

How to Improve Your Event's Google Ranking on Heylo

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Heylo has a fantastic SEO. Here is a short article on ways that you can improve the ranking of your Heylo event on Google or other search engines.

If your group is set to public, Heylo event pages are public and structured to be search-engine friendly by default. That means your events can appear in Google results without additional setup.

To increase the likelihood that your event ranks higher in search results, follow the best practices below.

1. Use Strong, Searchable Keywords in Your Event Title

Your event title is one of the most important ranking factors. Think about what someone would type into Google to find your event.

Instead of:

"Sunday Long Run"

Try:

"San Francisco 10K Training Run – Sunday Long Run Group"

Be specific about:

- Location (city or neighborhood)
- Activity type (run club, book club, volleyball league, etc.)
- Skill level (beginner, advanced, social, competitive)
- Event format (workshop, meetup, class, league)

Clear, descriptive titles perform better in search results.

2. Add a Detailed Event Description

Search engines index the content on your page. The more relevant text you provide, the more context Google has to understand your event.

Include:

- Who the event is for
- What participants can expect
- Location details
- Schedule details
- Any recurring cadence (weekly, monthly, etc.)

Avoid super short descriptions. A well-written paragraph or two significantly improves SEO visibility.

3. Post Events Early

Search engines tend to favor pages that have been live longer.

Whenever possible:

- Publish your event at least 2–4 weeks in advance
- Create recurring events ahead of time

The earlier your page is live, the more time it has to be indexed and ranked.

4. Link to Your Heylo Event from Other Platforms

External links help improve search rankings.

You can boost your event's visibility by linking to it from:

- Instagram bio or posts
- Mentioning in your website ([embedding your events](#))
- Newsletters
- Other event platforms
- Partner websites

These inbound links signal to Google that your event page is relevant and valuable.

5. Encourage RSVPs and Traffic

Active engagement improves ranking.

When people:

- Visit your event page
- RSVP
- Share the link

It signals to search engines that the page is useful and relevant.

Promote your Heylo link directly instead of sending users to multiple platforms.

6. Maintain Consistent, Recurring Events

Recurring events build SEO momentum over time.

If you host:

- Weekly run clubs
- Monthly community dinners
- Seasonal workshops

Keep the naming consistent. Over time, Google begins to associate your group with those keywords.

Consistency compounds.

Summary

To improve your event ranking on Google:

- Use descriptive, keyword-rich titles
- Write detailed event descriptions
- Publish events early
- Link to your Heylo page externally
- Drive traffic and RSVPs
- Stay consistent with recurring events

Heylo handles the technical SEO foundation — your role is to make your event clear, searchable, and active.
