

Tips for Optimizing Your Company's Social SEO

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Small businesses need to understand how to optimize their social pages to yield maximum results in terms of digital marketing. The best way to do this is through the effective use of SEO.

([Newswire.net](#) -- May 18, 2017) -- Few businesses don't have at least one social page, whether it's Facebook, Twitter, Instagram, YouTube, or LinkedIn. Because of this, it is

imperative that small businesses understand how to optimize their social pages to yield maximum results in terms of digital marketing. The best way to optimize any of your pages is through the effective use of SEO, or search engine optimization.

If you aren't expert in SEO, it is recommended by top digital marketing agencies that you hire the services of those with experience. In keeping with this advice from a digital marketing agency such as [Single Grain](#), here are a few tips for optimizing your company's social SEO.

1. Begin with Your Profile

Have you ever been scouting through Facebook only to stumble upon a really unique profile, individual, or corporate? They are fun and entertaining but at the same time, there may be a method to their madness. Sometimes those entertaining profiles have the ultimate goal of using competitive keywords and phrases that are searched for often, even if not in regards to products and services they sell. For example, one social profile might be for a gardener in Seattle.

His profile might say that he wrestles alligators, which of course there are none outside zoos in a climate that far north. It could be that alligators are trending at the moment so by using that one word, he might attract dozens of people from his area looking for news about those alligators. [Piggyback on those trending terms](#) because it's one way to pick the low-hanging fruit quite nicely! Sometimes misleading, but tons of fun.

2. Continually Update Your Content

There's nothing that Google hates more (well, almost nothing!) than old content that doesn't speak to anyone anymore. Whether it is short little daily posts or 1,000-word articles on LinkedIn, keep SEO in mind at all times. Remember that is one of the big ways you are found and ranked by the crawlers, so make social SEO a priority. Also, don't be afraid to use those keywords and phrases to link to and from your business website. The goal of social media for businesses is to attract a large following that you hope to convert at some time.

It is also suggested that you use the name of your business within the phrase you are using for search optimization. Keywords describing your business should be optimized for search engines and your name in close proximity begins to associate the term with what you have to offer. It's amazing how that works. Ask [Kleenex](#) how successful they've been with that! When you think facial tissues you think Kleenex. When you think bandages for those small scrapes and cuts you think Band-Aid, and so the list goes on.

These are just two ways to optimize your company's SEO on social pages but they will point you in the right direction. Your key takeaway here is that social media can attract a huge following if you first learn how to attract them to your social page.

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