





How I Grew To 4 Million Website Visitors



Matt Campbell
Founder, My Wedding Songs
matt@myweddingsongs.com



Audience Overview


 SAVE  EXPORT  SHARE  INSIGHTS

 All Users
100.00% Users

 + Add Segment

Mar 19, 2018 - Mar 19, 2019

Overview

Users  vs. [Select a metric](#)

Hourly **Day** Week Month

 Users

20,000

10,000

April 2018 May 2018 June 2018 July 2018 August 2018 September 2018 October 2018 November 2018 December 2018 January 2019 February 2019 March 2019

Users

4,015,033

10,000 daily visitors`



Lots of failure until success!



Started WeddingMuseum.com July 2003 as a all-encompassing wedding planning website.


June 2014, started at Horizon Web Marketing and implementing SEO.

January 2017, rebranded as My Wedding Songs.



How Do **You** Increase Your Website Success?

Matt Campbell
matt@myweddingsongs.com



There is no secrets to success. It is in the result of preparation, hard work, and learning from failure.

~Colin Powell

Keys to my success?

1. Targeting a specific niche
2. Deep-learning SEO
 - a. More than 80% of my traffic comes from Google organic searches
3. Making business decisions based on statistical data

Tips to Help You Grow to Millions of Website Visitors

Have a Remarkable Domain Name (and a dot com)

1. Easy To Remember
2. Easy To Spell
3. Features your keywords

WeddingMuseum.com vs. MyWeddingSongs.com

Find a business niche you are deeply passionate about.

You need to have a business that gets you out of bed every morning 10 years from now.

Know your why!

Be A Category King In Your Niche

For me, wedding planning was too broad and competed with too many authoritative websites. Wedding songs is my category (niche is wedding song suggestions).

If your business is digital marketing, it is too broad. Niche it down to what you specialize in. If PPC, then still too broad. Senior Living PPC or Dentist PPC is perfect!

You Must Know SEO

(Search Engine Optimization) - the process increasing visibility and traffic from search.

- You can conduct DIY SEO and learn as you go.
- Hire an SEO Expert and verify work.














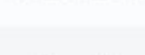
Conduct Keyword Research

- Start by conducting keyword research to find what people search for in your niche.
 - (UberSuggest -or- Google Ads Keyword Planner)

Example: What gets more searches?

- Las Vegas SEO
- Las Vegas SEO experts
- Las Vegas SEO consultant

UberSuggest: <https://neilpatel.com/ubersuggest/>

KEYWORD ?		TREND ?	VOLUME ?
las vegas seo			4,400
seo in las vegas			4,400
las vegas seo companies			880
las vegas seo experts			590
las vegas seo services			590
las vegas seo consultant			480
seo marketing las vegas			210

Conduct Keyword Research Continued

- If your website already exists, KNOW what phrases your audience already use to find you.
 - (Google Search Console)

Google Search Console: <https://www.google.com/webmasters/>

Google Search Console

Inspect any URL in "https://www.myweddingsongs.com/"

?

https://www.myweddingsong... ▾

Overview

URL inspection

Performance

G

Search results

*

Discover

Index

📄

Coverage

🗂

Sitemaps

Enhancements

📱

Mobile Usability

Performance on Search results

Search type: Web

Date: Last 28 days

+ NEW

Last updated: 8/4/19

Query	Clicks	Impressions	CTR	Position
first dance songs	3,410	18,565	18.4%	5.2
wedding songs 2019		23,211		
first dance wedding songs		13,927		
wedding playlist 2019		2,931		
wedding songs		85,418		
wedding recessional songs		7,968		
cake cutting songs		9,012		

SEO to Know:

1. On-Page
2. Off-Page
3. Technical

On-Page SEO - Optimize Content

- Write great content that solves a problem
- Write great content that answers questions
- Include exact and themed keywords in your headings, first paragraph, last paragraph, and image title and alt text.

W CAREERS | SPEAKERS | CO
EXPERTISE | ABOUT US | ARE WE A FIT | RESOURCES

< BLOG FEED

H1 Heading How Many Blog Posts Does It Take to See Exponential Traffic Growth?

December 27, 2017



 Posted by Frank Iaco [Twitter](#) [LinkedIn](#) [Facebook](#) [Email](#)

Image Title and Alt Text 

First paragraph If it's the answer every new blogger wants to know, especially companies just embarking on the journey of blogging. How long will it take before they start seeing increased traffic flood into their website? Is it weeks, months or years?

The answer, of course, is: it depends. And if your boss is asking, tell him not to expect a flood of new contacts and traffic tomorrow.

With content publication it's truly a marathon, not a sprint. There's no easy way around it. It's important when making the decision to launch a blog to go into it with dedication and understanding that you'll need to commit to blogging for at least 12-18 months before you fully assess its effectiveness on both attracting increased traffic to your website, and how it attracts and converts new lead opportunities.

What I can tell you based on our own experience with our own blog, and assisting clients with launching their blogs, there are ways to influence how soon you see exponential traffic growth. And there's a definite tipping point once you reach a certain number of blogs when publishing them on a consistent basis.

H2 Heading Factors That Impact Getting Website Traffic From Your Blog

1. Website Integration & Calls-to-Action

In an ideal world, your blog should be directly integrated within your main website content

Wordpress websites:
Utilize an SEO Plugin
(Yoast, Rank Math).

SEO plugins offer
suggestions on how to
optimize your
page/post.

Keep in mind to write
for the reader and not
for Google.

Optimize Page Titles & Descriptions

- Page titles and descriptions should contain **keywords**, **call to action** and a **benefit**. Give them a reason to click to your website.

Hire Wedding DJs That Keep The Party Going All Night

Include words in the page title and description that trigger an emotional response!

- Best
- Dream
- Forever
- Magic
- Popular
- Ultimate
- Valuable
- Tasty
- Wild
- Surprise
- Colorful
- Healthy
- Enchanted
- Exciting
- Amazing

Include calls to action in page titles, descriptions and on your web pages!

- Click
- Call
- Text
- Try
- Watch
- Shop
- Download
- Request
- Share
- Get
- Create
- Visit
- Schedule
- Open
- Learn

Link to other content on your website

Create internal links to related content!

If you haven't done so yet, document an ideal audience for your blog. For example, if you run a fitness blog, you could write down something as simple as "fitness enthusiasts." You could also go a bit deeper and create [audience personas](#), full profiles of your ideal audience that include things like age, demographics, and interests.

The deeper your understanding of your ideal audience, the easier it will be to detect which keywords out of the bunch they would have searched for.

Evaluate each keyword's difficulty score

You may also want to whittle down your keyword list to leave only those with an appropriate Difficulty Score, which Keyword Explorer will assign to every keyword. That score is determined by the strength of the pages that are currently ranking on page 1 for that keyword.

If you're just getting started blogging and you have a fairly low Domain Authority (which you can check by [downloading the MozBar plugin](#) or using the [free version of Moz Link Explorer](#)) you may want to start with keywords that have a Difficulty Score in the 20-30 range, or even lower. For more on how to use Difficulty Score in your keyword research, check out [this write-up from Rand Fishkin](#).

Look at each keyword's search volume

Search volume gives you an estimate of how many people are searching for that keyword every month. It's great to choose keywords that lots of people are searching for, but remember that quantity doesn't always equal quality. You may opt for a lower-volume keyword because it's much more relevant to your audience and your goals.

Link to other content on your website

Create internal links to related content!

More Resources:

- [Making SEO & User Experience Work Together](#)
- [How to Make Information Architecture & SEO Work Together](#)
- [The Complete Guide to Mastering Your Link & Navigation Structure](#)

Related Posts



How to Remove Your Personal Information from Google



Demystifying JavaScript: Tips & Tools for Testing Rendering



Web Design Practices That Frustrate SEO Pros

Make important pages and posts no more than 3 clicks from your home page.

- Create category pages with links to all important pages/posts in the category.



Bouquet Toss Songs

Popular songs to play while the bride tosses her bouquet.

[80 Best Bouquet Toss Songs](#) Updated

[30 Rock Bouquet Toss Songs To Turn Up Loud](#)



Garter Removal Songs

Popular songs to play while the groom removes the bride's garter from her leg.

[75 Best Garter Removal Songs](#) Updated



Garter Toss Songs

Popular songs to play while the groom tosses the bride's garter.

[60 Best Garter Toss Songs](#) Updated

[R&B Garter Toss Songs For All The Single Men](#)

“Your website is like bread, it gets stale fast.”

Create content that requires updating to bring people and Google coming back.

Create content that is interesting to people today that will require updating within 6 to 12 months to get the same visitors coming back.

Fresh Content Example:

I indicate the date an article was updated for Google and readers.







What are YOUR 2019 updates?

What articles on YOUR site do you need to bring up-to-date?

Top 100 Greatest Wedding Songs Of All-Time

Last Updated: August 6, 2019

Listed Alphabetically

Album	Song	Artist	Release Date	Amazon Link
	24k Magic	Bruno Mars	2016	
	A Song For Mama	Boyz II Men	1997	
	A Thousand Years	Christina Perri	2011	

Create a monthly publishing calendar and to-do list to keep organized

You can use the Wordpress Editorial Calendar plugin to help manage scheduling blog post.

You can use Google sheets to have a spreadsheet of all of your to-do's that you can access anywhere.

BONUS - Need content ideas?

Check Your Google Analytics!

Google Analytics - Behavior - Site Search - Search Terms

<div>▼ Site Search</div> <div>Overview</div> <div>Usage</div> <div>Search Terms</div> <div>Search Pages</div> <div>▶ Events</div> <div>▶ Publisher</div>	<div>Site Content</div> <div>Search Term</div> <div>Site Search Category</div> <div>Start Page</div>	<div>Search Term</div> <div>1. Catholic</div> <div>2. catholic</div> <div>3. Anniversary song</div> <div>4. R</div> <div>5. Mother son dance</div>
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Off-Page SEO

- Business citation links to your website
- Mentions on authoritative websites in your industry
- Build your personal brand
- Join associations, chamber of commerce and industry groups.

Link Building

- Research who links to your competition and see if you can get the same links (Semrush, CognitiveSEO, aHREFS, UberSuggest).

UberSuggest: <https://neilpatel.com/ubersuggest/>

TOP SEO PAGES

TOP PAGES BY COUNTRY  US [866,626]  IN [398,146]  BR [225,061]  GB [200,319] MORE ▾			
SEO TITLE	URL	EST. VISITS	BACKLINKS
Google AdWords Made Simple: A Step-by-Step Guide	neilpatel.com/what-is-google-adwords/	616,443 View All ▾	326 View All ▾
Affiliate Marketing Made Simple: A Step-by-Step Guide	neilpatel.com/what-is-affiliate-marketing/	491,397 View All ▾	718 View All ▾
SEO Made Simple: A Step-by-Step Guide	neilpatel.com/what-is-seo/	171,443 View All ▾	801 View All ▾
Digital Marketing Made Simple: A Step-by-Step Guide	neilpatel.com/what-is-digital-marketing/	136,013 View All ▾	434 View All ▾
The Marketer's Guide to Reddit - Neil Patel	neilpatel.com/blog/reddit-marketing-guide/	126,927 View All ▾	12 View All ▾

VIEW THE PAGES THAT DRIVE TRAFFIC TO THIS DOMAIN

SEO KEYWORDS

TOP KEYWORDS BY COUNTRY  US [866,626]  IN [398,146]  BR [225,061]  GB [200,319] MORE ▾			
SEO KEYWORDS	VOLUME	POSITION	EST. VISITS
ultimate guide	201,000	1	
media take	2.2m	7	
ads google	450,000	4	
google adverts	301,000	3	
videos conversion	90,500	1	
conversion metrics	90,500	1	

Competitor keywords

Links to competitor pages

Business Profiles

- Optimize BIG 3 profiles: GMB, Facebook & Yelp.
- Businesses should create citations on the top local directories

<https://whitespark.ca/top-local-citation-sources-by-country/united-states/>

1  Google My Business

2  Apple Maps

3  Facebook

4  Foursquare

5  Bing Places

6  Yelp


7  TomTom

8  Yellowpages

9  Infogroup


10  LocalEze

18  Yellowbook

19  ChamberofCommerce

20  Merchantcircle

21  BOTW


22  Opendi

23  HotFrog

24  Brownbook

25  Cylex

26  InsiderPages

27  EZLocal

35  BBB

36  BizVotes

37  Yahoo! Local

38  DexKnows

39  n49

40  Thumbtack

41  Infobel

42  eLocal

43  Tuugo

44  BizJournals

Technical SEO

- Page Speed - Must load in less than 3 seconds
- HTTPS - show a green lock in the address bar
- Is your website found in Google?
- Is your website mobile-friendly?

HTTPS



- No lock? Talk with your website host about an SSL certificate.

Page Speed Tests

- Google PageSpeed Insights - <https://developers.google.com/speed/pagespeed/insights/>
- GTMetrix - <https://gtmetrix.com/>

ANALYZE



MOBILE



DESKTOP

<https://neilpatel.com/>

0-49 50-89 90-100 ⓘ

Field Data — Over the last 30 days, the field data shows that this page has a **Slow** speed compared to other pages in the [Chrome User Experience Report](#). We are showing the 90th percentile of FCP and the 95th percentile of FID.

▲ First Contentful Paint (FCP)

3.4 s



■ First Input Delay (FID)

94 ms

☐ Show Origin Summary

Lab Data



NEILPATEL | BY

Do you want more traffic?

Do you want more traffic, leads, and sales? Enter your URL below if you want to grow your traffic and revenue.

Your Website URL

ANALYZE WEBSITE

Who Is Neil Patel?



Latest Performance Report for: https://neilpatel.com/

Report generated: Wed, Sep 4, 2019 10:30 AM -0700

Test Server Region: Vancouver, Canada

Using: Chrome (Desktop) 75.0.3770.100, PageSpeed 1.15-gt1.2,
YSlow 3.1.8

Looks like you're running WordPress
[Have a look at our WP optimization tips >](#)

Performance Scores

PageSpeed Score	YSlow Score
A (97%) ^	B (88%) ^

Page Details

Fully Loaded Time	Total Page Size	Requests
1.2s ^	323KB ^	23 ^

PageSpeed

YSlow

Waterfall

Timings

Video

History

RECOMMENDATION

▼ Leverage browser caching

GRADE

C (79)



TYPE

SERVER

PRIORITY

HIGH

▼ Specify a cache validator

A (98)



SERVER

HIGH

▼ Defer parsing of JavaScript

A (99)



JS

HIGH

▼ Minify JavaScript

A (99)



JS

HIGH

▼ Enable gzip compression

A (99)



SERVER

HIGH

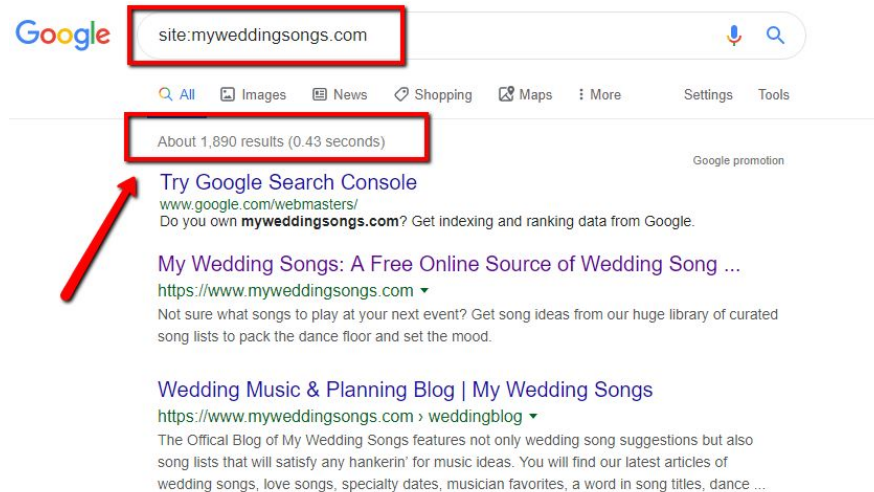
What do my scores mean?

Rules are sorted in order of impact upon score
Optimizing rules at the top of the list can greatly improve your overall score.

Not every recommendation will apply to your page
The recommendations are meant to be generic, best practices; some things will be out of your control (e.g. external

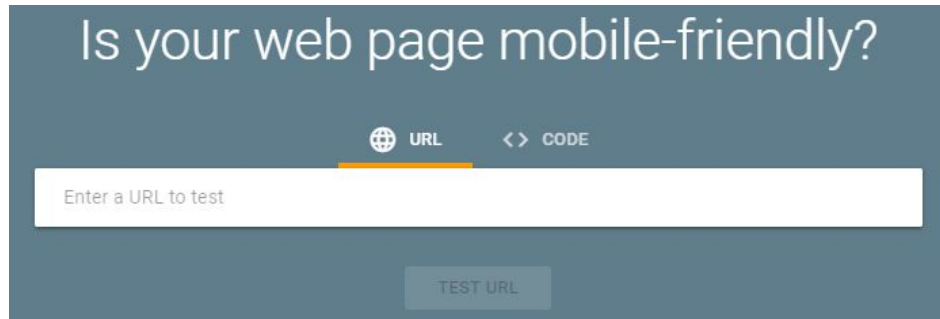
Is Your Website in Google Search?

- Google the following to know how many pages of our website are indexed.
 - site:yourwebsite.com



Check if your website is mobile-friendly

- Google Mobile-Friendly Test
<https://search.google.com/test/mobile-friendly>



Is your web page mobile-friendly?

URL <> CODE

Enter a URL to test

TEST URL

The image shows a dark blue rectangular interface for the Google Mobile-Friendly Test. At the top, the text "Is your web page mobile-friendly?" is displayed in white. Below this, there are two tabs: "URL" with a globe icon and "CODE" with a code icon. The "URL" tab is selected, indicated by an orange underline. Below the tabs is a white input field with the placeholder text "Enter a URL to test". At the bottom center, there is a grey button labeled "TEST URL".

Increase your E-A-T

1. Expertise
2. Authority
3. Trust

Three factors that Google uses to measure how much to trust you.

How Increase Your E-A-T?

1. Have a team members page featuring their industry credentials.
2. Get published or referenced on industry related websites, guest post on blogs.
3. Highlight your authoritativeness in your about the author section and about us page.



About Matthew Campbell

Matthew is the founder of WeddingMuseum.com in 2003; which re-branded to My Wedding Songs in 2017. He is proud of his roots to Montana while entertaining at hundreds of events including weddings, parties and school dances as a mobile DJ. Matthew is a charter member of the Las Vegas Wedding Chamber of Commerce and an AFWPI member. His work has been referenced in Rock n Roll Bride, Ruffled, WeddingLoveley, Wedding Chicks, Offbeat Bride, Emmaline Bride, and 100 Layer Cake. He also contributes biz tips on the DJ website [Mobile Beat](#) blog. [Learn more about Matthew.](#)

Associations And Awards



In 2016, we joined the [Las Vegas Wedding Chamber of Commerce](#) and are one of the charter members.

My Wedding Songs

Tier Type: Tier 1 Local Emerging Small Business

Business Name: WeddingMuseum LLC

Doing Business As: My Wedding Songs

In October 2017, My Wedding Songs was awarded the [Nevada Certified Emerging Small Business](#).



In November 2018, we became a member of [AFWPI](#) (Association for Wedding Professionals International)



My Wedding Songs is a [Top 10 Rated](#) Wedding Vendor.

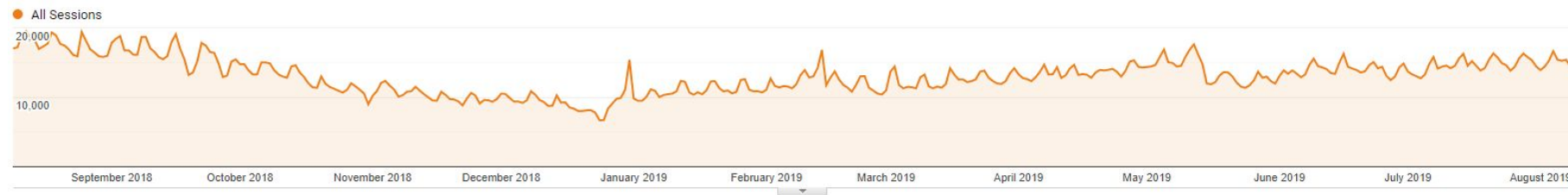


My Wedding Songs is the 16th Best Wedding Blog in the World!
Ranked 2018-2019 by [Feedspot](#).

You can also view our professional business profiles on [Google](#), [Inc.](#), [Bloomberg](#) and [BBB](#).

But What About Your Social Media?

Know What Social Platforms Your Customers Utilize. Then, be GREAT at 1.



Primary Dimension: Social Network

Secondary dimension

Search icon and advanced filter options

advanced

Grid, Pie, Bar, and List view icons

Social Network

Sessions

↓

Pageviews

Avg. Session Duration

Pages / Session

1. Pinterest

194,237 (94.87%)

300,755 (94.26%)

00:01:16

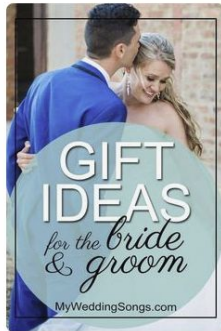
2. Facebook

9,045 (4.42%)

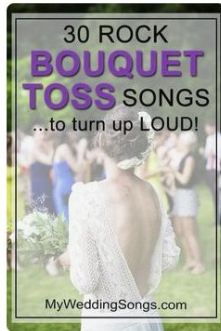
15,929 (4.99%)

00:01:07

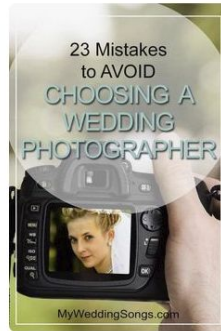
Pinterest - Have a professional standard format with branding in a vertical image.



Wedding Shop - Great Wedding Gift Ideas



30 Rock Bouquet Toss Songs To Turn Up Loud



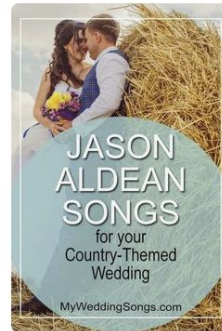
Choosing A Wedding Photographer - 23 Mistakes To...



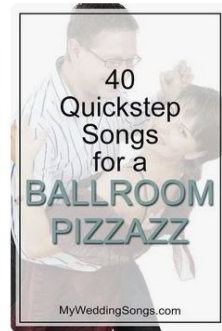
Candy Bar Poem & Wedding Song Poem



Black Songs - Songs with Black in the Title



Jason Aldean Songs for Your Country-Themed Wedding



40 Quickstep Songs For A Ballroom Pizzazz

Share ALL of your content to Social Media over and over again

Don't let articles die off just because they are not published today. Always be sharing your evergreen content. Update old content and share again.

I use a tool called Buffer to schedule old website content to Facebook, Twitter, Instagram and Pinterest.

You can use Buffer with the WP to Buffer plugin to share newly published posts to Twitter and Facebook.

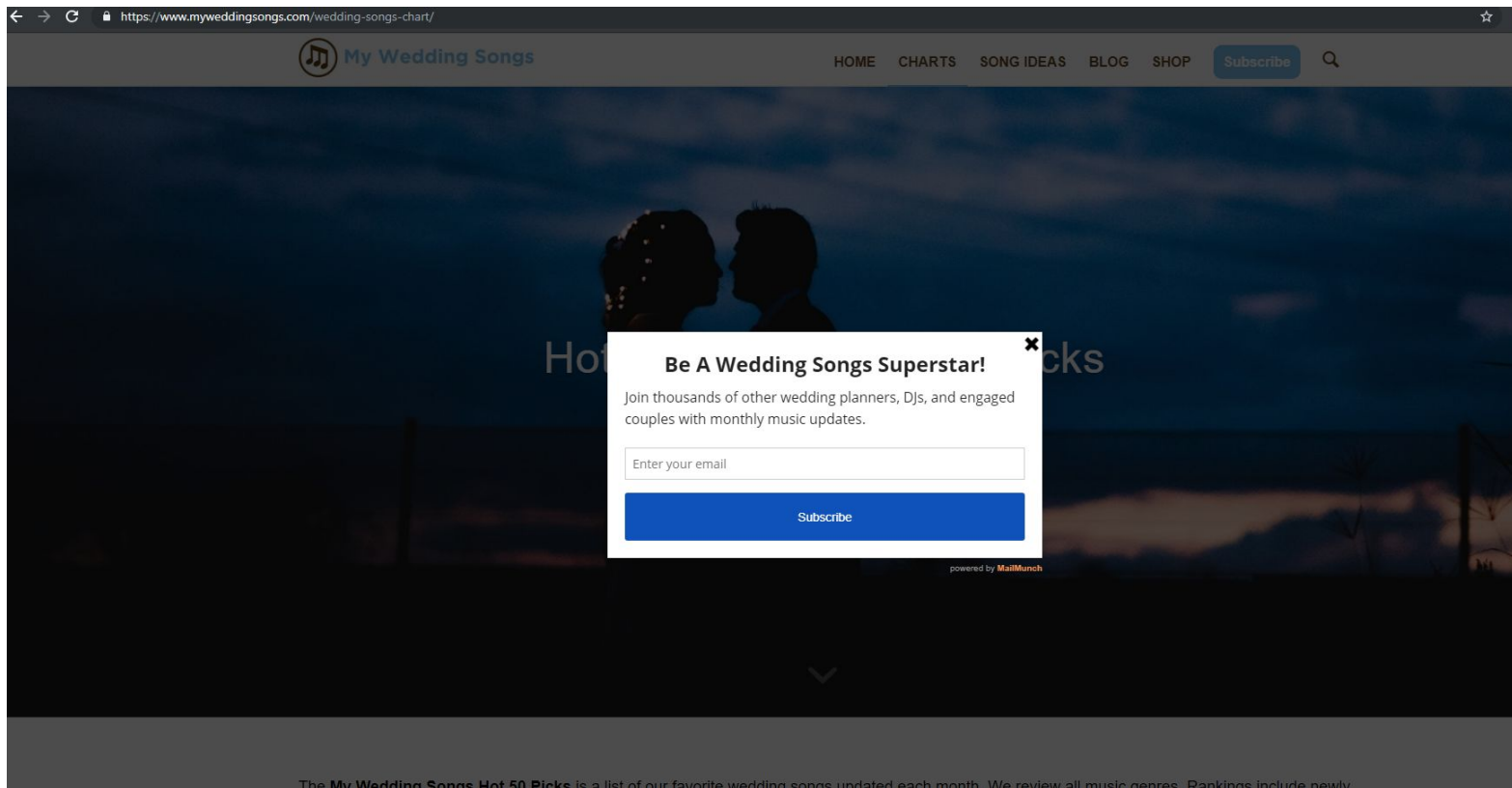
But What About Your Website
As A Business?

Start building your email list TODAY

The #1 asset of an online business:

1. No one can take away your email list
2. Gives you direct contact with your customers
3. Is worth the most to any potential buyer
4. Email lists have the highest conversion rates

MailMunch. I have popup showing only when mouse leaves the active window.



Have a valuable newsletter of hacks/tips!

Create a weekly or monthly newsletter that is beneficial to your audience and not a sales pitch.

My monthly newsletter features wedding songs released from the prior month and suggests songs for the upcoming month.

Don't have the time to create a newsletter?

Create a downloadable document that people will want.

In order to receive your document, visitors must provide their email address to get.

Example - Top 10 Things You Must Know...

Top 50 Wedding Playlists PDF

What do you get?

1. 50+ curated playlists including songs for the wedding ceremony and reception. Plus, songs by era and genre!
2. Song classics, modern hits, and a few hidden gems.
3. 125 pages in PDF format.

How much does it cost? **Well, it's free!**

Wedding Playlists:

<input type="checkbox"/> Charts
<input type="checkbox"/> Ceremony
<input type="checkbox"/> Reception
<input type="checkbox"/> Era
<input type="checkbox"/> Genre

Download PDF

Complete the below form and we will email you a link to the PDF to download.


Bonus, if you are not already getting our monthly new music newsletter, we will add you (you can unsubscribe at any time).

Your Email: *

About You: *

CAPTCHA

☐ I'm not a robot


reCAPTCHA
[Privacy](#) - [Terms](#)

Download PDF

Attend industry specific events and sponsor conferences

1. Know what industry specific conferences your customers/readers attend and get your name in front of them.
2. As an online business, it is extremely important to meet your readers and customers in person.

Create an App

An app will give you 3 authoritative links to your website from Amazon, Google and iTunes/Apple.

You can create an app of your Wordpress website easily with Apppressor or GoodBarber.

Create an app that is useful to your audience.

You need to work ON your business and not only IN your business.

Know the difference from working on and in your business. See the forest through the trees.

Figure out how you are going to increase revenue and scale your business.

Take breaks every so often from working on your website and business duties. This is when the best ideas happen.

Know your numbers to make better business decisions

Track numbers that affect revenue. You own your money, it doesn't own you.

How much money do you make per website visitor?

-Helps to know how much to spend for advertising

What is your monthly break-even point? $\text{Your total expenses} + \text{Your time!}$

ALWAYS BE IN LEARN MODE:

3 Books I Wish I Read from Day 1

1. Don't Make Me Think: Revisited - Steve Krug
2. Play Bigger - Al Ramadan +3
3. Explosive Growth - Cliff Lerner

Copyrighted Material
Steve Krug



DON'T MAKE ME THINK

revisited

and Mobile
A Common Sense Approach to Web Usability

PLAY BIGGER

How Pirates, Dreamers, and Innovators
Create and Dominate Markets

AL RAMADAN DAVE PETERSON CHRISTOPHER LOCHHEAD KEVIN MANEY

Copyrighted Material

EXPLOSIVE GROWTH



A FEW THINGS I LEARNED WHILE GROWING TO

100 MILLION USERS

-AND LOSING \$78 MILLION

CLIFF LERNER

Copyrighted Material

When you can afford to, pay for help! You cannot do it all!

What have I outsourced?

- Graphic design of Pinterest images, also used on pages
- Content writing ie. textbroker.com.
- Programmers for writing custom scripts.
- Help with easy website updates

Lastly, 2 of my favorite quotes

1. Done is better than perfect
2. Be Different, Not Better

There's NOT 1 thing to do to get to millions of website visitors. It's a MULTITUDE of things!

Link to slides

myweddingsongs.com/slides/

Thank you!