



8

STUPID SIMPLE
SOCIAL
MEDIA
TRICKS TO

BOOST SEO

#8ways

MOD GIRL
M A R K E T I N G



“Social channels are the new Google.” Social Media Today

It's tempting to [view social media and SEO as two separate entities](#), but in our experience these two elements of digital marketing are interwoven. Using appropriate search terms in your social media posts helps users find your most relevant content and clearly spells out what's being offered.

In turn, social media shares greatly benefit your search engine visibility in the following ways:

- By helping your site get indexed faster
- By building links
- By harnessing the power of influencers
- By establishing credibility
- By using social network names as keywords to help people find your business
- By giving people another place to find your location from a mobile device
- By keeping your business listing fresh
- By providing you with additional SEO metrics

Google has never come out and explicitly stated that “more shares = higher rankings,” but in our experience and testing, we have found the connection undeniable. The more your content is shared, the more links you get back to your site and the more Google notices, “Hey, this content is useful to readers!”

[Related Post: 8 Ways Social Media Affects Your SEO](#)



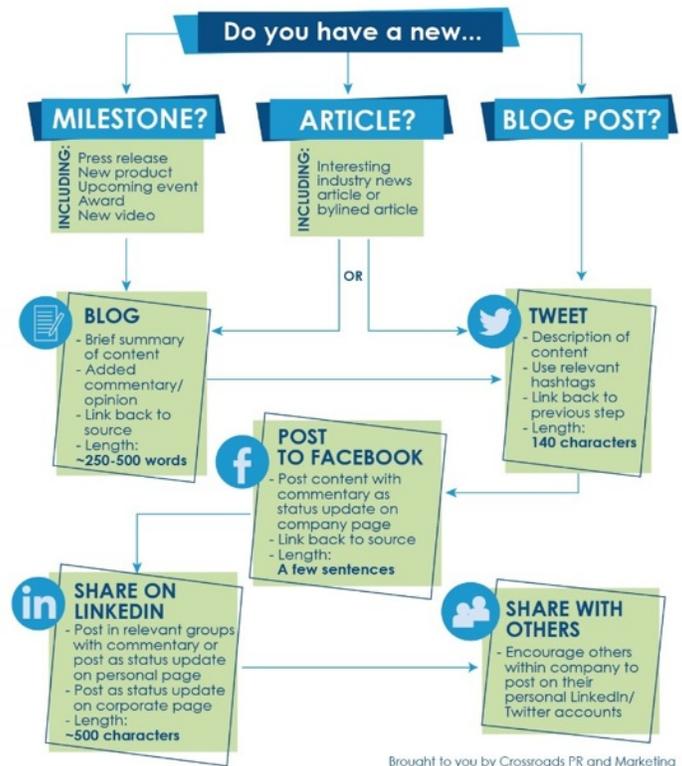
1. SHARE ON SOCIAL!

This point may seem obvious, but you'd be surprised how many companies get this dead wrong.

Common missteps include:

- **Sharing content just one time.** Your fans aren't all using social media at the same time. Honestly, it's highly unlikely that they're coming to your account each day to see what you have to say. Most people stumble across share-worthy content browsing their current news feeds, so if you have something substantial to say, you want to be sure people are seeing it. We share each blog post **seven times on Twitter, three times on LinkedIn and twice on Facebook.** We choose different days and times to spread it out over the course of the month, but we make sure no one misses out on our great marketing tips that way.

SOCIAL MEDIA PROMOTION *flow chart*



- **Repeating the same exact post.** That said, you don't want to repeat the same post word-for-word over and over again. Mix up the image you use and the language of your post, but link to the same blog. Add a mix of status updates, images, videos and linked articles in between to continue providing value to your readers.



- **Posting randomly.** [Sign up for a free account at HootSuite](#) to schedule your posts in advance at regular intervals. Be sure to post at least every couple of days (if not every day) to stay fresh in your followers' and fans' minds. [Conduct research](#) to find out when your core demographic is using social media. If you need help with this aspect of social media management, [contact us!](#)
- **Using link shorteners.** Naked URLs count as direct links back to your site – which will improve your visibility in search engines. It's unclear whether the “link juice” of link shorteners like Bit.ly and Ow.ly -- or even shorteners sponsored by Twitter and Google, for that matter – translate into better search positioning. Instead, focus your efforts on creating a unique, short, keyword-rich URL as you write each blog post – keeping social sharing in mind.

[Related: 8 Ways To Promote Your Content With Social Media](#)

2. MAKE IT EASY FOR OTHERS TO SHARE!

Make sure you have social share icons on your website and directly on all blog posts. The old adage “Ask and you shall receive” is very true of social shares. Know your influencers and ask them to share. The more people you have sharing your content, the more Google is going to see your post as relevant and popular – and, in turn, the higher it will rank in the search engine results.

- One tool we love is [AddThis](#), which lets you add beautiful social sharing buttons to your posts and has great ‘related posts’ features to keep users on your site longer.
- Use [ClickToTweet](#) to embed easily tweetable snippets of your blog posts within the article.



- Run the [Headline Analyzer](#) to see if your title will resonate with social media users.

3. CHOOSE COMPELLING IMAGES!

[Articles with images get 94% more views](#), so the images you add to your blog are an important consideration. You want to make them compelling. We create our own colorful, unique header images in-house for aesthetic purposes and dig for infographics and stand-alone images that increase the value of our posts. When you upload images, be sure you've optimized the [ALT TAG and TITLE TAG](#) using relevant keywords. Adding a caption that contains keywords is a wise maneuver too!



[Related: The Best Image SEO Tips You Will Ever Need](#)



4. CONSIDER SEMANTIC MARKUP FOR YOUR BLOG POSTS!

As *Social Media Explorer* explains, "[Semantic markup](#) is a fancy way of saying you can use HTML tags to tell search engines exactly what a specific piece of content is." You essentially tell the search engines who wrote the blog post, what language is coding versus what is content, and when a string of words should be interpreted as an address. If you use WordPress, the Yoast Plugin provides a simple way to accomplish semantic markup. Just be sure you fill out the fields completely.

[Yoast is a worthwhile WordPress plugin](#) because it:

- Optimizes each blog for search engine ranking
- Analyzes pages and posts for keyword optimization
- Generates an XML sitemap to index your URLs and alert search engines of new posts
- Optimizes content for social sharing

Also, make sure you also [fill out the card data in the main settings of the Yoast Plugin](#) on WordPress.

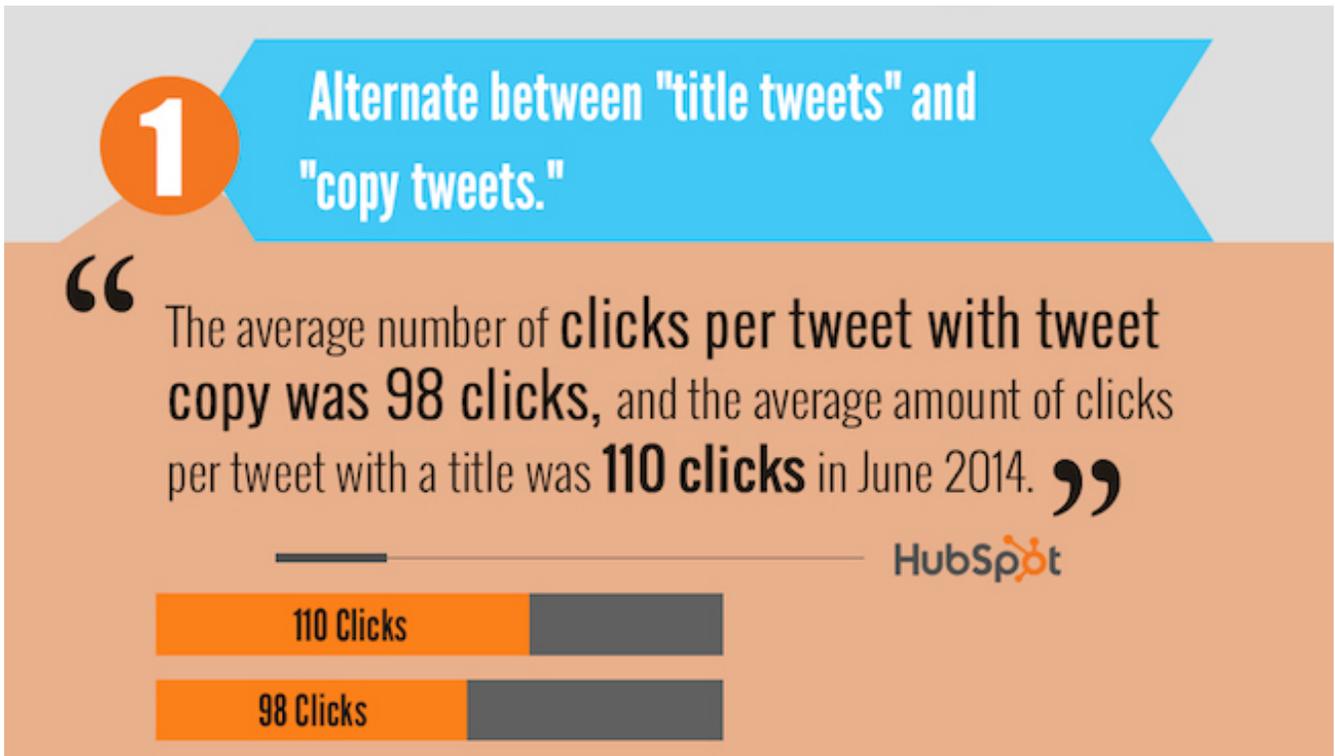
Google lets you embed code in your website to showcase your social profiles right in the search results. All you have to do is [grab code from the Google Developers site](#) to make this happen. Be sure to do this for Twitter, Facebook, Pinterest, Instagram and Google+.

5. WRITE CATCHY HEADLINES!

The old advice of including a keyword in your headline never hurts for SEO. As you know, though, it takes a lot more to craft a headline that turns heads and solicits social media shares. [As we told BuzzSumo recently](#), one of our most popular



headlines was [“How Home Depot’s Marketing Strategy Is Paying Off”](#) because the title reflects the name of a major brand people are familiar with and invites them to learn the secrets behind their strategy. Our audience of competitive entrepreneurs and forward-thinking marketers were eager to translate replicable tactics into tangible sales.



Depending on your personality, you may choose to turn heads with a bit of unexpected sexual innuendo -- like the term “social media slut” or the phrase “multiply your followers like rabbits”... or touch upon a common theme – like the anatomy of a perfect tweet or strategies for beating procrastination once and for all. Lists have always been successful, as have posts that directly state the contents of the article in the clearest terms possible. Aim to spark curiosity with your title. Promise something of value.

It is also beneficial to know what your audience is searching for. Head over to [Google’s Keyword Planner](#) and find the best phrases that people are actually typing in. If you want even more keywords, including long tail keywords, use [UberSuggest](#).

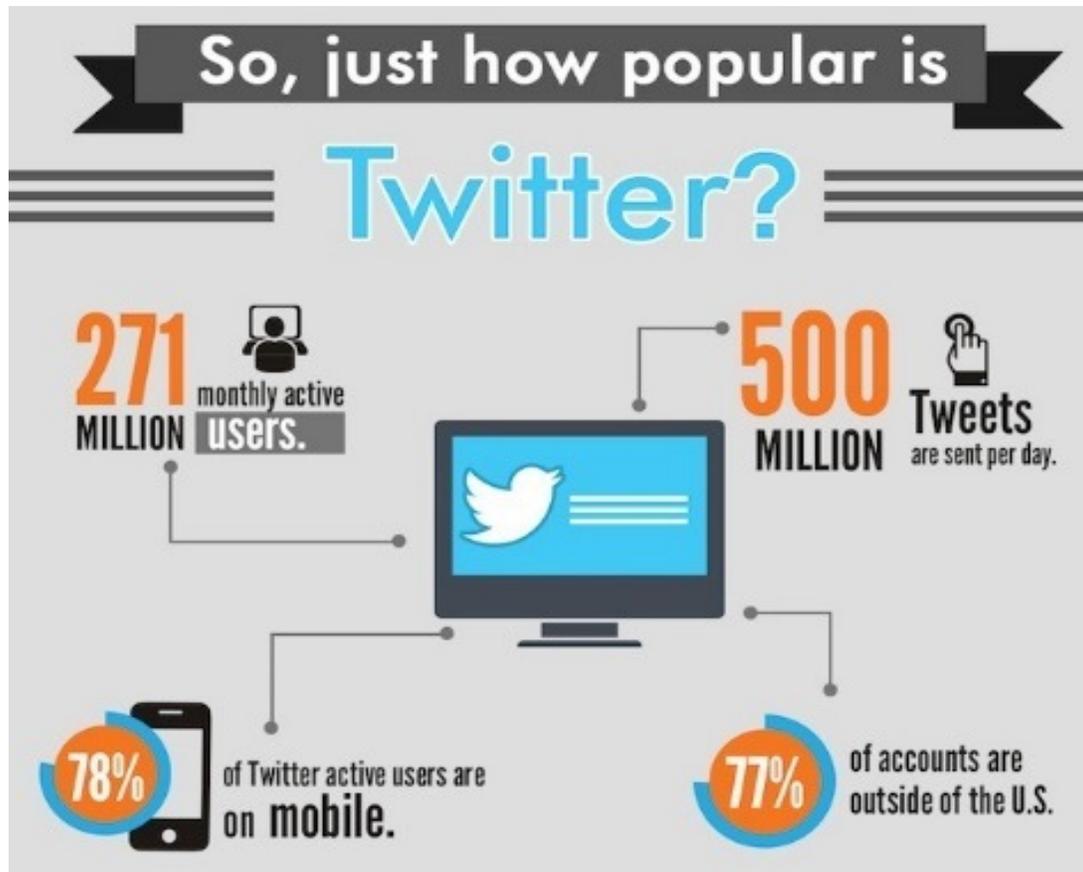


Image Source: Kissmetrics

6. OPTIMIZE TWEETS FOR SEARCH!

Tweets are like any other type of content. Your approach need to be strategic. Here's a quick checklist of tweet optimization steps you can take from [Social Media Examiner](#):

- Use Twitter Analytics to review your tweets.
- Include relevant keywords and tweet on topics your audience is most curious about (Using the free keyword tools we recommend on page 7).
- Keep tweets 120 characters or less.



- Ask for retweets.
- Update your profile image, link and bio for campaigns and events.

In addition to optimizing Tweets (and Facebook posts) with keywords, [Social Media Examiner](#) also recommends including keywords in YouTube posts and on Pinterest boards.

[Related Post: The Anatomy of a Perfect Twitter Post To Increase Click-Through Rate](#)

7. FIND RELEVANT HASHTAGS!

Keep a pulse on what people are talking about and join conversations that are relevant to your business. Search for people who are looking for products or services you provide, who are asking questions, or who are using terms like “recommendations”, “looking for” or local city names. Sites like [hashtagify.me](#) and [hashtags.org](#) can help you find popular and trending hashtags. Using smart hashtags increases your odds of getting retweets and translates to better exposure for your tweets and posts.

8. USE FREE SOCIAL BOOKMARKING SITES!

Help people find your content by promoting your articles and webpages on social bookmarking sites. Submitting your article details is a quick and easy process worthy of your time and effort. According to [BloggersIdeas.com](#), “**Technorati, Folkd, Blinklist, Digg, Pinterest, Diigo, Del.icio.us, Reddit, and StumbleUpon** are some of the well-known and top most social bookmarking websites.” We use [OnlyWire.com](#) to automate this process



8 Stupid Simple Social Media Tricks to Boost SEO



Following these **8 stupid simple steps** will help, but only if you have a super optimized, SEO-friendly page.

Want to make sure your website is fully optimized?

[Check out this checklist we made for you!](#)

If you still have more unanswered questions, we'd love to [chat with you directly.](#)

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