

MODULE 1

The Basics



“ Social media marketing and SEO are two tightly interwoven strategies. Both are organic, inbound strategies that focus on building an appealing identity that naturally attracts visitors. SEO can doubly improve your social media reach....your social media presence can greatly increase your search rankings.”

-Jayson DeMers, Forbes.com

Outcome:

Students will understand the importance of Search Engine Optimization and how it relates directly to Social Media. They will learn how to apply relevant search engine optimization best practices into their content for their website and their social media posts.



Overview

Module 1

- Introduction
- What is Search Engine Optimization?
- **The How and Why of SEO**
- Self-check: **SEO**
- Competency Assessment 1 | **Keyword Brainstorm**

Introduction



When a person is looking for information today we often glibly say, "Google it!" This simple phrase has become an industry of research that includes the science of understanding how people think, and in turn how they search for a product or service.

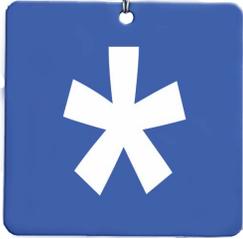
In layman's terms, we rely on the Internet to give us multiple un-biased choices that come from the search terms we entered (these search terms are called "key words" or "key word phrases" in the Internet marketing world). These search terms have great value today for marketers and social media specialists. These valuable words offer an insight into the psyche of the purchaser. It is important to understand that SEO integrated directly with Social Media helps Social Media Specialists create an integrated plan that will affect a business's search engine results. Building your organic results page is paramount to gaining connection with customers.

In this Module we will start at the beginning with an overview of what is SEO, how it works, and why it's important. You'll learn the top search engines used by visitors today and you'll watch videos from some of the industry's leaders as you develop a deeper understanding of how keywords and keyword phrases play a vital part in a successful SEO campaign.

Years ago, using keywords over and over again was thought to give you a better chance at ranking higher in your organic Search Engine Results Page (SERP), but today this is frowned upon. Well-written and relevant content would naturally include your keywords and keyword phrases, but using a tool like Google's Adwords Keyword Planner helps to create additional phrases that others in the same field might be using and you never thought about before.

Search engines are our friends. Their goal is to give the searchers un-biased results leading them to determine what choices they have, where they want to go, and what they want to learn.

Introduction *(continued)*



It is this single philosophical decision that has driven Google for years, and a belief that has made this company the leader. Google is the largest search engine in the world, and right behind Google is YouTube, which was never meant for this purpose but evolved into just that. (It also happens to be owned by Google.)

As you progress in the lessons this Module, you will see inspiring facts about how these sites are used globally. These two search engines heavily influence the work we do as Social Media Specialists. Creating a website that is search engine friendly with relevant content, a controlled message, and is supported by an aggressive social media strategy requires focus and commitment. This, however, is a sure formula for digital success.

I encourage you to read and watch all the content provided in this Module. This will help you understand the full scope of the work you will be doing now and moving forward.