

4 BENEFITS SOCIAL HAS ON YOUR SEARCH RANKINGS

SOCIAL SWEETNESS



THE SWEET COMBINATION OF SOCIAL AND SEARCH

More and more, search engines have started to incorporate social signals into their search results. In fact, Matt Cutts, Head of Webspam at Google, says, "Over time, Google will care more about identity and social reputation." This means that now, more than before, your social media efforts play a huge role in search engine rankings.

But how does social media play a role? Below are 4 benefits social has on your search rankings.

1 SOCIAL IS YOUR NEW LINK BUILDING

As websites began to take advantage of adding links, search engines noticed and began penalizing them. This is because it was easy to add and even buy links, causing less relevant websites to rank higher. Fast forward to today, social likes/follows/etc and social sharing are the new link building as social media is more difficult to manipulate. As the links to your content build, so will your ranking in the search engines!

Tip: Create high-quality content for social media. Incorporate great graphics, helpful tips, and information about your industry to encourage more sharing on social media.

2 SOCIAL SHARING DRIVES TRAFFIC TO YOUR WEBSITE

Not only will high quality content help generate shares, likes, and comments, but it's also encourages social media users to visit your website. By incorporating your website on the profiles and within the content, you will build up referral links to your website and encourage more traffic to the website. With numerous high quality referral links and more traffic to your website, a greater authority to your website will be established by the search engines and your rankings will increase.

Tip: Regularly share links to your website content on appropriate social media networks and within the profile section of your business pages.

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3 SOCIAL PAGES TAKE OVER SEARCH RESULTS

Facebook, Twitter, YouTube and Google+ all show up as top results on search engines for your brand's name. This means that you have the opportunity to take control of the content people are receiving about your brand by owning your social accounts and controlling the content, rather than a third party review website. If you are able to rank not only for your website, but for your social profiles as well, it will take up valuable real estate at the top of search engine result pages.

Tip: Ensure all of your social profiles are active, optimized, and consistently engaging with followers.

4 SOCIAL PAGES IMPROVE VISITOR BEHAVIOR ON YOUR WEBSITE

Customers who take the time to become familiar with companies on social media are more likely to spend time on their website as well. Since they get to know your company through social, when they click through to view your website, they are less likely to bounce and much more likely to spend time on multiple pages. With more visitors spending more time on your website, the time-on-site metric can naturally increase and support SEO ranking.

Tip: Check that your links are updated on all of your profiles and ensure your website includes high quality content as well.

It takes time for your social media efforts to take off, so don't get discouraged. The most important thing to remember is that long-term consistency with your social pages trumps that of short-term intensity. This means that posting frequently, at least 2 times a week for a year, will yield better results than posting 4-5 times a week one time a year.

SEO isn't all technical anymore. As search engines change how they index pages and filter through content, now more than ever, having great content is key to your success. The best, most relevant content will rank highly and because of this, SEO tactics have become more human-friendly. Your content should be focused on answering readers' questions and helping them solve their problems, and less focused on keyword stuffing. This will help you create content that really matters, gets shared on social media, and ultimately ranks higher.