

4 STRATEGIES TO BOOST SEO RANK USING SOCIAL SIGNALS



Samir Palnitkar, president of ShopSocially, and Tim Ahlenius, senior digital strategist at Americaneagle.com, presented a webinar in July showcasing strategies to boost SEO rank using social signals.

Palnitkar and Ahlenius said retailers could unlock the latent power of social to drive SEO rank of their website by employing these four strategies.

Increase Content Sharability via Onsite Social Apps

Google's official blog says that sharing is an important factor affecting the SEO

rank. To improve the SEO rank, marketers should embed onsite social apps on their site to drive higher sharing.

To drive shares on social media channels like Facebook, Twitter and Instagram, the best strategy marketers can adopt is C2C. Besides creating valuable social testimonials, social recommendations also bring quality social traffic back to a retailer's website. Retailers can convert customer delight on order completion into SEO boost for their sites.

Optimize Shared Content for Maximum SEO Benefit

Besides optimizing the title, description and image for SEO purposes, marketers can also influence the shared blurb by asking a leading question in the sharing interface. Google Authorship is an important tool for content marketers to leverage. It shows the author's Google Plus profile in the search results, thus increasing the credibility and click-through rate.

Social UGC for SEO Benefit

A hashtag in social SEO is equivalent to a keyword in content SEO. It defines the intent of the user and increases the searchability of the brand on social media. Marketers can aggregate these social testimonials and curate these precious social referrals into one page. Getting customers to add your brand hashtag enhances your brand's overall digital presence and boosts the SEO rank of your website.

Social UGC as Social Proof on Site

Social user-generated content acts as excellent social proof on a website. Real-time social buzz by real people with their true social profiles increases the user engagement on site, thus increasing the page rank for the site.

Tim Parry



SEO CROSSES BORDERS

If you want to capitalize on cross-border sales, it's important to optimize your site for international audiences and localized search results.

Concentrate on Individual Markets

An effective campaign in a single market can yield better returns than patchy campaigns in several. In SEO terms, setting up market-specific localized sites with country code top level domains (such as www.example.mx for Mexico or www.example.es for Spain) can give you a boost in local search results.

Pay Special Attention to Keywords

Keywords are textremely important when it comes to SEO. If you are dealing

with foreign markets, good keyword research can be even more important.

Don't rely on dictionary translations of English language keywords, as alternative terms could be far more effective in other markets. Brainstorm alternatives with the aid of a native translator and run them all through keyword tools to see what sticks.

Localize Content

You will also want to localize all your content, placing your keywords prominently but without spamming or overstuffing your content. Automatic translation systems offer a cheap and easy option, but they are also prone to errors and you are likely to end up with content that sounds stilted and unnatural at best. Native speaking translators can help you avoid mistakes and can help you bring

cultural references and flavor to your localized site.

Use Titles and Headings Effectively

Keywords can also be used in your website URL and page titles. Keywords that match the actual search term typed by the user may be bolded in the search results, which can help attract the viewing human eye. Keep titles short but descriptive and make use of heading tags on all your pages.

Christian Arno