

How to Engage your Customers through SEO and Social Media



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April 14th, 2010 INET Asian Regional Conference



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About Melodie Tao

Professional:

- My company: Marketing Melodie
 - Social Media Consultant
 - Online Marketing Educator

Background:

- Interactive and experiential marketing : Radio, outdoor, events, promotions
- Online and interactive agency experience
- Featured speaker at marketing and online conferences/events

Expertise:

- Community Building
- Brand Development

Location:

- San Diego, California



What is SEO?

- Active practice of optimizing a website by improving on page and off page aspects and most recently Social Media to increase traffic received from search engines.
- Search engines provide results on the web for content related to a specific keyword or groups of words and returns a list of ordered applicable pages & media.



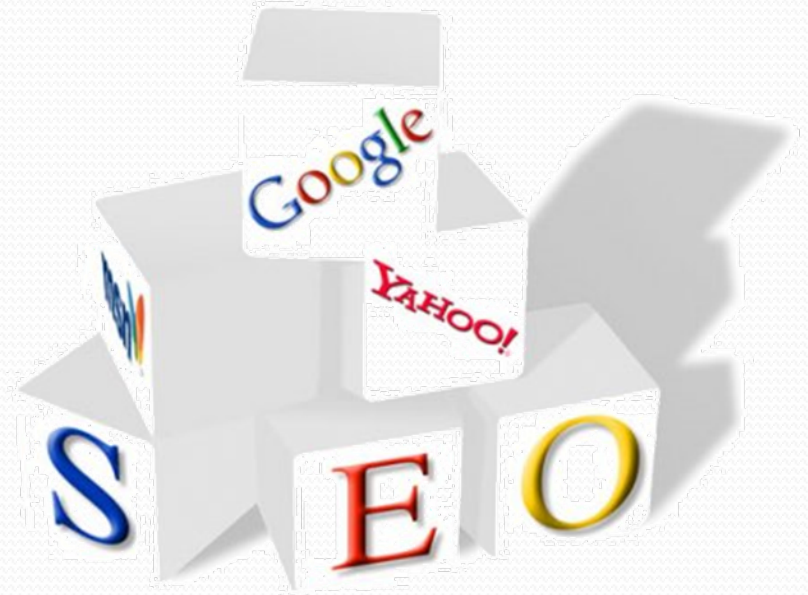
Important SEO Elements

- **On Page Factors**

- Title tags
- Content
- Internal links
- Heading tags
- URL structure

- **Off Page Factors**

- Age of domain
- Perceived authority of domain
- Backlinks (Quality, quantity, amount, text)



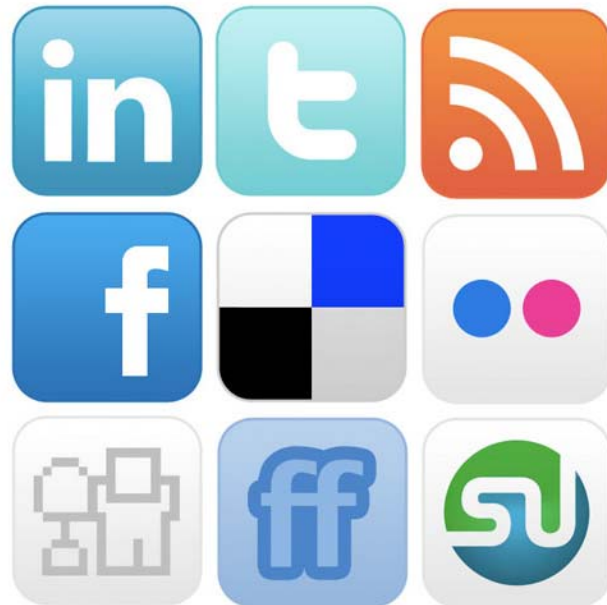
International SEO Considerations

- International domain research & strategy
- Keyword research
- On-Page & Off-Page Optimization
- Link strategy & development
- Local web directory submissions
- Translation & localization
 - Number, time, date formats
 - Spelling variations (same meaning different spelling: Harbour vs Harbor)
 - Language differences (Cantonese vs Mandarin)
- International website usability
- Multilingual site testing



What is Social Media?

- Websites that allow users to share and create content.
- In addition to giving you information, it interacts with you when providing information
- Example of social elements on a website: Asking for a comment, sharing photos, voting, chatting with others



Importance of Social Media

Active listening is the first step in creating an effective Social Media strategy.

- Allows you to understand your consumers needs and concerns
- Educates you on what information your consumers are really seeking about your service or product
- Provides you with knowledge to lead conversations about your industry in the Social Media space
- Empowers you with information to customize content that is engaging, compelling and educational for your consumers



Convergence of SEO & Social Media

Many aren't aware that Social Media has always played a roll in SEO.

- Creating links and content since forums became available.
- Blogs provide fresh content for websites and are optimized for keywords for SEO
- Social bookmarking sites such as Delicious influence SEO based on the tags people place on their bookmarks
- Consumer reviews such as those on Yelp are pulled into local search
- Twitter and Facebook updates are now picked up by search engines in **real time search**

Real Time Search

- When people are searching the web they want information that's real time (What's happening right now?)
- Search engines want to provide results that are timely and relevant
- Real time information is created by Social Media therefore plays a huge factor in SEO
 - Twitter updates
 - Facebook status feeds
 - Blog posts
 - News articles
- The only way for your company to ensure real time content is produced is by being active on Social Media.
- A higher importance in SEO is now placed on Social Media updates because links and information are not only posted by companies but by consumers who validate the results with authentic content

Social Media Content

- Having a strong community that produces user generated content is a great way to strengthen your brand while improving your SEO
- Social Media content is produced in
 - Forums
 - Blogs (Commenting, guest blogging)
 - Review websites
 - Videos
- Exceptional user generated content is keyword focused for SEO.
- Content on authoritative sites improve your search engine rankings (LinkedIn, Yelp, etc)



Social Media Links

Social Media produces both direct and indirect links.

- Direct Links:
 - Links on profiles
 - Links posted on social media sites
- Indirect Links:
 - Generated as a result of increased visibility
 - Generated by asking your networking to post things on Facebook, Twitter, etc.
- Social Media sites registered solely for SEO are considered spam. An example is a Twitter account with automatic feeds
- Social Media used for its intended purpose to connect and engage with consumers produce the best SEO results

Social Search

- Rather than starting at search engines to find information, consumers are now turning to Social Media as their primary source to find relevant, timely information.
- YouTube is the world's second largest search engine after Google (People searching for user-generated video)
- Facebook and Twitter have their own search features. Updates on these networks are indexed in search engines
- Google is working on a new version with the code name "Caffeine". They will place higher emphasis on real time updates
- Wikipedia owns many top search result listings (in many languages). Many of your searches will result in wikipedia as the top results



Social Media Strategy

Social Media must be viewed as a long engagement. This ensures an ongoing strategy with campaigns and promotions working toward the overall marketing goals. A solid strategy is the foundation for a successful campaign. Things to be mindful of when creating your Social Media Strategy:

- Subject matter expert voice through consistently posting useful tips
- Industry leader status by writing relevant articles and blogs
- Asking your community questions that prompt replies
- Creating buzz through strategic promotions
- Posts that encourage user generated content
- KEYWORD focused updates
- **Overall strategy-** With the continued changing landscape in social media your strategy must constantly be reviewed and modified to meet the needs of the consumer



Location Based Social Media

- Latest innovation in Social Media (Foursquare)
- Allows users to track and share their location with their network
- Allows companies to hyper-localize their promotions and Social Media activity
- Companies can provide real time incentives to their customers
- Game aspect of winning badges also creates excitement
- Foursquare Day in Hong Kong this Friday 4/16!
- You're all invited to Foursquare Day at W52, 6-9pm
 - Free drink with "Check In"
 - Earn a SWARM Badge (50+ people)



Swarm

50+ people are also checked-in here - it's a foursquare flashmob!



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Thank You

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