

HOW TO

APPLY SEO TACTICS TO SOCIAL MEDIA CONTENT

Presented by:

Eastwick Communications

August 11, 2014

HELLO!



VP, DIGITAL & CONTENT MARKETING

Eastwick Communications

@hellosahana

#prnews @hellosahana

AGENDA:

SEO FOR SOCIAL

- Why Social Matters
- 10 Steps to Optimizing for Social
- What about all that Buzz on Authorship?
- Tools you should know about to make your life easier

WHY SOCIAL MATTERS

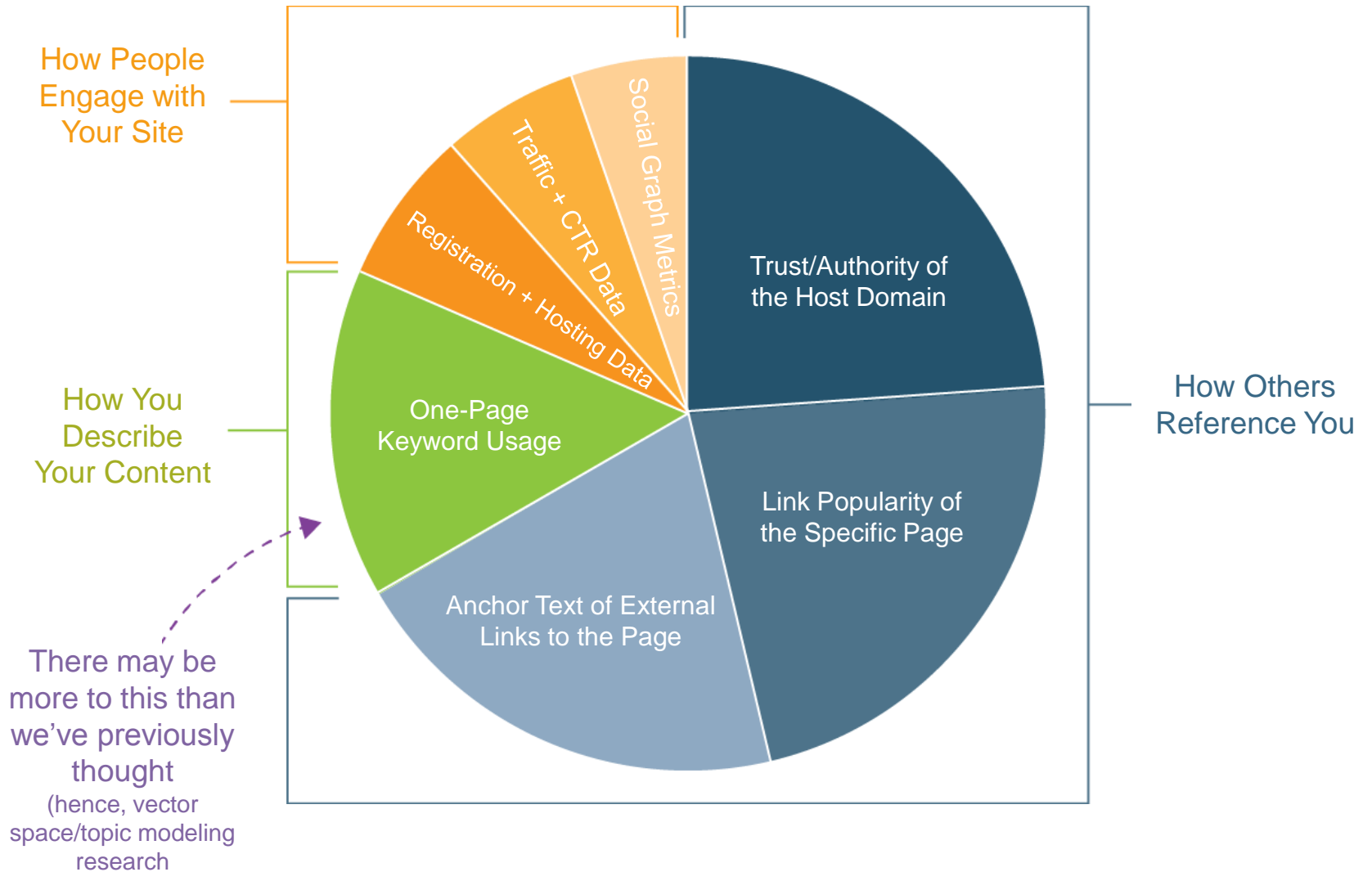


SEARCH IS SOCIAL

Feeds into the Discovery of New Content

Helps Build Links

People Perform Searches



COMPONENTS OF

GOOGLE'S RANKING ALGORITHM

According to 72 SEOs Surveyed for SEOmoz's Biennial Search Ranking Factors #pnews @hellosahana

FUNDAMENTALS

KEYWORDS	ARCHITECTURE	LINKS	CONTENT
<ul style="list-style-type: none">• Must have relevant keywords used by your audience not just by the company• How people search for you <u>versus</u> how you want people to search for you	<ul style="list-style-type: none">• Build and label pages	<ul style="list-style-type: none">• Links are like votes, the more the better.• Must have 3rd party and objective back links	<ul style="list-style-type: none">• Keep content fresh and syndicate

CONTENT FUELS SOCIAL

“ The goals of content marketing are consumption, then behavior. The goals of social media are participation, then behavior. ”

– Jay Baer of Convince & Convert

10 STEPS TO OPTIMIZING

STEP 1:

CREATING VALUABLE CONTENT

90%

goes into good content

10%

goes into link building

HOW DO YOU CREATE VALUE?

Utility

Emotional / Inspirational

Positive or Negative POV

Perceived Value

STEP 2:

LINK BAIT USING CONTENT



Infographics | Video series | New tools | Interview series | Slide deck |
How-to Guides | Q&A | Webinar | Simple blog post

STEP 3:

THINK TITLE

Take the time to write a title

Write several before you choose one

Find tips online for writing headlines

- Copyblogger
- Contently
- Convince & Convert

My Life with Piper: From Big House to Small Screen

Larry Smith in Matter 42 min read

10 Tricks to Appear Smart During Meetings



Sarah Cooper in Comedy Corner 5 min read

How a password changed my life.



Mauricio Estrella 6 min read

STEP 4:

PLAN LENGTH

- The more “depth” your content has, the more unique it is
- Getting into a topic makes your content “about” more
- Quality, longer content has a positive relationship to higher rankings



STEP 5:

ESTABLISH QUALITY

- Would you trust the information presented in this article?
- Is this article written by an expert or enthusiast who knows the topic well, or is it more shallow?
- Does this article have spelling, stylistic, or factual errors?
- Does the article provide original content or information, original reporting, original research, or original analysis?
- Does the article describe both sides of the story?
- Does the article contain insightful analysis or interesting information?
- Would you expect to see this article printed in a magazine or book?
- Are the pages produced with the great care and attention to detail vs. less attention to detail?

Site: [Google's Quality Guidelines](#)

STEP 6:

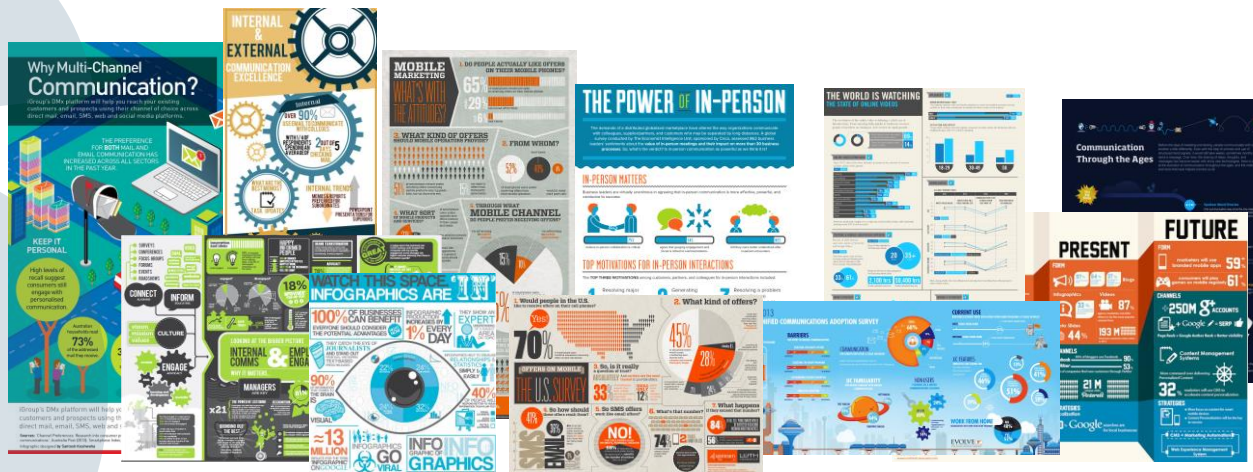
DESIGN WELL

“

Design doesn't just matter, it is 50% of the battle.

– Rand Fishkin

”



STEP 7:

CREATE LINKS

- Links from inside unique content pass more value than navigation links.
- Links higher up the page pass more value than links further down.
- Links in HTML text pass more weight than image links.
- Keep links prominent and “editorial” – naturally link to important and related content pages

STEP 8:

LINK PROPERTIES TOGETHER

- Link your Web properties together...
- If your pages explore different aspects of the same topic, then all the more reason – higher rankings

CONTENT HUBS

RED BULL TV REDBULLETIN.COM ATHLETES EVENTS PRODUCTS & COMPANY SHOP

Adventure Bike eSports Motorsports Music Skateboarding More

Patrick Dempsey Races Porsches Wingsuit Flyers Race Head-to-Head in the Sky Danny MacAskill Rides the Playboy Mansion

Even Wacky World Records You'll Never Believe

You can get a world record for just about anything -- and here are some of the most awesome. By Will Gray on 4 August 2014

© Bongarts/Getty Images

Visual.ly SIGN UP LOGIN PRODUCTS HOW IT WORKS COMMUNITY FOR CREATIVES RESOURCES

WELCOME TO THE COMMUNITY

Get inspired by the best in visual content.

SUBMIT A VISUAL

Staff Picks Topics

Welcome to Coke Zone

Coke Zone is your virtual door to the Coca-Cola world, giving you access to amazing Coca-Cola promotions, events and experiences.

Use the links below to access Coke Zone in your area:

Belgique / België Denmark

GirlHub

Putting the Girl Effect into action for adolescent girls in Ethiopia, Nigeria, Rwanda and beyond.

Follow Girl Hub on LinkedIn

WHERE WE WORK

ETHIOPIA	NIGERIA	RWANDA
KEY INITIATIVE YEGNA	KEY INITIATIVE SAFE SPACES	KEY INITIATIVE NI NYAMPINGA

STEP 9:

WRITE ANCHOR TEXT

- Don't choose anchor text to fit your keywords, choose your anchor text to fit the content around it
- Anchor text you use for a link should provide a basic idea of what the linked page is about
- Avoid:
 - Click Here, Page, or Article
 - Use text that is off topic
 - Using the page's URL itself



STEP 10:

CREATE TITLE TAGS

Visual Content - Content Marketing Institute

TITLE TAG

contentmarketinginstitute.com/visual-content/ ▼

Visual Content Look Book: 25 Examples. Words aren't enough to keep customers and prospects engaged these days. To inspire you to add compelling visual ...

- **Accurate and concise** description of page's content
- Important to user experience and SEO
- Creates **value in relevancy**
- Impact the way your content is seen in your browser, search engine results, and external websites



TIPS FOR TITLE TAGS

HOW TO WRITE A TITLE TAG

Code

```
<head>  
<title>Example Title</title>  
</head>
```

Appearance

Primary Keyword –
Secondary Keyword | Brand
Name

Tips

Google displays first 50-60
characters of a title tag or
what will fit into a 512-pixel
display

- Be mindful of length
- Place important keywords close to the front of the title tag
- Leverage branding/brand name
- Consider readability and emotional response (goal is to attract your audience and clicks)

META TAGS

- Provide concise explanations of the contents of the web pages.
- Not as important to SEO, but important for click-through
- Opportunity to advertise content and letting them know exactly what to expect on the page

Visual Content - Content Marketing Institute

contentmarketinginstitute.com/visual-content/ ▼

Visual Content Look Book: 25 Examples. Words aren't enough to keep customers and prospects engaged these days. To inspire you to add compelling visual ...

META TAG



TIPS FOR META TAGS

HOW TO WRITE A META TAG

Code

```
<head>  
<meta name="description"  
content="Here is a  
description of the page">  
</head>
```

Appearance

Description of the page

Tips

Should leverage keywords
Description between 150-160
characters

- Not a factor for Google's rankings
- Avoid using quotes
- It is okay not to use meta data
- Avoid using the same meta data for social (appears redundant in social)

**WHAT ABOUT ALL
THAT BUZZ ON AUTHORSHIP?**

GOOGLE AUTHORSHIP

- Rich snippets of information (author's profile pic, full name, and number of Google+ circles)
- Verified connections between content across the web and its creators (quality factor!)
- Adds value to social content
- Not to be confused with Author Rank



[Matt Cutts: Gadgets, Google, and SEO](#)
www.mattcutts.com/blog/ +1



by Matt Cutts · in 174,878 Google+ circles
Mar 15, 2012 – A Google associate gives in
engine index updates and SEO issues.
↳ [Google/SEO - About Me - 30 days - Sha](#)

GETS YOU NOTICED

Search results for "turkish food in mountain view ca".

6 pages of results and 1,500,000 other results (0.59 seconds)

Places near Mountain View, CA

- A 209 East Middlefield Road Mountain View (650) 966-1533
- B 185 Castro Street Mountain View (650) 625-8155

More results for Mountain View, CA »

Mountain View, CA Restaurants - Yelp

7 businesses listed for Turkish in Mountain View on Yelp. Read about places like: Cafe Baklava Mediterranean Grill, Anatolian Kitchen, Zara Original ...

Turkish food Mountain View

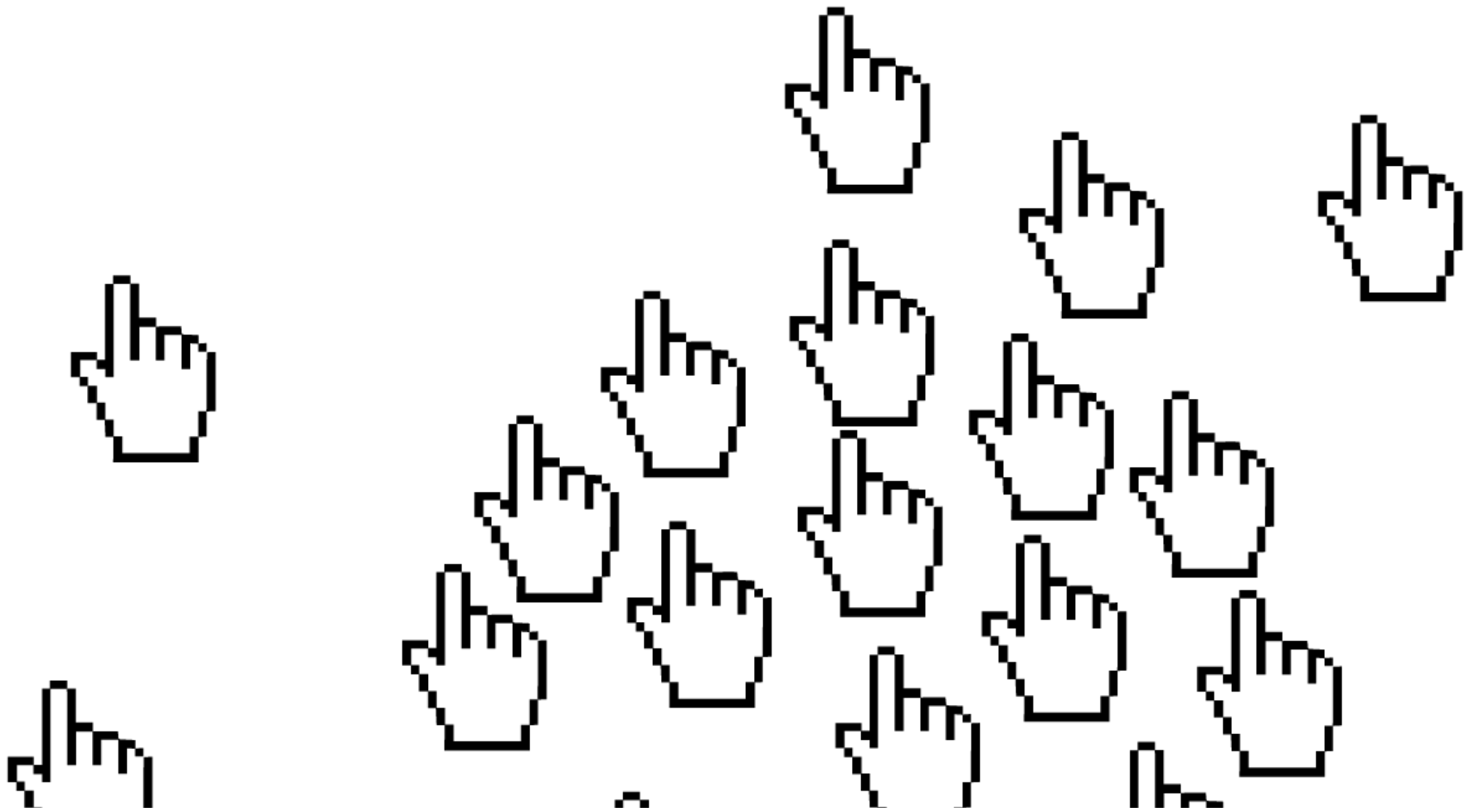
Results for Turkish food in Mountain View - Cafe Baklava Mediterranean Grill, Ephesus 185 ... Mountain View, CA 94041 ...

Results for Ephesus 185 Mountain View, CA, United States

Turkish Restaurants in Mountain View, CA on Yahoo! Local

Results 1 - 10 of 12 - Turkish Restaurants in Mountain View, CA on Yahoo!

- 1 Gyros House (650) 940-9316 212 Castro St
- 2 Taverna Bistro (408) 735-9971 133 S Murphy ...



**A STUDY PERFORMED BY CATALYST
FOUND THAT CLICKS IMPROVED 150%
WITH GOOGLE AUTHORSHIP.**

A recent study by BlueGlass reported only 3.5% of Fortune 500 companies are using Google+ Authorship.



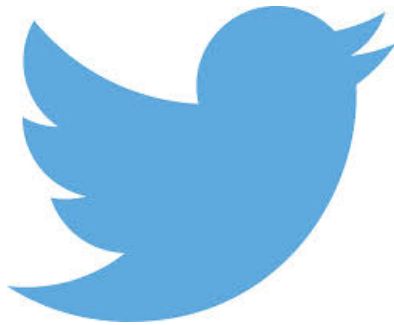
STILL PLENTY OF ROOM ON
THE
BANDWAGON

#prnews @hellosahana

CONTENT SYNDICATION

CONTENT SYNDICATION

 Outbrain



TOOL BOX



QUESTIONS & COMMENTS?

Sahana Jayaraman

Eastwick Communications

Vice President, Digital & Content Marketing

Twitter @hellosahana

LinkedIn Sahana Jayaraman

Content Marketing/SEO Roundtable sahana@eastwick.com

Thank you!