

6MARK017W

Digital Marketing, Social Media & Web Analytics

WEEK 5 – SOCIAL MEDIA & SOCIAL MEDIA OPTIMISATION

Social Media

Can encompass a wide variety of websites that in some way encourages collaboration, broadcasting of ideas or thoughts, or the formation of communities or relationships.



Enabling Technologies

The extent to which a site is considered a social media site often depends on the extent to which it makes use of **social media technologies**.

- ☐ Commenting
- ☐ Sharing files (e.g., music, videos or photos)
- ☐ Writing reviews and submitting ratings
- ☐ Wikis
- ☐ Blogs

It could be argued that a key enabler of SM technologies has been the adoption of **fast internet** (broadband) and **web programming**



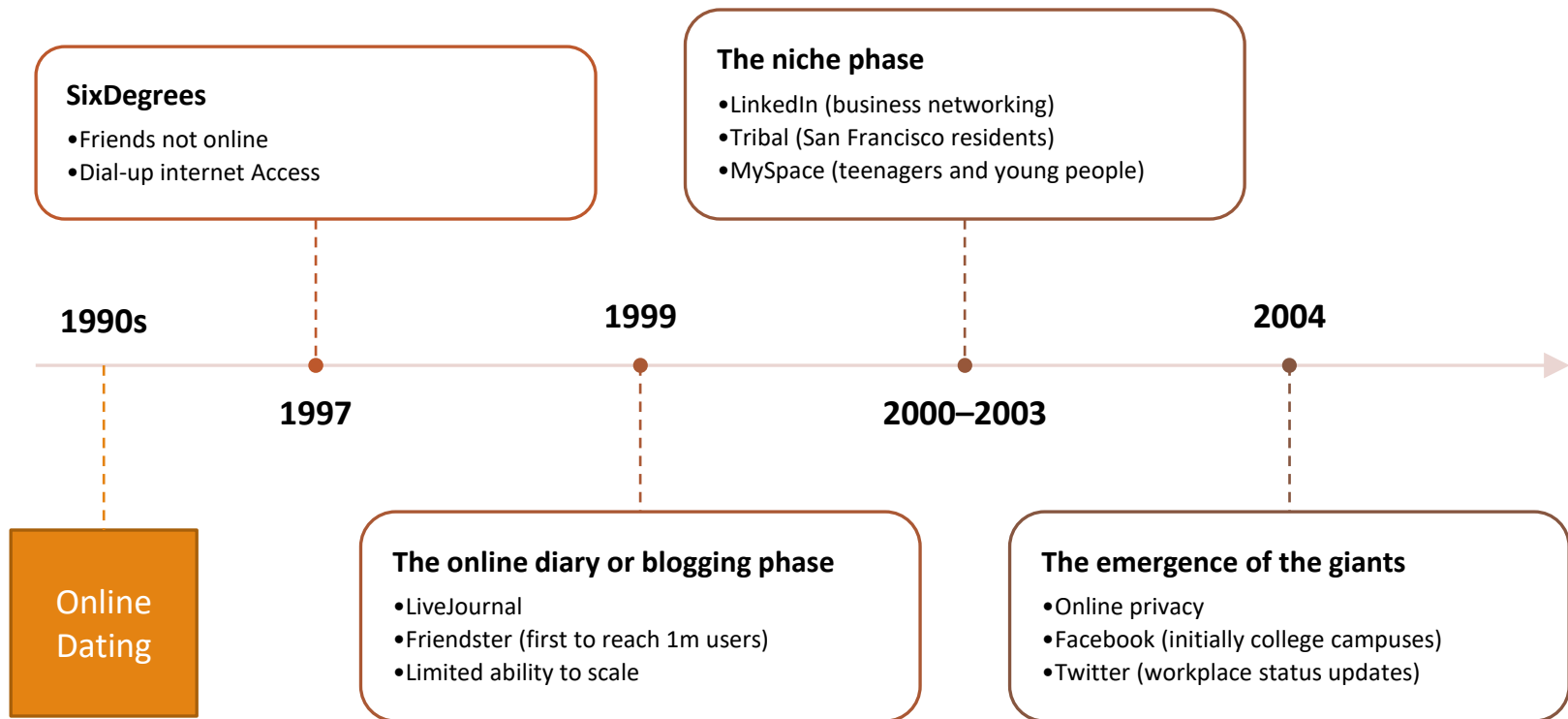
Social Media Networking

A **special class** of social media sites.

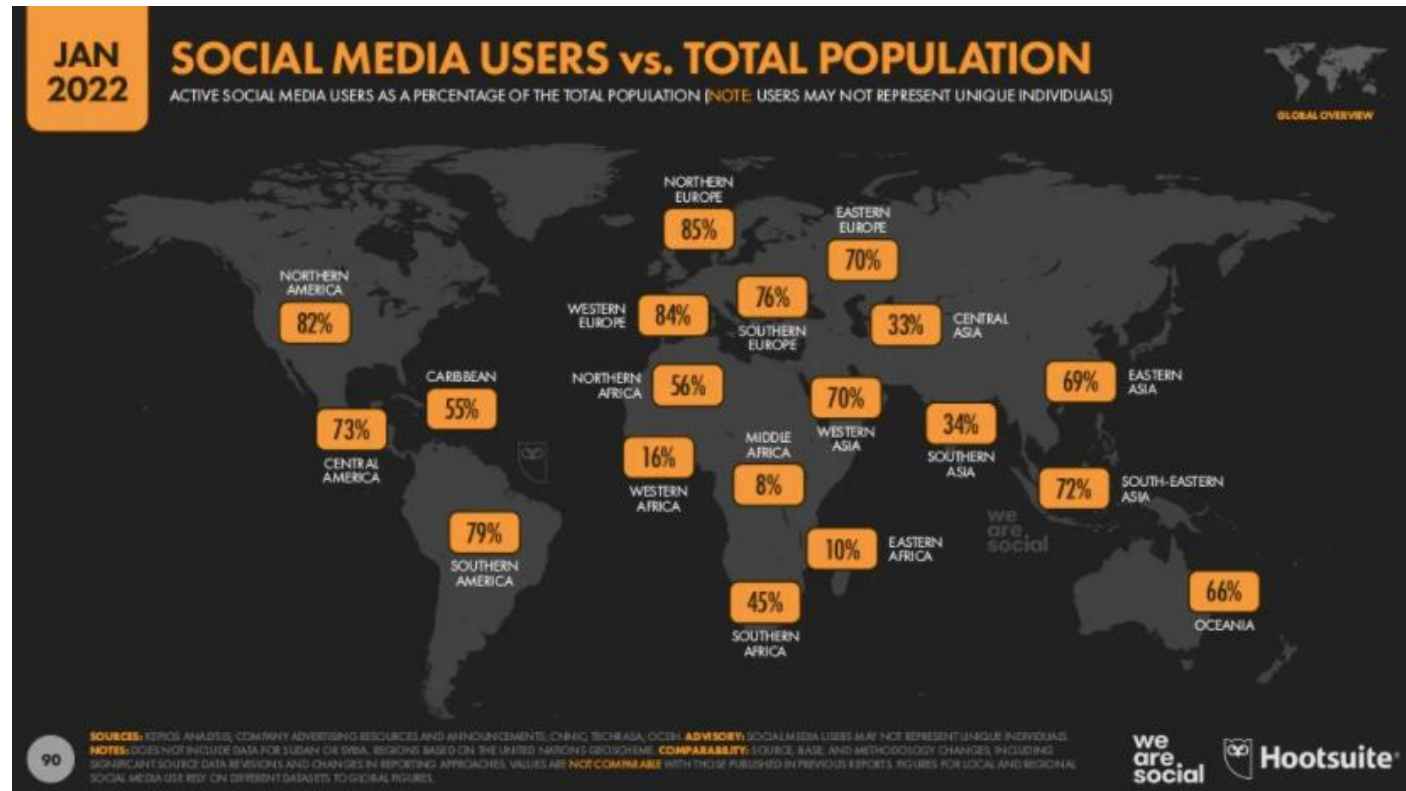
Allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) specify names of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system.

The nature and nomenclature of these connections may vary from site to site

Social media has evolved in several waves...

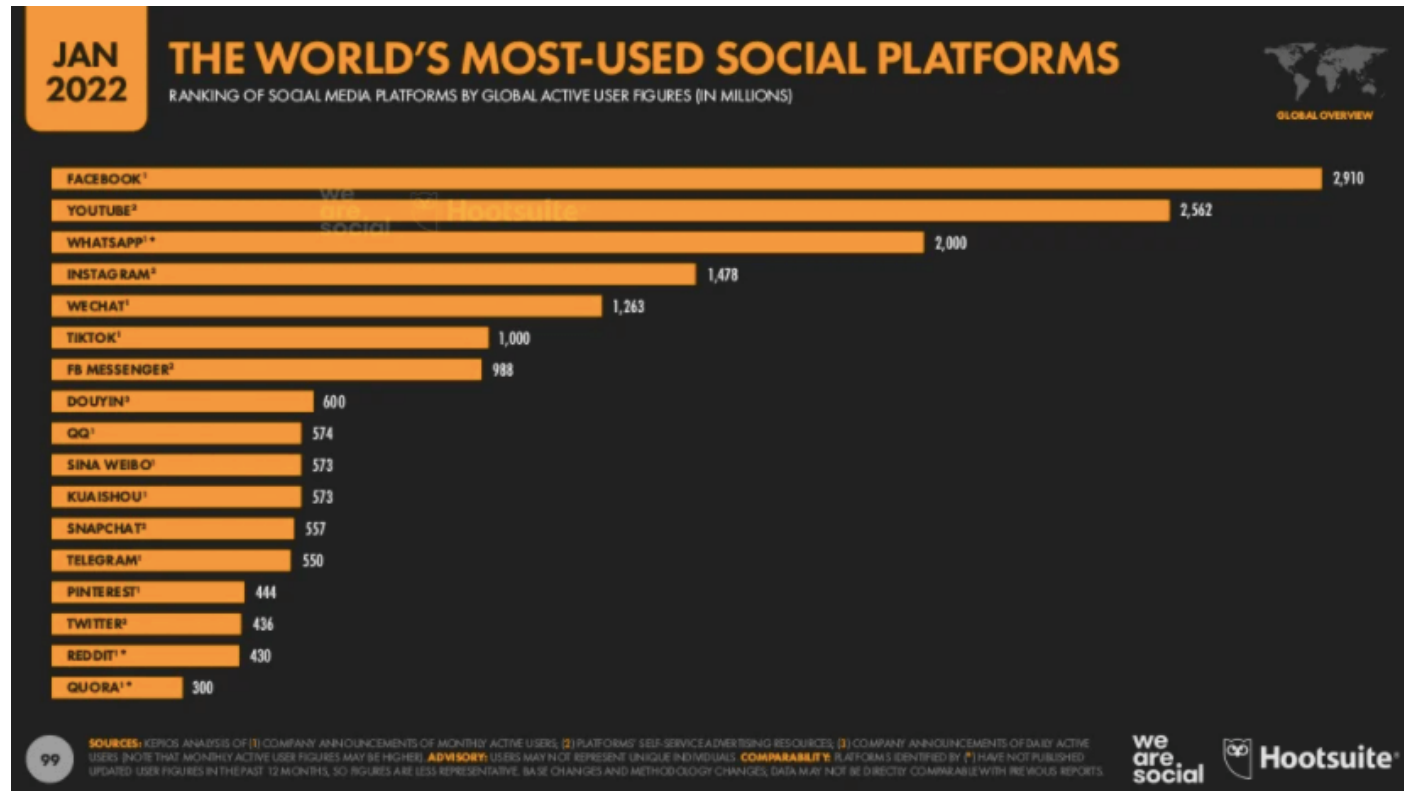


Social Media today



Source: <https://www.smartinsights.com/social-media-marketing/social-media-strategy/>

Social Media today



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Social Media

What is the relationship between SEO and social media?
... at the end of the day, 'link building' was always about 'social proofing'

Today we will discuss...

- ☐ Social media and its relationship with SEO
- ☐ Which is more important, SMO or SEO?
- ☐ Will social media ever replace search engines?
(Facebook social search)
- ☐ Myths about social media – what sociologists say –
other reports

Social media and SEO

Do social media **really** affect page ranking? How do we know that page ranking is associated with social media?

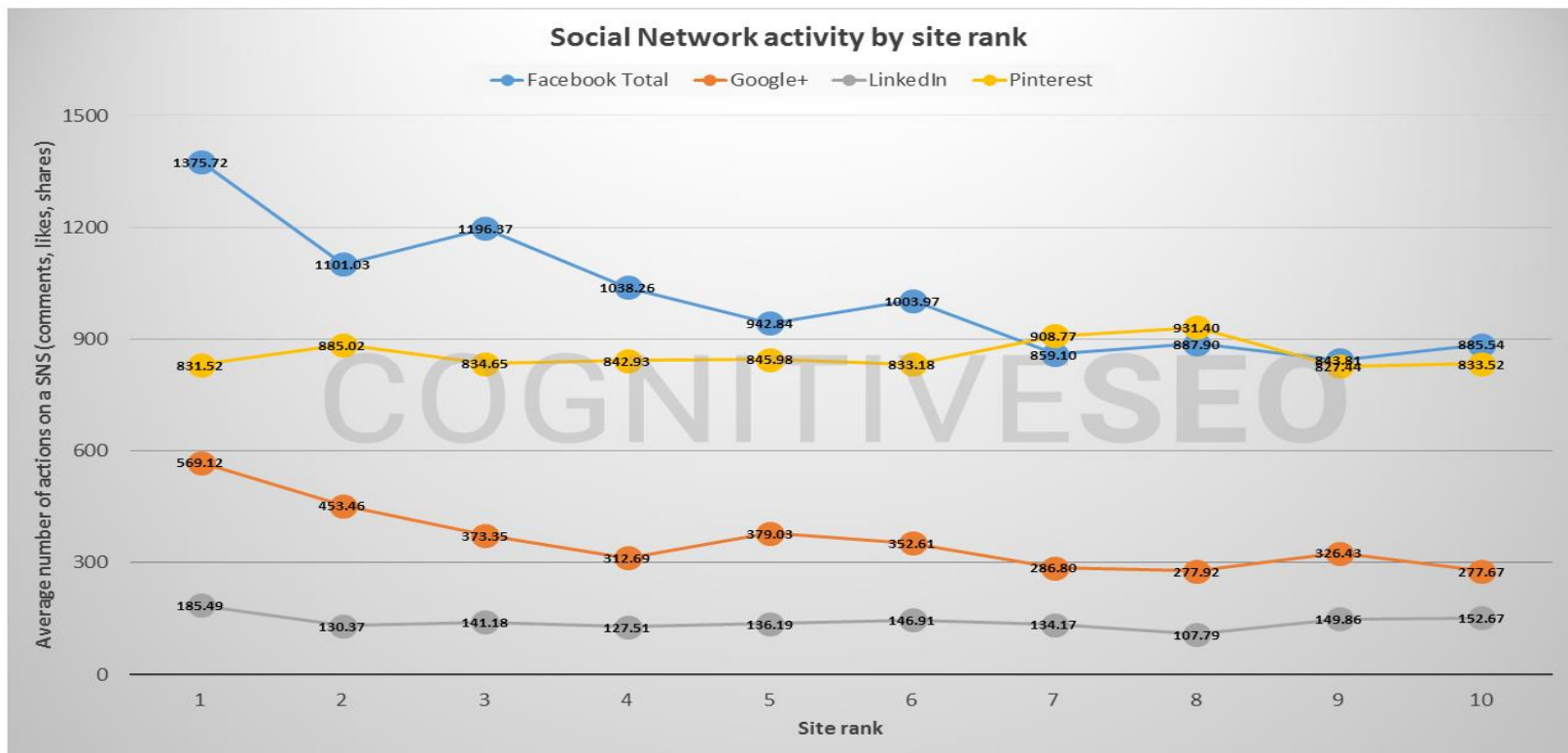
Search engines do not publish their algorithms, however at a Search Market Expo (SMX) event in Munich, both Bing's and Google's representatives ***indicated*** that they use 'social signals' because it is comparatively easier to find social media spam than it is with link spam
➔ **Social signals become the new links**

Several studies appear to confirm this:

<https://blog.hootsuite.com/social-media-seo-experiment/>

Social media and SEO

Which social networks affect ranking more?



<https://cognitiveseo.com/blog/11903/social-signals-seo-influence/>

Social media and SEO

Social signals are measures of engagement with content

Social signals that **might directly** influence the ranking of your site: (not all search engines use the same social signals or use them in the same way):

- Facebook Shares and Likes
- Links in tweets
- YouTube views
- Pinterest Pins



Social Signals

Links in tweets

- Links in tweets are considered a 'link-like' signal
- Authority of authors on Twitter (several criteria; having many followers but not follow that many is a strong indication of authority).



Facebook Shares and Likes

- Share or Like
- They also are considered 'votes'
- Facebook authority

Social Signals

Pinterest

- Pins, views, and comments
- Authority of authors on Pinterest (having a high ratio of followers to following is a strong indication of authority).



YouTube

- YouTube views, thumbs up and comments
- Authority of creators on YouTube (having a high subscriber count is a strong indication of authority; high watch time; high number of views per video).



Social media and SEO

Are **Social Signals** a Ranking Factor? (on their own)

“First of all, Google says that social signals **are not a direct** ranking factor.

This doesn't mean social signals won't help with Google SEO in an **indirect way**, which we will discuss later, but it means it won't directly boost your rankings in Google.

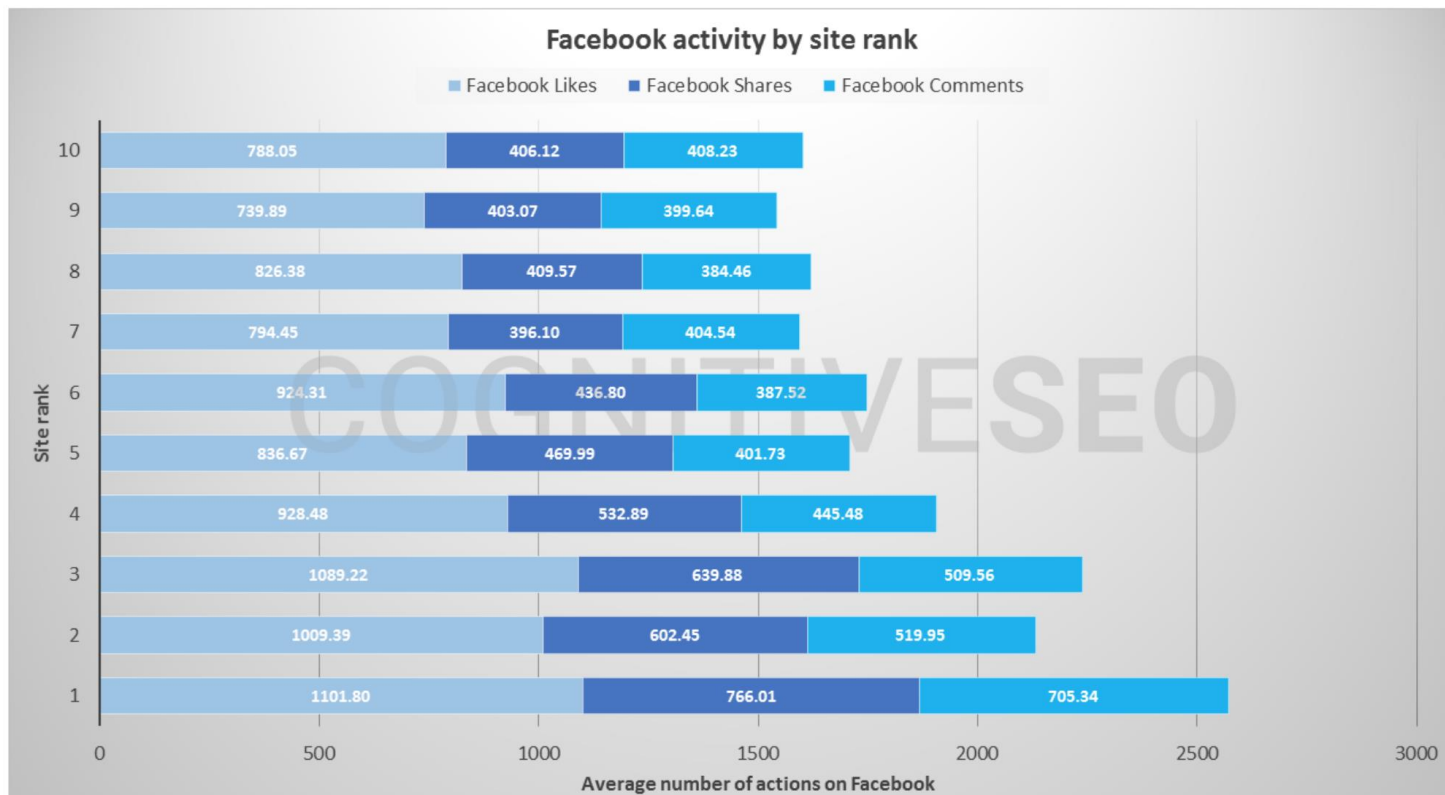
For search engines, like Bing, there is evidence of a closer link between social signals and ranking.

(<https://www.seohermit.com/articles/how-social-signals-help-seo/> 8th February 2022)

Social media and SEO

Differences in Facebook signals

A study by 'Cognitive SEO': <https://cognitiveseo.com/blog/11903/social-signals-seo-influence/>



Social media and SEO

Social signals that **indirectly** influence the ranking and performance of your site:

- Build and engage audience (content; announcements; product previews etc)
- Customer Service (by answering queries we build authority)
- Spread the word (SUSPECTS->**PROSPECTS**)
- Generate organic searches

SMO or SEO?

What is **S**ocial **M**edia **O**ptimization?

7 tips to improve SMO

- ❖ **Reputation** - build your reputation as a reliable qualified source
- ❖ **Engagement** - encourage more engagement, sharing & reciprocate
- ❖ **Authority** - become a notable authority in your field of expertise
- ❖ **Leadership** - harness originality & creativity, be a Thought Leader
- ❖ **Social** - be social, find and engage sociable experts in your field
- ❖ **Media** - know your social media platforms to maximize influence
- ❖ **Optimization** - improve technical aspects to increase optimization

SMO or SEO?

Social Media does more than influence page ranking:

- Spread your message and listen to your customers
- Use social media for market research

SMO & SEO

- Social conversations inform keyword strategy & search keywords inform social content strategy
- SEO is no longer just about content, linking, and site architecture; it's also about building social identity, relationships and engagement.
- By using social data to determine what customers want and where they prefer to consume online content combined with SEO data, you can develop a strategy that can target your customer in a way that is seamless and well informed.

SMO or SEO?

➤ Is SEO 'dead'?

- Diminishing proportion of organic sites displayed in the search engine results
- Greater proportion of users using social media apps to find new content.

<http://www.theguardian.com/technology/2013/jul/22/seo-is-dead-long-live-social-media-optimisation>

➤ Is SMO the new SEO?

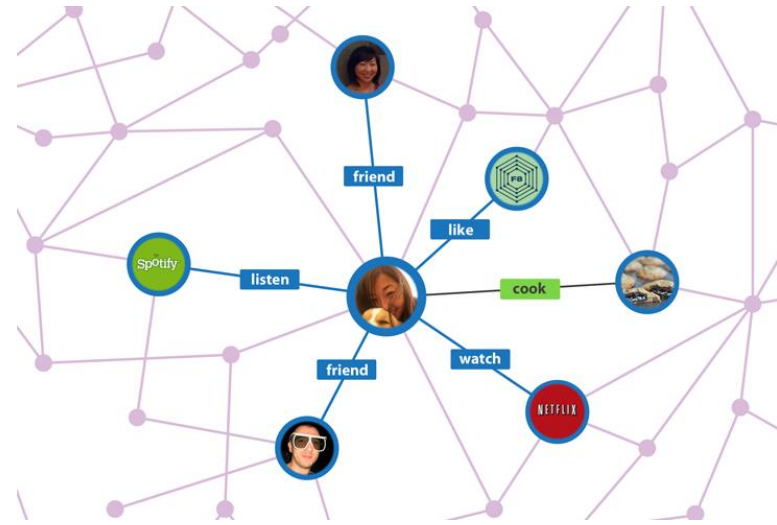
Your views

Social Search

Web goes social...

Social search

Social search or a social search engine is a type of web search that takes into account the **Social Graph** of the person initiating the search query.



When applied to web search this Social-Graph approach to relevance is **in contrast** to established algorithmic or machine-based approaches where relevance is determined by analyzing the text of each document or the link structure of the documents.

Search results produced by social search engine give more visibility to content created or "touched" by users in the Social Graph.

(from Wikipedia: http://en.wikipedia.org/wiki/Social_search)

Social Search

Web goes social Or 'ask your friends'

How Google and Bing incorporate 'social search' in their results?

Google → Google + profile

<http://www.youtube.com/watch?v=ZqWJxgp-mU>

Bing → Facebook

<http://www.youtube.com/watch?v=jfO7HnGT0T4>

Social Search

- ❑ Consumer search click-through rates increase 94% when they are exposed to relevant branded social media, according to data cited by Prestige Marketing.
- ❑ Moreover, 78% of consumers trust personal recommendations over search result rankings.
- ❑ And 48% of online purchasers use both search and social media to make decisions.

Social search instead of search engines?

In March 2013 Facebook introduced the 'Facebook Graph Search'

'Facebook Graph Search' is a semantic search engine that is designed to give answers to user natural language queries rather than a link of graphs.

The Graph Search combines the big data acquired from its users and external data.

http://en.wikipedia.org/wiki/Facebook_Graph_Search

Social search instead of search engines?

Facebook supports searches for the following types:

- People
- Pages
- Places (limitable to a specific location (latitude and longitude) and distance)
- Check-ins of the user, friends, or where user or friends have been tagged
- Objects with location information attached. In addition, the returned objects will be those in which the user or friends have been tagged, or those objects that were created by the user or friends.
- Posts and comments

Could search engines being replaced? Your views?

<http://searchengineland.com/facebook-search-not-google-search-145124>

Myths about social media

Making the website visible is only the first step.

How many of real purchases / online transactions can be traced back to social media? In other words what is the ROI of social media?

Some more statistics (from Monetate Company & Forrester Research)

- ❑ Online searches (organic results) were the greatest contributor to e-commerce visits and sales, representing 31.43 percent of sales traffic.
- ❑ Even email, at 2.82 percent, outperformed social media, which the study said accounts for a meagre 1.55 percent of all e-commerce traffic.
- ❑ In a report of 2012 by Forrester Research, less than 1 percent of online transactions among US customers could be traced to a social media post. For new customers, organic search represented 16% of business, and for repeat customers, email accounted for 13 percent.

<http://www.adotas.com/social-media-vs-seo-the-hype-and-the-reality/>

Myths about social media

WHY?

Let's see an example

- Standard response rate is about 3%.
- One international affordable retail chain has about 1,250,000 “likes” on its Facebook page.
- This means that only 37,500 people (3%) are likely to take some action (in a new product / service etc)
- From there, of course, the number goes up again, because each one of those 37,500 has a number of friends — let's say 1,000.
- Now we're at an impressive 37.5 million. Three percent of that number is 1.125 million.

<http://www.adotas.com/social-media-vs-seo-the-hype-and-the-reality/>

Myths about social media

How many of those respondent's friends may be "real" friends???
How many do we trust and their opinion might have an effect?

Dunbar's Number (https://en.wikipedia.org/wiki/Dunbar%27s_number)

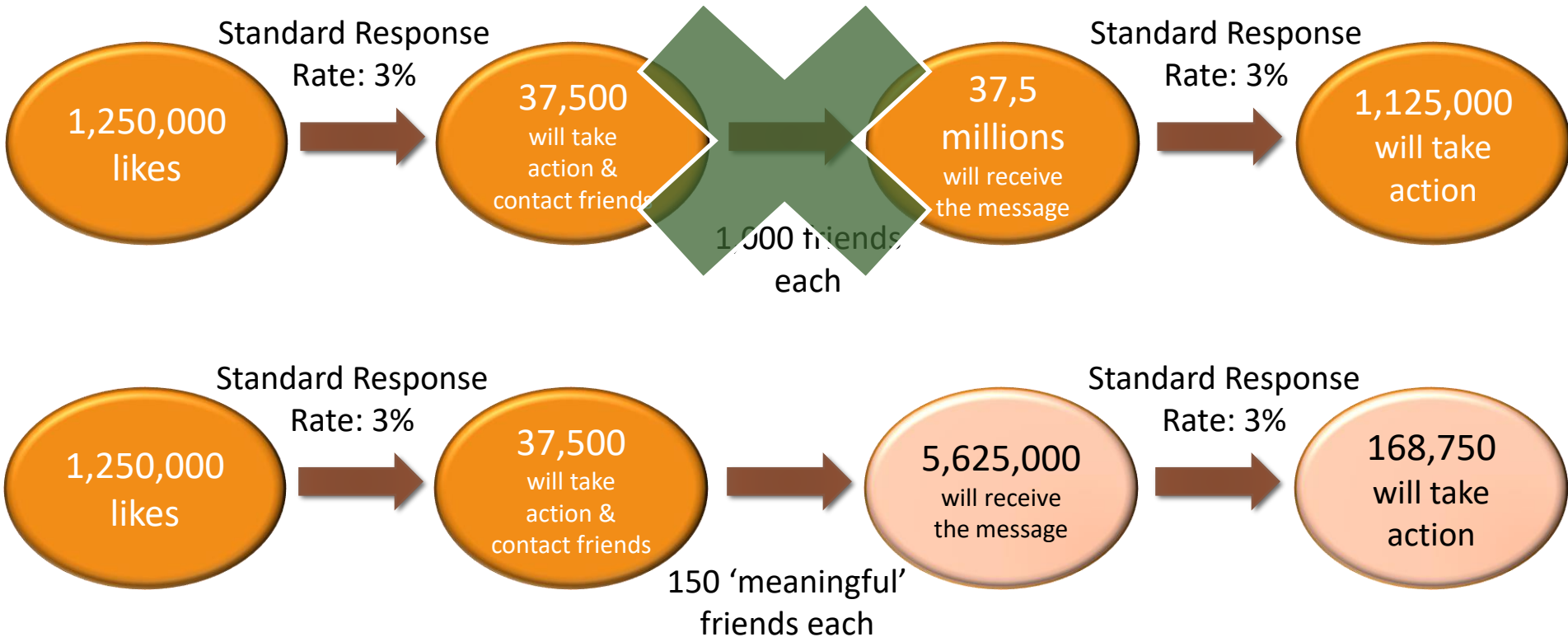
Dunbar is a British anthropologist and evolutionary psychologist

Dunbar's Number is a theoretical limit on the number of meaningful social interactions that anyone can have. That number ranges from 100 to 230, but on average it comes to 150.

According to Dunbar, "The figure of 150 seems to represent the maximum number of individuals with whom we can have a genuinely social relationship, the kind of relationship that goes with knowing who they are and how they relate to us."

<http://www.adotas.com/social-media-vs-seo-the-hype-and-the-reality/>

Myths about social media



Approx. 7.4% of the initial 'likes' might take action (if the response rate is 3%)

Myths about social media

Going back to our example

An online search for the international affordable retailer from our earlier example comes up with 25.4 million hits (in total).

That search result is much less than the projected 37.5 million.

With less than 1% of online transactions to be traced to social media, the second number (168,750) sounds more realistic.

Myths about social media

More bad news for Facebook?

Prediction of 2014 by Princeton University:

“Facebook will lose 80% of users by 2017, say Princeton researchers”

<http://www.theguardian.com/technology/2014/jan/22/facebook-princeton-researchers-infectious-disease>

But they were **WRONG**...

Next week

So far we have discussed web marketing; how search engines work; SEO techniques; SEO and Social Media.

There are NO lecture or tutorials during next week (week 6).
From week 7 we'll discuss how we can monitor the results of SEO. We start the second main topic of this module: 'Web Analytics'.

'If you cannot measure it, its not worth it to do it'