



Qorvis  
COMMUNICATIONS, LLC

Seven Simple Steps to Social SEO Success



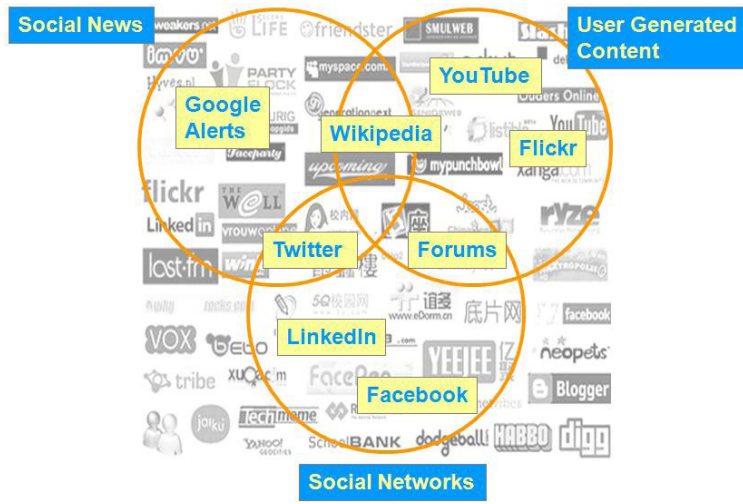
So you want to use social media to make your websites more visible to search engines, generate conversations and build relationships? Great! Follow these seven steps and your social media strategy will take off in no time.

While big name sites like Facebook and Twitter play a key role in any social media strategy, you can't neglect smaller players. LinkedIn, YouTube and Flickr can be important to your social media campaigns. However, it is important to recognize that a success-

ful social media strategy requires a meaningful, engaging and permanent presence inside all relevant social networks.



Here are seven simple steps to social SEO success...



# 1 Develop your social media roadmap

While a journey of a thousand miles begins with a single step, you must know your destination before you begin. Before you start your social media campaign, figure out what you want to get out of it. Do you want a higher position in search engine results? Do you want to generate conversation? Provide customer service? Get market feedback? Keeping your

objectives in mind and communicating them to your social media team will put everyone on the same course and keep you headed toward your goals. By leveraging social media you can drive conversations, encourage aggressive back-linking (links back to your site from other websites) and achieve Search Engine Optimization (SEO).

# 2 Reach out to your fans with a Facebook fan page

Creating a Facebook page can provide an introduction to Facebook's viral channels and help promote your company brand or issue to a large population. These pages help build a direct connection to people who are involved with your organization and can be more valuable than email or direct mail marketing. In addition to the normal viral spreads inside Facebook, these fan pages now appear on public search results for individuals. The value to you is that each fan links to your Facebook page. In SEO, more

links result in a higher search engine ranking, which leads to more web traffic and a potentially larger market share.

Facebook also provides a number of great features to help get your message out. Check out these [Facebook Page Strategies](http://www.insidefacebook.com/2009/07/13/seo-facebook-pages-10-key-strategies/) (http://www.insidefacebook.com/2009/07/13/seo-facebook-pages-10-key-strategies/).



## 3 Generate buzz with fanatical customer service on Twitter

Twitter is one of the most talked about social web services. It can also be a great tool for providing customer service. People frequently use Twitter to complain about company products and services. Companies can answer these complaints by replying directly through the same communication channel. This method has more power to disarm angry customers than many other strategies. One company that has used Twitter effectively for this purpose is [Comcast](http://www.businessweek.com/managing/content/jan2009/ca20090113_373506.htm) ([http://www.businessweek.com/managing/content/jan2009/ca20090113\\_373506.htm](http://www.businessweek.com/managing/content/jan2009/ca20090113_373506.htm)).

Even if you don't face the same types of customer challenges that Comcast does, you can add value by responding to your customers. While Twitter won't provide much value to your core domains, the presence of your feed in the Search Engine Results Page (SERP) will add visibility to your social campaigns by offering links to landing pages and web content. Use [these tips](http://mashable.com/2009/06/25/twitter-seo-tips/) (<http://mashable.com/2009/06/25/twitter-seo-tips/>) to make sure your Twitter account shows up in a SERP for your brands.

## 4 Make your employees work harder for you (virtually) with a company profile on LinkedIn

LinkedIn recently launched the functionality to make an "official" profile of your company, where you control the messaging. You can use this as a tool for recruiting and general networking. Like a Twitter account, this won't directly affect the search of your core domains, but good buzz here will show people

that you're serious about the social web. LinkedIn also has viral channels similar to Facebook, so new hires and company messages will propagate through your network and the networks of your employees.



## 5 Carry a camera, go viral

The old saying that a picture is worth a thousand words has never held as true as it does in the social media universe. Flickr and YouTube are two social networks that have specific focuses. By frequently creating content (it only takes a moment to snap a photo or [shoot a quick Flip video](http://blogs.cisco.com/news/comments/why_the_flip_camera_should_be_in_your_pr_toolkit/) (http://blogs.cisco.com/news/comments/why\_the\_flip\_camera\_should\_be\_in\_your\_pr\_toolkit/)) and sharing it, your com-

pany can better inform and educate your customers. In addition, this rich content will be indexed by search engines and will often show in the first page of results. The key is to quickly and efficiently produce content for a variety of topics in addition to the content that is traditionally created. The more content you generate, the more likely you are to create something that becomes viral.

## 6 Don't forget the fanatics: Industry forums foster organic SEO

If you're engaged in a major consumer enterprise, chances are there are people talking about your company or products. These people can spend hours, days, weeks and months discussing your company, simultaneously generating great content that you can leverage. The most famous of these communities are the Apple fans – a mob of enthusiasts clamoring for that “next great thing.” You can foster

these communities by participating in the discussion. This will give you a platform to announce new initiatives and products. Some of these users will be bloggers as well, which means a greater chance of getting backlinks, in turn boosting your SEO.



## Use Google to find valuable conversations

Social media marketing is, at its core, engagement. Engage happy customers. Engage upset customers. Engage potential customers. You can't know about all the bloggers or forums in the world; Google can. Set up Google alerts for all the keywords and phrases crucial to your organization and read them religiously. They will often include people talking

about your products and services, and will give you opportunities to engage the writers. When you come across a good thread, comment on it. When you see an insightful blog, write about it and link back to the original. When there's a conversation taking place about your organization, join it.

You can follow these simple steps to the letter, but the "take home message" is that social media is all about conversations. Every day, people are having conversations. Listen to them. Each of these conversations is an opportunity to inject your message and steer the conversation in a favorable direction. When you're engaged in the conversation, you can own the conversation. A successful strategy gets people talking. The more people are talking about you, the more relevant and authoritative you become. Google will see this authority and your ranking will improve.

Now get out there and apply this new knowledge. The world is listening!



Ready to get started? Explore the links below to find out your website's visibility and how it ranks in search engines against competitors.

**New SEO Tools:** Search keywords relevant to your website or enter your website's URL to find out how it ranks in Google and Yahoo!.

<a href="#">Google vs Yahoo Graph</a>	Graphic display of top 50 search results in Google and Yahoo! linked.
<a href="#">Keyword Density Analyzer</a>	Enter URL - Determines density of one, two and three-word phrases.
<a href="#">Multi DC PageRank Checker</a>	Check PageRank values across all Google data centers.

**Alexa Tools:** Find out the average traffic on your website for the past month.

<a href="#">Alexa Rank Tool</a>	Alexa ranking for three months, one week and today.
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**Code Validation:** Check to see if RSS feeds and your website have code errors.

<a href="#">Atom &amp; RSS Feed Validator</a>	Validates RSS feeds.
<a href="#">W3C Markup Validation Service</a>	Official W3C compliance validator.



**Combo Search Engine Ranking Tools:** Enter your website URL or relevant keywords to see how search engines rank them.

<a href="#">Search Engine Placement Check</a>	Enter URL/Keyword - Displays top 30 for 11 search engines.
<a href="#">Search Engine Position Checker</a>	Enter URL/Keyword - Displays top 50 for nine search engines.
<a href="#">Search Engine Positioning</a>	Enter URL/Keyword - Displays top 100 for five search engines.
<a href="#">Search Engine Ranking Report</a>	Input key phrase list and get Google and Yahoo! rankings.

**Compare Search Engine Ranking Tools:** Input relevant keywords to find out where your website comes up across popular search engines.

<a href="#">Dogpile Search Comparison</a>	Shows top results from three search engines.
<a href="#">Google vs. Yahoo! Graph</a>	Graphic display of top 50 in Google and Yahoo! linked.
<a href="#">Google vs. Yahoo!-Ask Search</a>	Graphic display of top 50 in Google and Yahoo! linked.
<a href="#">Myriad Search</a>	Meta search engine that combines Google, Yahoo!, MSN and Ask Jeeves.
<a href="#">Search Results Compared</a>	Google, Yahoo!, MSN results in one search.
<a href="#">Yahoo! vs. Google</a>	Langreiter - Graphic comparison of Google and Yahoo! top 100 results.
<a href="#">Yahoo!-Google Search</a>	Shows top 100 Yahoo! and Google results together.



**Domain Tools:** Type in a URL to find out if a website is safe to link to.

<a href="#">Bad Neighborhood Checker</a>	Checks if you're linking to bad websites.
<a href="#">Browser Screen Resolution Checker</a>	Check what your website looks like in different browsers.
<a href="#">C Class Backlink Analyzer Tool</a>	Shows your links for different Class-C sites.
<a href="#">Class C Checker</a>	Class C IP range checker.
<a href="#">Class C Range Checker</a>	Unique Class C IP Checker - Cut and paste or upload a file.
<a href="#">DNS Report</a>	Checks your domain and does an email test.
<a href="#">Domain Age Tool</a>	Determines the age of the domains entered.
<a href="#">Domain Dossier</a>	IP to host, host to IP traceroute, Whois zone file.
<a href="#">Domain Stats Tool</a>	Enter domain and get domain age, number of pages indexed, and number of backlinks.
<a href="#">Free Site Monitor</a>	Server monitor and alert service.
<a href="#">HTML Header Viewer</a>	Shows HTTP headers the web server is sending.
<a href="#">HTTP / HTTPS Header Check</a>	Allows you to inspect the HTTP headers the web server returns when requesting a URL.
<a href="#">IP Address Report</a>	Bulk class C IP address checker.
<a href="#">Reciprocal Link Checker</a>	Checks if the partners still link back to you.
<a href="#">Redirects and HTTP Headers Checker</a>	Checks for redirects on a domain.
<a href="#">Search Engine Friendly Redirect Checker</a>	Enter URL - Check your redirect to see if it is search engine friendly.
<a href="#">What Is My IP Address</a>	Shows the IP of your computer or routers.



**Exchange Link SEO Tools:** Enter a URL to see if it's working properly across all browsers.

<a href="#">Free Broken Link Checker</a>	Tests all links site-wide and reports any broken links.
<a href="#">One Way Link Verify</a>	Track your one-way links. Shows status and PageRank.
<a href="#">Online Free Reciprocal Link Checker</a>	Reports back which ones are up, down or unreachable.
<a href="#">Site Link Analyzer</a>	Lists internal and external links for URL.

**Google Ranking Tools:** Enter a URL or relevant keywords to find out where your website ranks in Google.

<a href="#">Google Rankings</a>	Enter URL/Keyword - Searches the first 1,000 entries.
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**Google Sitemap Tools:** Build a sitemap for your website to help increase visibility to search engine spiders.

<a href="#">Online XML Sitemaps Generator</a>	A free online Google XML sitemap generator.
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**Internet Bookmarking:** Bookmark relevant sites and check for updates in one location.

<a href="#">Del.icio.us - Social Bookmarker</a>	Social bookmarking.
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**Keyword Suggestion Tools:** Type in top keywords and receive suggestions for popular keywords or phrases to incorporate into your site.

<a href="#">Free Keyword Search Tool</a>	Displays keyword data using Wordtracker and Google search results.
<a href="#">Free Meta Keywords Tool</a>	Reads meta keywords and hotlinks them to three keyword mining tools.
<a href="#">Google Adwords Keyword Tool</a>	Keyword tool from Google that provides specific and similar keywords.
<a href="#">Google Keyword Suggestions</a>	Queries Google for relevant and popular terms.
<a href="#">Google Suggest</a>	Google keyword suggestions appear as a real time feed when searching in the keyword field.
<a href="#">Keyword Research Tool</a>	Tool returns similar keywords found in the meta keywords of sites searched by your choice of nine search engines.
<a href="#">Keyword Suggestion Tool</a>	Keyword searches from Overture and Wordtracker (Wordtracker displays singular/plural and correct order).
<a href="#">Search Term Research</a>	Searches Overture data for 16 countries.
<a href="#">Search Term Suggestion Tool</a>	Shows keywords and frequency searched on Overture (Yahoo!/MSN) last month.
<a href="#">Website Keyword Suggestions</a>	Provides keyword suggestions and keyword traffic estimates for the entered website.



**Keyword Tools:** Type in your website URL to see if keywords are currently being optimized on your site and in search engines.

<a href="#">GoogleDuel Original</a>	Compares the popularity of two words. Good for checking plural/singular.
<a href="#">Keyword Density</a>	Enter URL - Generates keyword phrases from your webpage and displays density.
<a href="#">Keyword Density Analyzer</a>	Enter URL - Displays one, two and three-word combinations.
<a href="#">Keyword Density Analyzer</a>	Enter URL/Keyword - Displays density of each page component.
<a href="#">Keyword Density Analyzer</a>	Enter URL - Determines density of one, two and three-word phrases.
<a href="#">Keyword Density Analyzer</a>	Enter URL - Webpage stats PR/links/W3C/etc.
<a href="#">Ontology Finder</a>	Provides synonymous terms for keywords. Use these in your webpage text.

**Link Popularity Tools:** Type in your website URL to find out what sites are linking to you and their popularity.

<a href="#">Backlink Anchor Text Analyzer</a>	Blacklink analyzer that shows URL and anchor text.
<a href="#">Link Appeal</a>	Enter URL - Rates for link appeal.
<a href="#">Link Popularity &amp; Site Analysis Tool</a>	Shows links/pages for Google/Yahoo!/MSN/Ask/Alexa.
<a href="#">Link Popularity Checker</a>	Lists inbound links from seven search engines and provides a history.
<a href="#">Link Popularity Checker</a>	Shows inbound links for Google, Yahoo!, MSN, Altavista, Allintheweb and Hotbot.
<a href="#">Link Popularity Checker</a>	Enter URL - Displays backlinks on five search engines.
<a href="#">Link Popularity Tool</a>	Statistics regarding a site's popularity.
<a href="#">Link Quality Assessment</a>	Shows IBLs, dir.Yahoo!, DMOZ, EDU, and GOV links.
<a href="#">Report Bot</a>	Checks Links on five search engines, PR, Alexa Ranking, DMOZ.



**Misc Tools:** Type in a URL to check a website's ranking or to find out if the URL is optimized for search engines.

<a href="#">Adsense Ad Display</a>	Input URL shows AdSense ads for that web page.
<a href="#">Check Yahoo! WebRank</a>	Allows you to check the Yahoo! WebRank of up to five URLs at a time.
<a href="#">Search Engine Index Checker</a>	Enter URL - Shows number of pages for five search engines.
<a href="#">Site Wide Cache Check</a>	Checks for cached pages and provides cache date.
<a href="#">URL Rewriting Tool</a>	Creates mod-rewrite rules to convert dynamic URLs to static-looking URLs.
<a href="#">URL Trends</a>	Full page popularity stats.

**MSN Ranking Tool:** Enter keywords and URLs to find out where they ranked in MSN searches.

<a href="#">MSN Position Search</a>	MSN search for up to 15 keywords on one domain.
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**Page Rank Tools:** Find out if your website's ranking is going to change in the future.

<a href="#">Datacenter Quick Check</a>	Checks data centers for PageRank.
<a href="#">Future PageRank Tool</a>	View PR during updates on 18 data centers - one screen, one search.

**Pay Per Click Tools:** Determined the cost of keywords for paid searches.

<a href="#">CPM and CPC ROI Calculators</a>	Cost Per Thousand (CPM) and Cost Per Click (CPC) return on investment calculators.
<a href="#">Overture Bid Amounts</a>	Overture bid amounts for keywords.



**Related Page Rank Tools:** Find out what websites are linking to yours and how your website ranks in search engines.

<a href="#">Backlink Checker</a>	Input URL - Returns number of inbound links for each PageRank position.
<a href="#">Google PageRank Calculator</a>	Input keyword - Shows PageRank and backlinks.
<a href="#">Google PageRank Prediction</a>	Looks at your URL and predicts PageRank.
<a href="#">Google PageRank Report</a>	Cut and paste - Shows PageRank for unlimited sites.
<a href="#">Multi DC PageRank Checker</a>	Check PageRank values across all Google data centers.
<a href="#">Page Rank Grid Calculator</a>	Construct the relationship of your website pages and calculate PageRank.
<a href="#">Page Rank Search</a>	Google search results with PageRank bar and inbound links.
<a href="#">Page Rank Calculator</a>	Mark Horrell's Page Rank Calculator.

**Robots.txt Tool:** Use this tool to ensure the code of your site is accurate.

<a href="#">Robots.txt Syntax Checker</a>	Checks your robots.txt file for errors.
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**Search Engine Position Tools:** Enter your website's URL to see how it ranks in search engines.

<a href="#">Cool SEO Tool</a>	PageRank, backlinks, Allinanchor, and domain age.
<a href="#">McDar Keyword Analysis Tool</a>	Enter URL/Keyword - Displays PageRank, backlinks, and pages for top 10.
<a href="#">Page Report</a>	Shows pages, PageRank, unique domains, etc.
<a href="#">Pages Indexed Backlinks Domain Page Rank Allinanchor Keyword Density Tool</a>	Shows pages, PageRank, Allinanchor, keyword density, etc.
<a href="#">PulseRank</a>	Tracks ranking movement on Google for 1,000 keywords.



**Text Link Ad Value Tools:** Enter keywords or URLs to find out how much they cost to have your website rank for. in search queries. The higher the cost, the more difficult they are to obtain.

<a href="#">Keyword Difficulty Tool</a>	Rates difficulty of ranking on Google.
<a href="#">Link Price Calculator</a>	Shows value of text link ad.
<a href="#">Link Value</a>	Calculates link value per month of rental.

**Toolbars:** Download a toolbar for your browser to check keywords and website ranking easily.

<a href="#">Google Toolbar For Firefox</a>	Download File - Toolbar displays Page-Rank, has Google Search.
<a href="#">Google Toolbar For Internet Explorer</a>	Download File - Toolbar displays Page-Rank, has Google Search.
<a href="#">Mozdev GoogleBar</a>	Download Files - Download the Google-Bar and add the PR bar for both Mozilla and Firefox.
<a href="#">PR Toolbar Widget For Macintosh</a>	Download File - PR Toolbar Widget for Macintosh.
<a href="#">Search MSN Toolbar</a>	Download File - Toolbar for beta MSN search.
<a href="#">Yahoo! Toolbar For Firefox</a>	Download file - Toolbar for Yahoo! search.
<a href="#">Yahoo! Toolbar For Internet Explorer</a>	Download file - Toolbar for Yahoo! search.

**Track Ranking Tool:** Monitor your site's ranking for multiple keywords over time within Google.

<a href="#">Check Rankings</a>	Graph view of Google rankings for keywords.
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**Website Optimization Tools:** Check if keywords are optimized within the code of your site and if competing websites have similar content.

<a href="#">Advanced Meta Tag Generator</a>	Sophisticated meta tag generator.
<a href="#">Cache.it</a>	Shows information for your site.
<a href="#">Code to Text Calculator</a>	Enter URLs - Calculates code to text ratio.
<a href="#">Copyscape</a>	Searches for copies of your page on the Web.
<a href="#">Meta Tag Generator</a>	Creates recommended meta tags.
<a href="#">Search Engine Spider Simulator</a>	Enter URL - Displays page content minus code.
<a href="#">Similar Page Checker</a>	Enter URLs - Compares pages for similar content.
<a href="#">Web Page Analyzer</a>	Enter URL/Keyword - Checks copy for optimization.

**Yahoo! Ranking Tools:** Type in your website's URL to see where it ranks in Yahoo! for top keywords.

<a href="#">Yahoo! Rank Position</a>	Shows Yahoo! rank position, number of entries indexed.
<a href="#">Yahoo! Search Rankings</a>	Enter URL/Keyword - Searches the first 1,000 entries.

