How I Grew To
4 Million Website Visitors

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

<table>
<thead>
<tr>
<th>KEYWORD</th>
<th>TRENDS</th>
<th>VOLUME</th>
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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/

<table>
<thead>
<tr>
<th>Query</th>
<th>Clicks</th>
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<th>CTR</th>
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<td>3,410</td>
<td>18,565</td>
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<td>5.2</td>
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<tr>
<td>cake cutting songs</td>
<td></td>
<td>9,012</td>
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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.
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
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](https://marketplace.moz.com/ItemPage.jsp?pluginId=69) 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](https://www.randfishkin.com/keyword-research/difficulty-score/).

**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

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.
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?
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

<table>
<thead>
<tr>
<th>Search Term</th>
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<tbody>
<tr>
<td>Catholic</td>
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<tr>
<td>catholic</td>
<td>2</td>
</tr>
<tr>
<td>Anniversary song</td>
<td>3</td>
</tr>
<tr>
<td>R</td>
<td>4</td>
</tr>
<tr>
<td>Mother son dance</td>
<td>5</td>
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</table>
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/](https://neilpatel.com/ubersuggest/)

### TOP SEO PAGES

<table>
<thead>
<tr>
<th>Top Pages by Country</th>
<th>US (898,626)</th>
<th>IN (396,146)</th>
<th>BR (225,061)</th>
<th>GB (200,519)</th>
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<tr>
<td>Google AdWords Made Simple: A Step-by-Step Guide</td>
<td>neilpatel.com/what-is-google-adswords/</td>
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<td>The Marketer’s Guide to Reddit - Neil Patel</td>
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<td>126,927</td>
<td>View All</td>
<td>12</td>
<td>View All</td>
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### VIEW THE PAGES THAT DRIVE TRAFFIC TO THIS DOMAIN

### SEO KEYWORDS

<table>
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<tr>
<th>Top Keywords by Country</th>
<th>US (898,626)</th>
<th>IN (396,146)</th>
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<th>More</th>
</tr>
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<tbody>
<tr>
<td>SEO Keywords</td>
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<tr>
<td>ultimate guide</td>
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</table>

- **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/
<p>| | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>1</td>
<td>Google My Business</td>
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<tr>
<td>2</td>
<td>Apple Maps</td>
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<tr>
<td>3</td>
<td>Facebook</td>
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<td>4</td>
<td>Foursquare</td>
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<td>5</td>
<td>Bing Places</td>
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<td>6</td>
<td>Yelp</td>
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<td>7</td>
<td>TomTom</td>
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<td>8</td>
<td>Yellowpages</td>
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<td>9</td>
<td>Infogroup</td>
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<tr>
<td>10</td>
<td>LocalEze</td>
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<tr>
<td>11</td>
<td>Yellowbook</td>
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<tr>
<td>12</td>
<td>ChamberofCommerce</td>
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<td>13</td>
<td>Merchantcircle</td>
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<tr>
<td>14</td>
<td>BOTW</td>
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<td>15</td>
<td>Opendi</td>
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<td>16</td>
<td>HotFrog</td>
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<td>17</td>
<td>Brownbook</td>
</tr>
<tr>
<td>18</td>
<td>Cylex</td>
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<tr>
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<td>InsiderPages</td>
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<td>EZLocal</td>
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<td>21</td>
<td>BBB</td>
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<td>BizVotes</td>
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<td>Yahoo! Local</td>
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<td>eLocal</td>
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<tr>
<td>29</td>
<td>Tuugo</td>
</tr>
<tr>
<td>30</td>
<td>BizJournals</td>
</tr>
</tbody>
</table>
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

- GTMetrix - https://gtmetrix.com/
https://neilpatel.com/

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 50th percentile of FID.

- First Contentful Paint (FCP): 3.4 s
- First Input Delay (FID): 94 ms

Lab Data

Who is Neil Patel?
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
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.
Pinterest - Have a professional standard format with branding in a vertical image.
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:

- Charts
- Ceremony
- Reception
- Era
- 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

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? Your total expenses + 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
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!