

Social Media & SEO

A Winning Combination



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Social Media & SEO: Blending to Perfection

Search engine optimization (SEO) and social media go hand-in-hand in today's online marketing world. There is no way to separate the two. Social media is simply a part of good SEO practices. When you look at the definition of SEO in the online dictionary, it is described as the *"process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine."*

The process includes a number of activities that search engines look at to give your website a ranking. One of the processes is to use social media to distribute compelling and useful content to your audience. When search engines see that people are sharing your content via social media, they tend to rank your information a little higher than information that is not being shared via social media. Why? Because social media is interactive, it's comprised of relationships and communities which search engines place bigger values on.

At its heart, a social media site is built around social interaction of the users. Users of social media communicate, join specialized groups, and share with each other relevant content that they've created or discovered. This is modern word-of-mouth marketing on steroids. It's instant, and easy, and it happens continuously all day and all night due because the internet never stops. People live in different locations, get online at different times and enjoy socializing at all hours of the day and night. Whereas before the advent of social media, SEO was more about link building and keywords now it's more about building relationships with your audience.

How SEO & Social Media Overlap

SEO and social media work together effortlessly but they are different. The goal of SEO is to get more high quality inbound links to your online real-estate, while the goal for social media is to engage your current audience while attracting new audience members. They overlap when it comes to creating strong inbound links. The best way to do either is via the content that you use for both social media and SEO purposes. The fact is, today, without a solid social media marketing plan you don't have a good SEO plan.

Inbound Links & Content

Integrating SEO and social media is simple when you understand the effect that social media has on SEO. A study by [Search Metrics](#) shows a correlation between social media shares and a higher page rank on Google Search. This doesn't mean that you should throw everything you know about SEO out the window and focus solely on social media marketing, but it does mean that you should integrate the two to see the most improvement in page rank.

The reason it works to improve page rank has to do with creating inbound links to your online real estate. Sharing on social media creates inbound links to your content. Content shared creates inbound links to more content. Therefore, any link building strategy that you engage in should include social media.

Personalized Search Are Based on Social Interaction

Aside from an increase in inbound links, the social media factors that affect search results are very personalized today. Google sends back search results based on the keywords you type into the search box, but if you are logged into your Google account you'll also get search results that are specifically relevant to you. They use an algorithm that incorporates results that your friends have found, created, or shared as well as your location in the results.

This makes it a little harder for publishers to focus on pure SEO and makes it clear that social media optimization is also important. Furthermore, it's imperative that the two, SEO and Social Media, are integrated for best results. The factor that integrates them is content.

Content is at The Core of SEO & Social Media Integration

SEO and Social Media have a huge love affair with content. Your content strategy is the place to start your social media and SEO integration. To use SEO and Social Media effectively you need an overall content strategy. No matter what you're creating the content for, your website, blog or social media, it's important to understand the part that content, images and interaction play in making your content more effective.

All content needs to:

- **Reach Your Audience** -- If you don't know where your audience is, you could be wasting your time. Not every audience is using Twitter, or Pinterest, do your due diligence to be sure that your audience is on the social media platform that you plan to use for social media marketing purposes.
- **Provide Value** -- The content you create answers the questions your audience has, provides tips and tricks, and how to information that is valuable to your audience. The content you create needs to be something your audience would gladly pay for if you were to set a charge. If it's not valuable enough to pay for, your audience isn't going to want to read it.
- **Have a CTA** -- If your audience doesn't know what to do after viewing your content, you've failed. You must incorporate a call to action in every piece of content whether it's to buy, share, use or comment, it's imperative that your audience is sure what you want them to do.

Your content can be a combination of all of the following:

- Blog Posts
- Content Curation
- eBooks
- eReports
- Images
- Infographics
- Podcasts
- Polls & Surveys
- Product Reviews
- Tip Sheets
- Video
- Webinars
- White Papers

It's important that you repurpose content and plan for using different content formats for different platforms. The main piece of content from which all derivatives come, should be placed on your main website or blog. Your social media accounts should point viewers to your website which is the main source of all the information about your business, products, and / or services.

For example: You are giving a webinar about the effectiveness of your product or service.

First, you have to create material for that event. That material is content. You may have a slide show presentation, a video demonstration, plus handouts.

Second, weeks before the event, you will extract and broadcast small bits of the information that you created for the event on all your social media accounts. This pre-event information will be pointing them to your blog or website with even more information about the event, and a sales page allowing them to sign up for the event.

Third, you'll also blog about the event, and talk about the event everywhere you go on the net getting all the information you use from the main content you created for the event always linking back to your website for more information.

After the event you might post your presentation on slideshare.com, post parts of the recorded event on YouTube.com, and then you'll link to those things from your social media accounts and blog posts. You don't give away the whole box of cookies in your pre-event and post-event content. Instead, you give away just enough, one sample cookie, to get them excited and interested. But you use the content over and over again to propagate more viewers, more newsletter sign ups, more followers, more likes, and more connections. When you look at it from start to finish you can see clearly how all the elements of SEO and social media combine to make very a powerful impact on your business.

To Ensure Success Optimize Your Content in the Following Ways

The act of optimizing content includes many factors. Many of these factors are dependent upon where you plan to use the content, what audience you are targeting, and your purpose for the content. Another factor plays into how you optimize content too, and that is how the search engines are placing importance on content with their algorithms.

Since Google Search is still the most popular search engine, if you follow Google's guidelines you'll have good results with all search engines. Let's take a look at some of the suggestions.

- **Use Rich Snippets** -- Go to Schema.org and use their schemas, html tags, and other code to help you mark up your pages and content in such a way that the search engines know how to improve the look of your search engine results. The code provided works for many different search engines, not just Google Search, to make it easier for people searching for your content to find it.
- **Create a Hook** -- Content that has a hook gives a unique perspective and insight into your subject matter and helps you to build a relationship with your audience will provide

the means to keep your audience interested, as well as encourage them to spread your information through sharing and interaction. Compelling content with a hook will always win.

- **[Use Google Authorship](#)** -- Connect your content that you publish across the web with Google Authorship. Ensure that your profile includes a good headshot because it will show up in the code and search results. Your byline name should match whatever you write anything. Don't use your name and middle initial on one article and not on another. Verify your email address where you place the content.
- **Create Timely Content** -- Incorporate trending topics into your content on a regular basis. Creating content that focuses on what's happening in your industry today will regularly attract not only potential clients or customers but create repeat readership because your content is full of new information.
- **Develop Evergreen Content** -- Content that has no time limit or expiration date is an important component of all the different types of content that you should have on your website and your social media accounts. Evergreen content can help educate your audience and boost your authority with them.
- **Determine Keywords** -- Research your topic and know the keywords that your audience uses to look up the information they need. You can use a variety of tools to help you with keyword research including those provided by search engines. [A good keyword tool to use is Hit Tail, it helps you find good long tail keywords.](#) In addition, you can use [Google Adwords Keyword Planner](#).
- **Curate Content** -- Another way to optimize your content is to collect, organize and catalog other people's content that is relevant to your audience and industry and share it with your audience. Content curation will improve your SEO by increasing your credibility and authority. By curating content from authority sites, you will increase your own rankings. Plus, it will help you create content more consistently which search engines love.
- **Link Internally** -- After each article that you write on your website or blog, it's important to link to other articles or blog posts that the reader might enjoy. Technically, search engines rank pages of your site, not your entire site. Of course, most people linking into your website or blog are linking using the home page URL so it seems as if your entire website is getting ranked. To improve SEO on your entire site, use internal links to connect other popular content, or similar content for further learning.
- **Create Key-worded Headlines** -- Don't focus only on keywords for your headlines, but your headlines should include a keyword, as well as make sense to the reader. You

want the person reading the headline to be curious enough to click through to read the content, but you want the search engine to display the headline for the proper searches.

- **Use Interesting Visuals** -- People are visual by nature, and in fact most people learn through visual means. Therefore, to fully optimize your content you need to create visual interest with graphics that match the story you're telling. In addition, you should make sure there is plenty of white space to give the eyes a break. This can be a huge balancing act. Ensure that the thumbnails look right, and you'll get more click throughs with better imagery.
- **Optimize Navigation** -- Use the tools that Google Analytics provides to find out how viewers are using your page's navigation. Is it helping people to find more content or is it getting in their way and confusing them? Choose clean, modern design over cluttered design, and then check the metrics to help you improve results.
- **Include Share Possibilities** -- Put easy to use share links on all your content from blog posts, to articles, to sales pages. You want your audience to be able to share your content with the world, make it easy to do so, and don't forget to ask them to do so (CTA).

Finally, the content that you create should be the highest quality that you can afford. Write or have written unique content targeted specifically for your audience. Remember that real people are sharing your content on social media, so you want it to be as new and as original as possible. Use the derivatives of the content elsewhere; use the original on your website or blog. And never forget that all content should be created for humans first and search engines second.

Blogging and Social Media: Combine the Two for Maximum Impact

One type of content that is probably the most important when it comes to integrating social media and SEO is blogging content. Blogs are easy to update, simple to optimize, and search engines love blogs because of it. Search engines love blogs because they're updated often, and full of informative content, not just because it's a blog.

It's still important to plan and organize the type of content that you will put on your blog. You want content that is high-quality, relevant and follows good rules of SEO, and that is sharable, and enjoyed by real people.

- **Get More Inbound Links** -- Getting inbound links from trusted sources helps improve your page rank and SEO. Search engines use inbound links as another way of ranking

your website (or the pages in your website) and by providing better search engine results to those who are searching for your content, products and / or services.

- **Create Sharable Content** -- By creating content that others will enjoy reading or viewing and want to share you will get more inbound links. Each time someone shares the content that you created, it makes a new link pointing to the content that you've created. Content that people love to share are viral videos, infographics and "how-to" content.
- **Create Regular Content** -- If your readers expect a content update, oftentimes they'll bookmark your site, or they'll visit more often. Plus, you'll become a trusted source of information that your readers will enjoy sharing with others.
- **Promote Content on Social Media** -- It's very important that you promote each piece of content that you create on your own relevant social media accounts. Then ask your followers and friends to share as well. Send out new blog content to your social media accounts, to newsletter sign ups, and to subscribers for maximum impact.

But, before you even think of sharing anything on social media it's important to understand where to start.

Optimize Your Social Media Profiles

It's important that with any social media strategy to start with optimized social media profiles. Follow these tips to optimize your social media pages and profiles to make the most of your social media optimization (SMO).

To create an optimized social media profile, it's important to start with a good headshot, or logo of your business. Headshots are always better because people like being able to see the person they're communicating with. So, if you can combine the logo with a headshot, so much the better.

- **Facebook.com** -- You can put a less formal profile picture on Facebook, but you still want it to accurately reflect your business' attitude. A great way to do it on Facebook is to use a logo in the cover photo, and then a picture of you as the profile picture. Even though it's a business page people still want to know who you are. You want to fill out every part of the information that Facebook asks for, and you want to include links where you can. Facebook also allows you to create special public landing pages, which we'll talk about later.
- **LinkedIn.com** -- LinkedIn.com is set up to be a very professional buttoned up version of Facebook. LinkedIn.com is not to be used for personal business, but rather only for business. You want a very professional headshot, a professional headline, links to your

contact information, and a custom LinkedIn.com URL. Then you want to add your custom link to your email, your business card, and your online real estate such as your blog.

- **Twitter.com** -- Use a profile picture that accurately represents your business and you, and then fill out the profile completely using links where appropriate. Include information that will pique the interest of followers. Twitter allows you to create custom backgrounds, ensure that your background makes the most of the space allowed.
- **Pinterest.com** -- Replace the push pin with your own picture. Pinterest is a lot more interactive so an action shot of you might be very effective as a profile picture on Pinterest. Next, create a good keyword rich profile description so that your audience knows to follow you. Tell the readers what to expect from your pinning activities. Finally, be sure to verify your website. This ensures viewers that you're not a spammer.

Whichever accounts you use, whether it's these examples or others, it's important to use the tools that the social media account provides. Use them fully and in completion. For instance, on LinkedIn.com you can upload videos and [slide shares](#), YouTube.com videos and more.

While you might not have material to include today, as you're creating the profile, when you learn that a social media allows you to include something new, create that content as soon as possible to make your profile stand out from the others.

Brand Your Social Media Accounts with the Same Persona

You want to carry your brand across all of your social media profiles. They don't have to be identical, but they should be related and not contradict one another. Use similar logos, fonts, colors, backgrounds and profile information across all accounts but specific to each account.

For instance, LinkedIn.com is much more formal than Facebook, so you want a more professional head-shot. You would also want to share only the most specific content and information there. With Facebook you can get a little more personal and be less formal. So, the first rule is to remember where you are, but the second rule is to remember the persona.

Develop Trust with Your Followers and Connections

Building a brand is about more than logos, colors, and mission statements; it's also about the actions that you take over time. Within each description of the social media account there should be space to tell your viewers what to expect from you. Whatever you tell them, stick to it. You want to show them that you follow through with what you say.

Avoid bombarding your connections or followers with sales messages, or worse, out of context shares that make no sense to the audience. Do share posts that are informative and engaging though. You want to encourage shares, and discussion.

Keep the Same Voice Through Out All Social Media Interactions

This can be difficult for a large company, but for a small business it's not as hard. Usually, in the small business case only one person is creating social media content and messaging, so it's easy to keep the voice the same. The person creating social media messages needs to understand the business inside and out, including having a deep knowledge of the audience the products or services and the image the company wants to project to the world. This doesn't mean you can't hire people to help with social media campaigns but the messages need to be planned out and the voice needs to be understood so that the audience isn't confused.

Share and Spread the Word Often

Know who you are, what your business stands for, and who you want to friend you, follow you and connect with you on social media. Then, spread the word. Use #hashtags, Google communities, LinkedIn groups, and more to communicate with your audience to increase your credibility and spread brand awareness. By sharing and communicating with your audience you'll soon become the expert and influencer regarding your particular niche.

Create a FAQ

You might not realize it, but once your social media takes off, you'll get the same questions asked over and over again, but unlike your website where you can place a simple FAQ for readers to look at, you'll need to have live answers on social media. So, create an FAQ with easy to cut and paste answers. On some social media like Facebook, you can create documents that you can point people to, but for the most part you'll need to answer the same questions time and again, a pre-written FAQ will help you do it faster and be more consistent.

Build Relationships with Customers & Influencers

On social media sites, the best way to build relationships is with making comments, sharing, tagging, re-tweeting information that your customers share as well as influencers share. But, one often overlooked part of it is the relationship you have with influencers. Influencers are those people who may not be customers, but who interact with your customers. They might be bloggers, journalists, reporters or even your competition. By engaging with them, you'll increase your brand awareness exponentially.

Thank Your Loyal Fans

You'll notice on various social media accounts that you have some people who really stand out as brand ambassadors. They always share what you post; they make comments and engage with you on a regular basis. Cultivate this relationship. They can become very valuable in terms of helping monitor for spam, answer questions, and other issues on your social media accounts. You can pay them in the form of coupons, and bonuses.

Be Human

People love interacting on social media because it is "social" and you can be more social on your social media than you think. Organize Google Hangouts, link to photo albums, and have special events that encourage your fans to share with you. By creating an emotional connection to your brand, you'll create a true feeling of belonging that will far surpass typical brand loyalty.

Create Branded Pages on Social Media

Some social media accounts allow you to create special branded pages. Some are more adaptable than others. The important thing to do is to take advantage of whatever functions the social media allows. If it allows you to use HTML to create a branded landing page, use the function, if it allows you to upload special photos and images, do so. The more unique your social media accounts are the better.

When creating branded pages on social media it's important to realize which social media you're using, and read the rules. For instance, on Facebook, your cover image cannot ask customers to download anything, or give any contact information. In fact, they do not want any calls to action on your cover photo. Use features such as Facebook's ability to pin a post at the top of the feed so that new viewers will always see that when they arrive. That post can contain a video, or simply some text.

The same concepts can be used across all social media. Use the tools available, maximize your profiles with images, videos, and more that enhance and demonstrate who you are to your audience. Always look at your pages from the audience's perspective to ensure you're presenting your business in the best light possible.

Planning Your Social Media Strategy

A solid social media strategy will strengthen your business by increasing brand awareness, improving SEO and advancing customer engagement. In addition social media marketing is a very cost effective form of marketing. Your social media marketing strategy goes hand-in-hand

with other forms of marketing and is part of good search engine optimization today. By creating a social media strategy you'll improve your chances for success.

Establish Your Social Media Goals

In order to set solid social media marketing goals it's important to understand how to make a goal. Every goal you make must be achievable, specific and measurable. Creating goals establishes metrics that you can study to decide whether or not your efforts are working. Without defined goals, you are just shooting in the dark.

First, your goals should be about the big picture. In this case your goal is very general such as "I want to get more traffic." or "I want to make more sales." The next step is to break down the big picture goal into smaller achievable, specific, measurable goals. Since the 1980's due to George T. Doran using the term in the November issue of Management Review, many people use the mnemonic device SMART to help them make goals.

- **Specific** -- Instead of saying, "I want more sales" as your goal, you need to be very specific and write down exactly what you mean by more sales. Such as: *"I want to sell more of xyz product."*
- **Measurable** -- In addition, you should mention how much you want to sell. Instead of just *"I want to sell more xyz product"* say *"I want to sell 20% more xyz product."*
- **Attainable** -- Ensure that you evaluate whether or not your goal is something that can really be done. You should know based on your research what can happen or not happen. If you've done no market research it'll be hard to make a goal.
- **Relevant** -- Any goal you make has to be relevant to your overall big picture. If you want to make more sales, but your specific, measurable goal is "Increase traffic by 20 percent." Does that relate? How? Why?
- **Time Sensitive** -- Finally, give yourself a time limit on any goals that you want to achieve. Don't leave the time open ended or you won't ever reach your goal, or an end point in which you can evaluate whether you reached your goal or not. So finally, your goal will look like this:

"I want to increase sales of xyz product by 20 percent, by the 4th quarter."

In addition to using this method for establishing your goals, you want to also always evaluate how everything went when the time is over, and then for your next campaign toss out what did not work, and recommit and double down on what did work. This will ensure that each

marketing campaign you embark on will be an improvement on the former. As you've likely hard before, rinse and repeat for best results.

Identify Tactics That Help Reach Your Goals

Once you have written down your goals, it's time to identify how you're going to achieve them. The means by which you achieve a goal are called tactics. For instance, you might decide to increase blog posting by 50%, social media interaction by 40%, and double down on page SEO. All of these tactics will increase the likelihood of your achieving your goals.

Tactics have to support your overall strategy to be effective. To identify tactics you'll need to:

- **Identify Resources** -- What is your budget in terms of dollars, time, and other assets that you have to help you reach your goals?
- **Determine Approach** -- In the case of social media marketing strategy your approach will be to invest more resources into social media, but do you plan to invest more time in engagement, content creation, improved SEO, or all of the above? It needs to be planned out and focused.
- **Understand Context** -- It's imperative that you understand how everything is interconnected to make your social media marketing work. How does blogging effect social media engagement, for instance?

Develop a Social Media Marketing Calendar

Based on your goals, and time line it's important to now create a social media marketing calendar. You'll need a separate calendar for each social media you plan to use for your social media marketing campaign. If you've planned to just focus on one or two, that's fine, but create a separate calendar for each one.

You can use a tool like Google Calendar to create a separate calendar for each social media account, but that you can integrate together so that you can see a clear outline of everything needed to be done across all accounts. Plus, it's easy to just look at one social media account at a time to see what to do without a cluttered calendar.

Start with due dates. In your calendar start with a due date and work backwards towards today with action items to complete on any given day to work toward your goals. If you've determined you need to create 20 blog posts a month about a specific topic, you can do it one of two ways. You can arrange to create all 20 blog posts at once by a qualified writer, and then schedule them for delivery, or you can do them yourself.

But, you'll need to write down the titles, keywords, and subject matter either way so that you can stay on course with your blog posts. Using the Google Calendar to put notes into each date is a very useful way to make use of the technology. You'll be able to look at any given day, and then just do what it says to do on that day. You'll have all the information at your fingertips.

Identify holidays & special days. While you're in the calendar you can easily identify holidays and other special days where you won't be working. This is a good way to better keep track of your work schedule than just playing it by ear. Plus, you'll be able to ensure that your content that you'll be delivering near that holiday or other special days is relevant. You can give each holiday a special theme and make sure that your content matches the mood of your audience.

Delegate

Your marketing calendar is as good of a place as any to delegate work. If you have a Virtual Assistant or other people who work with you, you can invite them to the calendar, and assign them a special color code so that they know that is what they are supposed to do. You can also use a project management system like Basecamp.com to help you manage other people on projects by uploading to-do lists and more.

Use Technology Fully

WordPress offers many options that help you make publishing content easy. For instance, you can schedule posts, integrate automatic updates with various social media accounts, and more. Using technology fully will give you more time to devote elsewhere. However, don't automate so much that you forget the most important aspect of social media is the fact that it's social. For instance, automate sharing, but still go in and make comments on your own. Automate scheduled posts but check for comments regularly.

A social media marketing calendar will help you control your activities better. Calendars are all part of planning, and planning helps you get to your destination. You wouldn't take a trip across the country without a map or GPS, don't try to embark on social media marketing without a plan either. A plan will make you more successful, save time, and help guide you.

Create Your Social Media Marketing Campaigns

Just like with any other marketing campaign you'll identify your target audience, know where to reach them, as well as develop your message and information that you share based on your goals. You'll have more than one campaign based on your goals. Perhaps your goal is to *"Increase sales by 20 percent of xyz product by the end of the 4th quarter."*

Identify Tactics

You'll need to identify the tactics you'll use to increase sales such as getting more newsletter sign ups, more likes on Facebook, more Twitter followers, and perhaps more engagement on Pinterest. Your campaign will consist of getting more sign ups, or likes, or follows, then in addition, what you'll do with those likes, followers, and sign ups.

Do Your Due Diligence

Then you'll create a separate campaign for each of the parts of the goal. You might determine, based on statistical analysis of your current sales and resources that a way to increase sales by 20 percent is to increase newsletter subscribers by 100 percent. If that's the case, then you need to create a campaign to increase newsletter subscribers.

Choose Your Methods

You can do this in a variety of ways from online advertising, to an intense content marketing plan using just content and social media. Identify how you'll do it, and then write down the steps to do it into your marketing calendar creating a separate campaign for each part of a goal.

Each Social Media Network Needs its Own Strategy

One important aspect to keep in mind, is that each social network will need its own campaign, it's own calendar, and it's own strategy and tactics. This may seem like a lot of information to remember, but when you break it all down into individual calendars, individual campaigns and individual days to do the work it will not be confusing at all.

Every social media has its own personality, plus, you don't want every single social media experience to be a cookie cutter of the other for your audience. This is the danger of too much integration between each social media account. If everything you say is the same across all accounts, why should someone follow you, friend you, or connect with you on more than one? You will take the same information and organize it, and cut it down, or repurpose it for each different social media based on that social media alone as well as the message you're trying to impart.

Create a Content Repository

You've likely gathered from the fact that you will create a social media calendar that the main thing you'll be creating is, content. You'll need a place for all that content to live and it should be your website or blog. Blogs and websites are interchangeable today, but blog or website, it should be self hosted with its own unique domain name.

In addition to a lot of your own original, unique and informative content your website will also house links to resources, websites, books, authorities, information and influencers that your audience would enjoy knowing about. By being a repository for information related to your niche your website will become the go-to place for trusted information vetted by you.

Outside of your blog, you can have other areas on your website that consists of readable copy for your visitors.

Media Page -- This is a good place to put all your press releases and information that you want the media to have about you and your business. You may also include event information, a list of products and web real estate, awards, images and more.

Resource Page -- As mentioned above, having an area of your website that is devoted to resources that your ideal clients might enjoy is a great way to establish yourself as an expert in your niche. In the resource page you might include whitepapers, eBooks, eReports, guides as well as links to other people's information and important research. You might also include links to the tools you like to use in your business.

FAQ -- This is a great place to put questions and answers as well as any technical documentation that might need to be given to your customers and clients or potential customers and clients about your services and products. This type of content can not only help buyers who are on the fence make a purchase, but it will also help make current clients and customers happy to be able to find the information they need.

Case Studies Page -- This is a great way to demonstrate how others have used your products, services or concepts to solve problems or become successful. You can include videos, PDF files, screen shots, and any information that you think will show how other people are using your information to be successful, solve a problem, or otherwise. Perhaps this might become a portfolio page for some businesses.

Reviews & Testimonials Page -- This is a very important page to include on your website. There are even plugins for WordPress that can help make this process automatic. You simply send your customers a link to the questionnaire and then their review or testimonial is added automatically to your website. A great way to have user generated content.

Content Separated by Type -- If you're getting a nice library of content in different forms, PDF, Podcasts, videos and so forth, why not create a separate page for each type of content. This will enable those who prefer a certain type of content to view it in the way they want, and will give you a new way to display the content.

Sales Pages -- This is another type of content, and one that should reside either on your website or on a special domain name for each individual product. It's up to you how you do that,

and both ways are successful. Having as much content evolve from one domain name as possible will make your page rank higher in the search engines.

Some online gurus have referred to your website or blog as your hub or home base. This is exactly what it is. You want all content to originate from someplace, make it your website or blog. All other marketing channels, be they social, paid advertisements, offline ads, article marketing and more should all link back to your main website. It shouldn't matter what type of content you're distributing, the link back is your website. Remember that the end goal of all marketing is to convert leads into customers.

Your website must provide information to potential clients and clients alike throughout the entire customer cycle. There are many tools to help make everything easier to work together. We've talked about some already but let's get more in-depth about them here.

Track, Measure and Analyze Stats

It's very important to track, measure and analyze the numbers before, during and after any new social media marketing or SEO effort. If you don't know what numbers you started with, you'll have a hard time knowing whether or not your hard work paid off. Even if the numbers show a complete failure in reaching your goals, you can see where things went wrong and will be able to decide what to do differently the next time.

Establish Clear Goals

Remember the SMART acronym to ensure that your goals are clear. Once established you want to take a look at where you are compared to where you want to be. That's how you'll know whether or not you succeeded in reaching those goals.

Choose What to Measure

What you measure will depend on what type of things you're measuring. Is it social media, a landing page, SEO tactics or something else entirely that you're measuring?

Some things you should be tracking include:

- Unique Visitors
- New Visitors
- Traffic Sources
- Inbound Links
- Conversion Rate
- Call To Action Performance
- Bounce Rate
- Popular Pages
- Organic Traffic
- Search Engine Ranking
- Inbound Links
- Unpopular Pages
- Audience Engagement

- Delivery Rate
- Click Through Rate
- Shares
- Likes
- Comments
- and More...

Essentially, you want to track and measure anything that can be tracked and measured. You want to see where the numbers were before, during and after you do any new things you add or changes you make. Whether that is SEO based, social media based, content based, paid advertising based or something else entirely. You can only know if your, social media marketing and SEO plans are working if you look at the numbers.

By studying all the appropriate numbers for any action and reaction you'll be able to determine what works, and what doesn't work. You'll be able to quickly modify your tactics toward better returns on investment, throwing out what isn't working and replacing it with what is working.

Tools to Implement, Track and Measure Success

Calendar & Organizing Tools

Every business needs a way to manage, organize and plan. Most businesses use some form of project management system, a calendaring system or both. What you use will depend on how you view things best. Some people are linear thinkers and some people aren't. Try out a few different methods to find out which method works best for you.

BaseCamp.org -- This is a project management system which will enable you to plan and organize your SEO and social media marketing easily. You'll be able to set milestones, daily tasks and more for just yourself, a team and /or clients too. It has a calendar and a familiar dashboard so it's easy to get started.

Google Calendar -- Google provides an entire business suite of tools that you can use in your business. One of the most popular is Google Calendar. You can integrate Google Calendar with your mobile device so that you're always in the know about what to do next. You can keep yourself on schedule as well as your team with Google Calendar.

30 Boxes.com -- This is a great sharable calendar that helps you organize your day. You can create one time events, repeating events, and more. You can even use the code provided to put the calendar in your website. It integrates with social media well too.

Appointy.com -- You can start with a free account and move up to a paid account if you need it. This system allows others to schedule appointments with you during time that you've set up to be free for appointments. You can use the calendar for accepting payments; send out text messages, and more.

Smartsheet.com -- You need to be able to collaborate, plan and track marketing results in an easy way. This system lets you do it. You can track anything, collaborate with others on anything, and it's simple to use. If you're familiar with spreadsheets, then you'll be able to use it easily to manage and plan your marketing. An exciting feature is the ability to attach documents in multiple formats right where you need them, and to set reminders for key dates and more.

Learning how to stay organized and stick to your plan of action will improve your SEO and social media marketing exponentially. It all starts with a good plan of action and a way to stick to that plan. One of these systems should work for your needs.

Social Media Integration Tools

It should be clear at this point that if you don't integrate your social media into your overall marketing plans and SEO then you're going to be dead in the water. Thankfully, there are many tools and software available today to make it easier to get SEO and social media to work together to produce results for your business.

Social media essentially multiplies the impact that your search engine optimization has on your traffic, sales, and more. Social media in combination with proper SEO will drive sales, and create lasting relationships with your customers. What you do today in social media in combination with your SEO efforts will pay off for years to come.

[Social Media Buttons](#) -- Add social media links and buttons to your blog and website. Make it easy for your visitors to share on their own social media any of your content no matter how they found it. There are plugins that you can get for WordPress to help you seamlessly add social media buttons to your website.

[Facebook Comments](#) -- This is a great way to bring user generated content to your website and boost your social media ranking. Simply get the code from Facebook and add it to your site, or use a [WordPress plugin](#) for that purpose.

[HootSuite](#) -- This is really an entire social media management tool and could go under Content Management Tools too. You can management multiple social media accounts such as Google +, LinkedIn.com, Twitter.com, Facebook.com and more with HootSuite including scheduling posts and more.

[Google Authorship](#) -- You can't properly integrate social and SEO without Google Authorship. This is a great way to claim all the content that you write. As long as the content appears online on domains where you have an @domainname.com email address you can claim all the content that you write. Follow the step by step instructions to take advantage of this.

[Schema.org](#) -- This website shares code and protocol for adding tags to your web pages to create rich snippets, which are better looking search results that your audience is more likely to click on when searching for what you have. It will take some work, but use what is provided here to make your site SEO work better with social media.

[Yoast.com](#) -- This is an SEO plugin that helps you optimize your site for SEO in the best way possible including using social media. Yoast has a lot of other plugins that you can add to extend the functions of the original SEO plugin including, Local SEO, News SEO and more.

Regardless of which tools you choose, it's important to integrate your social media, SEO, and all marketing together for best results. Be ready to listen, observe, and report what is happening across all your social media accounts and how it affects your overall business goals.

Content Management Tools

The most important asset when it comes to SEO and Social Media is the content that you create and share. Having content that is well thought out and organized for delivery will produce maximum results. Using effective content management tools will help you succeed and reach all your goals.

[Post Planner](#) -- This plugin for Facebook allows you to schedule all your Facebook posts whether to pages or groups. Not only that, but the system shares with you content within your niche that you might want to share with others. You can also post, based on analytics at the right time each day to get the most views.

[WordPress.org](#) -- Self-hosted WordPress is by far the simplest and best website and blog authoring software that you can use. It can be a complete content management system, simple blog, or even an ecommerce website. If you're not using WordPress yet, you really need to try it out.

[Gulp Mass Content Importer](#) -- This is a great way to load content fast onto your Wordpress Blog. You can even schedule them to appear when you want them to or schedule them as drafts so that you can further edit them before they publish. This is a great way to make use of all that PLR (private label rights content) that you have around, or to use content that was written for you in mass quantities.

[ManageWP](#) -- This is cloud-based software that helps you manage all your WordPress websites from one easy to use Dashboard. This is great if you have multiple pages that you're trying to promote for your business.

Integrating your social media with your SEO is an important part of your business today. By making it easier to manage your content, you're half way there. After all, content is the most important aspect of all your marketing endeavors.

Keyword Tools

In general when using keywords you want to choose keywords that many people are using to search for an item, but have little competition. But, without keyword tools to help you discover those words you're just shooting in the dark. Keyword tools are great for identifying keywords, but also great for identifying keywords that have low competition but are being searched for thus helping you come up with more fresh and usable content.

HitTail.com -- This tool will tell you in real-time which long tail keywords you should use in your online real estate content to attract the most targeted customers to your website or blog. Long tail keywords are groups of words that users search for when searching for your content. Most people don't just enter one word when searching. This tool helps you identify the best group of words, or long tail keywords to get the right traffic.

WordStream.com -- This is a keyword tool that enables you to search long-tail keywords to see how many people are searching for a topic. Plus you have access to a huge database of keywords, visual reports and landing page tools that will help you optimize your website for maximum results.

Wordtracker.com -- Wordtracker offers a free limited version and a paid version. You enter in some words to start with, then the tool will return a list of keywords with information such as the number of searches, the competition rate, and other information that is important for you to consider when using a keyword.

Try out a few of these tools, and don't forget the free help that Google Webmaster Tools offers subscribers. Any type of research you can do on keywords will make your content better for not only search engines but for humans too. You'll be in a better position to give your customers what they want and are searching for if you're using a keyword tool.

Monitoring, Analytics & Tracking Tools

As they say, nothing is ever done without the paperwork being completed. In the world of online marketing, social media and SEO nothing is done until the data has been examined. Monitoring, analyzing and tracking the effectiveness of your social media marketing and SEO efforts will make you better at getting results from all your hard work. Without being able to study the numbers you're just shooting in the dark.

[Mention.net](#) -- This works to monitor the entire Internet, social media accounts, blog posts, new sources and more to ensure that you're not missing anything being discussed about your business. You'll receive alerts in real time, daily, or weekly so that you can respond the way you want to.

[Tagboard.com](#) -- You can search for a search term or a hashtag and see all the conversations that are relevant to that hashtag across the web using Twitter, Instagram, Facebook, Google + and more. It's a great way to research and monitor discussions in your niche and find content to curate for your website.

[Komfo.com](#) -- While Komfo offers a lot, the part you want to look at is the Analytics, which is a free tool for helping you analyze your Facebook content. Komfo has a neat dashboard view so you can see at a glance how your content is working for you.

[Rignite.com](#) -- This tool enables you to manage, measure and integrate social activity based on consumer behavior. You'll be able to grow your community, drive traffic, and get a total picture of your fan base on several different social media platforms helping you avoid missed opportunities.

Each social media network offers some of their own analytics, tracking and monitoring tools. Check out what they offer and then try out some of the examples above. You can never know too much about what's working, and what's not working.

Conclusion

In order to integrate SEO with Social Media it's simply a matter of being aware of the need. You likely already do a lot of integrating without realizing it. It's important to know that one does not replace the other but that they go hand-in-hand.

Use the Right Tools

Use the tools that you have available to help you navigate the social media and SEO landscape. Choose software wisely after you've tried it out. There are multiple types available and no one will fit every person or business. It's important that it feels like a good fit for your needs. The entire world could be saying to use "this" product or service but if it's not something you need then you won't use it anyway.

Brand Yourself Well

Create a strong social media presence with fully completed and updated profiles. Choose to brand yourself the same across all platforms for best results remembering the relationship

between your business and the social media account's personality. Actively engage with others on each social media network you join. Don't join if you don't have time to engage, there will be no point.

Be Social Smartly

Join in with the conversation about your subject matter without thought to sales, but with a thought of building relationships and pointing back to your website which will be where sales are taken care of. Listen to what your audience is saying, respond in kind, share freely, and keep your eyes open for opportunities and threats. Remember that at its core, social media is social and about building long-term relationships.

Be Decisive

With social media it's how you handle these opportunities or threats that will make a huge difference in your social media efforts. As you work to expand your brand, increase awareness and further develop your mission you'll reap the benefits of your hard work as you realize that it all works together.

Don't sit back and wait on making the changes discussed here. The sooner you make the changes mentioned the sooner your business will be on top of the pack. Through proper research, goal setting, planning and execution you will be able to create integrated social media and SEO campaigns that will bring great results and a huge return on your investment. Remember to always study the metrics before, during and after each campaign to determine what works and what doesn't work.

Internet Marketing Info Products

[Kindle Money Mastery](#) - Amazon Kindle Program

[Amazon Treasure Chest](#) - Over 3 Million Amazon Keywords Plus Amazon Site Setup Tutorials For Amazon Affiliates. This Is The Proven Step By Step System To Build Profitable Amazon Affiliate Sites.

[Brad Callen's New Ak Elite Ranking Software](#) - Get #1 Amazon Kindle Store Rankings For Your Kindle Books. Ak Elite Is The Ultimate Kindle Book Money Maker.

[Free Lifetime PLR Membership in Resell Rights Week](#) – Top Resell Rights Membership. Once You look over the value provided you'll know why.