

Wedding Planner Gains National Recognition And Higher Search Rankings

This case study outlines the challenges faced by a **luxury wedding planner**, the **media relations** and **SEO** solutions Paige Black implemented, and the results they achieved together.

Industry Background

National Market Situation

Event planning and wedding planning, in particular, are highly competitive fields. The low cost of entry, lenient regulations, and minimal capital required to launch a wedding-planning business make it a relatively easy industry to break into.

However, quickly establishing a business doesn't always mean happily ever after. There are two trends in the industry that increase competition. First, couples are increasingly planning their own weddings rather than hiring a planner. Second, despite the DIY trend, analysts predict that the wedding-planning industry will experience a significant increase in revenue over the next five years. (The increase could come from higher-priced weddings as well as more couples getting married.) Together, these two trends create a fiercely competitive marketplace for wedding planners looking to establish or grow their businesses¹.

Local Market Situation

With just over 350 wedding planners in the Denver metro area², the local market is oversaturated with providers all vying for the limited number of couples seeking wedding planning services.

The Marketing Challenge

A wedding planning company needed to improve its website's [search engine optimization \(SEO\)](#) to stand out more in online searches. Additionally, the company wanted to expand their customer base for its luxury and destination wedding planning services. To do so, they needed to elevate their credibility and perceived value to attract the target markets who look for those services.

¹IBIS World Us Specialized Industry Reports: Wedding Planners

²Weddingwire.com

Case Study

The Paige Black Solution

Paige Black implemented a media relations effort for the wedding planning company to position them as an expert source for journalists writing for the nation's top wedding blogs and magazines. The media placements garnered valuable backlinks—links from outside sources to your website—to the wedding planner's site.

The media stories were promoted on the wedding planner's social media as well as on the company website. We added an "As seen in" section above the fold on the site's home page and an "In the Media" page to display the media outlet logos and links to the stories in which they appeared.

The Results

Media Placements

In eight short months working with Paige Black, the client achieved national recognition in major online publications, including:

- Brides
- Bustle (4 times)
- Creators (twice)
- How Stuff Works
- Newsday
- Next Avenue
- Postable
- Real Simple

SEO Rankings

Each media placement also earned an external backlink—a link to a website from an outside source. The backlinks were particularly valuable because they were in top publications with high domain authority. A site's domain authority is a ranking score from 1 to 100 based on its likelihood to appear at the top of search engine results. In general, the higher the domain authority, the more valuable the backlink, making these placements vital to the client's SEO. Because of Paige Black's solutions, the wedding planner's domain authority jumped five points in just eight months.

Awards

The company's owner won a special events professional award from Colorado Meetings and Events Magazine. She was also selected as one of Marquis' Who's Who of Professional Woman. While her fine work was the largest contributing factor to these awards, being regularly recognized in national media outlets gave her the visibility needed each such recognition.



About Earned Media and SEO

Earned media is content in blogs, magazines, or other news outlets that features your business that you didn't produce or pay for. Consumers view stories published in independent blogs, magazines, and newspapers as more trustworthy than advertising. When such publications feature or quote you as an expert source, it builds your company's credibility.

Additionally, earned media also often comes with backlinks to your site that have an SEO value. [Backlinks help a site's search engine optimization because they are a "vote of confidence" from one site to another.](#) When one website links to another, it is essentially vouching for the validity of the content and telling search engines that your content is worth looking at.

The more sites that link to the same page or site, the more likely the content is to rank higher in search engines. Links from sites with high domain authority are often more valuable than links from sites with low [domain authority](#). Therefore, when building a PR and SEO tactical plan, backlinks from sites with high domain authority are especially valuable.

Want to know more about earned media and SEO for your company?

Contact Paige Black to discuss your goals.

 Paige | Black

600 17th Street, Suite 2800
Denver, CO 80202

303-766-5025
mike@paige.black

www.paige.black