



Waymaker SEO

SEO and Social Media Guide

This is a supplement material from the Design Influencers Conference.
This guide is to help you tie SEO and Social Media efforts together.

General SEO Best tips

1	Create content for target users , optimize for Search Engines
2	Track your efforts (Google Analytics and Google Search Console are free and easy to use)
3	Quality > Quantity , Relevancy > Quantity

Track Efforts

Google Analytics	Google Search Console
- Tracks incoming traffic (Behavioral Flow)	- Tracks Search terms (Impressions and Clicks)
- Landings Pages	- Tracks Pages displayed (Impressions and Clicks)
- Time on Site	- Can show you errors on the site
- Social Traffic	
- Referral Traffic	

Broader Marketing Goal

What are you trying to achieve	Aim for something	
Increase Followers	Most popular web pages should lead to a Follow CTA	Check Google Analytics - Landing Pages Check Search Console - Performance - Pages
Increase Views of XYZ Content	Embed content into popular pages that aligns with content	Use web content page and link to Social Media pages
Ad Revenue	Keep people engaged with your site longer	Include more internal links (think Wikipedia) Check Google Analytics (Session Times, Pages Visited)
Increase Affiliate Link Clicks	Better lead in and pass through content	Use keywords to bring people in and Affiliate links as CTAs



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Code

It's about User Experience	Goal - Ease to use and Error Free	
Fix Broken Links	Internal Links (Increase)	External Links (As needed)
Page Speed	Pages load quick on mobile	Pages load quick on desktop
ADA Compliance	Inclusive Web Design	
Follow recommend file sizes	Optimize for web viewing	Loads quick and clear

Content

Keyword Research	Goal: Quality > Quantity	
Use keyword research tools to find variations of keywords	Use Search Volume as proxy for intent	High Search Volume = More people using the word in searches
Use Google Trends to identify popular keywords	Use these words in your content (website and social media)	Use hashtags on social sites with these words
Check Search Console for "Queries"	Shows keywords typed that showed your site	Work on improving conversion (Page Title & Meta Description)
Check Search Console for "Pages"	These pages show in search results	Use Social Media to promote under performing pages
Videos & Podcasts should have keyword rich descriptions	Social content hosted on website should have descriptions, internal links to similar content	Leverage Visual/Audio and compliment with written content. Ex: Timestamps, share resource links mentioned, etc.

Community

Backlinks and Connections	Goal: Relevancy > Quantity	
Create content that is backlink worthy	Top # XYZ Guide, Best of , or Product Reviews	What's in it for another website to link to your page?
Build connection with other sites that have same target audience but do not compete	Create a network of people to share content and backlinks	
Audit backlinks to your site	See which pages people are back linking to	Ensure CTA's and Customer Journey mapping are in place

Competitors

Scope competition	Goal: Be their #2	
Audit competitors for keywords	Measure against your site and look for usage gaps	Explore why there is a gap and leverage for your strategy
Audit competitors for backlinks	Measure against your site and look for usage gaps	Explore why there is a gap and leverage for your strategy



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Other Resources

Code	ScreamingFrog (Freemium)	https://www.screamingfrog.co.uk/seo-spider/	Crawls your website and reports back errors.
Keywords	Market Muse (Freemium)	https://www.marketmuse.com/	Tool for keyword research and content creation. Limited free version.
Backlinks	AHRefs	https://ahrefs.com/	SEO Dashboard includes PPC, Social Media, and More
	SEMRush	https://www.semrush.com/	SEO Dashboard includes PPC, Social Media, and More
Competitors	Any Tool	Competitor URL	Use their data for your SEO strategy

Tracking

Google Analytics (Free)	https://analytics.google.com/	<ul style="list-style-type: none"> • Install a tracking code so you can learn how your website is doing. • Track visitors, where they are coming from, and what they are doing on your site.
Google Search Console (Free)	https://search.google.com/search-console/about	<ul style="list-style-type: none"> • Track your website visits, performance, and id issues. • Review site indexing and more
Google Page Speed Insights (Free)	https://developers.google.com/speed/pagespeed/insights/	<ul style="list-style-type: none"> • Test your website for page loading speed. Get some tips on how to improve the user experience.

Have a Question?

I'm here to help. Please consider a 15 minute consultation or meeting to ask your SEO questions. No obligation.



<https://calendly.com/cthinkgroup/15min>