



CLICK.CO.UK®

SOCIAL MEDIA AND SEO - AN INTEGRATED STRATEGY



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INTRODUCTION

Not so long ago, social media marketing and organic search (SEO) were considered two separate methods of promoting your business online, but an increasing emphasis on - and demand for - branded content has bridged the gap.

The buzz created by regular social media activity is important in boosting your brand's online reach and credibility. Amplifying your content through these channels is a powerful way of spreading your message to a relevant audience and increasing brand awareness - and is therefore a vital part of any content marketing campaign. It offers the opportunity for your content to be reshared: the higher the relevance and quality of those shares, the greater the chance your content gets seen by the right audience, and attracts the right kind of traffic.

Whether you're sharing a link to your website, a piece of content, asking a question, or offering a light-hearted musing from within the office, social media offers a unique opportunity to engage with your audience on a personal level, and give your brand an informal voice that goes beyond the traditional corporate message.

DOES GOOGLE TAKE MY SOCIAL MEDIA ACTIVITY INTO ACCOUNT?

According to [Searchmetrics](#), social signals correlate strongly to better organic search rankings, perhaps in part because a high number of social signals implies that the site regularly adds new content and this plays a role in driving direct traffic and brand awareness. But this correlation does not imply causation.

Although Google continually emphasises that it is not using social signals as a direct ranking factor, social media marketing continues to be one of the best methods for increasing organic referral traffic.

From an SEO perspective, optimised social media profiles and tweets appear in organic search listings, this will assist in dominating your brand searches. The increased visibility of and engagement with your content helps to increase its reach and therefore is an important part of any strategy to create natural high quality backlinks.

This eBook gives you four ways you can incorporate social media to enhance your SEO strategy.

1. AMPLIFY YOUR CONTENT CAMPAIGNS

Good content is the anchor for any successful online marketing campaign – and never more so than when posting on social media.

With vast numbers of users and the ability to target niche audiences, social media offers huge opportunities to get your content in front of a relevant audience. When your assets are shared, this helps to spread your message and increase brand awareness. The higher the relevance and quality of those shares, the greater the chance your content gets seen by the right audience, and attracts the right kind of traffic.

Like a good quality, natural backlink profile, (see more on this later on) social engagement represents a public endorsement of your website and, as it's user-generated, it's considered authentic and trustworthy by users (known as 'social proof').

But with around 3.5 million Facebook posts and almost half a million tweets every minute ([Smart Insights](#)), how do you make sure the posts you spend time researching, writing and designing get the attention - and results - that they deserve?

Optimise your content

As Google aims to return the most relevant and useful results for answer users' queries, the brands that are most effective on social media – and online in general - are those which provide a great customer experience by regularly publishing unique, customer-focused content.

The quality and relevance of your content is a major influencing factor not just for SEO, but for how people choose to engage with it.

The brands that rank highly in search engines results are those that provide potential customers with advice on topics relevant to the reader, or actionable tips that address the challenges they're likely to face. Examples are blog posts providing useful advice, downloadable eBooks, how-to videos or infographics.

Pillsbury is a brand that continually pushes out original, useful content in the form of video recipes that generate many likes, comments and reactions:



For step-by-step guidance on perfecting your content strategy, take a look at our eBook [5 ways to target your content better](#).

While the incoming links from your social media shares don't have the same impact as authentic links from high-quality sites, they can influence your bounce rate and time-on-site engagement. If your content is good and people stick around to read it, those engagement metrics communicate value to search engines. Your goal should be to turn your best organic content into social media content so you can then encourage engagement and drive traffic back to your site.

Optimise your posts

Whether you're sharing an image, infographic, video or link to a blog, you need to put as much thought into the copy you use in your post as you would in your blog, or any other content you create.

The key with social posts is that they need to be engaging and shareable.

People engage with and share content that engages them emotionally, reinforces how they want to be perceived, reflects their values and beliefs, and, ultimately, helps to strengthen their own relationships. As with everything in marketing: understand what's important to your audience and tailor your approach to tap into it.

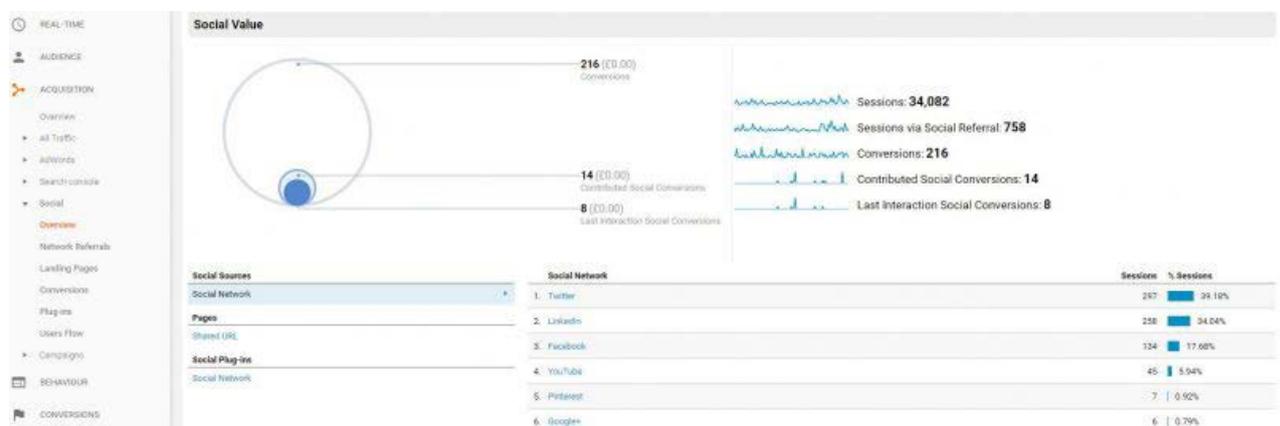
Here are some other effective tactics for social sharing:

- **Identify which social platforms are most appropriate** for your business, industry and target audience. This [blog by Scott Rumsey](#) explains how to do this in more detail.
- **Share a link when you create fresh content**, such as publishing a new blog post. It sounds obvious, but can often be forgotten or treated as an afterthought in the rush to meet deadlines.
- **Give people a reason to engage.** Word your post in an accurate, descriptive way that makes clear the context and the relevance to your target audience, using appropriate keywords and framing it in a way that gives people a reason to take the action you want them to, whether this is to read, watch, share your posts, and/or click on your link.
- **Use hashtags** to make it easy to discover your content. Look at what hashtags influencers in your industry are using; search for trending hashtags, and see if you can relate them back to your industry, or create your own s to track specific social media marketing campaigns.
- **Engage with your audience.** Social media isn't designed for one-way communication. Participate in discussions, start conversations and comment on others' posts.
- **Include high-quality images and/or video.** According to Twitter, Tweets with images generate three times more engagement than basic text updates, those with GIFs more than six times, and those including video nine times more.
- **Include a call to action.**

Are you promoting your content effectively on social media?

Using the Acquisition tracking view allows you to see which Channels led visitors to your site over a set period of time (eg, direct visit, email, social, organic search), their behaviour once on your site and the number of conversions, if you've set up goals for your posts. This can be found here: Acquisition>All Traffic>Channels.

Want to find out which social platforms are generating the most blog visits? Dive into Analytics: Acquisition>Social>Overview. You can then click into the listing for each channel and explore which blog people have been clicking on.



Now you'll have an idea of which platforms are most effectively driving traffic to your blog, allowing you focus on where to amplify your presence and activity. You can dig deeper into how to track your social referral traffic with the eBook [Social media measurement - maximising results](#).

AO.com are experts at creating and sharing engaging and shareable content, even though their industry (white goods) doesn't immediately spring to mind as one with many creative opportunities. These Twitter posts are to the point, attention-grabbing and include high quality imagery and video. They also tap into current trends (at the time of writing) and signal their relevance with appropriate hashtags:

 **ao.com** @ao · May 17

Harry & Meghan have chosen a fresh and floral Lemon & Elderflower flavour for their wedding cake 🍰 Use our recipe and bake your own mini Royal wedding cake at home - perfect for serving on Saturday 🇬🇧 🇬🇧 Click for the full recipe 🍰 #royalwedding 🇬🇧 #harryandmeghan 🇬🇧 #worldbakingday



Lemon & Elderflower layer cake

A cake fit for a royal wedding

ao.com

 **ao.com** @ao · Mar 25

For a chance to #WIN some egg-cellent prizes like this Shark Vacuum Cleaner, simply crack the clue & find our #AOEgg on ao.com/life

Find a bake with bunny ears 🐰
And you might solve our riddle
Nothing beats a slice of cake 🍰
When there's caramel cream in the middle



8 15 31

Remember that social media was never intended for communication to flow only one way - the idea is to encourage interaction with your audience and respond to their comments and questions, like in the example below of Sharpie responding to a tweet from a customer – this is the kind of thing that drives loyalty and brand advocacy:



The image shows a screenshot of a Twitter conversation. At the top, a tweet from Lisa Bright (@Lisa_N_Bright) dated Jan 21 says, "Cleaned out my desk at home and found just a few @Sharpie". Below the text is a photograph of several Sharpie markers of various colors (black, blue, green, orange, red, purple, yellow) and two silver pens laid out on a wooden surface. Below the photo are icons for replies (3), retweets, likes (7), and direct messages. Below this is a reply from Sharpie (@Sharpie) with a verified account, dated 9:12 PM - 24 Jan 2018. The reply says, "I think you've found the best drawer in your house, Lisa! ❤️". There is a "Follow" button next to the Sharpie profile and one like shown below the reply.

For more information on optimising your social posts and your sharing strategy in general, download our eBook [Success with social sharing](#).

2. GAIN GREATER CONTROL OVER SEARCHES FOR YOUR BRAND

Optimise your social profiles

Social profiles are important assets for building your brand's online presence. They are a valuable way to expand your reach, for audience engagement and to amplify content. But they can also be great for capturing more search visibility for your brand.

Google includes social profiles in search results and displays tweets in a carousel format. Here's an example from the ideal organic results from a branded search: your website followed by your social profiles, giving you control over what searchers see:

The screenshot shows a Google search for "click consult". The search bar is at the top with the Google logo on the left and a search icon on the right. Below the search bar are navigation tabs: All, Maps, Images, News, Shopping, More, Settings, and Tools. The search results are displayed below, with a red box highlighting the paid results, a blue box highlighting the organic results, and a light blue box highlighting the organic social results.

Paid results

Click Consult. Search Experts | Search Agency Of The Year 2018
www.click.co.uk/
Request Your Free Search Marketing Review. We Are Experts In Search. Simple. Effective Strategies - Delivering Online Success - Measurable Results
Services: Paid Search (PPC), Organic Search (SEO), CRO, Paid Social, Feed Optimisation, Display ...
Click Consult, B1 Willow House, Oaklands Office Park, Hooton Road, Cheshire

Go Viral Magazine
Read Our Search Marketing Magazine. News, Interviews, Vlogs & Podcasts

Meet Our Expert Team
Our Team Of Experts Are Always Ahead of the Curve.

Start A Conversation
Get in Touch and See How We Can Help Meet Your Digital Objectives.

Paid Search (PPC)
Request Your PPC Review Covering 20+ Areas From A Certified Partner.

Organic results

Click Consult: SEO & PPC Search Marketing Agency of the Year 2018
<https://www.click.co.uk/>
Click Consult is a multi award-winning specialist in search marketing services. Our services include Search Engine Optimisation (SEO) and Pay Per Click (PPC).

Blog
Walkthrough-Google-trends-blog-image. Posted by Chloe ...

Contact us
Call us on 0845 205 0292, e-mail hello@click.co.uk or use our ...

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Careers
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Benchmark Search Conference
The North's leading search marketing conference returns ...

Organic social results

Click Consult (@ClickConsultLtd) - Twitter
<https://twitter.com/ClickConsultLtd>

So you thought you knew everything about Facebook? You may not be using it to its full potential to promote your business, connect with your audience and increase sales. Here are 5 tips many businesses are underutilising and which could give yours the edge ow.ly/hZsW30jma7L
20 hours ago · Twitter

How to use structured data and schema markup to improve your website's visibility and future-proof your search marketing strategy ow.ly/owXF30k4fVl
#searchmarketing #SEO #schemamarkup #structureddata
pic.twitter.com/887r1OG...
2 days ago · Twitter

The latest developments in the world of organic search (SEO), paid search (PPC), content and social media, updated daily, featuring: #YouTube, #Instagram, #Facebook, #Amazon, #Bing and #Google
ow.ly/20jC30k4kjk
3 days ago · Twitter

Click Consult | LinkedIn
<https://www.linkedin.com/company/click-consult>
Learn about working at Click Consult. Join LinkedIn today for free. See who you know at Click Consult, leverage your professional network, and get hired.

Maintaining up-to-date social profiles, consistently sharing high-quality content and regularly engaging with your audience on these platforms will help to improve your online visibility, influence and reputation.

Therefore it's important to optimise your profiles, not only for search engine results pages (SERPs), but for search within each social platform itself – people don't just search on Google or Bing nowadays. It's common for someone to search for your brand on LinkedIn, for example, or look up a particular topic of interest on Twitter.

Here's what came up on Facebook for a search for the keyword 'French tutor' (filtering by Pages). A quick check of these profiles showed that all of these results included this keyword – or related keywords - in the profiles themselves:

ie Photos Videos **Pages** Places Groups Apps

**French tutor** Like
5.0 ★★★★★ (2) 257 like this · Stevenage · School
I am a [french](#) teacher with a passion. I believe that [French](#) is a beautiful and fascinating language which makes it really pleasant to learn.

**French tutor** Like
77 like this · Community
A* GCSE [French](#) currently taking A level [French](#) and lived in [France](#) for 5 years Fluent in the language Available for short term and long term...

**French Tutor** Like
40 like this · Greenhithe · [Tutor/teacher](#)
A little about me

**French Tutor Leeds** Like
54 like this · Leeds · [Tutor/teacher](#)
Looking for a great [French tutor](#) in your local area? [French tutor](#) Leeds offers you outstanding [tutoring](#) in [French](#) at your doorstep, with a nativ...

**CSFrench Tutor** Like
5.0 ★★★★★ (8) 102 like this · Marlborough, Wiltshire · [Tutor/teacher](#)
- [French](#) Language [Tutor](#) / Coach - [French](#) Assistance / Administrator (for all your [french](#) related admin & paper work) - Language Immersion...

**French tutoring fun** Like
101 like this · Product/service
I am currently offering the opportunity for private [tutoring](#) in [French](#) !

**French Tutor** Like
38 like this · Education
Ofsted rated "outstanding" teacher with over 30 years of experience teaching [French](#) to GCSE and A level in schools and colleges.

According to digital marketing expert Neil Patel: “We need to understand that search engine optimisation includes the search that happens on social media search engines.”

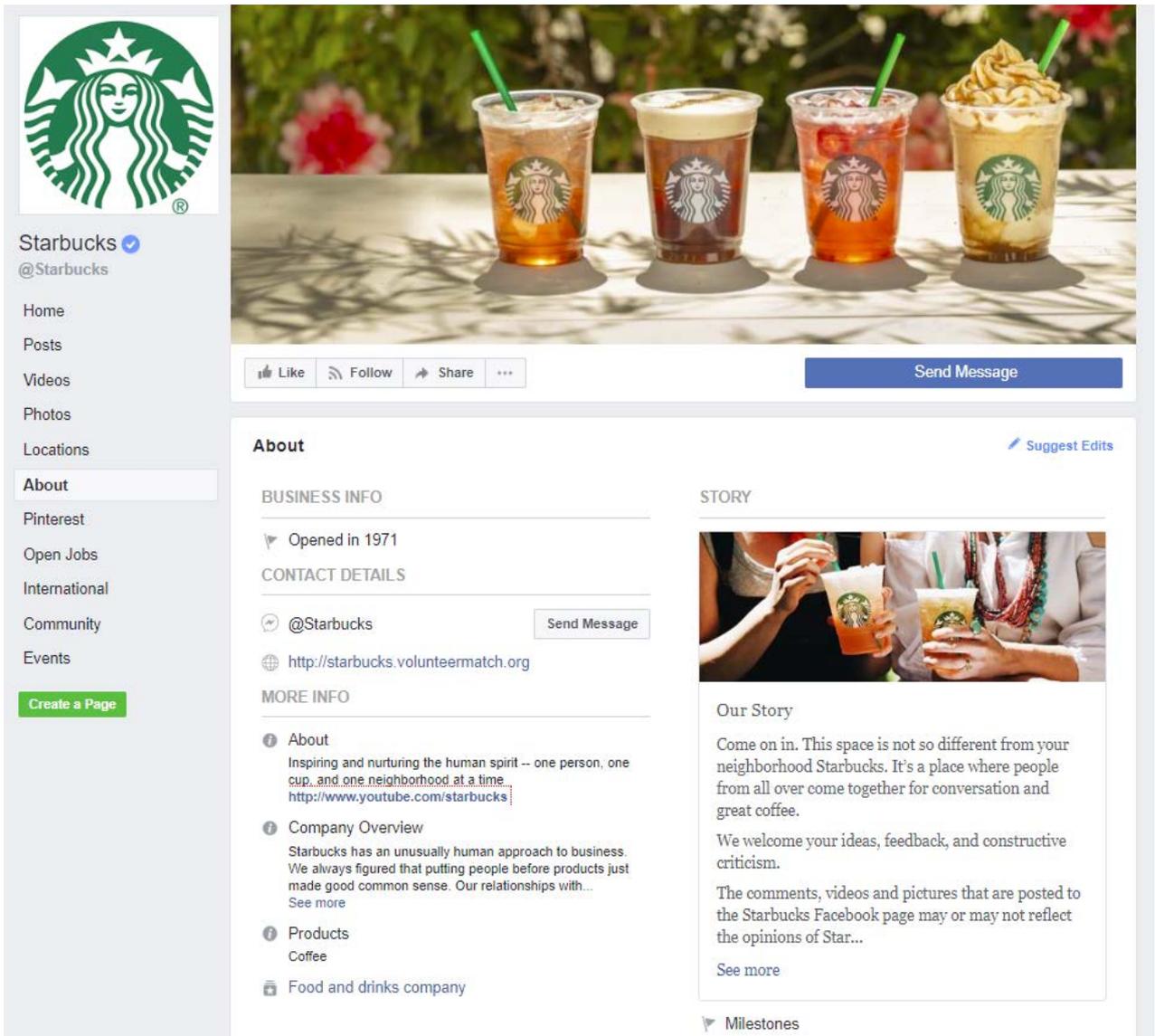
Tips for optimising your brand’s social media profiles:

- Ensure you include your keywords in a natural way.
- Use your company logo as your profile photo.
- Your username should be your brand name.
- State clearly what your company does in your bio. This is the place to include relevant keywords and a link(s) back to your site.
- If you use organisation [schema markup](#) code on your website, include your social links here to increase the relevancy, discovery and traffic to your social profiles.

A simple, but often overlooked, way boost interaction and signals that your profiles are active by including a link to your website in your social profiles to increase the quality of traffic to your website, and vice versa, including share buttons on your website, emails and other, third party business profiles.

Starbucks’ Facebook profile ticks all the boxes. It gives a flavour of the brand’s philosophy and background as well as incorporating relevant keywords, a link back to the brand’s site and a link back to another of its social channels (YouTube) to help the audience remain engaged with Starbucks and its online real properties.

The brand also offers the opportunity for visitors to engage more deeply with the brand by clicking on Our Story:



The screenshot displays the Starbucks Facebook page. On the left is a navigation menu with options: Home, Posts, Videos, Photos, Locations, About (highlighted), Pinterest, Open Jobs, International, Community, and Events. Below the menu is a 'Create a Page' button. The main content area features a header image of four Starbucks drinks on a table. Below the image are interaction buttons: Like, Follow, Share, and a 'Send Message' button. The 'About' section is expanded, showing 'BUSINESS INFO' (Opened in 1971), 'CONTACT DETAILS' (@Starbucks, http://starbucks.volunteermatch.org), and 'MORE INFO' (About, Company Overview, Products, Food and drinks company). A 'Suggest Edits' link is visible in the top right of the 'About' section. Below the 'About' section is a 'STORY' section with a photo of people holding Starbucks drinks and a text block titled 'Our Story'.

About Suggest Edits

BUSINESS INFO

Opened in 1971

CONTACT DETAILS

@Starbucks Send Message

<http://starbucks.volunteermatch.org>

MORE INFO

- About**
Inspiring and nurturing the human spirit -- one person, one cup, and one neighborhood at a time...
<http://www.youtube.com/starbucks>
- Company Overview**
Starbucks has an unusually human approach to business. We always figured that putting people before products just made good common sense. Our relationships with...
See more
- Products**
Coffee
- Food and drinks company**

STORY

Our Story

Come on in. This space is not so different from your neighborhood Starbucks. It's a place where people from all over come together for conversation and great coffee.

We welcome your ideas, feedback, and constructive criticism.

The comments, videos and pictures that are posted to the Starbucks Facebook page may or may not reflect the opinions of Star...

[See more](#)

Milestones

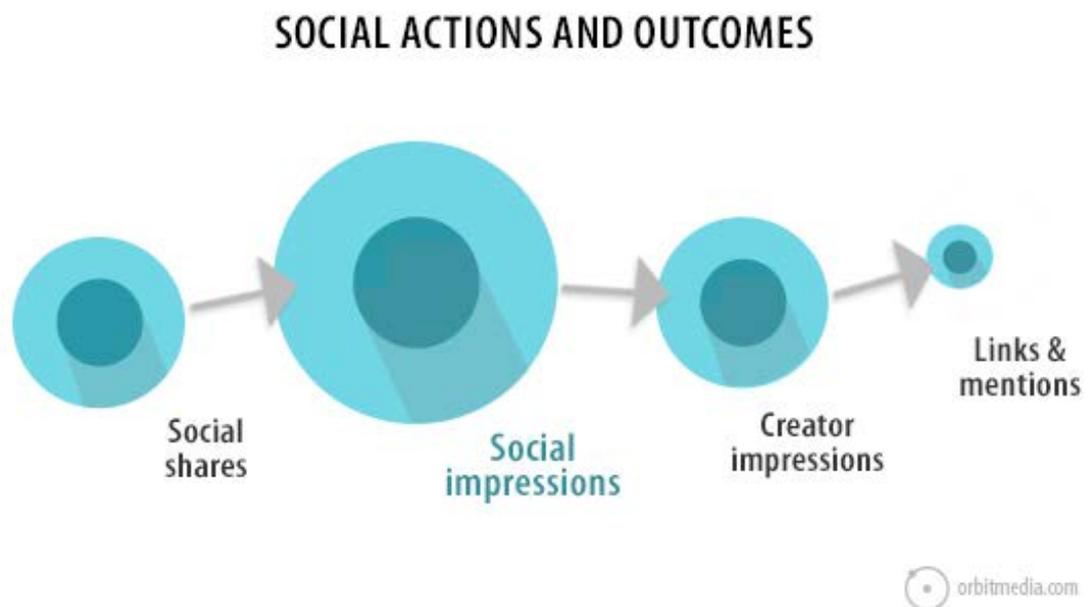
Remember, while social signals may not necessarily be a ranking factor, the online reputation you can gain from an active social media presence also increases brand awareness which, over time, can lead to more branded searches on Google.

3. EARN AUTHORITY FOR YOUR WEBSITE

Often, it's not the actual social activity that matters, but what happens as a result of that activity. Optimising and maximising your social visibility and interaction increases the chance of obtaining links from authoritative sources.

Many links today are achieved through developing original content that's shared across social media.

Include social links on your web pages (blogs, landing pages etc) to make them easily shareable. This can lead to more followers and social engagement.



The follower demographic and the authority an influencer has are crucial. They can have the biggest audience out there, but if their audience doesn't match the one you're targeting, or the followers don't engage with what they're saying then you're not going to get the results you're looking for. Sometimes a smaller, more engaged and loyal following is actually a lot more valuable.

There are benefits for both parties: the blogger receives high quality content which is bespoke to their own and to their audience's needs. For the client, the exchange of content helps to boost their brand awareness and strengthens their website's organic search (SEO) profile by creating strong, natural backlinks.

Boost your backlink profile

Building legitimate inbound links, or backlinks, is an important SEO strategy website for two reasons:

- It drives referral traffic to your site.
- Google takes notice when those with trusted and established sites (ie, those with a high Domain Authority/DA) link back to your site – and good quality backlinks are a crucial ranking factor in the SERPs

A strategic exercise that ticks all of these boxes is outreach, which involves forging relationships with influential bloggers, capturing data, creating and distributing high quality, shareable content and amplifying its reach through social and ‘earned media’.

The way to earn genuine, high-quality backlinks is by sticking to the following rules - which are basic good practice for online marketing in general:

- Create your own unique, engaging, high quality content
- Build a genuine community which interacts with your website, your social channels and one another
- Develop and maintain authentic relationships with relevant influencers

Engage with influencers

The content that you share on social media has an important role to play in helping to create genuine, organic inbound links from influential and trustworthy sources: an important SEO factor.

Influencer outreach is the process of identifying those with powerful following among your target audience, and offering them great content for them to publish or share with an inbound link to your site.

Influencer outreach is about maximising the amplification of your content through:

- Earning links to your site through useful and remarkable content.
- Building relationships with ‘influencers’ – websites and writers that operate in your niche.
- Identifying topics and content types that will appeal to their readership.
- Establishing yourself as an industry thought leader/authority and a source of great content.

Leveraging an influencer’s existing readership allows your brand to reach new, wider – and, most importantly, relevant - audiences. If your content appears on blogs that are read by your target customers, and offers them something new and interesting, the brand exposure potential is huge. And it’s the quality of the audience that makes outreach so effective. Done right, not only can you target an audience that’s already engaged with subjects relevant to your business and the content you produce, but you also have a the opportunity to tap into a blogger’s community.

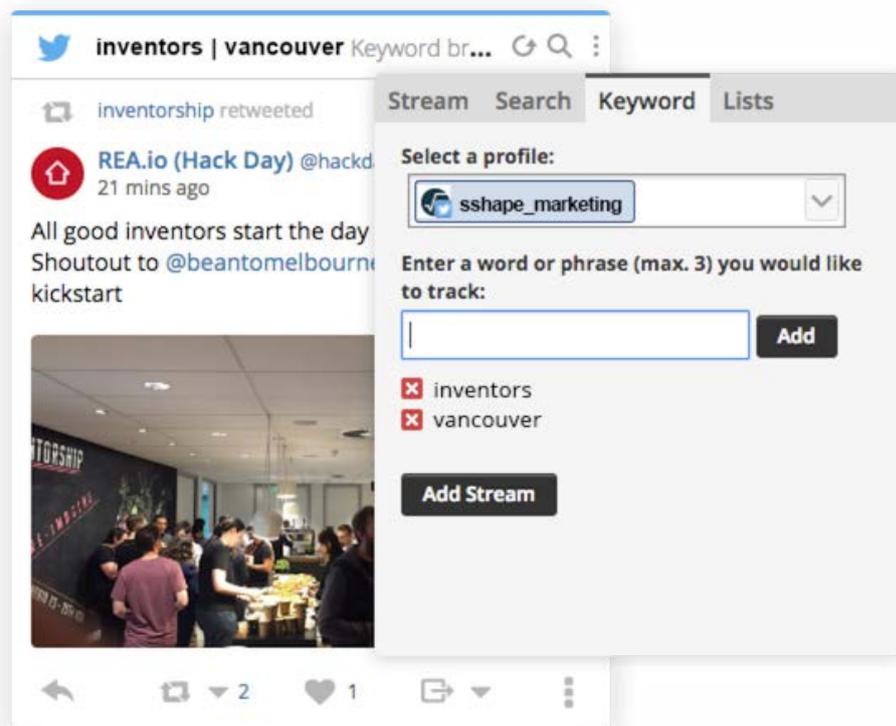
4. INFORM YOUR CONTENT STRATEGY

Social listening is a great way to identify what your target audience is talking about, (to inform your content strategy), what people are saying about your brand and learn from what your competitors are doing.

In practice, this means monitoring audiences on social media platforms to find out what's being said about your brand or your marketplace as well as to identify topics of discussion, opinions and new trends.

SEO-wise, this also helps to identify new keywords, pick up on new trends and the kinds of content searchers are looking for, which can be added into your keyword planner and content strategy. You can also pick up on terms with negative connotations and remove these from their strategy by adding them to a list of negative keywords.

Additionally, most social listening platforms (including Hootsuite and Buzzsumo) include a tool that identifies brand 'influencers' – essentially bloggers with social profiles and websites that are extremely relevant to your audience. It's possible to find influencers for almost any niche!



An example of social listening on Hootsuite

Case study

An example of a successful influencer marketing campaign we ran at Click Consult is for Chill Insurance, a leading Irish insurance broker.

We identified and engaged with relevant, high Domain Authority bloggers, with whom we collaborated to develop unique pieces of creative, shareable content to increase lead generation, while helping improve organic search rankings for the client's website, as well as presenting Chill as a thought leader regarding safety behind the wheel.

With input from the bloggers, we created an eBook entitled Ireland's Most Beautiful Drives, with an accompanying infographic, differentiated to target appropriate bloggers or press sites. The content was creative and visually striking, while engaging with the blogger and their audience in a way that is relatable while highlighting local brand relevance.

The bloggers featured in the eBook wrote posts about the eBook, each with a homepage link to the Chill Insurance website and a link to download the eBook. They also helped to amplify the campaign on social media.

The result was a high level link building pattern, supported by bloggers with a social influence, which resulted in:

- Improved organic visibility through better positioning in the SERPs (including jumping to position one for their target keyword).
- Increased the quality of traffic to the site (ie, encouraging better-qualified leads), therefore increasing the likelihood of conversion).

Read the [case study in full](#), or [download the eBook](#) itself.

Ireland's

MOST BEAUTIFUL DRIVES

EBOOK BY CHILL.IE

CONCLUSION

SEO and social media work naturally together

While there's no proof that social media signals have a direct impact on your position on search engine results pages (SERPs), there's also no ignoring that social and organic search (SEO) are closely intertwined: both are organic, inbound techniques that require high-quality content to generate engagement and drive traffic to your website.

Maintaining an up-to-date social profile and regularly engaging with your audience on these platforms will certainly help to improve your online visibility, influence and reputation.

GET IN TOUCH WITH US TODAY

ABOUT US

Located in North West England, Click Consult is a multi award-winning search marketing agency with a focus on organic (SEO) and paid search (PPC), with over 70 professionals employed and with a portfolio of over 60 clients from across the UK, Europe, Americas and Australia.

Click was named Search Agency of the Year 2018, adding to its long list of other awards and accolades, and also ranks within both RAR's and Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'.

ADDITIONAL RESOURCES

Blog

Click Consult regularly posts actionable insights on its blog – dealing with all aspects of search marketing. From technical SEO to PPC, content marketing and Analytics advice, the Click Consult blog has something for everyone of any ability.

eBooks

Click Consult produces in depth eBooks on aspects of search marketing on a regular basis, dealing with the latest best practices, changes to standard practices, methods of improvement and more.

Infographics

Sometimes what you need is a quick point of reference about complex subjects. Thanks to its team of highly talented designers, Click Consult is also able to distil its vast experience into easy to understand visual content.

Follow us on [Google+](#), [Facebook](#), [Twitter](#) or [LinkedIn](#), or to find out what Click Consult can do for you, call:

0845 205 0292

OUR ACCREDITATIONS



OUR AWARDS



OUR TECHNOLOGIES

monitor **TRAX** rank **TRAX** feed **TRAX** link **TRAX** pro **TRAX** page **TRAX**