

Social Media and SEO

In the ever evolving world of SEO, social media has given the search engines a whole new way to see how certain pages are viewed. Similar to links, where search engines use them as a way to validate if a site is a good authority, social indicators build upon that same concept.

If there are a lot of good social indicators about your page, your page will be rewarded with better search engine placement.

Search engines use social media sites like Facebook, Twitter, Yelp, and blogs, as social indicators to see what kind of social buzz your page is creating.



You don't have to create the next viral sensation with your page to receive some benefit, but using social indicators correctly will definitely help you reach your goals.



Social Media SEO

Social -- Facebook, Twitter, and Google+ are incredibly popular sites, and most people (and businesses) are on them. People often use these sites to share different thoughts and opinions, and this action of sharing is one of the ways the search engines use to determine if a site is a good resource. If someone shares a link to your website, that is essentially a vote of confidence for your site, so encourage social sharing of your website and page through social media.

Review -- with review sites like Yelp, no one can actually rate your website, but they can rate your business. If your business has a lot of good reviews and the website URL associated with it is yours, it will help your website gain more influence/credibility through this social indicator.

Blogs -- these days there are so many blogs out there -- on almost any topic you could possibly imagine. You don't have to create a blog to take advantage of the SEO benefit they provide. What you want to do is get your page linked on a relevant and good quality blog, especially one related to your keyword goals.

There are also parts where blogs allow for comments, this is a great place show your expertise and then also include links back to your website/page. The key, as always, is to remember to look for the highest quality blogs.

Spamming -- it can be very easy to take short cuts here. You could literally blast tons of blogs with links to your site. Or, you could create a whole bunch of social media accounts, then share a link to your page on them, and even create fake reviews. However, this will only hurt your search engine goals. Search engines are very aware of these shortcuts and are always looking out for them. They will catch you. Don't try to outsmart Google or you will get blacklisted 😊



Conclusion

You don't need to have a huge social media presence to take advantage of what it can do for your search engine goals. You just have to make sure that others are linking to and singing your website's praises.

Remember, search engines are trying to figure out how good of an authority your website/page is. If there are many social indicators saying that it is trustworthy and credible, that's where the benefit of social indicators come in.

It's all about what others are saying about your website/page. Positive social indicators are the closest thing to people actually voting for your site as a quality authority.

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