



How to Integrate Search Engine Optimization and Social Media Efforts

Some tips and insights into combining efforts

Joshua Monge | August 18th 2022 Presented to Design Influencers Conference

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Convergent
Thinking Group

What we are covering

Quick Overview

How and Why of SEO

4C's of SEO + Social Media Integrations

Content Creation Strategy

Conclusion and Next Steps

Questions

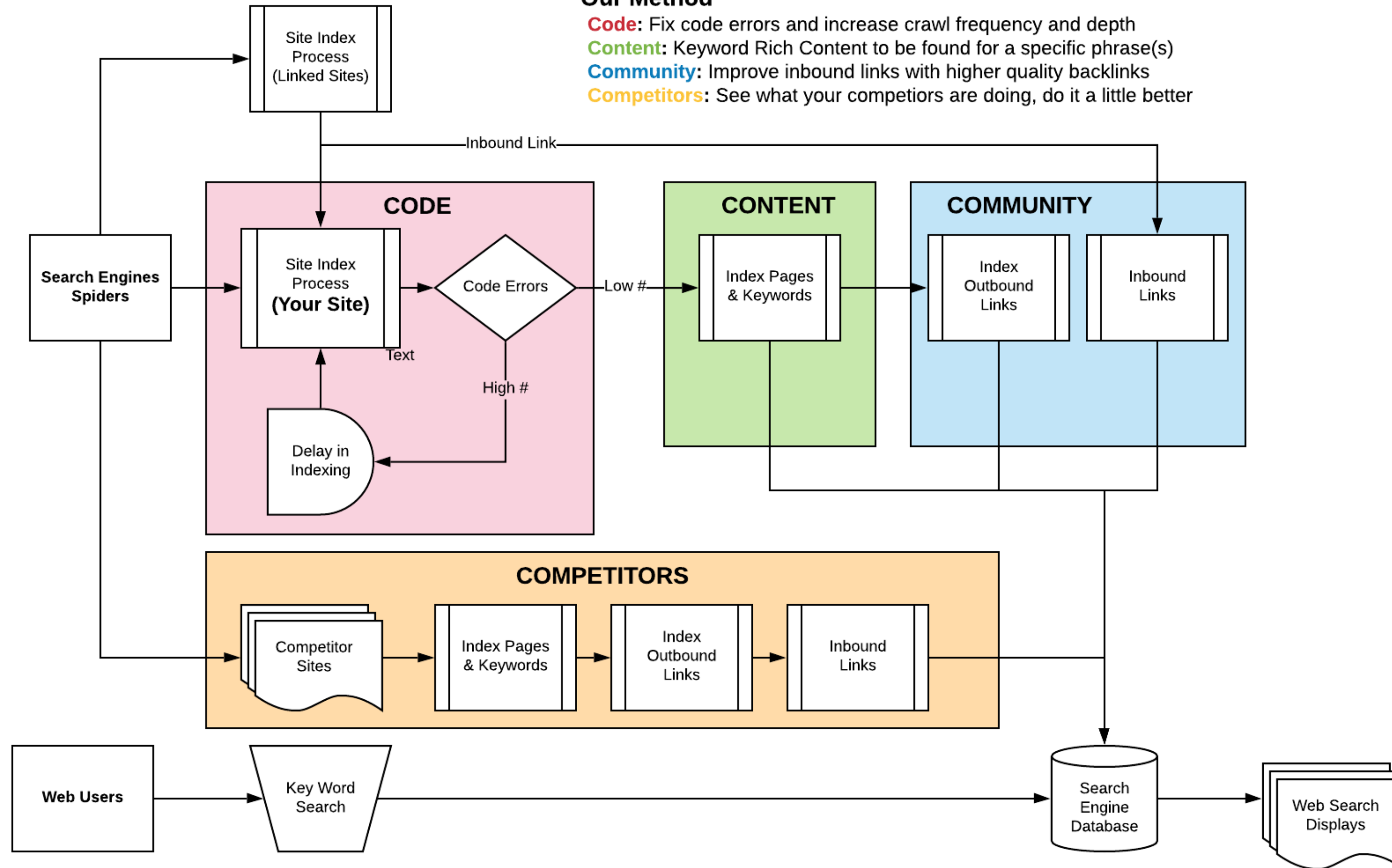


Why/How SEO Is Important

Search Engines are crawling your website looking for content and links to other websites. If your website is not Search Engine Optimized, you are missing out and won't be found for keywords that are important.

Our Method

- Code:** Fix code errors and increase crawl frequency and depth
- Content:** Keyword Rich Content to be found for a specific phrase(s)
- Community:** Improve inbound links with higher quality backlinks
- Competitors:** See what your competitors are doing, do it a little better

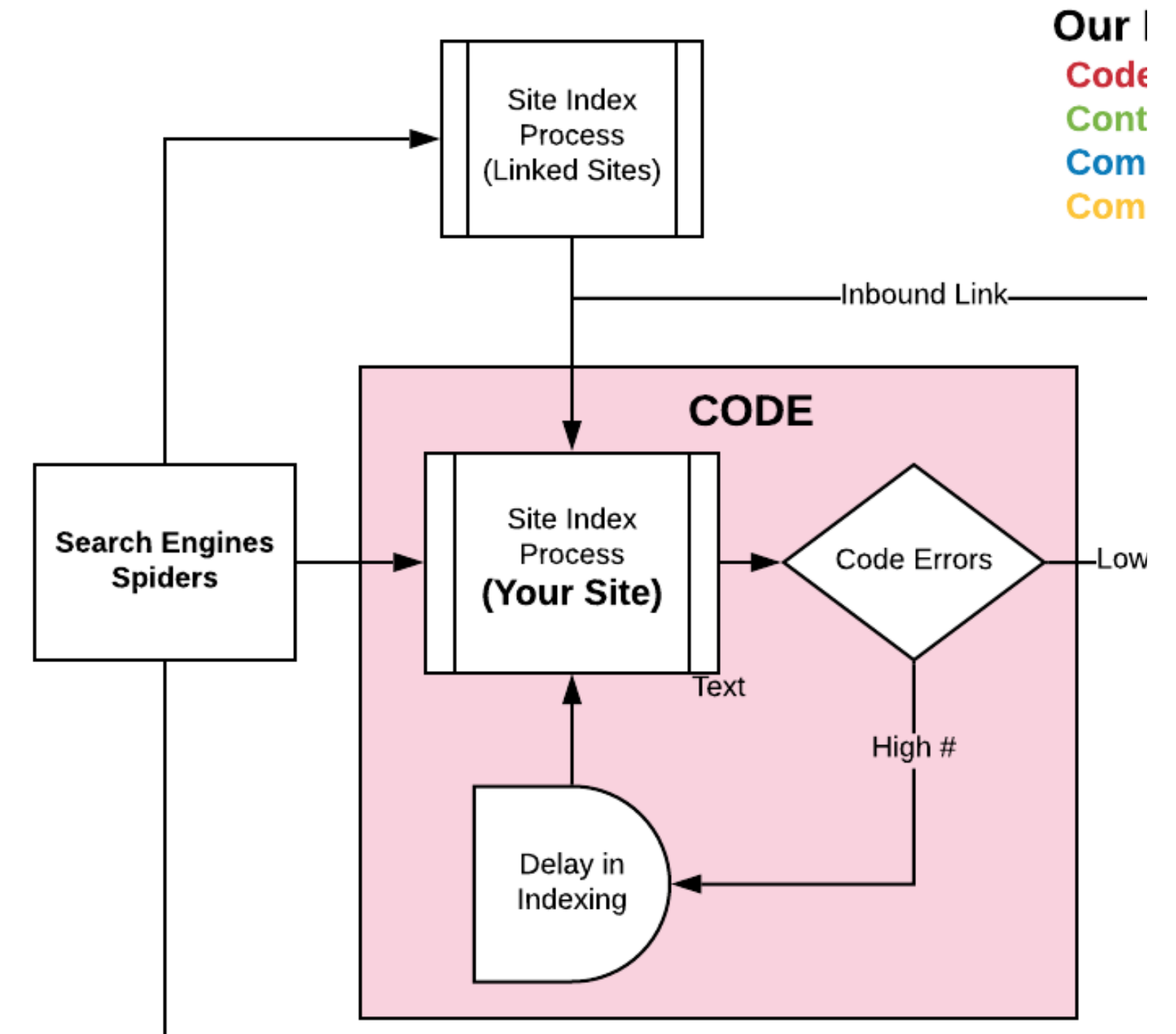




Code

Broken or missing = can't be read

- Code is language used to create your website
- It's backend and usually out of sight
- Missing and broken elements can't be indexed
- Page Speed is tied to Code
- Overly Complicated Sites impede SEO
- SEO and ADA Compliance are separate skillsets from web development
- **Common Issues:** Broken Links, Missing pages/images, Slow page loading, missing SEO elements (Page Title, Meta Descriptions, H tags, etc.)
- **AKA:** Technical SEO | Page Speed
- **Measure:** # of errors relative to page count and Google Search Console Error Report
- **Integration for Social Media:** Check for broken links, missing content

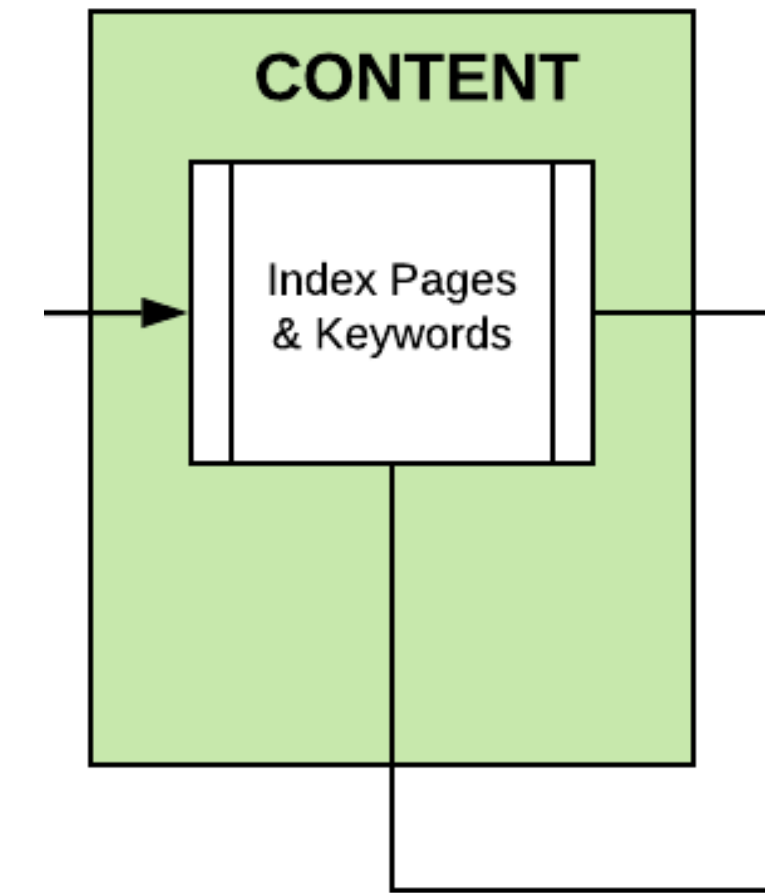




Content

Used to be the King, now it is one factor

- Content is what's on the page
- Need to have the words people search for
- Quality > Quantity
- Write to the target audience, edit for the machines
- Understand Search Volume and Intent Terms
- EAT : Expertise, Authority, Trustworthiness
- YMYL: Your money or your life (Harder to rank)
- AKA: On-page optimization, Keyword Research, Content Creation
- **Measure:** Time on site, pages viewed per session, Keyword Rankings and Page Rankings, Landing Pages (Google Analytics)
- **Integration for Social Media:** Use keywords Search Volumes as proxy for audience. Leverage Social Media to promote content that needs SEO boost.

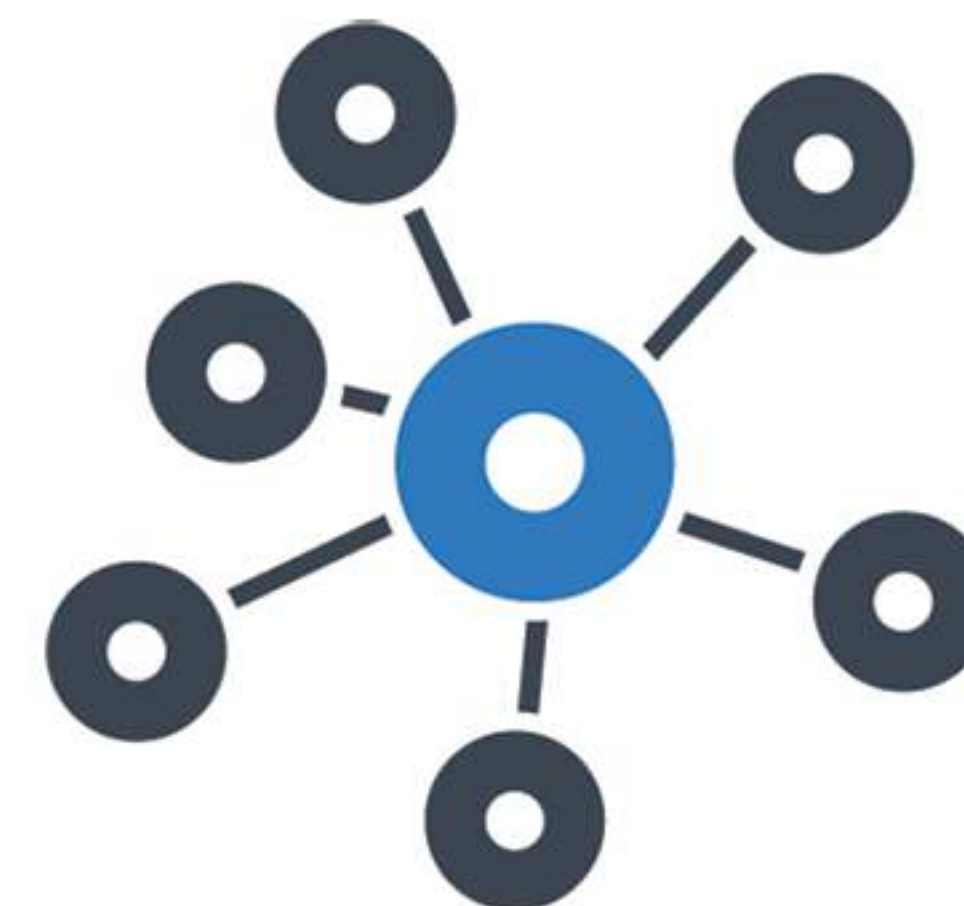
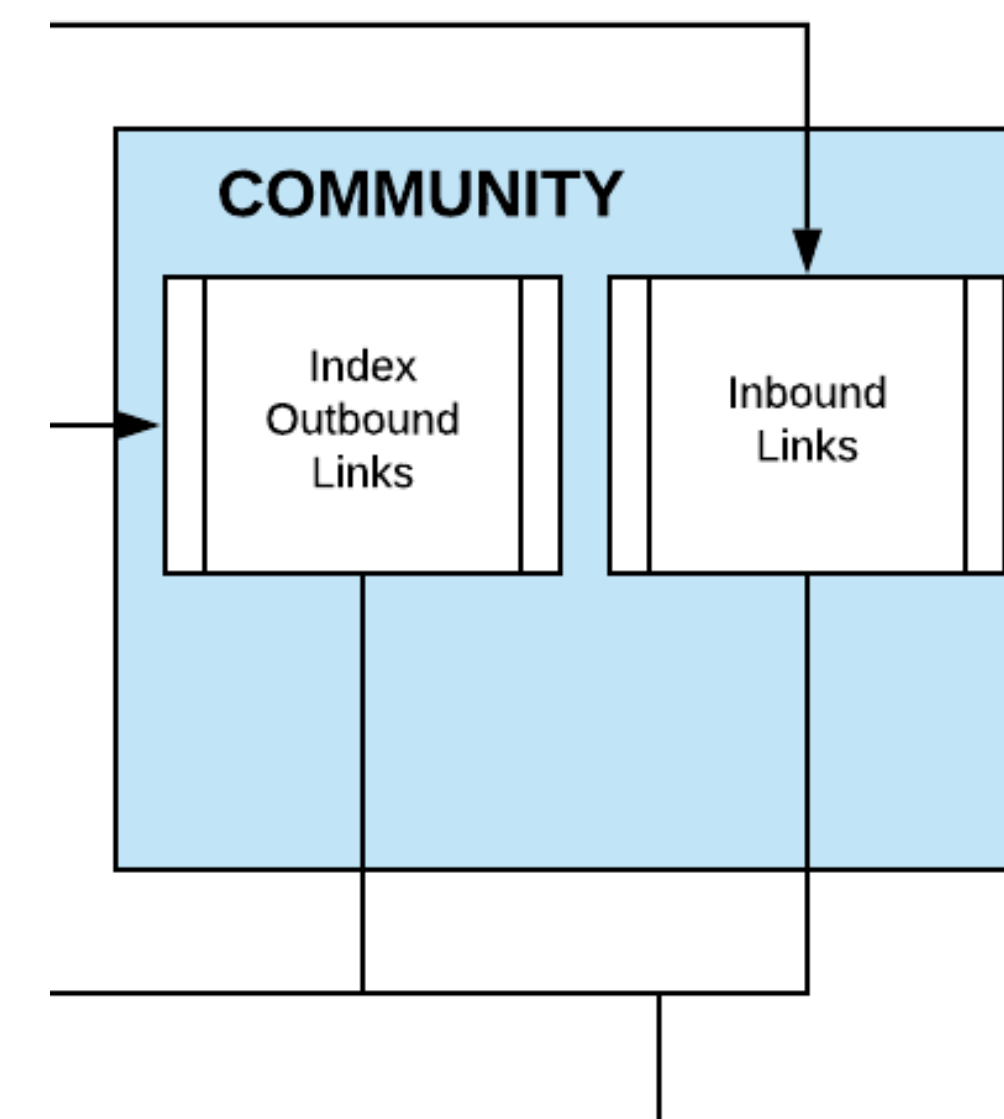




Community

How your site relates to others

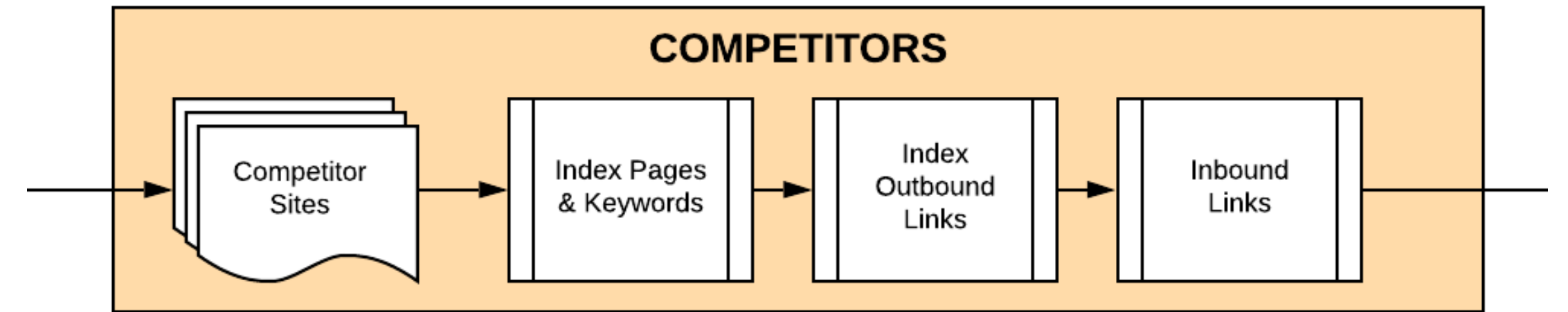
- Quality Inbound Links > Quantity of inbound links
- Relevant and Industry specific
- Look to offline partnerships to formalize online
- Trade and Industry Sites
- Careful about outbound links, it's your rep
- Trust but verify "We provide a backlink"
- AKA: Backlinks, Backlink Strategy, Inbound links
- **Measure:** Referral traffic, Backlink Audit
- **Integration for Social Media:** Check referral traffic on Google Analytics. Run a backlink audit of your site to verify links.





Competitors

Knowing is half the battle



- Understand the breadth of competition
 - I.e. Topical, Direct, Substitutes
- Age of site, backlinks, domain authority, etc.
- 10 spots on the first page, #2 is okay!
- How are you competing? On which factors?
- AKA: Competitive Landscape, Competitor Analysis
- **Measure:** Competitors; Rankings, Keywords, Backlinks
- **Integration for Social Media:** Leverage Competitors Keywords for your strategy, identify best practices of those ranking better.

C.A.F.E.

Content Creation Strategy

CREATE - NEW/UNIQUE CONTENT

Amplify - PROMOTE OTHERS

FILTER - SIMPLIFY

ENGAGE - CONNECT WITH CLUSTERS

Tips:

1. Create Content for People (Target Audience) and optimize for machines.
2. Use keyword data to explore content options
3. Create “How to” “Guides” or “Best of” Content that merits a link.
4. Use Google Analytics and Search Console to inform your strategy.



Thank you for your time

SEO and Social Media
Integration Guide



Have Questions?



Free 15 Minute
Consultation

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