

Lesson 7: Social Media Search Engine Ranking & Optimization. Page 1.



Link Social posts to useful website content



Just Like These!

Lesson 7:
Social Media Search Engine
Ranking & Optimization.
Page 2.



Use Social Media to teach people your brand terminology by using catch phrases/bylines.

Link pictures on Pinterest, and G+ posts to relevant content on your website.

Create awesome resource pages on your website like link pages and recommendations.

Encourage people to link to your onsite posts by creating teaser content on Social Media.

Use phrases and text in Social posts that your website is optimized for. Match Social posts with that text to pages with similar/same text.