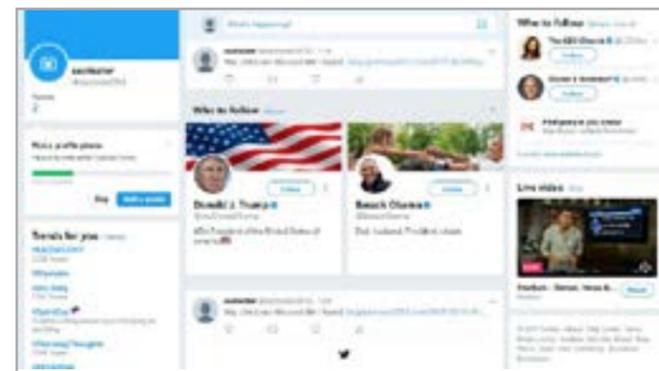
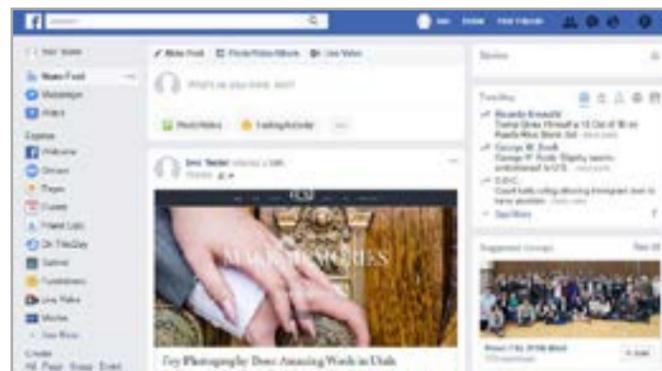
www.facebook.com/seo.tester.58



twitter.com/seotester2612

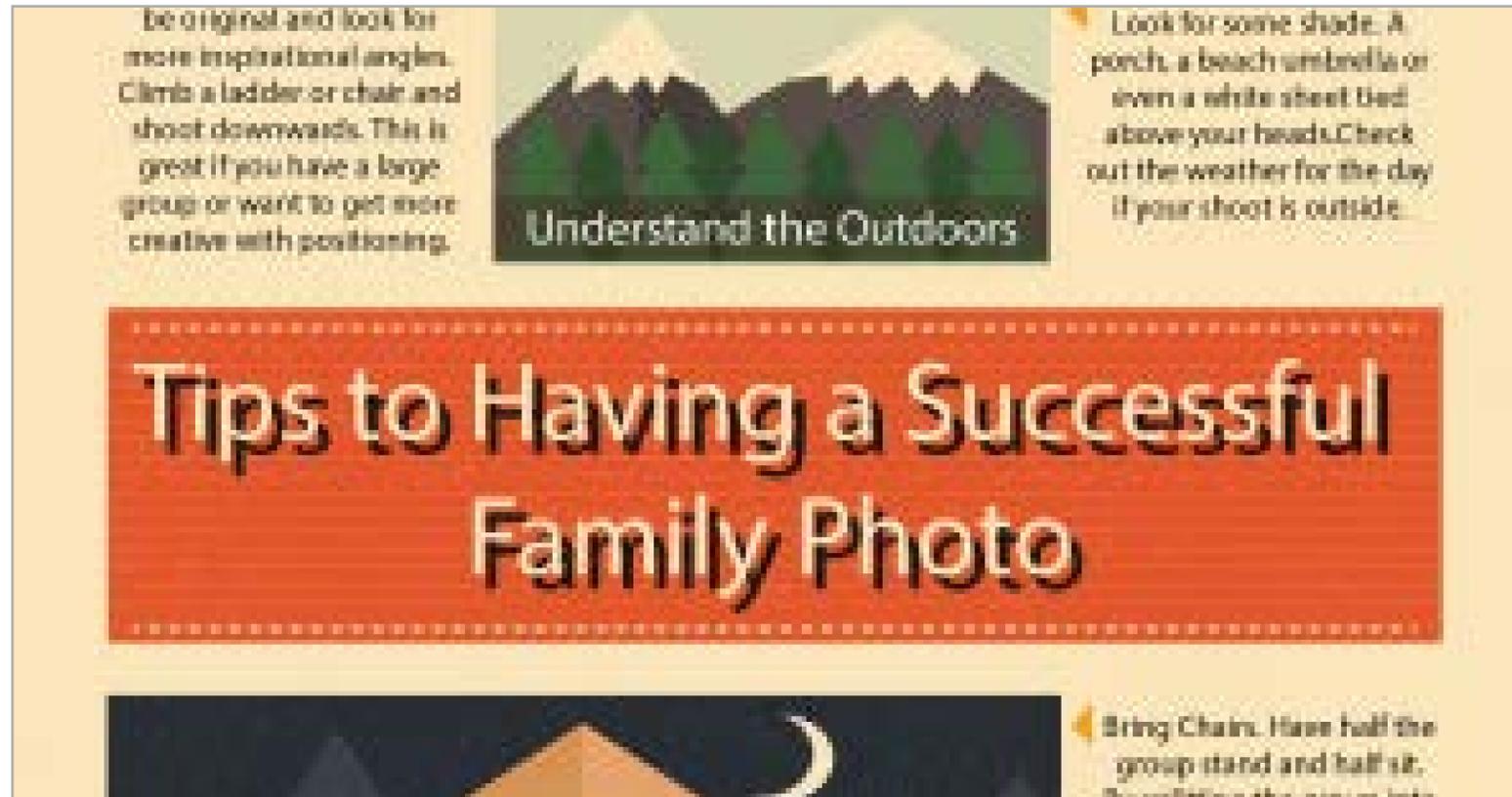


plus.google.com/115218387617049086856



Inbound Links

Infographic



Infographic

kjohnson2612.com/art.html

This feeder site will be an graphic site. It will display an infographic about having a successful family photo. At the end of the graphic, there will be an inbound link that links directly to the main site (foyphotography.com), along with displaying the main site in the graphic.

To bring in more traffic, I've connect 3 second tier sites to the graphic. These three sites are listed below but they are a pinterest board, an instagram image and a flickr photo.

This works great for sharing images and connecting as an inbound link network.



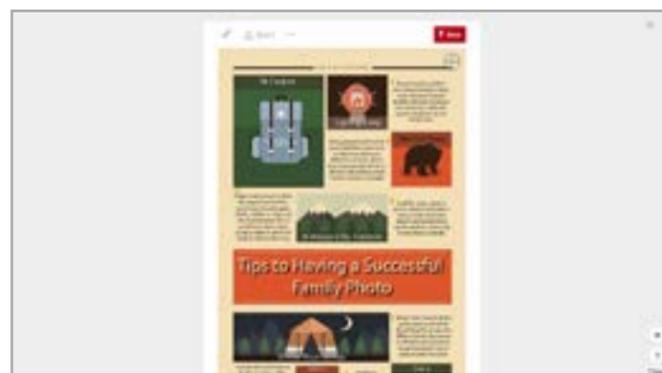
pinterest.com/pin/605804587348156105/



<https://www.instagram.com/seotester2612/>

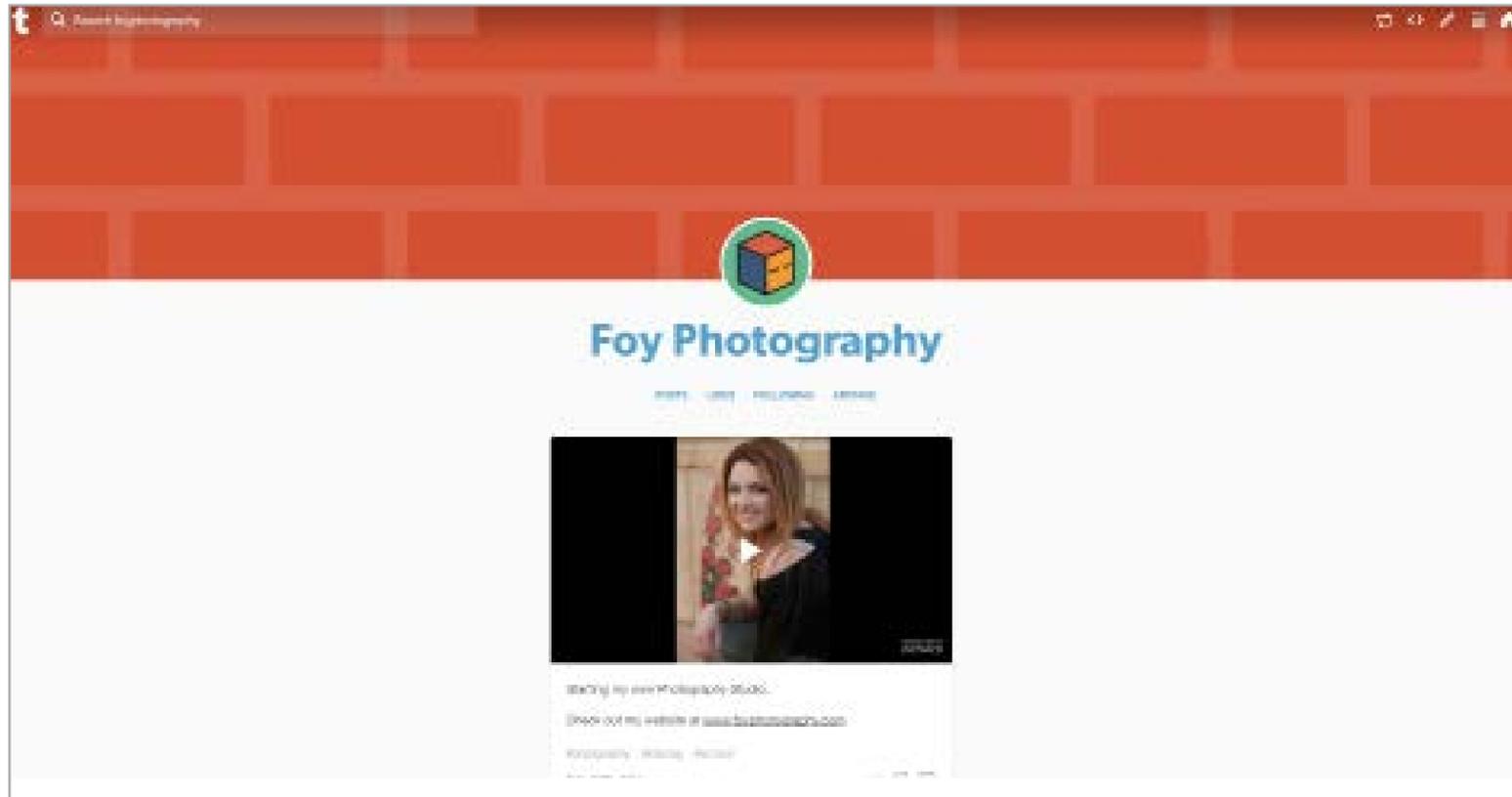


[flickr.com/photos/152987555@N08/23961635738](https://www.flickr.com/photos/152987555@N08/23961635738)



Inbound Links

Video



Video

<https://foyphotography.tumblr.com/>

This feeder site will be an video site. It will display a slideshow of all of the photos taken by Foy Photography. At the bottom of the video, there will be an inbound link that links directly to the main site (foyphotography.com). Also, at the end of the video, foyphotography.com will display to the users.

To bring in more traffic, I've connect 3 second tier sites to the video. These three sites are listed below but they are a youtube video, a picovico video and an animoto video.

This works great for sharing videos and connecting as an inbound link network.



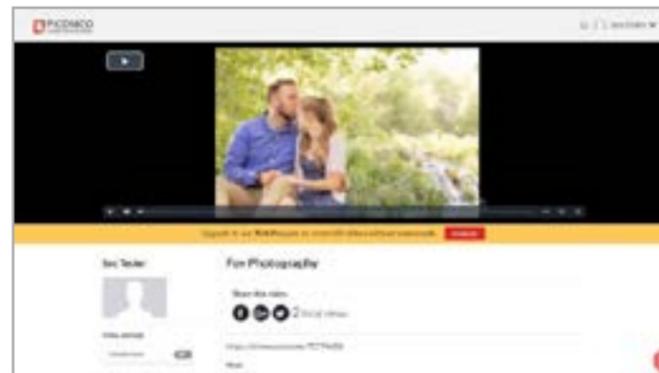
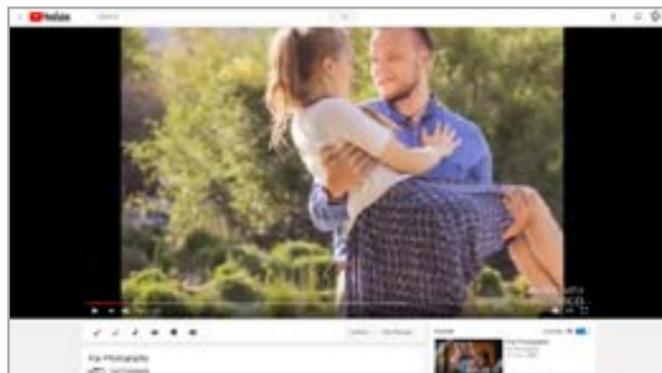
<https://youtu.be/mz-Ta3stuMI>



app.picovico.com/play/vid_z3bWe4TTqTUA4k2DYUunn/1a11bfb196c0d38e4d47b655b34afe44



<https://animoto.com/play/qNSGMk9nPE8LHDRN7bqNhQ>



Inbound Links

Comments



Comments

www.facebook.com/FoyPhoto/

This feeder site will be an comment site. It will be a facebook page that shows all that Foy Photography is doing. Whether thats showing images, making comments, and posting articles. There will be several post/images/videos that will have an inbound link to foyphotography.com. There will also be an inbound link that links directly to the main site (foyphotography.com) in the description of the facebook page.

To bring in more traffic, I've connect 3 second tier sites to the facebook page. These three sites are listed below but they are a yelp review page, a linkedin page, and a reddit post.

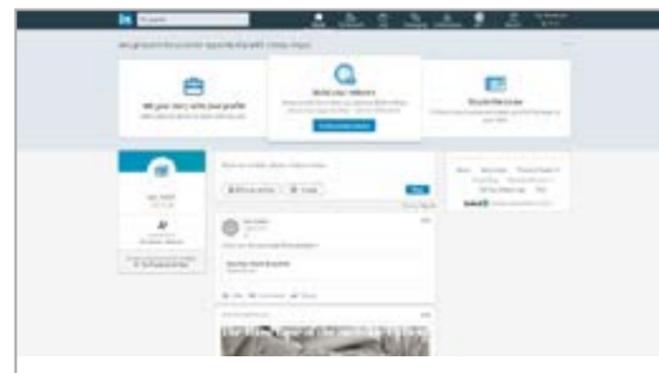
This works great for sharing comments and connecting as an inbound link network.



yelp.com/user_details?userid=7bKKiMUn8OJh7NUMJkPW3w



linkedin.com/in/seo-tester-94268b14a/



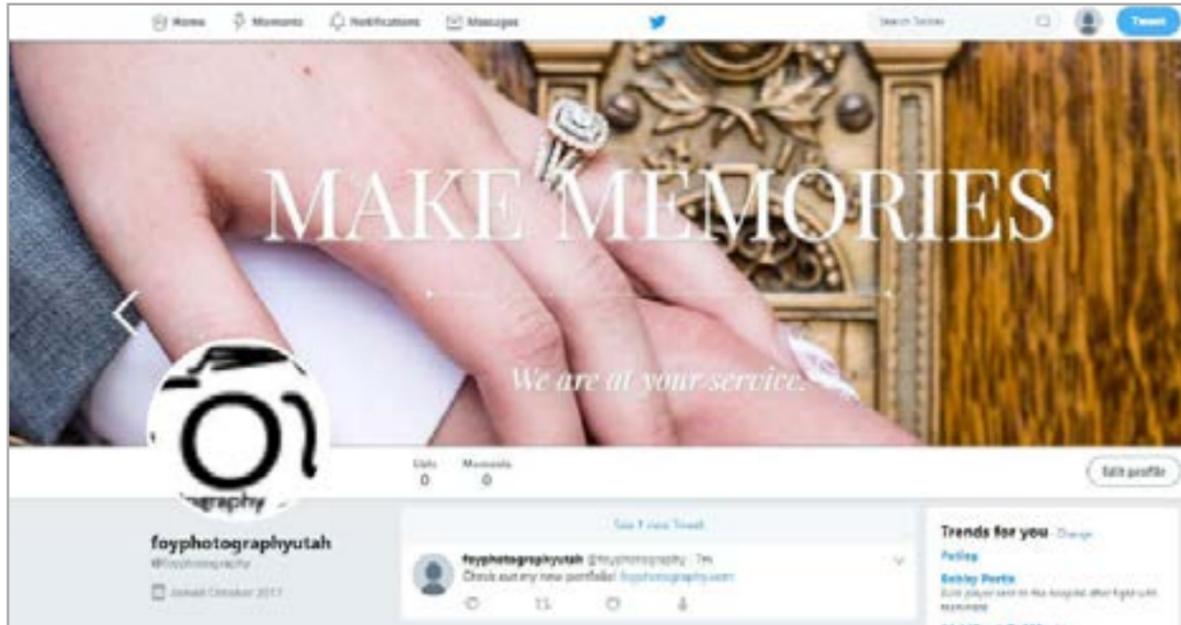
reddit.com/user/seotester2612/



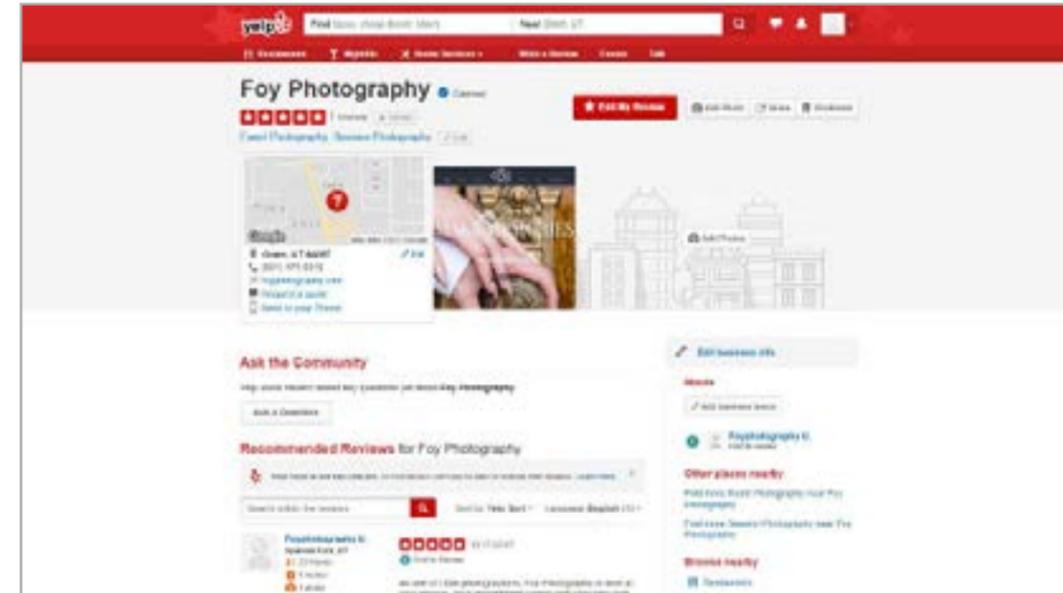
Free Direct Traffic Pipelines

The free direct traffic will consist of 8 total pipelines. Four of the pipelines are shown here as a Twitter page, a Yelp Business, a KSL Local Business, and a Linked-in page. These are great business sites that will attract the attention of different audience looking for a photographer.

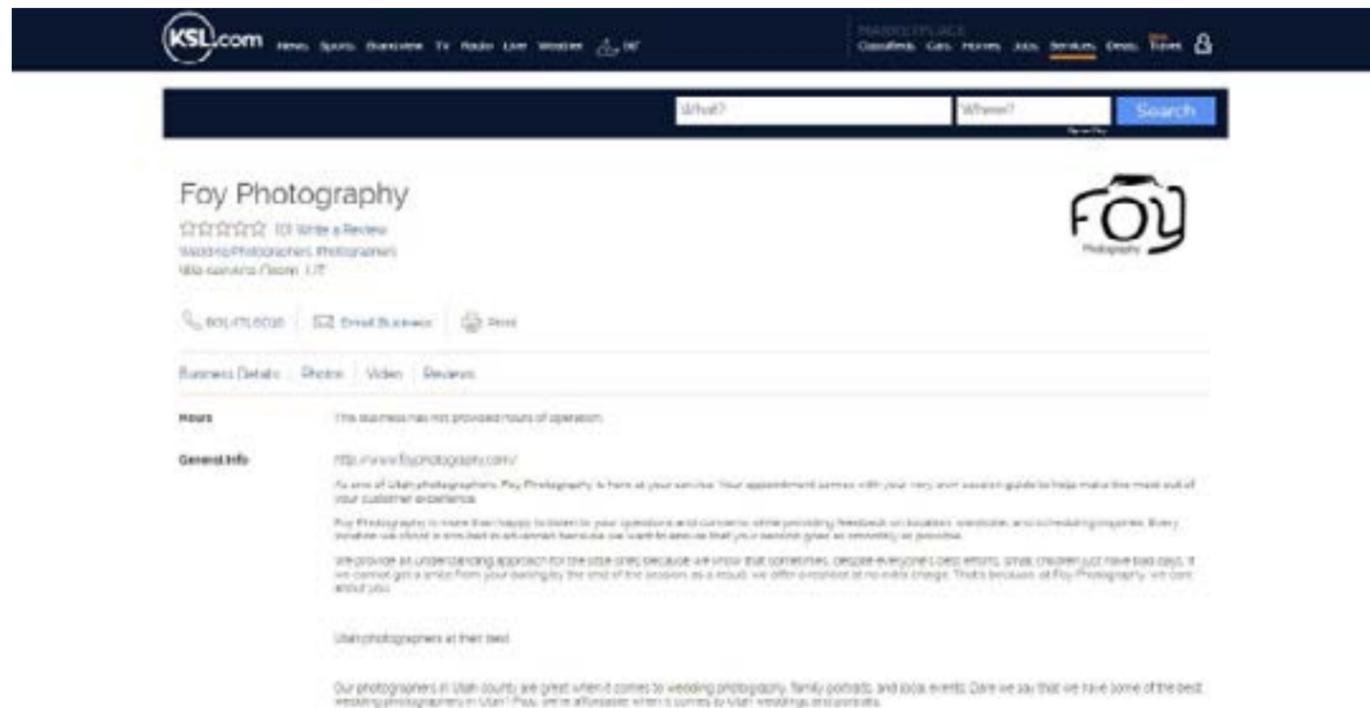
 www.twitter.com/foyphotography



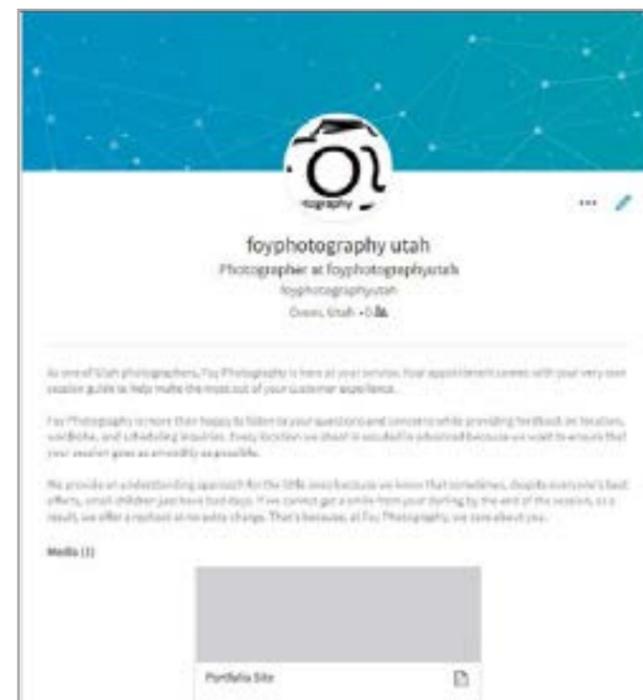
 www.yelp.com/user_details?userid=quydObDiCuVMPfGrt8Wlq



 local.ksl.com/listings/214526



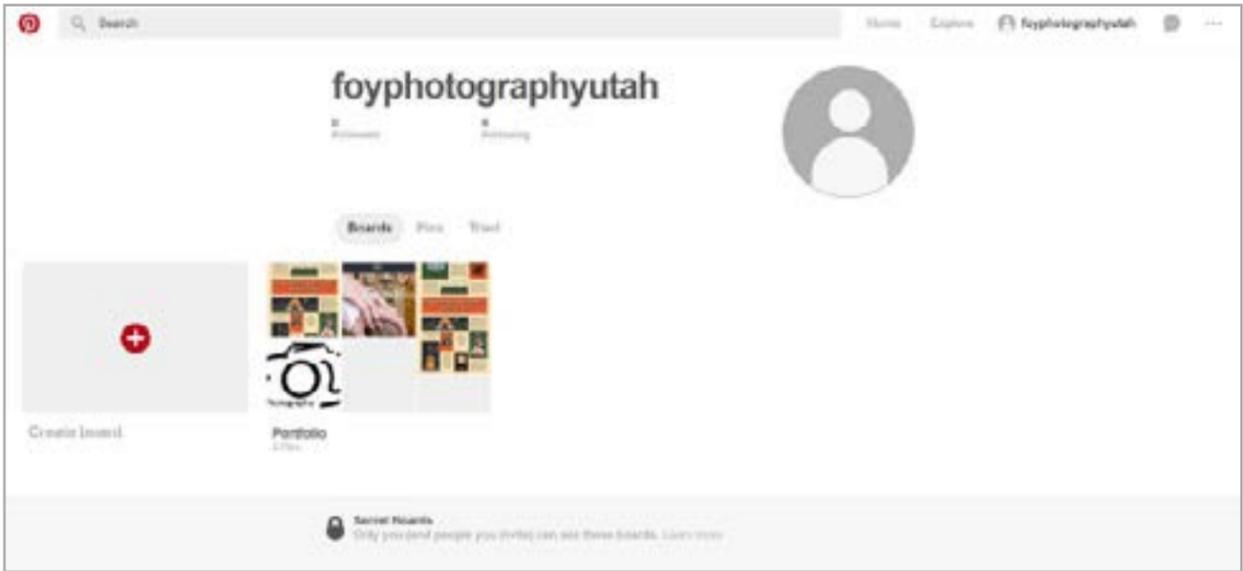
 www.linkedin.com/in/foyphotography-utah-749126150/



Free Direct Traffic Pipelines

The free direct traffic will consist of 8 total pipelines. Four of the pipelines are shown here as a Pinterest page, a YouTube video, a Google Plus page, and an Instagram page. These are great social sites that will attract the attention of different audience looking for a photographer.

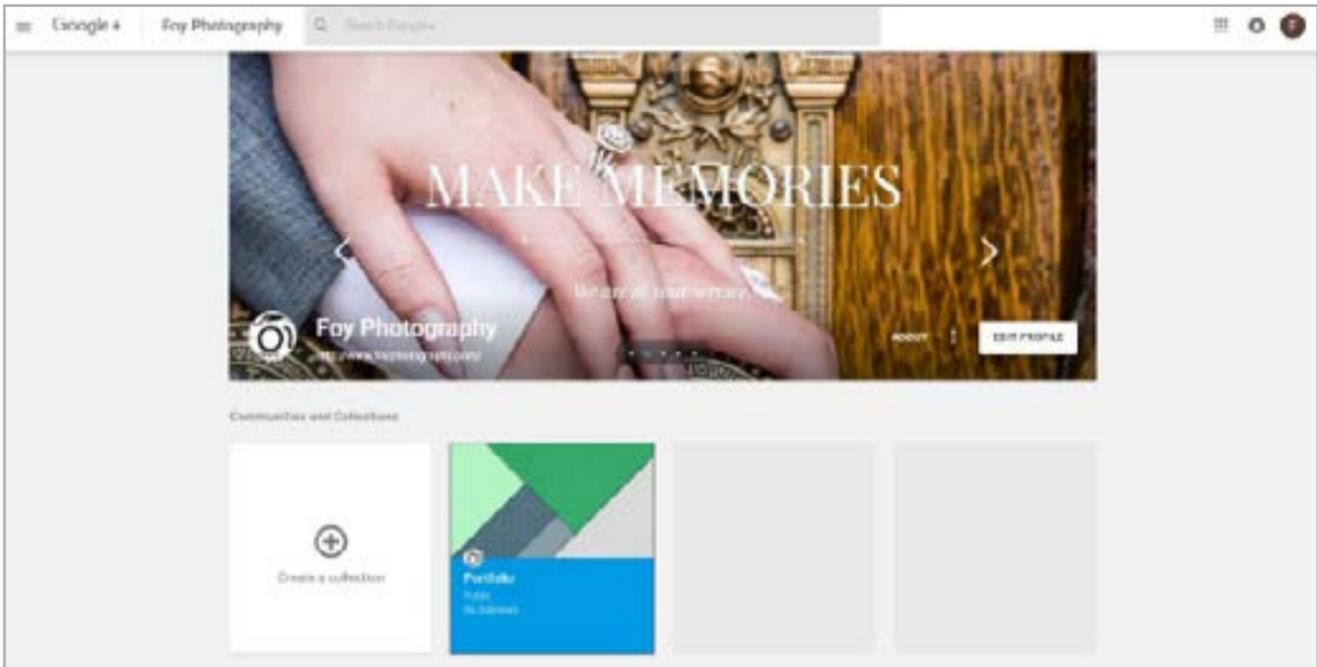
 www.pinterest.com/foyphotographyutah/



 youtu.be/DQP6VfIDju8



 plus.google.com/u/4/108003119616951504951



 www.instagram.com/foyphotographyutah/



Social Mention

Flier/Art Festival



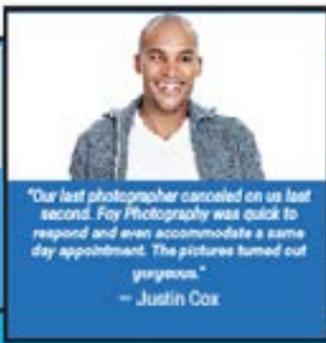
What Will You Do When You Need a Good Photo Taken?

With Foy Photography, we are at your service!

<h3>Professional Photos</h3> <ul style="list-style-type: none"> • More time to yourself — Foy Photography gives you more time to get out what you want in a photo. • Less stress in your life — Foy Photography takes the stress from you in knowing that we have covered. 	<h3>Easy Scheduling</h3> <ul style="list-style-type: none"> • Your life made easy — Foy Photography simplifies your life without the hassle of poses on hand or feeling down photographers. • Get noticed by your peers — With Foy Photography, your peers will be amazed with the design and images.
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"Thank you Foy Photography did a work of art for my wedding day. I will for sure be coming back to them anytime I need photos taken!"
— Matt Bradford



"Our last photographer canceled on us last second. Foy Photography was quick to respond and even accommodate a same-day appointment. The pictures turned out gorgeous."
— Justin Cox



"The girls with Foy Photography are over a year, and they continue to do amazing work! They even gave me a discount for being a local customer. Overall, I'm impressed!"
— Brianna Smith

<h3>Advanced Skills</h3> <ul style="list-style-type: none"> • Enjoy peace of mind — Use our app to schedule to bring you assurance that what you've appointment is secure. • Gives you confidence — With years of experience and a portfolio of amazing work, you can be at ease knowing you're in good hands. 	<h3>Quick & Helpful Support</h3> <ul style="list-style-type: none"> • Eliminate hassle in your life — Our customer support team is trained on all questions and any issues that arise answered within minutes. • Saves you money — Other Photographers cost an arm and a leg. Foy Photography cost less and offer more.
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Call Today and get ~~\$140~~ worth of picture taking and a free photo book for just:

\$69.97 *** That's a \$70 difference! *** **But Wait! There's More!**



I Guarantee that Foy Photography will help you feel more confident and at peace with the work that we do. We are at your service.

If for any reason you're not 100% satisfied at any time, just return your photos and I'll Re-shoot an entire new session for free.

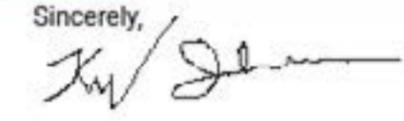
<h3>Buy Two Shoots Get One Free</h3> <p>Order two Shoots by December 5th and you'll receive a third Shoot for free!</p>	<h3>Receive a Free Photo Book with Your First Sign Up</h3> <p>Sign up today and receive a free photo book with your first shoot. Order now before it's too late!</p>	<h3>Refer a Friend to Receive a Free Shoot</h3> <p>When your friend orders a Shoot from us, you'll receive a free shoot as well!</p>
---	--	--

***** ORDER by DEC. 5th to receive these SPECIAL OFFERS *****
**** That's over \$200 worth! ****

Contact Foy Photography Today
www.foyphotography.com



Sincerely,



Brandy Draper, Owner of Foy Photography



P.S. I Guarantee that the Foy Photography will help you be more happy and stress free both at work and in your personal life.

R.R.S. Remember to Order by December 5th to Save on over \$200 worth of products!



The Social Mentions for Foy Photography will have two sources: A flier that will be mailed out and a booth at the Utah Art Festival. The Utah Art Festival is where Foy Photography will display their portfolio and give out deals (much like the one on the flier ad) and promote their business. The flier is a quick and easy way to their name out there to the public.

Traffic Plan

Conclusion

This traffic plan is made to help out Foy Photography get their name out there and compete with the larger photographers in the Utah valley area. To do so, I've done research on these top photographers (the pages before explained who they are and what their websites look like and rank on Google). One thing that we can do to stand out from the competition is to have all of Foy Photography's photos have an alt tag that goes with the SEO of the keywords that we have selected. With the research of keywords and adding them in with every image, this can help with online search of photographers in the Utah area.

More on the traffic plan is to make Foy Photography website look up to date with the more modern look but having it clean and simple. Lots of white space, clean pictures that are flat (no borders) and have them in categories that makes a great UX for the users that come to the site. We want users to be able to come to the site, see Brandy's work and what she offers (baby pic, family pic, etc.) and quickly get them to contact Brandy to setup an appointment. We also want to make it is for the user to see the prices of the sessions so they don't feel left out on how much it will all cost. That being said, there will be a gallery page, a price page, and a contact page. There will also be a blog that Brandy will keep up to date and linked to the pipelines so she can keep that traffic coming to her site.

The competition did great when it came to have external links and having a lot of social mention. This is something that will be a big focus for the traffic plan, making sure we have social mention and good links going to the feeders and to the main site. One way the competition failed on their sites was they did not have good content. They have images to show off and a contact page to get the user to sign up quickly with them, but did not however have the best SEO on the website itself. This will be another focus that we will have with the traffic plan is having good content that has SEO keywords.



Main Site
www.foyphotography.com