

THE BRIDAL CEO · FREE GUIDE

Searchable

Make your Instagram show up when a bride is looking for you.

A short, practical guide for bridal hair and makeup artists. One ten-minute profile fix, one way to write every wedding post, and an AI prompt that writes it with you.

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Posting is not the same as being found

Most of us post a beautiful wedding, watch it get likes for a day or two, and then it disappears. The bride who needed to see it never did.

She wasn't scrolling. She was searching.

A bride with a date and a venue doesn't wait for the right artist to appear in her feed. She types. "La Jolla wedding hair." "Bridal makeup Rancho Valencia." "Makeup artist for fine hair San Diego." She types it into Instagram, into Google, and more and more, into AI tools.

Whether your work shows up for those searches depends on something most artists never think about: **the words**. Search can't see how good your blending is. It reads your name field, your bio, your captions, your location tags, and the text on your reels. If the words aren't there, the work stays invisible, no matter how beautiful it is.

This guide fixes that in three parts:

1. **Your profile:** a ten-minute setup you do once.
2. **Your word bank:** the exact words brides in your area use.
3. **Your posts:** how to write each wedding post so it can be found, with AI doing the first draft.

You don't need to post more. You need the posts you already make to work harder and longer.

Ania

The mirror test

Before you change anything, see what a bride sees today.

1. Open Instagram and tap search. Type "[your city] bridal makeup" or "[your city] bridal hair." Look at the accounts and posts that come up.
2. Now try the name of a venue you work at often, plus "wedding."
3. Open Google in a private window and type the same searches. Scroll past the ads. Notice whether any Instagram posts or profiles appear.

Write down what you find:

SEARCH I TYPED	DID I SHOW UP? WHO DID?

Look closely at the artists who did show up. Very often they aren't the most talented ones. They're the ones who used the words the bride typed.

You're not competing with every artist in your city. You're competing with the few who wrote down where they work.

Save your answers. You'll run this same test again in 60 days.

Set up a profile search can read

1. The name field

This is the bold line above your bio, and it's different from your @username. Instagram search reads it. Most artists waste it on just their name or a sparkle emoji.

BEFORE

Ania ✨ Glam

AFTER

Ania | San Diego Bridal Hair & Makeup

2. The bio

Say who you serve, where, and what you do, in plain words. Save the poetry for your captions.

BEFORE

Making brides feel like themselves 💕 Obsessed with glow

AFTER

Luxury bridal hair & makeup · San Diego & La Jolla · 15+ years · Now booking 2027 weddings

3. The settings

- ☐ Switch to a **professional account** and keep it **public**.
- ☐ Choose a category that matches your work, such as Makeup Artist or Hair Salon, and add your city.
- ☐ In your privacy settings, look for the option that lets public photos and videos appear in search engine results, and make sure it's **on**.
- ☐ Point your profile link to your website or your bridal services page, not a crowded link page full of old things.

Quick check

Read your name field and bio as if you'd never met you. In five seconds, can a bride tell **what you do and where**? If not, rewrite until she can.

Build your word bank

These are the words your posts will use. Fill this in once, keep it on your phone, and pull one line from it for every post.

WHERE	WHAT	WHAT SHE WONDERS
Your city, nearby towns, and each venue you've worked at	Your service plus the look you're known for	Questions brides ask you before booking

A SAN DIEGO WORD BANK, TO SHOW YOU THE IDEA

Where: San Diego, La Jolla, Del Mar, Rancho Santa Fe, Rancho Valencia, La Valencia Hotel

What: soft glam bridal makeup, bridal hair for fine hair, timeless bridal updo

What she wonders: do I need a bridal trial, how early does hair and makeup start, will my makeup last in coastal humidity

Two rules

- **Write it the way she'd type it.** "Timeless bridal beauty" sounds lovely, but nobody searches for it. "La Jolla wedding makeup" is what she types.
- **Only list places and looks that are true.** Only name a venue you've actually worked at. Brides check, and so do venue coordinators.

How to write a post that can be found

Each post gets one line from your word bank. Here's where to put it.

WHERE	WHAT TO DO
Opening line	Put your words here, in a real sentence. This line does the most work, for search and for the bride reading it.
The body	Two to four short lines. What you did, where, and one real detail only you would know: the light, the timing, the humidity, what she asked for.
One next step	Save, share, or your inquiry keyword. Just one.
Hashtags	Three to five, all specific: #sandiegobridalmakeup, not #makeup.
Location tag	The venue, or the city. On every wedding post.
Alt text	Under Advanced settings, one honest sentence describing the photo.
Reels	Put your words in the on-screen text and say them out loud in the first few seconds.
Tags on the photo	Tag the photographer, planner, and venue on the image itself. That's how their followers, and their brides, find you.

EXAMPLE · A VENUE POST

A La Valencia Hotel wedding, and soft glam that held from the terrace ceremony to the last dance.

She wanted to look like herself, only rested. We kept her skin light, set everything for the sea air, and started early enough that nobody felt rushed.

Bridal hair and makeup in La Jolla, San Diego.

Save this if you're planning a coastal wedding.

#lajollawedding #sandiegobridalmakeup #lavalenciawedding #sandiegobride

Three posts from one wedding

One wedding day holds more than one searchable post. Use a different column of your word bank each time.

POST	WORD BANK COLUMN	OPENING LINE EXAMPLE
The wedding	Where	"A Rancho Valencia wedding with a low, soft bridal updo."
The look	What	"Soft glam bridal makeup for a bride who never wears makeup."
The question	What she wonders	"How early does bridal hair and makeup start? Here's how I plan a wedding morning."

Spread them across a few weeks. Each one gives a different bride a different way to find you.

You don't need new weddings to post more. You need to get more out of the weddings you already did.

What to avoid

- **Walls of 30 hashtags.** They look like spam to brides and add little for search.
- **Opening lines search can't use.** "Obsessed with this one" tells nobody anything.
- **Prices in public posts,** unless you've decided that's part of your strategy. Your price belongs in a conversation, where you can explain it.
- **Stuffing.** One line from your word bank, used naturally, beats five crammed in.

Set it up once, use it every post

This works in Claude or ChatGPT, and the free plans are fine. Create a Project in Claude, or a saved chat in ChatGPT, called "Instagram," so you only explain your business once.

STEP 1 · PASTE THIS ONCE, WITH YOUR DETAILS FILLED IN

I'm a bridal hair and makeup artist. Help me write Instagram captions brides can find through search.

My name and business: []

City and areas I serve: []

Venues I've worked at: []

Looks I'm known for: []

My bride in one sentence: []

How I sound: [e.g., calm, warm, plain words, no hype, no emojis]

Words I never use: []

Here are three captions I wrote that sound like me: [paste them]. Match my rhythm and word choice. Don't write like a marketer.

STEP 2 · USE THIS FOR EVERY POST

Write an Instagram caption for this post: [describe the photo or reel: the bride, the look, the venue, one real detail].

Search words: "[one line from my word bank]."

Put the search words naturally in the opening line. Keep it to 3 to 5 short lines. Name the service, city, and venue in real sentences. End with one next step: [save / share / comment KEYWORD]. Add 3 to 5 specific hashtags.

Also give me: two other opening lines to choose from, one alt text sentence, the location tag to use, and on-screen text for a reel under 8 words.

Before you post

- ☐ Swap one general line for a detail only you know.
- ☐ Read it out loud. If you wouldn't say it to her face, change it.
- ☐ Check every venue and fact. AI will guess if you let it.

Before every wedding post

- ☐ One line from my word bank chosen
- ☐ It's in the opening line, in a real sentence
- ☐ One real detail only I would know
- ☐ One next step, not three
- ☐ 3 to 5 specific hashtags
- ☐ Venue or city location tag
- ☐ Alt text written
- ☐ Photographer, planner, and venue tagged on the image
- ☐ If it's a reel: words on screen and said out loud
- ☐ Read out loud before posting

Once a month, fifteen minutes

- ☐ Add any new venues to your word bank.
- ☐ Turn one recent wedding into three posts.
- ☐ Every 60 days, run the mirror test again and compare it with your first answers.
- ☐ Ask every new inquiry: "How did you find me?" Their answer is your real scoreboard.

Instagram is where she looks for inspiration. AI and Google are where she looks for her artist.

Everything in this guide makes your Instagram easier to find. But when a bride is ready to book, she usually ends up on Google, and eventually on your website.

That's where the real decisions happen: your Google Business Profile, your reviews, the pages that answer her questions, and the posts that keep bringing her back months after you wrote them. It's also where AI tools look when a bride asks them who to book.

I built my own atelier's visibility in La Jolla that way, step by step, with no tech background, using AI to help me write. I put the whole system into a playbook.

Get Recommended by AI: How Brides Find You on ChatGPT and Google

The AI test, what AI needs before it can recommend you, your Google profile, the five website pages that get you chosen, reviews, a blog system built from your own voice, your name in the places AI reads, a 90-day plan, and 12 AI prompts that do the heavy lifting.

thebridalceo.com/seo

This guide shares what works in my business. Search platforms change, and results depend on your market, your work, and how steadily you use it. No specific ranking or booking outcome is promised.

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