Eventbrite

SEO Cheat Sheet for Events

You may have heard the term SEO (or Search Engine Optimization) before. But what, exactly, is it? And why does it matter? After all, you're posting about your event on social networks and sending invites to your email lists. Shouldn't that be enough?

Perhaps, but if you have an event website and you're not ranking on popular search engines like Google or Bing, you're missing out on a large slice of the pie.

Before we get into specific steps you should take to optimize your site for search engines, let's get one thing clear: SEO not something you do once then reap the benefits. It's not a hack. SEO is a commitment. It can take some time to see results.

According to resident Eventbrite SEO expert, Brendan Baker, "SEO can be a powerful tool, but you have to prove to search engines that you're worth ranking. Organizers should be aware that it takes work!"
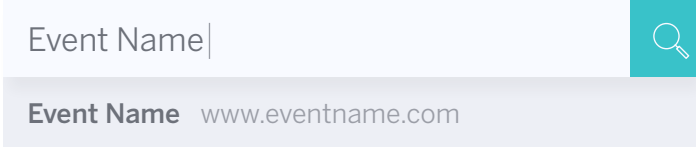
With that said, here are a few actions that can make a difference in your website's search ranking. We'll start with some basics.

Cover the Basics

To stand a chance of showing up in search results, you'll want to consider these two important factors before anything else:

Give your event name a boost

Keywords are the heart of SEO, and your event name is the most valuable keyword of them all. So if you're hosting multiple or recurring events, you'll want to make sure your event name matches your domain and is reflected in the header. Do this and you're almost guaranteed to rank when attendees enter it in the search box.

Event Name| 🔍

Event Name   www.eventname.com

When your event name and domain name match, you're more likely to show up in search results.

Also, a matching event and domain let's attendees know they're in the right place.

Make sure the date and location are front and center

When and where your event will be is important information for would-be attendees and search engines. Search engines know that events are timely and, in the pursuit of offering relevant search results, will use the date and location of an event to determine its ranking.

Build A Reputation

Getting your domain name right and using your event name in the header should ensure you rank for your event name. But what if you want to be the first result in a generic search query like "music festivals summer 2016?"

To do this, you'll need to establish authority with search engines and prove you're the summer music festival people are searching for. Here are a few things you can do to improve your chances.

Create and publish rich, valuable content

An event website needs to contain the basic info: When is it? Where is it? Who's going to be there? But while search engines need this content to know everything about your event but you'll want to include things like videos, infographics, and other formats that are easily sharable.
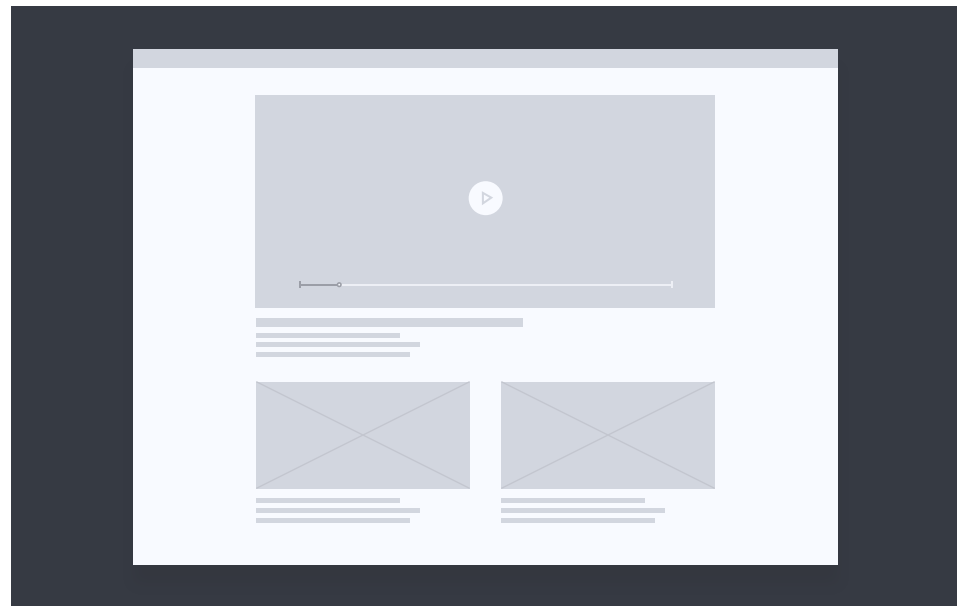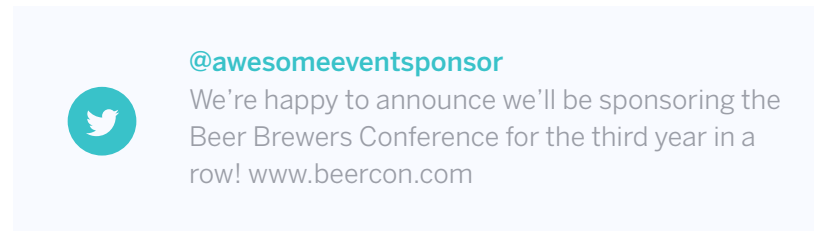

Adding video, infographics, and other media helps search engines learn more about your event.

Pro tip: Make sure the images you use have relevant keywords in the file name and not the original (IMG123.jpg or DSC444.jpg).

Encourage others to promote your event and share a link

Drive more traffic to your event website by inviting speakers, vendors, and sponsors to promote your rich, valuable content to their networks. A simple tweet from an influential sponsor has the power to sell out an event!

@awesomeeventsponsor
We're happy to announce we'll be sponsoring the Beer Brewers Conference for the third year in a row! www.beercon.com

Drive more traffic to your event website by encouraging speakers and sponsors to share a link on social media.

Note: This process, called link building, can be easily abused and search engines can blacklist offenders. For example, paying for other sites to link to your event page can get you banned by Google. The key is to be honest and authentic when using this strategy.

List your event on relevant listing websites!

Your event website can inherit authority from other websites. So when your event website is linked on sites that search engines like Google have deemed trustworthy, those engines will reward you with some credibility.
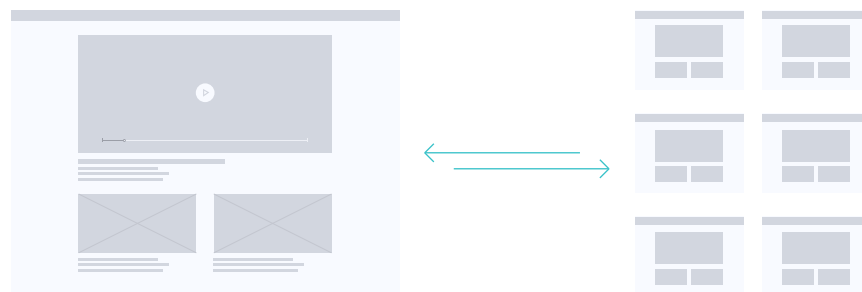
Inherit authority from trusted websites by posting a link to your event on relevant websites.

If you're using Eventbrite to sell tickets or registrations, good news! When you publish a public event, your event will inherit some authority from us.

Even as SEO becomes an increasingly complicated task, these essential first steps are the foundation you'll need to ensure your event is reaching the most people.

Ready to create an event that search engines love? Contact us or give us a call at (855) 292-7905 today.

Eventbrite

Eventbrite powers more than two million live experiences each year, hosting the world's largest online selection of events. Businesses and nonprofits use Eventbrite to sell registrations and tickets, promote and manage events, and analyze results.

To find out how you can innovate with Eventbrite and grow your event, visit www.eventbrite.com/blog/overview, or give us a call at (866) 902-2531.