

hello.

**300FEETOUT**

**GENERAL SOCIAL MEDIA & BLOGGING GUIDE** JANUARY 2019

**300FeetOut**

# introduction

While there are many reasons to use social media (brand awareness, targeted marketing, et cetera) this document outlines some general recommendations on how you can best use social media and for the purposes of benefiting SEO.

The recommendations in the document give a good overview of our social media strategy. The tips and practices here will be the basis for any specific recommendations 300FeetOut provides moving forward. Please note these tips and platforms are not recommended for every brand, so use your best judgment. The best efforts are being fully engaged on a few, rather than barely engaging in all of them.

## **This basic overview covers the following topics:**

- Blog Posts
- Facebook
- Google+
- LinkedIn
- Instagram and other photo-sharing platforms
- Twitter
- YouTube
- Spotify
- Hashtags
- Reviews

# blog posts

## **authority**

"Authority" has become a buzzword for SEO in the past few years or so. In Google's effort to present its users with the best results, their algorithm has recently been refined to factor in the apparent expertise of the blog to help determine how the pages of that blog rank. Blog posts have always been important for a good SEO campaign. However, in the past year or so, Google has placed even more importance on blog posts. Chiefly, good blog writing offers a chance to show Google that you are an authority in a particular subject matter.

Authority can be demonstrated to Google through a variety of ways with blogs. If a blog consistently publishes original content about a subject, and that content is viewed, shared, "liked", and followed by a growing audience, then that blog better its chance at demonstrating authority in their topic.

## **keywords & in-linking**

Your blog posts offer a unique opportunity to link keyword phrases with regular pages within your website. As is often the case with luxury brands, there may be phrases that we recommended you use on a particular page of the site, but that you were unable to do so without betraying the writing tone or overall brand. Since blog posts are often written more informally, they present a chance to use the more banal phrases that may contain highly sought after keywords. By turning these phrases into a link to a particular page within the site, Google will make an association between the linked phrase and the page to which that phrase is linking.

# blog posts

When publishing a new blog post, please consider the Keyword-to-Page Matching Schema, which will be provided by 300FeetOut. Perhaps there are keyword phrases that the blog post is already using or easily could use without upsetting the integrity of the writing. If so, then use that phrase and make that phrase a link to the page recommended in the Schema.

Another method of finding relevant keyword phrases is to search for long-tail keyword phrases using the Google search suggestion technique. This is a simple method to acquire highly sought after long-tail keyword phrases (3-4 keyword phrases which create a very specific search profile) in Google:

1. Open your Internet browser and go to Google.
2. If you're logged into Google, log out (or go "incognito"), as we do not want your previous searching patterns influencing Google's suggestions.
3. In the search input box, begin to type the subject of the particular blog post you are working on now.
4. Google will start to suggest popular search queries as you type...
5. On your blog post, consider using the phrases that come up in Google's suggestions in the page content, the pages title, and the page description. To see these phrases, do a simple Google search and the search engine will make suggestions.

## **natural language**

As we mention above, writing integrity is important. Don't stuff your blog posts full of keywords that make it hard to read, try to make sure that they appear as natural language in your writing.

# blog posts

## **first 100 words - keywords**

We've established you should use keywords. Next, make sure you place them at the beginning of your post; Google will place more emphasis on phrases at the top of the page.

## **length of posts**

While there is no steadfast rule here, the general consensus is longer is usually better. Longer posts usually perform better on every level. The more content you have, the more search engines can index. The more that gets indexed, the better your blog will perform in searches and results. It's just that simple.

Longer posts also offer you the opportunity to include a larger variety of keyword phrases. The more variety you have, the better you'll perform in search queries. Google isn't just delivering results that have an exact match to the query; it delivers results that are semantically related. When you write longer posts, you'll be able to leverage the power of long tail keywords discussed in "In-linking" above.

If you need two more reasons to write longer blog posts, then consider these: Data shows that longer blog posts tend to get shared more frequently than shorter ones, and longer blog posts tend to get more back-links than shorter ones. Both of these are key factors in SEO.

So what's the right length? Around 2,000 words if you want to rank well.

## **headlines and headings**

Google places more emphasis on larger fonts so if you can, use keywords in your headline. Also, try to use headings in your blog posts for the same reason.

# blog posts

## **cross-linking**

If you have old blog posts on the same topic or relevant topics, make sure you link to those posts as well. Also to pages within your site if you can.

## **media**

Should you embed media into your blog posts? Absolutely! Beautiful pictures, drawings, charts, and video all lend themselves to making your blog post more attractive to click through to, to read, to share, and to link to.

Remember to always use a unique file name and Alt tag when you title images and if possible, use keywords to better rank in image search.

## **frequency of posts**

More often seems to be better. So if you have a hot topic that you are itching to write about then there is no need to wait. However, it is a good idea to set a schedule to make sure that you at least do the minimal amount of writing. For that, we recommend posting a new article at least once a week. Make sure you're doing quality posts, not quantity.

## **duplicate content**

Be careful of posting too many times on the same subject to avoid penalties from the Panda Update. While you want to gain authority on subjects, make sure you diversify the content within your vertical.

**facebook**

# facebook

Facebook users spend most of their time in their Newsfeed. What they see in their Newsfeed is determined by Facebook's proprietary algorithm, which makes the decision based on a user's activity and engagement on the social network. In your Newsfeed, you are more likely to see recent activity from a friend that you've recently engaged with online than someone you talk to every day in the real world. The same rules apply to your business pages. If a person hasn't engaged with your page recently, they are not going to see most of the things you post. General industry consensus says that less than 10% of your activity is actually seen by people who like your page. Here are ways to increase engagement:

## **sharing a link**

Whether sharing a link to your website, your blog, or a third-party site, here are some good general practices to employ:

### 1. **Ditch the preview; use an eye-catching image instead**

Previews are small and you don't always have control over the preview thumbnail. Click the little "x" to remove the preview. With so much clutter and mediocre content being shared on Facebook, you need to choose an image that will instantly impress and attract whoever happens to see it.

### 2. **Say something about this link...? YES!**

Don't leave your post blank! In addition to the URL you are linking to, the copy you use for your post is what makes the content you're sharing relevant to your audience. Keep it short and personal. If you can use the words "you" and/or "your" (or some derivative) in the copy, then do so.



# facebook

## **hashtags**

Use them. Facebook is utilizing search functionality more on their platform. Use one or two hashtags to categorize your topic.

## **stories**

Stories are a great way to see how your followers are engaging with Facebook. This is a great place to find influencers.

## **live**

Facebook has jumped into the video land with both feet. Take advantage of snippets or live streaming of events, q & a's, etc.

## **frequency**

While it is a good idea to make posts every other day, the most optimal time to post for the United States are Thursdays and Fridays around 1PM to 4PM (EST). Weekends are also very good times to post. This may vary based on the time zones of your core audiences.

## **facebook messenger**

Messenger has expanded it's integration and capability. On business pages, this has become a direct and almost immediate connection from consumer to brand. E-commerce has been integrated as well for payments.

**linkedin**

# linkedin

While this social media site is perceived for mostly personal and job hunting purposes, it offers another outlet to share content and create back links to your website and gain awareness. Make sure to use keyword phrases in your company description and posts when naturally possible. Utilize one hashtag for categorizing content.

As of 2017, LinkedIn is working hard to provide more business relevance. Use this to push case studies for solutions and best practices in your industry.

## **frequency**

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# photo-sharing platforms

# introduction

## **instagram, pinterest, snapchat**

These photo-sharing (and video) services are more about brand optimization than search engine optimization. However, you can still use these platforms for promoting your business, building up your brand, and gaining followers which has an indirect SEO impact on your website. By posting attention-grabbing brand photos to your profile regularly, you can educate people about your properties, causes, et cetera. It is vital you publish images to build organization and brand awareness, as well as to boost consumer interest and stimulate purchase. Brand awareness leads to more branded search... which leads to more click-throughs... which in turn improves your site's position in search engine results.

# instagram

Instagram includes photos and videos. Their algorithm is based on showing the most popular content in users' feeds based on what they've previously liked. The take away is to make sure your content is engaging and appeals to your demographic. Instagram followers in particular are often called a "bubble gum" metric, everyone likes everything.

**Note: It is impossible to get followed back-links, so it has no direct impact for SEO**

## **Connect your account with Facebook accounts**

This is probably the most obvious way to grow your Instagram account. When you connect your two accounts to each other, your Facebook friends will notice it and start following you on Instagram as well. You may even want to occasionally post on Facebook that you can be found on Instagram too.

## **Editorial**

Don't flood your followers' feeds with your posts. Instead, pick and choose the photos that best highlight your brand the best. Following the 80-20 rule is key: post 20% of promotional photos and 80% of photos that relate to your brand without making your product the center of attention. If you make too much of your posts about selling people, your followers will resent following you to begin with and probably unfollow you. And maybe it goes without saying, but people on Instagram love pictures of cute animals, attractive people, and picturesque landscapes.

# instagram

## Hashtags

Visibility is increased when more relevant hashtags are used rather than the 1-3 recommended. For your truly amazing photos, maybe consider using some of Instagram's most popular hashtags when relevant (e.g. #love, #instagood, #tbt, #cute, #photooftheday, #instamood, #picoftheday, #summer, #beautiful, #fun, #friends, #smile, #food, #style, #family, #sun, #funny, #girls, #party, #night, #sky). Here's a great tool to help you find the top trending hashtags on Instagram: <http://web.stagram.com/hot/>.

# pinterest boards

Pinterest boards work similar to Google+ Communities. Create boards for travel, food, or beach shots, topics - interests that appeal to your demographic. Pick a topic for which you will have content and start up the board. You can link to other boards or groups to gain followers. Unlike some other platforms, hashtags are not a key posting practice used here.

## **Rich Pins**

These are special types of pins you can use to expand the experience of your pin beyond a simple image and a link. For example a 'Place pins' adds a map with a pin, perfect for a board title "Live Like a Local" or "Perfect [location] itinerary". Learn more about Rich Pin types: <https://business.pinterest.com/en/rich-pins>



# snapchat

Snapchat is a major platform in social media. The crux of this platform is its' casual nature and the 'in the moment' content. Use this platform to promote an event you have coming up, a new member to the team, or a new PDF of supplemental material. And realize, the demographic for this platform, while used by many, is focused to the 18-25 age range.

## **Additional Features**

Beyond 'snaps', the platform has branched out to 'Stories' and their latest feature 'Discover'. 'Stories' allows you to cultivate multiple snaps together so your followers can access your snaps and videos for up to 24 hours. 'Discover' is a feature curated internally by Snapchat, which allows the user to discover new content and link to more in depth information from big names like 'Food Network', 'Buzzfeed', 'MTV', etc.

## **Filters**

Users can now design their own 'on-demand geofilters" for onsite events, contests, etc that add a layer of gamification. Companies like Taco Bell were able to exploit this new feature for Cinco de Mayo and received 224 Million views = engagement, great for brand exposure.

# WeChat

WeChat is a rising platform popular in China and the surrounding areas. What makes this platform unique is its mobile-first focus on how it approaches social media engagement. Starting out as a messaging platform, it now includes a payment system, social media sharing timeline, direct and customer specific brand engagement and more. Social media is about a conversation with your user and WeChat allows you to connect in a more personalized way by having direct communication via messaging. This is great for reputation management and return customer retargeting.

**twitter**



## **search and get involved**

Twitter is not just about sharing marketing information. It's a community... a social network... so treat it like one. Participate in the community by searching for and engaging with people who are tweeting about relevant topics. For instance, do a Twitter search for a MBTI type and see who is posting and what they are posting about. Maybe you will find an opportunity to post a reply... Let's say a person posts that they will be taking an assessment. This is a great opportunity to tweet at them with supplemental materials about their type. It may seem as though you are only hooking one person up, but you are also letting all their followers know that you are where its at!

Grain of salt, a recent study by Microsoft and Columbia University found that 59% of URLs shared are never clicked. That's 6 out of 9 posts. 90% of the traffic on Twitter is owned by 9% of posts and are generally "blockbuster" news articles. However, Twitter has staying power that other social media platforms lack, there is a "long tail" effect that shows posts often last well beyond the first 24 hours of posting.

## **how to get retweeted**

- Tweet something humorous - Over 84% of retweets tend to be something funny. Whether you are sharing a funny incident or a funny picture, there's a good chance it will get retweeted.
- Time your tweets – Getting more retweets happens when the highest number of people see it. That's why you have to remember that 48% of all Twitter users are in U.S. Eastern Standard Time and that 6% of all retweets occur at 5 PM. Keep in mind that Wednesday is the best day to tweet.

# twitter

- Share quotes – It seems that people love witty quotes. What’s nice about quotes is that you don’t have to think them up. Somebody has already done the work for you.
- Add links – People like to retweet links...so tweet links to your site, your blog, third-party reviews, et cetera.
- Use simple words – The average number of syllables in a retweet is 1.62. It seems that people prefer simple tweets to complex ones when it comes to retweeting.
- Use hashtags – we’ve already explained the science behind hashtags above under Google+, but it’s enough to say that about a million to two million tweets include hashtags...meaning your tweets are more likely to be seen if you include a hashtag, thus generating more retweets. By the way, if you see a hashtag trend... jump on it! Here’s a simple tool to look for trending hashtags or to find the ideal time of day to use a hashtag: <http://www.hashtags.org>.
- Create a contest to drive retweets - Contests should include some sort of a prize for the best tweet and/or most tweets. For instance, tell people to tweet why they need an assessment, but make sure everyone knows that they have to use the hashtag you have designated for this contest.



## **frequency**

Posting frequency is determined by how and if your users/visitors use this platform. Post accordingly. The most optimal time to post for the United States are Thursdays and Fridays around 1PM to 4PM (EST). Weekends are also very good times to post. This may vary based on the time zones of your core audiences

# youtube

The two most important facts you need to know about YouTube to assess just how crucial a role it plays in using social media for search engine optimization are:

1. YouTube is the largest search engine (yes the largest)
2. It is the 3rd most popular website on the entire Internet.
3. Google owns YouTube.

Over the past few years, Google has started to blend their search engine results to often times include images and videos on the first page of results for a query. As such, you have had an incredible opportunity to jump to the first page of results by creating video content

1. **Upload your videos directly to YouTube** – This way you can be certain that Google will index your video.
2. **Embed the video onto your website or blog** – Embedding videos onto your website will help get the videos more views. This is important because Google algorithms want to know how many times a video on YouTube has been watched.
3. **Embed videos on pages or blog posts with text** – To help search engines like Google get a better understanding of what your content is all about, make sure you are putting copy on the page. Write an introduction to the video that goes before the embedded video.

# youtube

4. **Focus on long-tail keywords** – The video title is important. It is what Google is most interested in when it comes to the term that is being used for a search. Using the same technique to find long-tail keywords mentioned above in the Blog posts > In-linking section, you can find relevant phrases to include in the title and description of your video.

Consider adding subtitles/captions via YouTube, especially for non-English videos. While it is not clear whether captions play a factor in SEO, it is known that captioned translations may increase the amount of time people spend watching your videos. Here are instructions on how to do that: <http://www.wikihow.com/Add-Subtitles-to-YouTube-Videos>



**other**

# spotify

Spotify is a commercial music streaming application which allows you to listen to, create, and share playlists and music for free. Look at Spotify as a way to create cross platform campaigns, strengthening your message and audience experience. It's heavily integrated into Facebook and Twitter, two of the largest social media platforms. Curate a playlist or workout soundtrack for your content.

# hashtags

We can't talk about social media and not mention hashtags. These # characters are all across social media. You'll need to research what hashtags are out there. Often hashtags that are short and catchy are already in use. Find something that isn't too long to type yet will get the point across. Feel free to use existing hashtags that are already in use in a combination with your own brand name or a tag you have designated as viable for your brand.

# reputation management

Review (reputation management) monitoring is a daunting task; however, it is a vital one. TripAdvisor, Yelp, and Google local are some of the many sites where users go to voice their opinions. Some brands respond to every review but that's not needed. Simply make sure you're showing you reach out when someone posts an issue. You don't need to resolve it on the forum but a follow-up should be shown.

Google, in its efforts to provide its search engine users with "the results that best match what they are looking for", factor in the quantity and quality of a business' reviews in their overall placement on the SERPs.

Beyond SERP ranking, reviews are a huge conversion factor; perhaps more influential for getting users to click through (CTR) and make a purchase than most other elements of SEO.

## **google local (google my business)**

Getting Google reviews is an important factor in SERP ranking so make sure you're asking your users to leave feedback for you. If you have a follow up email which you send users, you may want to consider including a request and a link to your Google Local (Google+) page.

## **yelp**

Be sure to activate your Yelp Page. Go all out – add photos, descriptions, phone numbers, hours of operation, etc. You can also use Yelp to post deals for assessments, etc. Customers who take advantage of a Yelp Deal are pretty much guaranteed to be active Yelp users, increasingly the likelihood of them writing you a review.

**let's do this.**

**break thru. stand out.**

**300FeetOut**