Websites, SEO and getting found

12 · The Business of Event Planning · about 15 minutes

Using Riot Design's idea-to-launch process as the example: positioning, a site that converts, local SEO for "event planner Toronto", reviews and directories.

Before you start

The event you are applying this to (real or the running gala example):

Date · guests · budget envelope:

Work through the objectives

1. Position a planning business

2. Build a site that converts

3. Rank locally with reviews and listings

Apply it: three decisions for your event

DECISION	WHAT YOU CHOSE AND WHY	OWNER / BY WHEN

Check your understanding

Local SEO for a planner depends heavily on

A converting site leads with

Answers are on the lesson page after you take the quiz.

One line to remember