

How Social Media Impacts Your SEO

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Search engine optimization (SEO) should make your website more visible in search engine results. But it's a common myth to think you'll wind up on the first page with back links, page keyword stuffing, duplicate content development, etc. Those methods are old school and much of these processes are no longer relevant to major search engines like Google. These days, great content has more influence on how discoverable you are online.

For example, try doing searches on Google, Yahoo, and Bing for the term "[romantic restaurant New York](#)". Notice that blogs as well as social media and user generated review sites like Yelp dominate the first page of search results. This means info about you on sites like Yelp is often times more accessible to potential customers than your own website. With that in mind, here are three quick tips to improve your online presence:

Update your Yelp Business Page- Log in to [Yelp for Business Owners](#) to add great photos and detailed information about your business to put your best foot forward with potential customers. You can also respond to your reviews publicly or privately as part of our suite of free tools. Be sure to join the conversation with your customers in a diplomatic fashion!

Generate great content on social media sites- YouTube and Twitter are just a few of the social sites that search engines love to place higher. Try developing an editorial calendar to generate sharable and relevant content for your business on a regular basis. Think of each social platform as a tool in your tool belt and focus on the ones where potential customers are most likely to find you.

Set up Google alerts- Google alerts are a great way to track the web for content. A Google alert for your name and your business will allow you to know whenever someone generates new content about you in real time. You can either share or address this content depending on the nature of it.