

facebook

BRIGHT EDGE



FACEBOOK FOR SOCIAL SEO

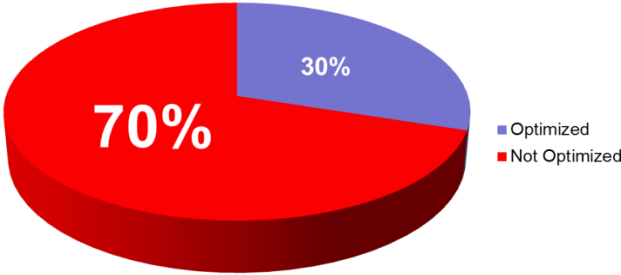
**BEST PRACTICES TO DRIVE ORGANIC SEARCH PERFORMANCE
WITH FACEBOOK**

**Facebook-BrightEdge
White Paper**

INTRODUCTION

Most companies today wouldn't even consider creating corporate or product marketing plans that don't include social media or SEO (Search Engine Optimization). Without these key components, they might as well not even try to compete.

It's clear that leading-edge companies have figured out SEO and its importance in an effective marketing plan. A recent study by BrightEdge, the market leader in SEO platforms, found that nearly 100 percent of the top 200 brands listed in the Fortune 500 hold the top or near-top rank in search engine results for their brand name. However, did you know that 70 percent of these same brands did not have Facebook pages in the top 20 search engine results? How could this be?



70% of top brands don't optimize their Facebook page for search
Source: eMarketer

The reason is simple: companies are not optimizing social media for SEO. To-date, these two fast-emerging technologies have been completely separate. Even the most marketing savvy online companies fail to connect the dots between these two channels and do not implement even the simplest of optimizations that would boost their Facebook pages in search engine rankings.

It's obvious that implementing a social media strategy without optimizing the content for SEO leaves money on the table. But how do you do this?

Together, BrightEdge and Facebook are working to target the **"Social SEO"** opportunity. This paper provides an overview of simple and highly effective ways to address the Social SEO opportunity.

The Social SEO Opportunity

Leveraging social media for search – to control which pages rank highest in search engine results – is a huge opportunity for companies.

First, it helps you manage your own company's reputation. When a potential customer types a search query for your company name, what would you rather see appear in the first 20 search engine results: Competing products and

Leveraging social media for search can help you:

- Manage your company's reputation
- Increase brand visibility
- Drive engagement on your social media sites



sites that mention your brand name for their own visibility? Sites that describe customer service or quality issues with your product? Or your own Facebook page?

Second, it helps you increase the visibility of your brand and the products you carry. If your Facebook page, which is a front door into the products and services that you sell to your customers, ranks so low in search engine rankings that it doesn't even appear on the first page of search results, you're leaving money on the table. By raising your Facebook page to the top of the search rankings, you ensure your brand is highly visible and you drive revenue as well.

Third, it drives engagement on your social media sites. The higher on the list your Facebook page appears, the greater the chance that customers will go to that page and engage in conversations with you, "Like" your page or "Share" an item for sale. And the more customers "Like", "Share", and otherwise engage on your Facebook page, the higher your search rankings are likely to be.



Example of Facebook page in search results on a brand term

Optimizing Facebook for SEO

Let's assume you've decided to optimize your Facebook pages for relevance with the search engines in order to increase organic rankings. So how, exactly, do you do this? We will now describe three simple optimizations that can help ensure your Facebook page rockets to the top 10 – page one – of the returned results list on major search engines.

- 1. Link to your Facebook page from your website home page, using your brand in the anchor or alt-text

Adding links from your website to your Facebook page signal to search engines that your Facebook page is highly relevant for your brand. We recommend you link to your Facebook page from at least your website home page but if possible from as many other pages as possible on your site (e.g., through your footer or standard template). When you do so, make sure the anchor text includes your brand (e.g., "Macys on Facebook") in the text link or define an alt-text image tag with this text in an image link. And also make sure you link to the canonical (short) URL i.e. facebook.com/macys NOT facebook.com/Macys?sk=app_12796642393487



Link to Facebook from Home Page (with brand in alt-text)

2. Use your brand name in your posts

Search engines will analyze the content on your Facebook page to determine for which search terms and phrases this page should be displayed in the search results. In order to increase the relevance of your Facebook page on searches for your brand, you should frequently **use your brand name in your posts** (usually this happens naturally). It is best if your Facebook page name is an exact match for your brand: if you have not claimed your page vanity name, make sure that when you do, it matches your brand or, if not possible to match your brand exactly, that your vanity name includes the most common search term used on the Internet to look for your brand.



Brand Names Used in Posts

3. Get links to your Facebook page by driving social engagement and “Likes”

Search engines analyze the link graph – the number and quality of links to a given page – in order to determine the authority of that page. When your Facebook page gets **“Likes” from Facebook users**, you will accumulate links from public user profiles that are visible to spiders. You should also **have a regular stream of posts** so that your page constantly appears in newsfeeds for these users. Also, you should **design your content to drive social engagement** as this will greatly help boost your authority and therefore how well your Facebook page ranks.



Likes on a Facebook Page

Another recommendation is to **add a “Fan Box”** to your website. This Fan Box will display Facebook profile pictures of users who already liked your Facebook page. Because the profiles displayed in the Fan Box are tailored to have high affinities with the person coming to your website, they are highly efficient at driving engagement back to your Facebook page and additional Likes. The Fan Box is described in the Facebook Social Plugins under the description “Facepile”.

Finally, if you are advertising on Facebook, you should **promote “Like” sponsored stories for your Facebook page**. This is another simple way to drive social engagement and Likes back to your main Facebook page to help boost its rank.



A “Fan Box” on a Website drives social engagement back to your Facebook page

MORE ADVANCED WAYS TO OPTIMIZE FACEBOOK FOR SEARCH

So far, we have focused on strategies for getting your main Facebook page to show up at the top of the search results. But there are many additional ways to leverage Facebook for driving broad organic search performance. In particular, you can:

1. Use Facebook Shares and Likes to improve rankings of any page on your website
Search engines use Shares and Likes as key signals of authority for deciding which pages are most relevant for any keyword and phrase used by people searching on the web. By getting Shares and Likes for a page on your web site, you are greatly increasing the chances that your Facebook page will move up the ranking when search engines pick up on the links created by these Shares and Likes in public user profiles. In fact, according to some industry analysis, the number of Shares is the #1 social factor correlated with good rankings¹.

Make sure that such pages are conducive to social engagement, for example with content that is frequently refreshed, include articles with topical and popular themes, and offer useful tools or fun pictures/videos that are easy to share.

2. Interlink your directory pages with parallel Facebook pages
In addition to your main page, Facebook enables you to create additional pages under your main profile. You can use these pages as new assets to target high value keywords in organic search. One simple strategy is to create pages in Facebook that mirror your main category/directory pages on your web site. You then interlink the Facebook pages with your website pages to boost their authority for the terms that they are targeting, usually high value terms that have high search volume and conversion rates.



Directory pages on Facebook

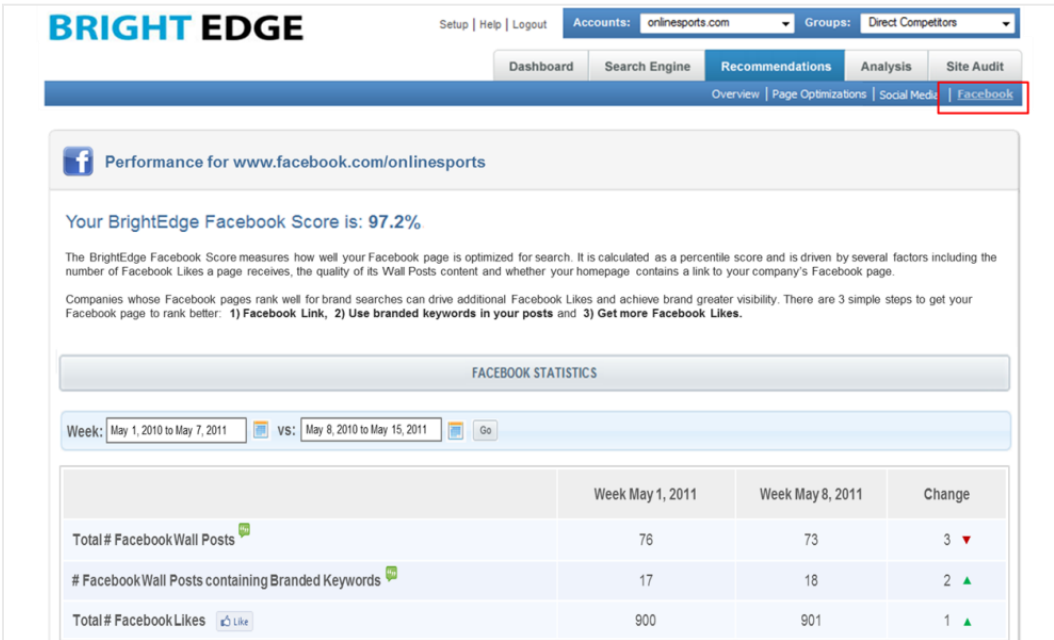
3. Integrate your website broadly with Facebook Social Plugins and Facebook Connect
Facebook features many additional ways to drive social engagement on your website. The Like, Share, Comment, Activity Feed, Recommendations, and Login Plugins are just a few examples of how you can quickly and with little overhead make your website more sticky to Facebook users and drive social interactions. And if you choose to do so, you can integrate with Facebook Connect which enables you to include portions of the Facebook experience right inside your own website, for example newsfeed, wall, and more.

¹ <http://www.seomoz.org/blog/early-ranking-factors-data-an-april-linkscape-update>

BRIGHTEDGE FOR FACEBOOK

BrightEdge is the market leader in enterprise SEO. BrightEdge enables marketers to increase online traffic and revenue by driving their natural search performance in a measurable and predictable way. BrightEdge offers a comprehensive SEO suite that includes integrated business metrics, dashboards and reports, competitive analysis, automated actionable recommendations, and global capabilities.

BrightEdge is now making it possible to quickly analyze and track all Facebook optimizations for a given brand within its platform. The BrightEdge platform includes automated recommendations and instant reporting on Facebook optimizations so that SEO managers and executives can get instant visibility into how Facebook is impacting their organic performance, today and over time.



Facebook Recommendations and Tracking in BrightEdge

In addition to working closely with Facebook on market education of how to best leverage Facebook for SEO, Facebook is using BrightEdge for its own SEO efforts.

CONCLUSION

Social SEO – leveraging social media for organic search performance - is a huge untapped opportunity. It helps you manage your company's reputation, increase brand visibility, and drive engagement to your social media sites. With simple, easy to implement best practices, you can optimize Facebook in ways that will drive your organic search performance. Implementing SEO-friendly links from your website to your Facebook page, using your brand name in your posts and driving social engagement, will boost the authority of that page with the search engines, leading to improved rankings in search engine results and additional visits to your website.

Don't be left behind. The practices described in this white paper will get you started quickly with Social SEO. And if you want to accelerate your Social SEO initiatives with Facebook, BrightEdge is making it easy by delivering automated recommendations and instant reporting on Facebook optimizations that impact organic search.

FOR MORE INFORMATION, CALL BRIGHTEDGE TODAY AT (800) 578-8023 TO SCHEDULE A PRIVATE DEMONSTRATION OR VISIT OUR WEB SITE AT WWW.BRIGHTEDGE.COM.

About BrightEdge

BrightEdge is the leading enterprise [SEO platform](#) and the trusted partner of the largest and most recognizable brands in the world. BrightEdge helps marketers rise above the increasing clutter of the web and drive organic revenue from search engines across the globe in a measurable, predictable way. The BrightEdge [SEO technology](#) drives more than \$3 billion in SEO revenue for leading brands across industries, including seven of the top 10 retailers, and Fortune 1000 leaders in e-commerce, technology, media, Internet, financial services and consumer goods. BrightEdge is based in San Mateo, CA and is privately held with financing from Battery Ventures, Altos Ventures and Illuminate Ventures.

For more information, please visit www.brightedge.com.

BRIGHT EDGE

1820 Gateway Drive, Suite 100
San Mateo, CA 94404
(800) 578.8023
www.brightedge.com