

SEO Metrics to measure for Eventory

1. **Organic Traffic** – Track total visitors from search engines.

Why: Measures overall reach and visibility.

Impact: Guides content strategy and identifies growth trends.

If traffic increases after posting Top 10 Wedding Venues in xy city , that content is working.

2. **Keyword Rankings** – Monitor positions for target keywords.

Why: Determines which searches drive visibility.

Impact: Highlights optimization opportunities for blogs and landing pages.

3. **Click-Through Rate (CTR) from SERPs** – % of users clicking through from search results.

Why: Shows effectiveness of titles and meta descriptions.

Impact: Optimizing CTR increases traffic without extra spend.

low CTR means the title or meta description isn't compelling enough.

4. **Bounce Rate** – % of users leaving without interaction.

Why: Indicates content relevance and user experience.

Impact: Helps refine content to match search intent.

5. **Average Session Duration** – Time spent per visit.

Why: Reflects engagement level.

Impact: Longer sessions correlate with higher trust and better rankings.

6. **Pages per Session** – Number of pages visited per session.

Why: Measures internal navigation effectiveness.

Impact: Ensures visitors discover key content and vendor listings.

From a blog about "Top Catering Services," users clicking vendor listings means successful internal linking.

7. **Top Landing Pages** – Identify pages driving most organic traffic.
Why: Pinpoints high-performing content.
Impact: Focus promotional efforts and replicate successful formats.

This will help in double down the high performing content + guiding similar content strategy...

8. **Backlinks Acquired** – Number and quality of external links.
Why: Supports authority and credibility.
Impact: Directly improves search rankings and referral traffic.
9. **Domain/Page Authority** – Overall site and page strength.
Why: Tracks SEO power relative to competitors.
Impact: Informs link-building and content prioritization strategy.
10. **Internal Link Structure** – Number and placement of links between pages.
Why: Ensures equitable link distribution.
Impact: Improves crawlability and boosts priority pages organically.
11. **Keyword Gap Analysis** – Identify competitor keywords not currently targeted.
Why: Reveals missed opportunities.
Impact: Drives content creation for untapped search potential.
12. **Core Web Vitals / Page Speed Score** – Page load, interactivity, and visual stability.
Why: Critical for UX and SEO performance.
Impact: Faster pages reduce bounce and improve rankings.

Blog pages with images of venues should load fast for better engagement.
13. **SERP Feature Capture** – Appearances in snippets, PAA, and knowledge panels.
Why: Expands visibility beyond traditional rankings.
Impact: Increases organic clicks and brand authority.

Snippets acquire better CTR and traffic..
14. **Conversion Rate from Organic Traffic** – Leads or actions generated.
Why: Measures SEO contribution to business goals.
Impact: Aligns content strategy with revenue objectives.
15. **Content Engagement Metrics** – Shares, scroll depth, comments, repeat visits.
Why: Indicates content quality and resonance.
Impact: Drives organic amplification and social credibility.

Eventory Blog Content Plan

1. Top 10 Wedding Venues in Noida/delhi or ncr for 2025

Purpose: Awareness

Differentiation: Hyper-local SEO; attracts couples searching for venue ideas.

2. How to Hire Reliable Event Vendors Without Stress

Purpose: Consideration

Differentiation: Addresses pain points of first-time planners; actionable guide.

3. Corporate Event Planning Checklist: Make Your Event Flawless

Purpose: Awareness

Differentiation: Targets corporate event searches; practical downloadable checklist.

4. The Cost of Hiring a Photographer for Weddings & Events

Purpose: Consideration

Differentiation: Long-tail transactional keyword; transparent pricing builds trust.

5. Event Planning Mistakes You Must Avoid in 2025

Purpose: Awareness

Differentiation: Problem-agitate-solve format; positions Eventory as expert.

6. How Eventory Helps You Book Vendors Hassle-Free

Purpose: Conversion

Differentiation: Case-study style; soft promotion; builds confidence in platform.

7. Unique Event Themes That Will Wow Your Guests

Purpose: Awareness

Differentiation: Creative inspiration; shareable content; attracts social engagement.

8. Top Catering Services for Every Budget in [City]

Purpose: Consideration

Differentiation: Hyper-local, transactional; keyword-rich vendor list.

9. DIY vs Professional Event Planners: Which is Right for You?

Purpose: Consideration

Differentiation: Helps users decide, naturally leads to Eventory vendor listings.

10. Event Budgeting Made Easy: Save Money Without Compromising Quality

Purpose: Awareness / Consideration

Differentiation: Educational content; keyword-rich for planning queries.

11. Behind the Scenes: How Eventory Selects Top Vendors

Purpose: Conversion

Differentiation: Builds trust; transparency content; enhances brand credibility.

12. 5 Reasons Your Event Might Fail (And How to Avoid It)

Purpose: Awareness

Differentiation: Problem-solving, click-worthy; attracts planners looking for guidance.

13. Seasonal Event Trends 2025: Weddings, Corporate, and Parties

Purpose: Awareness

Differentiation: Trend-based content; boosts evergreen and seasonal traffic.

14. How to Handle Last-Minute Event Changes Like a Pro

Purpose: Consideration

Differentiation: Addresses specific pain point; actionable advice; high engagement.

15. Customer Stories: How Eventory Made My Event Unforgettable

Purpose: Conversion

Differentiation: Social proof / testimonial-based; encourages trust and vendor inquiries.