

## Social Media And SEO Cliffnotes

### 1. Basics:

- a. Search Engines crawl for keywords in
  - i. Title tags of pages
    1. longer than 80 characters
    2. Each page should have a unique title tag
    3. Keywords NEED to be in Title tag (without this you're screwed)
  - ii. Meta description tag
    1. Only description meta tags are important, can ignore the rest, this appears as your description in the search engines and
    2. no longer than 150 chars
    3. Meta descriptions should be unique for each page.
  - iii. text in web pages (esp <h1> header tags), alt tags for images, hyperlinks
    1. hyperlinks in body of page tend to rank better than hyperlinks in sidebars and other areas.
  - iv. Sitemaps (site maps are like a 'Building directory' that lets the crawlers know what page is located where)
  - v. Domain names (if you need to maintain a branded url, have keywords in a subdomain or URL directory eg - keyword.domain.com or [www.domain.com/keyword](http://www.domain.com/keyword))
  - vi. URL structure
    1. Avoid symbols like ?=% etc
    2. The shorter the URLs, the better they rank
    3. Don't use underscores, use dashes, they tend to rank better.
    4. Subdomains rank better than directories
    5. Try to keep links on a page to under 100
    6. Use nofollow for links which are 'Junk' like your feedburner/rss links

### 2. Linking and Off page factors

Link popularity (volume of inlinks) is important but so is relevancy

- a. Search engines understand relevancy of keywords or words related to each other
- b. Links from related sites in content are better than those with no relevance
- c. Links within body of page are better than sidebar or footer
- d. Should have targeted keywords in hyperlinks linking to (within or from outside) your site ( if you can control it)
- e. Avoid:
  - i. Too many anchor text hyperlinks on one page
  - ii. Don't concentrate too much on getting links from high PR (ie don't make this top priority)
- f. Tools: use [link:http://www.domain.com](http://link:http://www.domain.com) in yahoo.com to see no of inlinks

g. Strategy

- i. Get your site indexed first, submit to google webmaster central, have a sitemap and submit.
- ii. Have direct backlinks from a web 2.0 site like blogger or twitter, facebook,
- iii. Copy your competition's links
- iv. Link to sites higher than your own
- v. Go for social media sites relevant to the site's content
- vi. Try forums which have dofollow (loads around)
- vii. Try gov. Sites or non profit sites.