



Social Media & SEO Quick Guide

By Corey Wenger January 2023

✓ What is Social SEO?

Social SEO is adding text-based features like captions, alt-text, and closed captions to your posts to help people browsing social platforms easily find your content. Source: <https://blog.hootsuite.com/social-seo/>

While social media **does not directly impact SEO**, the **social signals** (likes, shares, and comments) generated from people sharing your content on social media channels contribute to **building trust** and **customer loyalty, driving brand awareness** and exposure, all of which indirectly helps boost your online visibility and traffic. Source: <https://databox.com/social-media-and-seo>

✓ How Can Social Media Influence SEO?

Social media does not directly contribute to SEO ranking, but the links you share across social platforms increase brand exposure. Source: <https://www.semrush.com/blog/social-media-seo/>

They add up and influence SEO in six ways:

1. Post valuable materials on social media.
2. Useful materials will help you gain traction, increase your content reach, and generate backlinks.
3. Better info helps social media profiles rank in search results and gain traction.
4. Quality helps build your brand community.
5. You also enhance your brand reputation.
6. Links from social can help Google with the indexation of your blog/posts.
7. Indexation can lead to more search traffic and improved rankings.

So when you share your posts, your audience **amplifies your content** by sharing it further. In this way, you increase visibility, improve traffic, and generate backlinks.



<https://www.semrush.com/blog/social-media-seo/>

What Are The Top Social Media Sites For SEO?

LinkedIn:

LinkedIn is generally the top social site for B2B lead generation.

By placing the right keywords naturally in your profile, and strategically adding relevant SEO terms within your content, including the headings, the LinkedIn search algorithm could push you to rank at the top of their search results and listings.

SEO Tips:

1. Optimize your LinkedIn profile and business pages.
 - a. Incorporate your most relevant SEO terms in your Page's tagline and About section.
2. Create long-form content based on relevant SEO terms.
 - a. LinkedIn Articles can be optimized around important SEO terms and topics.
3. Please don't overdo SEO terms usage.
 - a. LinkedIn sorts content as spam, low-quality, or high-quality.
 - b. If you stuff your post with too many keywords or hashtags, you will be penalized, and your content will be pushed way down on the listings.
 - c. Include keywords in a natural way (rather than stuffing) and only include truly relevant hashtags. Source: <https://blog.hootsuite.com/social-seo/>

YouTube:

YouTube gets 14.3 billion monthly visits, more than Facebook, Wikipedia, Amazon, and Instagram combined. Source: <https://blog.hootsuite.com/youtube-stats-marketers/>

Use this platform to expand your reach and frequency.

SEO Tips:

1. Use your primary SEO terms as the video file name.
2. Incorporate your primary SEO phrase in the title.
 - a. You may use a longer version that people might type into YouTube's search bar.
3. Use keywords in the video description.
 - a. Especially within the first two lines, which are visible without clicking more.
 - b. Include your primary keyword and secondary SEO terms.
4. Say your SEO Terms in the video and turn on captions.
 - a. Make sure to speak your keywords out loud at some point in the video.
 - b. Then, turn on subtitles in YouTube Studio.
5. Create how-to videos.
 - a. How-to videos get most of their views from searches.
6. Don't worry about tags.
 - a. YouTube says tags aren't a significant factor in search. They're primarily used to address common misspellings. Source: <https://blog.hootsuite.com/social-seo/>

Facebook:

Facebook is the top social media platform in the world. According to SEMRush, the site ranks #3 globally behind Google and YouTube, and over the last six months, they have had over 20 billion monthly visits.

SEO Tips:

1. Use your primary SEO term in your Page title, vanity URL, About section, and description.
2. Add your business address to your profile.
 - a. If relevant, this will allow your Page to be included in local searches.
3. Add location pages for different locations.
 - a. If you have multiple brick-and-mortar locations, add a location page for each shop or office to increase their chances of appearing in local searches.
4. Include relevant SEO terms and variations in your posts.
 - a. Using natural-sounding language, include the most relevant keyword in each post and photo caption. Source: <https://blog.hootsuite.com/social-seo/>

Twitter:

Twitter lets you share your posts to reach more people. To increase traction for your Twitter posts, ensure that you only share quality content that engages users. Also, add relevant hashtags to boost visibility.

However, since the purchase of Twitter by Elon Musk, this platform's fate is unknown. Therefore, I would recommend focusing on Facebook, LinkedIn, and other Social Media sites.

SEO Tips:

1. Optimize your Twitter profile SEO.
 - a. Use your main keyword in your Twitter name, handle, and bio.
2. Include relevant SEO terms and hashtags in your posts.
 - a. You don't have a lot of characters to work with, so use keywords wisely. Then, incorporate them naturally so your post is still valuable to readers.
3. Add alt-text. If you include images in a Tweet, add alt-text that provides for your keywords (if relevant to the image – remember the main point of alt-text is to make content accessible to the visually impaired).
 - a. Do so by clicking Add description under the image when creating a Tweet. Source: <https://blog.hootsuite.com/social-seo/>

Pinterest:

Optimizing your profile and pins will help drive consistent website traffic.

SEO Tips:

1. Optimize your Pinterest profile SEO.
 - a. Use your main keyword in your username and About section.
2. Create boards based on your primary SEO terms.
 - a. When setting up the structure of your account, use your primary SEO Terms to guide the boards you create and name them accordingly

3. Use long-tail keywords in your Pin titles.
 - a. Build Pins around long-tail keywords (3+ words in length).
4. Include keywords in your description.
 - a. Write the description to sound informative rather than a simple list of keywords. (Remember, you want people to click the Pin, which they won't do if the description turns them off.)
 - i. But include relevant keywords in a natural way that aligns with the Pin title.
5. Use high-quality images to benefit from visual search.
 - a. Pinterest Lens allows users to search with their camera rather than their keyboard. High-quality, relevant images ensure you don't miss out on these searches. Source: <https://blog.hootsuite.com/social-seo/>

Instagram:

With over one billion monthly active users on Instagram, Instagram plays a significant role in both reach and discovery on the platform.

SEO Tips:

1. Optimize your Instagram profile SEO. Use keywords in your name, handle, and bio, and include a location if relevant.
2. Include relevant keywords and hashtags in the caption.
 - a. Hiding hashtags in the comments is no longer effective. Instead, keywords in the caption help your content appear on keyword search pages.
3. Add alt-text. The primary purpose of alt-text is to make visual content more accessible.
 - a. However, it serves the added benefit of helping Instagram understand precisely what your content is so it can serve it in response to relevant searches.
4. Tag your location.
 - a. So your content will appear on the new Instagram Maps, which can function as a local business search. Source: <https://blog.hootsuite.com/social-seo/>

TikTok:

TikTok is overtaking Google Search and Maps for informational and discovery search queries for various local and national searches. (This results in users buying products or services.)

SEO Tips:

1. Add SEO terms and questions in the text of your video.
 - a. When you create a video, you can add text to the screen.
 - b. TikTok reads this text and serves the user your content based on any keywords mentioned. We recommend adding keywords to the video's first 1-5 seconds, and after that, targeting SEO terms that are 3+ words in length (long-tail terms) is recommended.
2. Include SEO Terms in Captions.
3. Include SEO terms within the caption.
 - a. There is a 500-character caption limit.
4. Use Hashtags for SEO.
 - b. TikTok users subscribe to specific hashtags based on their intent.

- i. Therefore, using 3-6 keyword hashtags is suggested, strategically using high-volume and low-volume keywords.
 5. Include the name of your niche in your account's profile name. Source:
<https://blog.hootsuite.com/social-seo/>
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