

# What is Social SEO?

Why is it so important!

**SWIPE** →

**SMART**  
**WEB**  
**DESIGN**



# What is Social SEO

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**Social SEO** involves using search engine optimisation (**SEO**) tactics in your **social media** posts so that more people click on them when users search for relevant keywords.

For example if you want to find the best restaurants in a specific area you would search this up on Google. In this day of age you would use some kind of social media platform to find a recommendation.

In 2023 **75.78%** of consumers used social media to search for products and brands. In addition **68.75%** of consumers have made a purchase based on something they have saw on social media.

**KEEP SWIPING** 

# How Social Media Affects SEO - Part 1

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## **Boost branded search -**

People who find and engage with your brand on social media are more likely to search your brand on google.

## **Increase organic clicks -**

Individuals who engage in your content on social media are more likely to click in your results on google.

## **Establish authority -**

Social media can help you establish authority in your field. Google encourages creators to demonstrate - **Experience, Expertise, Authoritativeness** and **Trustworthiness (E-E-A-T)**.

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# How Social Media Affects SEO - Part 2

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## **Generate backlinks -**

Content that performs well on social media is more likely to be found and linked to. This can lead to backlinks that benefit your rankings.

## **Gather insights -**

Social media metrics and trends can inform your SEO strategy. For example, you can see which topics your audience likes the best.

## **Drive on-site engagement -**

Social posts can drive traffic to your website, thus the resulting engagements can benefit your SEO - as long as they're relevant to the topic.

## **Improve local rankings-**

Gaining followers and positive reviews on social media may help your local business listing rank higher in Google's map results.

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# How to optimise your social profiles for SEO

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This process focuses on actionable optimisations that'll increase your social channels' visibility in the SERPs. The good news is that doing so doesn't mean overhauling your presence or making any major changes. Here are the basic actions you can take to maximise visibility.

## **Fill out your social profiles with as many details as possible -**

Some platforms have much more real estate than others to fill in your details (think about Facebook's generous "About" section(s) versus a minimalist Instagram's bio). Either way, don't let these spaces go to waste. Make a point to include industry and brand keywords, locations and relevant links.

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# Integrate Keywords into your Profile and posts!

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With regards to keywords, consider that social media at large is becoming more and more search-oriented. Performing keyword research has become an important step for the sake of finding potential topics to post about and likewise optimising your content for visibility. you don't have to optimise every post and caption you write.

But, there are plenty of opportunities to integrate keywords into your posts naturally if you're aware of them. This is especially true on platforms like YouTube and LinkedIn.

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# Put Links that navigate to your site

Chances are you're probably doing this already but a large majority are doing this wrong.

Understand what you can put in the description of each posts, for example links in the description of your Instagram post will not work thus making it pointless.

Although your own links shouldn't be the sole source of your social content, they should definitely factor in if you're hungry for more traffic.

From blog posts and promotions to downloadable content. Make sure you're taking advantage of link tracking to assess what's getting the most clicks and how visitors behave once they're on your site.

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