

# TOP 10

## Social Media & SEO Questions Answered

What every Small Business needs  
to know about Social Media & SEO



## 1. Can a SEO firm guarantee top ranking for a particular keyword?

The best guarantee a SEO firm can give you is to make you number 1 on Google, right? Not really. Such a claim is irresponsible; it usually means you'll be high ranking for obscure keywords that no one uses. A good SEO firm focuses on increased traffic and conversion, not exclusively on high Google rankings.

**To learn more, [click here.](#)**

## 2. How do I determine what keywords my firm's website should target?

The first step of any SEO strategy should be to analyze the keywords you want to target. There are many questions you need to think about. Are your desired keywords too broad or too narrow? Are they searched often enough to make it worth your time? Is there a lot of competition for that keyword?

**To learn more, [click here.](#)**

## 3. How can your firm be more prominent on a local search like Google Local?

As more people take an interest in supporting local businesses, local search optimization will become increasingly important. A good start is to standardize your company's address and adding your home office city's name to several pages on your website. Submitting your business to top local directory websites like Yelp can also increase your SEO.

**To learn more tips, [click here.](#)**

## 4. If my firm wants to do PPC advertising, what is a good strategy?

Pay-per-click (PPC) advertising can provide great ROI very quickly. However, an effective PPC campaign requires ongoing testing, monitoring, and maintenance. It's important to approach your campaign strategically. Keep your account organizing and don't be afraid to delete an ad that isn't performing. A little experimenting can yield high results, but base your decisions in data.

**To read more of our tips, [click here.](#)**

## 5. How does social media affect SEO?

Most SEO strategies require technical resources and knowledge that small businesses don't have access to. Social media marketing, however, can be a great way to start building your search engine ranking. Social media improves your ranking through inbound links, fresh content, and new traffic. A company who is active on social media also helps boost its website authority.

**To learn more, [click here.](#)**

## 6. How do I tag my website photos to help with SEO?

An often overlooked SEO tactic is optimizing the images on your website. While images don't carry the weight they once did, taking a few minutes to optimize them can improve your ranking. When added an image to your website, make sure the file name, alt tag, and image title are all descriptive of the image. Adding business images to photo sharing sites like Flickr or Picasa can also be beneficial. Uploading your photos to Facebook is also a great way to spread awareness.

**To learn more about this tips, click here.**

## 7. How do I maximize my company's presence on LinkedIn?

LinkedIn is seen as the premier social network for businesses. While it's important not to put all of your social media marketing eggs in one basket, a thorough company page on LinkedIn can drive new traffic to your website and increase your website SEO. We recommend filling out the Overview and Products & Services sections of your page. LinkedIn allows you to track analytics on your page, allowing you to make informed decisions.

**To learn the steps to setting up your company page, click here.**

## 8. What should be my strategy when communicating with my social media followers?

Your social media strategy should be in line with accepted social media etiquette. Self-promotional messages should be used sparingly, if at all. Keep your content fresh by posting new messages, instead of simply repeating the same ideas. It's also important to make sure your messages don't become too text-heavy. Posting 5-10 times a day on Twitter is acceptable; posting that frequently on Facebook is not.

**Read more social media tips here.**

## 9. How do I manage and address negative reviews about my firm?

Review websites like Yelp and Google Places wield a lot of power in today's marketing landscape. Positive reviews are great but negative reviews, can do a lot of damage. The important thing is to leave a positive response on to a negative review as opposed to simply ignoring it. Do what you can to fix the problem.

**To read more tips about dealing with negative reviews, click here.**

## 10. How can I test web page effectiveness and determine what is impacting conversion?

Google Analytics, a free tool you can install on your website, can move you past "educated guessing" to data-driven decisions. Analytics provides easy-to-read reporting on what links your visitors click on the most, both on your homepage and throughout the rest of your website. The tool also offers goal and conversion tracking, which allows you to optimize your website content for lead generation.

**To learn more about these features, click here.**