

Search engine optimization for your next event



Your SEO Checklist

Search engine optimization for your event is easier than you might think! This checklist can serve you as an orientation guide. Get started now and use this free opportunity to boost your ticket sales.

Measure	Yes	No	Note / Justification
<p>1. Is the event title and description meaningful?</p> <ul style="list-style-type: none"> - Sufficient keywords? - The right keywords? 			
<p>2. Is the event optimally linked?</p> <ul style="list-style-type: none"> - Link to your own homepage? - Link to your social media channels? - Link to the channels of your ticketing partners? 			
<p>3. Is the social media potential being fully exploited?</p> <ul style="list-style-type: none"> - Did you create an event on facebook? - Have you built your own community? - Did you include your own community? - Did you include your own community ticket partner? - Have you included other social media channels? 			
<p>4. Were event platforms included?</p> <ul style="list-style-type: none"> - Suitable platform? - Sufficient platforms? 			

What is SEO and what is the benefit?

SEO stands for **S**earch **E**ngine **O**ptimization.

The goal of **SEO measures** in ticketing is to achieve the best possible placement of your event in search engines like Google. The better your event is found by search engines, the easier it is to promote your event and sell your tickets.

The selection and placement of **keywords** and **backlinks** is the first step for a successful search engine optimization.

Keyword: A Keyword is a search term that an internet user most likely enters into a search engine to find information on a specific topic. In the case of potential ticket buyers for a concert, this could be the name of the artist, title of the tour or the location.

Backlink: A backlink is a link that leads from another website to your own site. Often search engines use the number of backlinks on a website to rank its relevance or importance.

This guide will help you to improve the search engine ranking of your event with a few simple and free measures. In the left column we introduce the different topics, on the right side you will find examples and space for your notes.

Take this opportunity to note down everything that still needs to be done and optimize your advance sales.



Suitable keywords for your event:

Possible backlinks for your event:

SEO measures in detail

The following measures should help you with your **SEO optimization**:

1. Select meaningful event title and description

For a successful ticket presale, it is essential that your event title and description is as concise as possible and contains all important keywords that potential buyers will probably use to search for your event. For this purpose, the event title or description should contain at least the following information: Name of the event, the tour, the artist and the location.

2. Link your event optimally

Common search engines usually give pages a higher ranking, the better they are linked. Therefore, link your event, if possible, to your homepage, the page of the performing artists and especially to the corresponding social media channels. It is also possible to use the channels of your ticketing provider to promote your event.

3. Using social media channels correctly

Social media channels, such as Facebook, are a free opportunity to publish your event. So, make sure you use it. It is best to create an event directly on your Facebook page (business account) or via your personal account and use your existing network to spread your event.

You do not have a network yet? Then now is probably the right time to build one. This is easier than you might think!

Depending on the nature of your event, other social media channels such as Twitter, Youtube or LinkedIn can also be a worthwhile option.

4. Work with event platforms

Event platforms like Songkick, Evensi and Guidle are another way to increase the number of links to your event. This relatively simple and free measure can have a significant positive effect on your ticket sales in connection with your social media channels.

A good example:

Rocknacht 2018, Led Zeppelin, The Who, The Beatles and Nirvana

11.11.2020

Main Station Hall, Zurich

Less good example

Concert

Various Artists

Zurich

Your linking options:

Useful social media channels for your event:

Event platforms for your event:

Practical examples

The screenshot shows a Ticketino event page for 'Rocknacht 2020'. The event is scheduled for Wednesday, 11. November 2020, at the Main Station Hall in Zurich. The ticket price is CHF 1'042.00. The page includes a 'BUY TICKET' section with a quantity selector set to 0, and an 'ADD TO CART' button. There are also social media sharing icons and a 'PRINT' button. The event description is minimal, consisting of a short title and a list of artists.

Rocknacht 2020

Concert with various Rockstars

Wednesday, 11. November 2020
Add to Calendar

Doors open 20:00
Begin 20:00
End 23:59

Main Station Hall
Bahnhofplatz 15
8001 Zurich
Switzerland
Show map

PRINT

f t w e k in +

BUY TICKET

normal CHF 1'042.00 0

ADD TO CART

CONCERT WITH VARIOUS ROCKSTARS

ARTISTS
Various Artists

- No picture
- No artists
- Short description without keywords
- No links
- No detailed description




Led Zeppelin is back! Together with other top-class acts like Nirvana, The Who, The Beatles and Jimmi Hendrix they rock the Hallenstadion Zurich as part of their "Stairways to Heaven" tour! Be part of it!

 **Wednesday, 11. November 2020**
[Add to Calendar](#)

Doors open 20:00
Begin 20:00
End 23:59

 **Hallenstadion Zurich**
Wallisellenstrasse 45
8005 Zurich
Switzerland

[Show map](#)
[Organizer website](#)

 PRINT



BUY TICKET

normal

CHF 100'000.00

0



ADD TO CART

LED ZEPPELIN IS BACK! TOGETHER WITH OTHER TOP-CLASS ACTS LIKE NIRVANA, THE WHO, THE BEATLES AND JIMMI HENDRIX THEY ROCK THE HALLENSTADION ZURICH AS PART OF THEIR "STAIRWAYS TO HEAVEN" TOUR! BE PART OF IT!

Led Zeppelin is back in Switzerland. The band will play an exclusive concert in the **Hallenstadion Zurich**. On their current **Stairways to Heaven** tour they will play songs from their hit albums **Led Zeppelin I-IV, Houses of the Holy, Physical Graffiti, Presence, In Through the Out Door** and **Coda**.

Be there when the band around **Jimmy Page** rocks the stage.

Bands like **Nirvana, The Who, The Beatles** and the legend **Jimi Hendrix** are also part of the show.

Led Zeppelin [GB]



- Matching picture
- As many artists as possible indicated
- Short description with keywords
- Links to website
- Detailed description