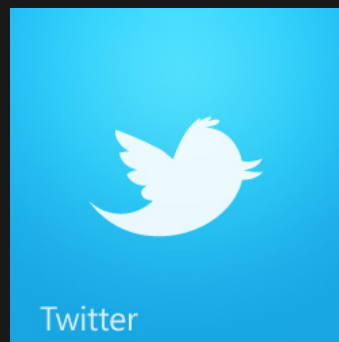


# Social Media and Google Search Results

or

“How your online profile  
boosts your SEO ranking”



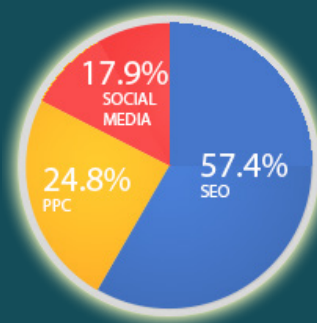
# Does Social Media affect Google searches?

*Since Google bought YouTube in 2006 and launched Google+, their own social media channel, in 2011, SEO analysts and statisticians have continually tried to prove that social media effects search results. Now the facts are out there.*

## *Fact: your social media profiles are key to Google*

*Google's Executive Chairman, Eric Schmidt, who in his book 'The New Digital Age' confirmed that 'information tied to verified online profiles will be ranked higher'. So simply said Google acts on social media profiles linked to your website - can't be any clearer than that.*

*Visitors are delivered to your website by Google which StatCounter says holds 90% of the UK search market. And Google uses your social media links in ranking your site.*



*Nearly 18% of B2B visitors come from social media organic search results says WebMarketing123. Organic results that are managed in the main by Google.*

*But not all social media channels have the same influence between B2C & B2B. For example in B2B influence is dominated by the three leading social media channels:*



Got it! Social Media **Does** Affect Google Rankings.

So how do you capitalise on social media to increase your SEO?

Read on for some of our top tips to use social media to your SEO advantage....

# Top Tips to Use Social Media to Your SEO Advantage

## Back to Basics

Don't forget your visitors

01



*Before focusing on Social Media don't forget the stable basic of creating a well-organised website that's been built based on solid SEO research effort to identify genuine human interest niches to deliver the right messages to people searching for your products and services*

*Research your customer base to find out which social media channels they use – it's pointless creating a really strong and interesting facebook identity if none of your customers use facebook to research and buy in your sector.*

## Research

Which channels?

02



*Fully integrate social media across your website. Just having only a follow me and tweet this icon on the home page defeats the objective of encouraging people to get involved when they have passed your home page.*

## Site Wide Links

Social on every page

03



## Regular Activity

Frequency impacts Google

04



*Be active and set your activity level. A survey in 2012 showed that over 80% of B2B social media channels reduced their activity down to 25% of where they started within 45 days and down to a level of less than 15% after 75 days.*



*This has the effect of down-ranking your search results because of a change in activity levels. When you start a social media channel start at a level that you can maintain within your workload, then Google will see this as your activity level*

# Top Tips to Use Social Media to Your SEO Advantage

*As you're reading this the rules are changing. Google and Bing update search algorithms regularly to ensure that no-one is taking advantage of loopholes. They want their customers to get real results so you need to stay up to date or rankings will slide.*

## Stay Current

Change as SEO updates

05



## People Power

Cultivate a community

06



*Customers that connect and share purchase experiences are 15 times more likely to buy, states Social Media Influence's 2013 research. Making your social media channels attractive to your virtual customer community supports your sales activity.*

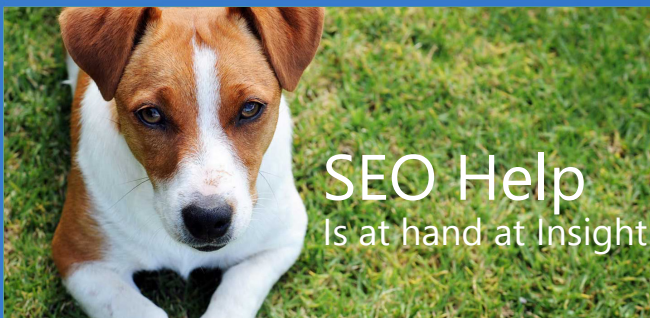
## Get Help

Digital Media Agency Plug!

07



*OK this is the time for the sales plug! As a digital media agency we have trained with leading digital firms including emarketeers, SEO Certification Organization and Expert Rating. We're also part of Google Engage for Agencies.*



## SEO Help

Is at hand at Insight

*We have achieved significant results from social media and SEO campaigns for our clients. We can bring this real world experience and our expertise into practise to get results for you. Contact us if you want to make your online presence pay dividends.*

Contact us to maximise social media for your SEO, keep up to date and maintain a competitive upper hand.

0845 643 6180

[info@insightgroup.co.uk](mailto:info@insightgroup.co.uk)





Relax while we put your  
social media to work  
on your SEO



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