

6 Ways Social Media Can Boost a Search Engine Optimization Program

In the context of the Online Marketing space, Social Networking is commonly referred to as Social Media Optimization. A social network is defined as a social structure made of nodes (generally individuals or organizations) that are tied by one or more specific types of relations, such as financial exchange, friendship, trade, web links, or airline routes. Social Networking has become a popular activity and marketers have found that it has become an increasingly powerful vehicle to leverage Search Engine Optimization (SEO) strategies.

Search engines such as Google, Yahoo!, and MSN have begun to reward companies that are involved in a Social Networking marketing strategy. “As a result of the viral marketing component that is attributed to social networking, we have seen a positive boost in our client’s Search Engine Optimization efforts” reveals Kelly Cutler, CEO of Marcel Media, a strategic interactive marketing firm specializing in Search Engine Marketing.

Here are 6 ways Social Networking can boost your SEO program:

1. Increase online buzz

Creating a buzz attracts people. This is more and more beneficial to businesses and corporations. Name recognition is a very powerful tool, even on the internet. This also indirectly adds credibility to smaller companies.

2. Increase linkability

One key factor to increasing Google PageRank is for a site to be very linkable. Although SEO advocates inbound links, being linkable also helps increase PageRank. Social Networking helps to provide a foundation to link websites from relevant content, thus increasing linkability.

3. Include fresh content

Social Networking is an ongoing activity that depends on fresh, user generated content. This fresh content lends a hand in the SEO strategy by helping websites get higher ranks based on the update frequency of the content. Fresh content is a significant way to attract and retain new visitors to your website through Social Networks and other marketing efforts.

4. Increase the number of new and return visitors to your site

Increasing the number of new visitors to your website will increase its link popularity, therefore increasing its PageRank. If your company has integrated a blog to the website, adding book-marking capabilities will help increase the number of return visitors, while also increase links to your blog.

5. Increase the public’s knowledge of your company and its offerings

Including applicable articles or blogs mentioning your company and its offerings will help align your company with particular key phrases that are fueling your SEO strategy. This will continuously strengthen your SEO campaign.

6. Using social networking will help accelerate SEO efforts

Anyone that has participated in SEO marketing strategies knows that it is not a quick solution. It is an on-going strategy that requires continual maintenance and dedication. Social Networking can help accelerate the PageRank while increasing exposure quickly. As a result, Social Networking is an excellent tool when utilized effectively to boost SEO efforts.