

1 Month of Blog Topics for Wedding Photographers



Blogging consistently can build credibility and bring more traffic to your website. As business owners and creative entrepreneurs, it's important to invest in platforms and content that we own (not just social media!) to reach prospective clients. Use these blog topics to schedule at least a month's worth of blog posts, and infuse some client work in there too!

- 1 What to wear for your engagement session
 Extension opportunity: Create an additional post with outfit
 inspiration and/or real links to outfits you clients could purchase

- 2 Top tips for choosing an engagement session location
 (Include what you, as the photographer, look for in these spaces)
 OR getting ready location, or wedding photo locations

- 3 My #1 tip for feeling confident in front of the camera

- 4 My biggest regret from my own wedding
 (include tips for what your clients should do instead!)

- 5 Details list: What to have ready when I arrive on your wedding day

- 6 What to do with your wedding photos
 Extension opportunity: Create an additional post with
 information about how to save your wedding photos

- 7 My favorite part of every wedding day

- 8 Top wedding day timeline tips for photography

- 9 My favorite # wedding venues in __your location__

- 10 My favorite photo from ___year___ and why I love it

- 11 Guest Post! Ask a vendor friend to write a guest post for your blog about a
 topic related to their specialty! Include links to their social media and website.
 Bonus! If you choose a vendor with a blog of their own, offer to
 do a blog swap and write one for their blog too!

Bonus Tip

Think about information
you share often with
clients via email, and turn
it into a blog post!

Scheduling Your Blog Posts

How often should you blog? Set a goal for yourself at the beginning of each month or quarter, and plan the content in advance. Remember that each entrepreneur and business is different, but consistency is key! Use these blog schedules as a guide:

Novice Blog Schedule

Set a goal to have something new on your blog at least one time every week, sharing client work when you have it and supplementing evergreen blog topics, content that

remains relevant to your target audience like the topics above, on weeks where you don't have any client work to share.

Su	M	Tu	W	Th	F	S
		Client Work				
		Evergreen Blog Post				
		Client Work				
		Evergreen Blog Post				

Pro Blog Schedule

Set a goal to share new evergreen blog posts (like the topics listed above) every week on your blog in addition to your

client work. If you have more time and ideas, go for twice a week!

Su	M	Tu	W	Th	F	S
		Client Work	Evergreen Blog Post			
			Evergreen Blog Post		Client Work	
		Client Work	Evergreen Blog Post			
			Evergreen Blog Post		Client Work	