

Event SEO Essentials Powered by AI

ASP: Event websites since 1997, optimisation since 2022

Jon: SEO expert since 2012, events since 2021

Events industry uniquely positioned for SEO success

 by Jon Monk





Proven Results & Why Optimisation Matters



Traffic Growth

Significant organic traffic increases for clients

365

Days Active

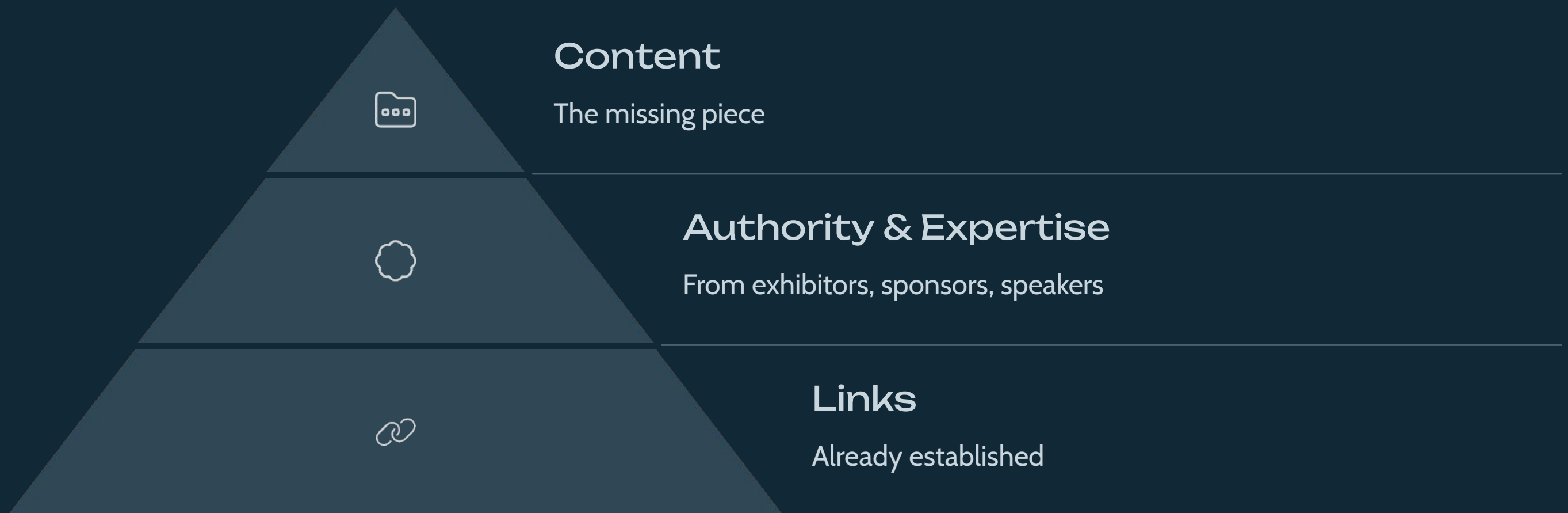
Year-round visibility, not just event season



Compounding Value

Website as ongoing digital asset, not temporary tool

Building on Your Existing Foundations



How AI Has Changed Content Optimisation

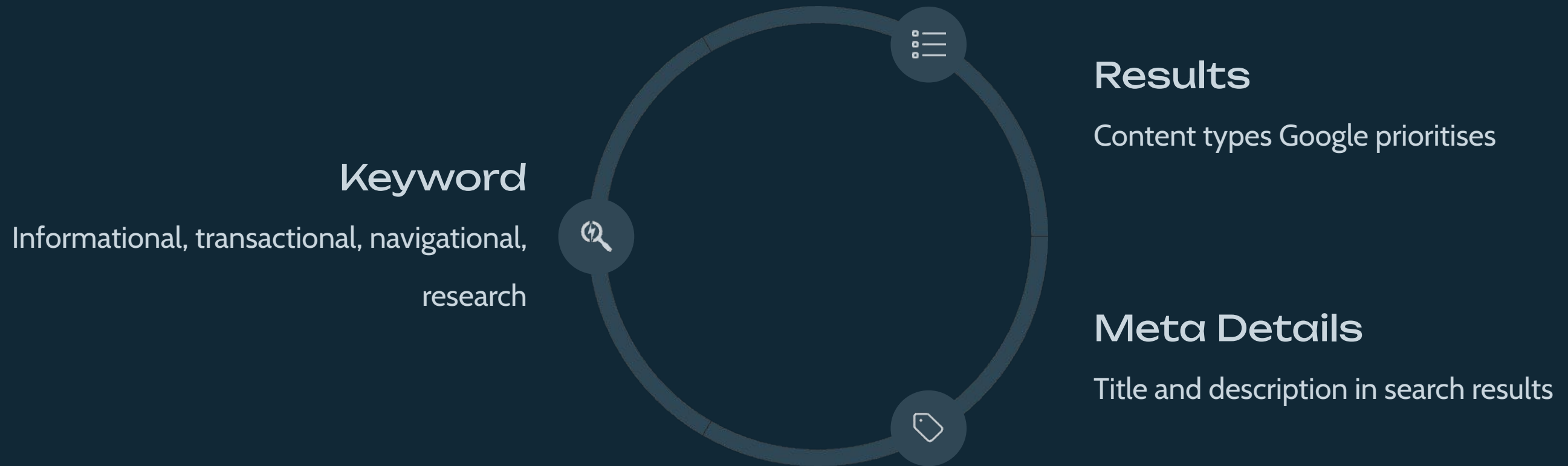
Before AI

- Labor-intensive process
- Unaffordable for many
- Limited scale

With AI

- Highly efficient
- Cost-effective
- Better results

SEO Essentials - How Google Works



Keywords - Choosing the Right Ones

Research Event

Understand core offering and audience

Generate

Keywords

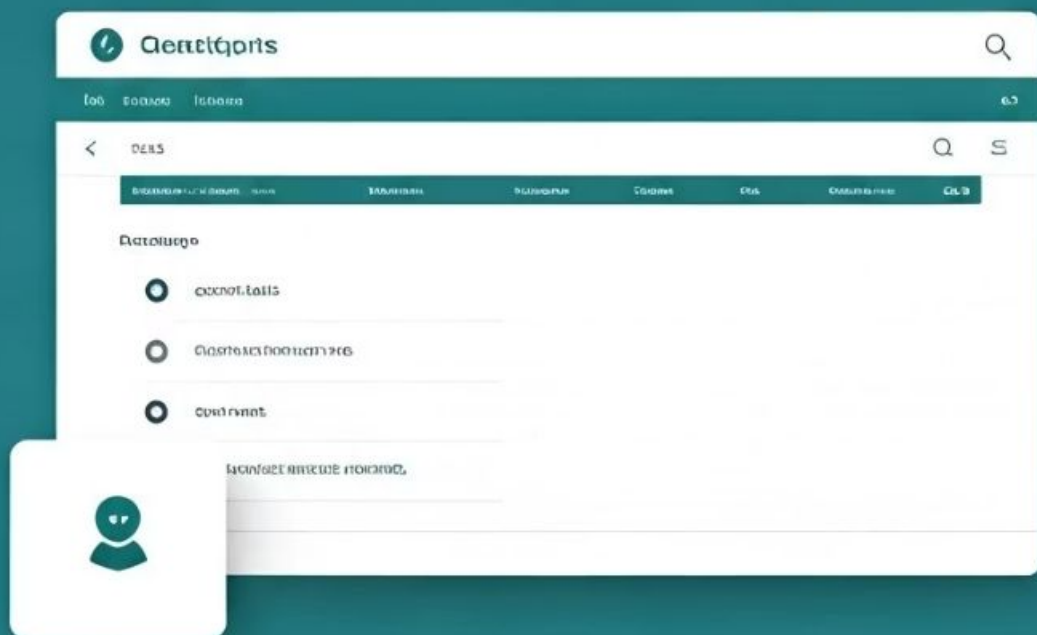
Use all branded and non-branded terms with volume

Categorise

Sort by intent: informational, transactional, etc.

Implement

Target in page titles and content



Analysing Top Search Results

Page Types

Identify what formats Google prefers

Content Structure

Note sections and organisation of top pages

Competitive Edge

Adapt best ideas for your website



Content Optimisation Using Frase.io



Run Analysis

Input target keyword into Frase.io



Review Suggestions

Identify content gaps and opportunities



Enhance Content

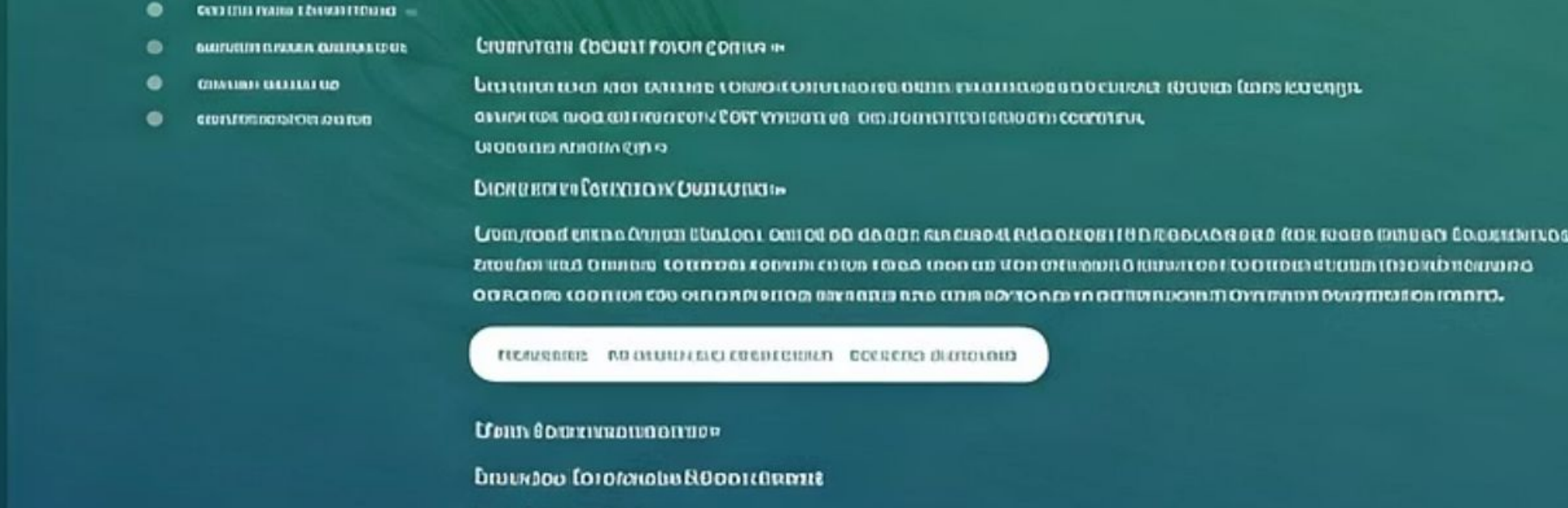
Add missing sections, improve coverage



Leverage AI

Generate FAQs and optimise topic coverage





Optimising Meta Details



Page Title

Keyword left-aligned, 65 char max, include benefit



Meta Description

Include keyword, 165 char max, benefits + CTA



AI Assistance

Use ChatGPT to generate strong meta elements

Unlock Your Website's Full Potential



Links

Already established



Authority

From industry connections



Content

Optimise with AI tools



Growth

Year-round traffic engine

Get Free Homepage SEO & UX Review

Unlock your website's hidden potential with our complimentary analysis.

We'll provide 3-5 actionable
recommendations to:

- Boost organic search visibility and traffic
- Enhance visitor experience and journey paths
- Reduce bounce rates and conversion leaks
- Drive more ticket sales and exhibitor registrations

Take the first step towards digital growth:

www.asp.events/optimisation/free-seo-ux-review

