



@GoogleExpertsUK



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Social Media & SEO



Is Social Media Important for SEO?

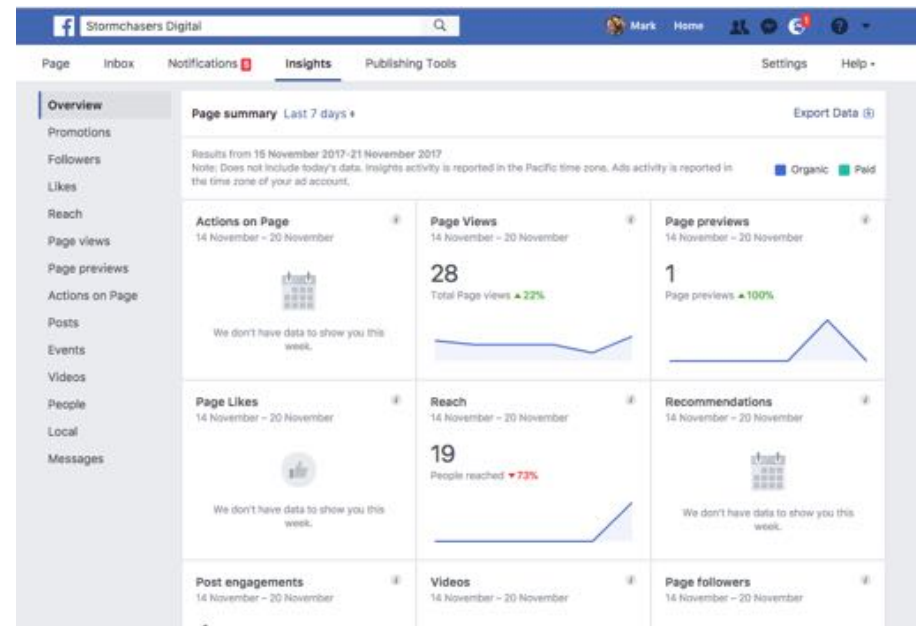
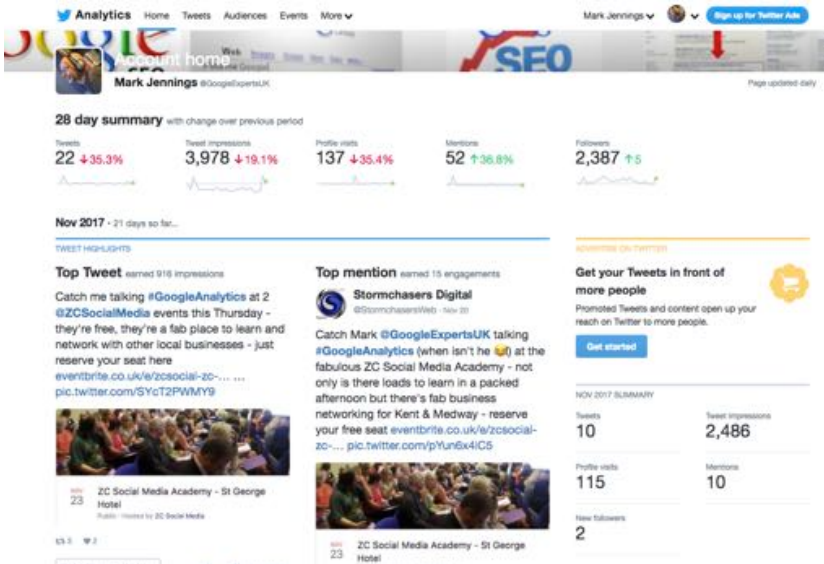
- Google says they don't directly use social signals, but
- SEO community agrees that it does count
- Sites with good social following get higher rankings in shorter timeframe

Is Social Media Important for SEO?

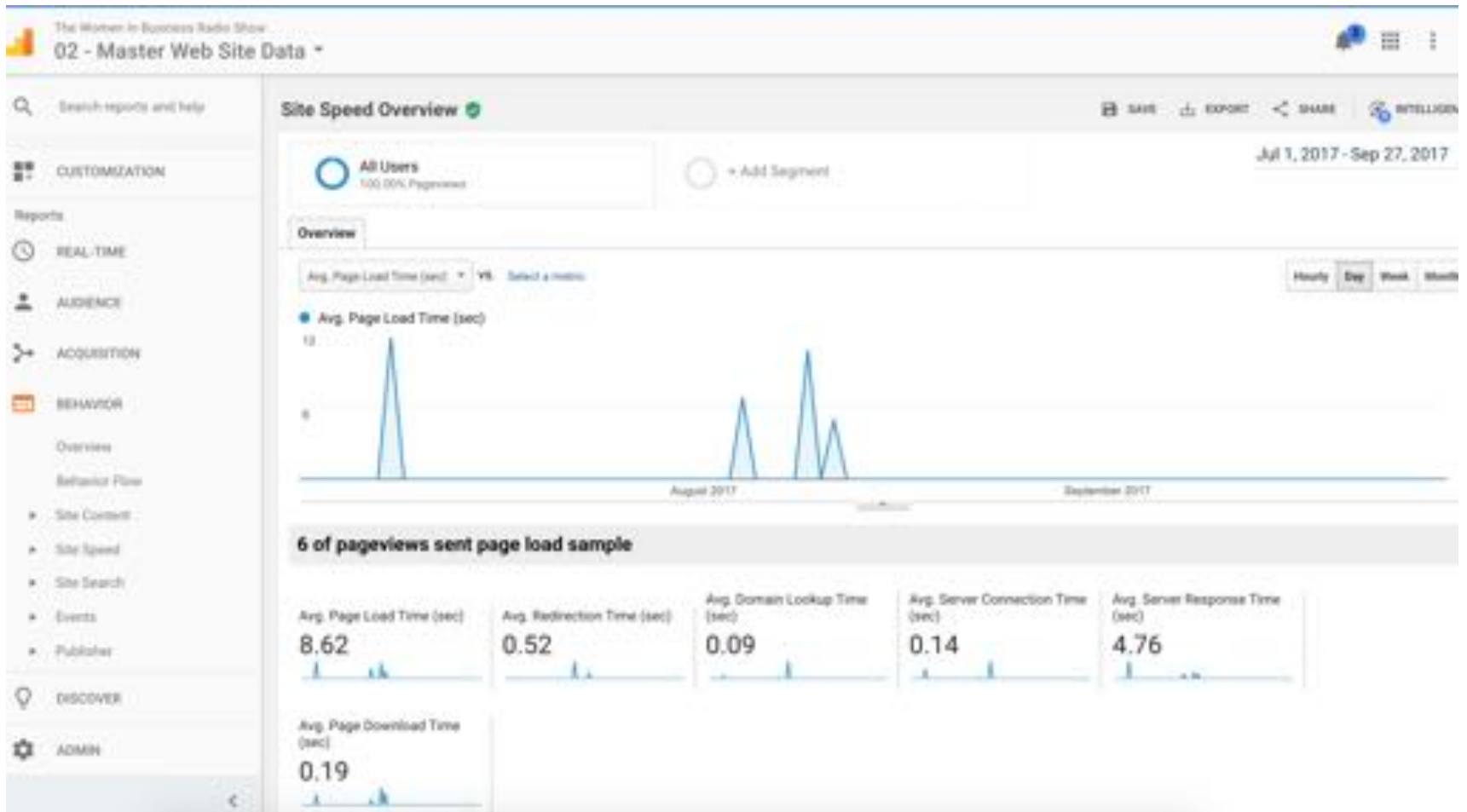
- Use social media to build social activity, increase overall SEO
- Regularly create backlinks that are free
- Increases referral traffic
- Engage previous customers

Analytics

- Understanding how people are interacting with our stuff



Google Analytics



Your Audience

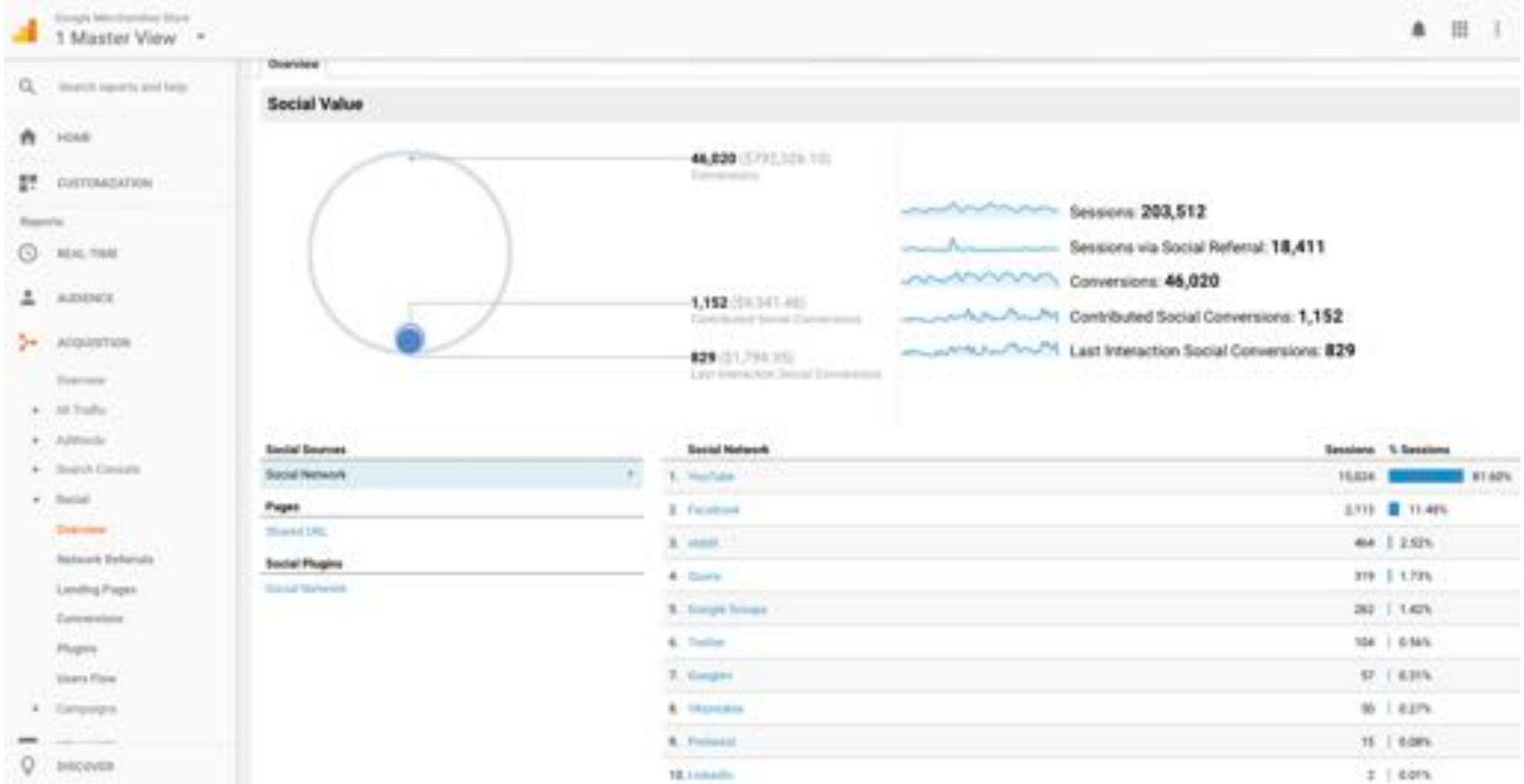


Audience>Overview

Your Audience

- The language they use
- Countries and/or cities
- Which browser
- Operating system

Which Social Media?

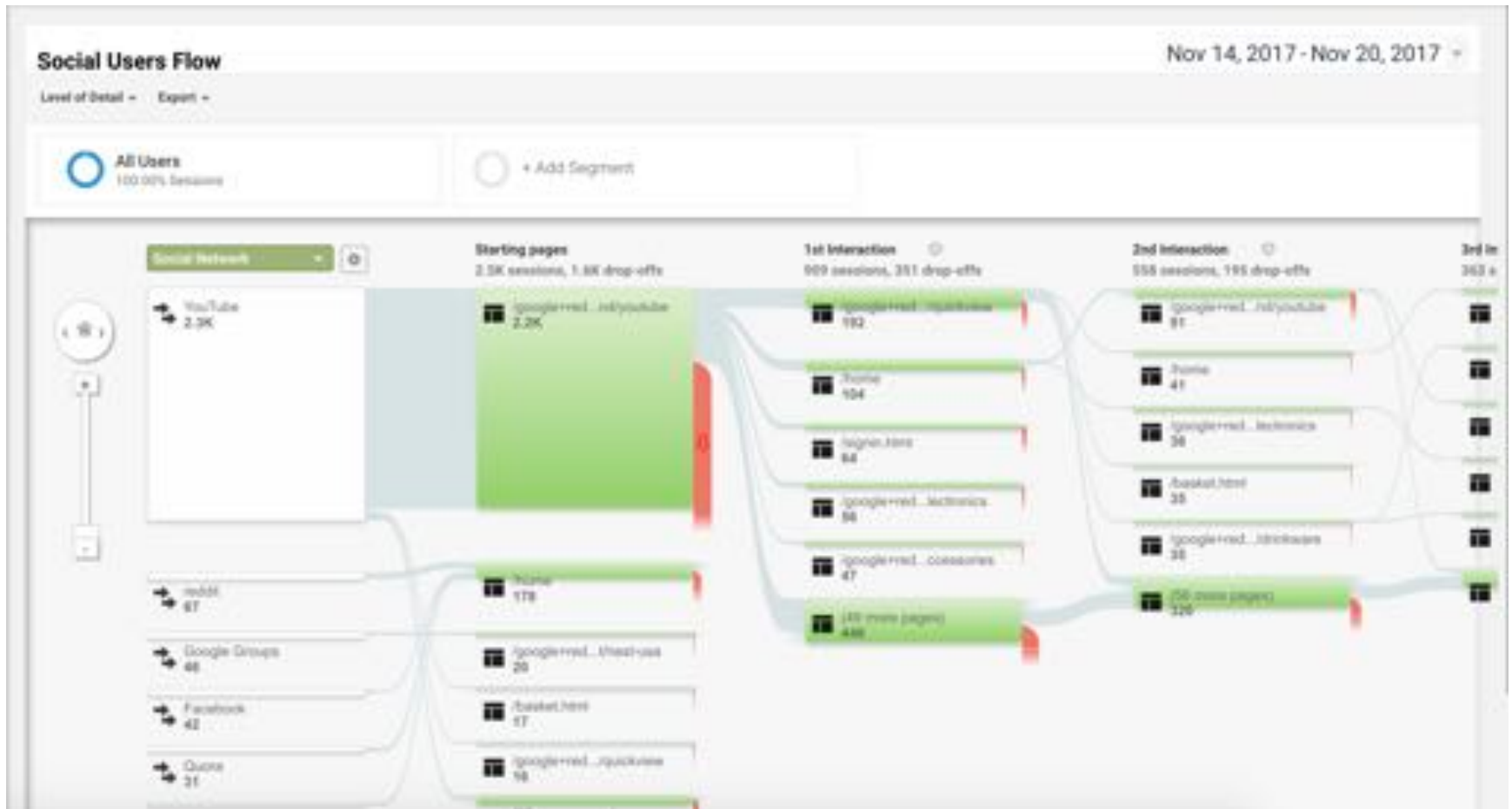


Acquisition>Social>Overview

Which Social Media?

- Which social media channel
- Percentage of sessions
- Set a goal to monitor the value

Social Media Engagement

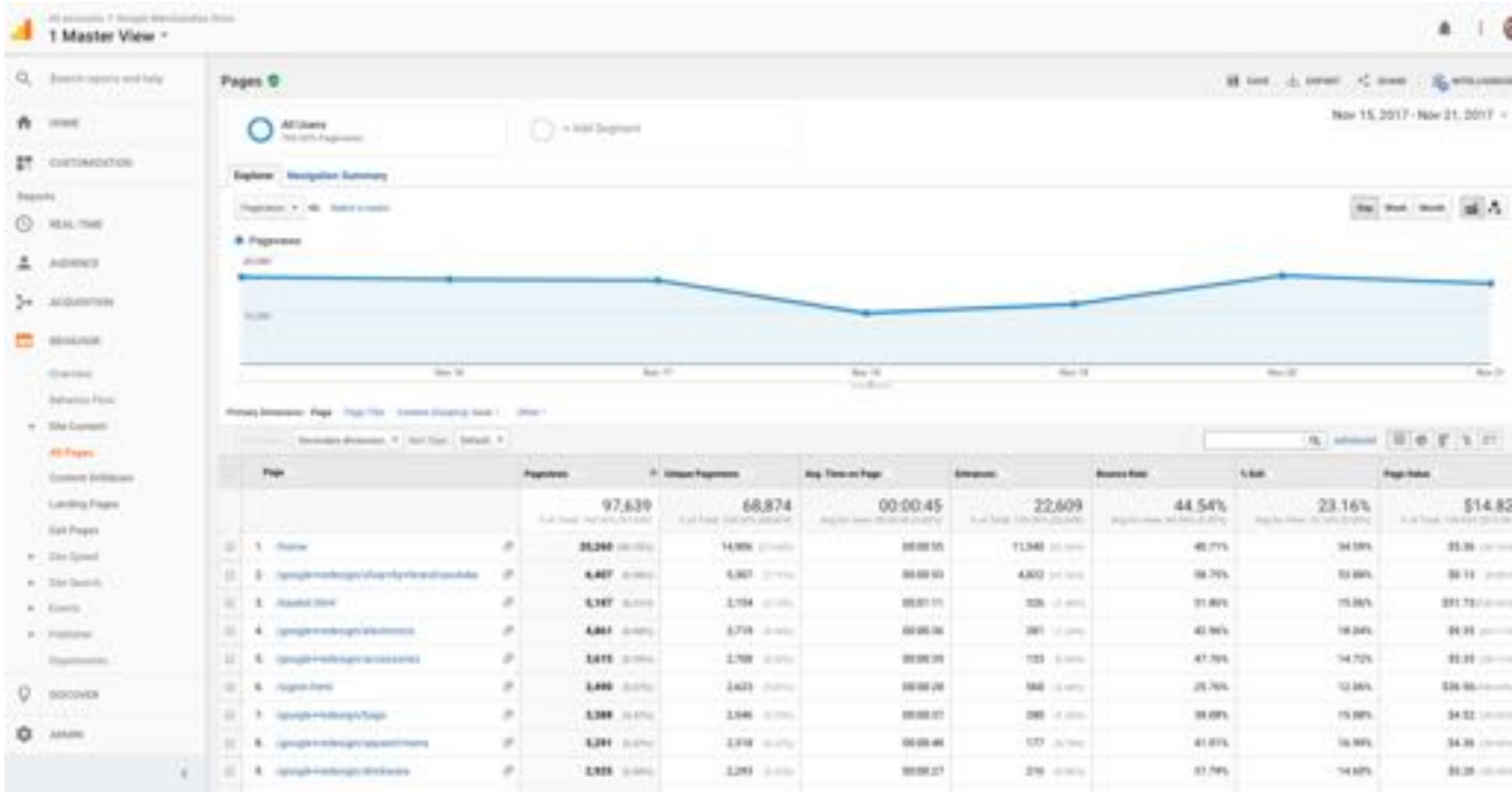


Acquisition>Social>User Flow

Social Media Engagement

- Level of engagement
- Which channels need a bit of love
- Or be abandoned

Popular Pages

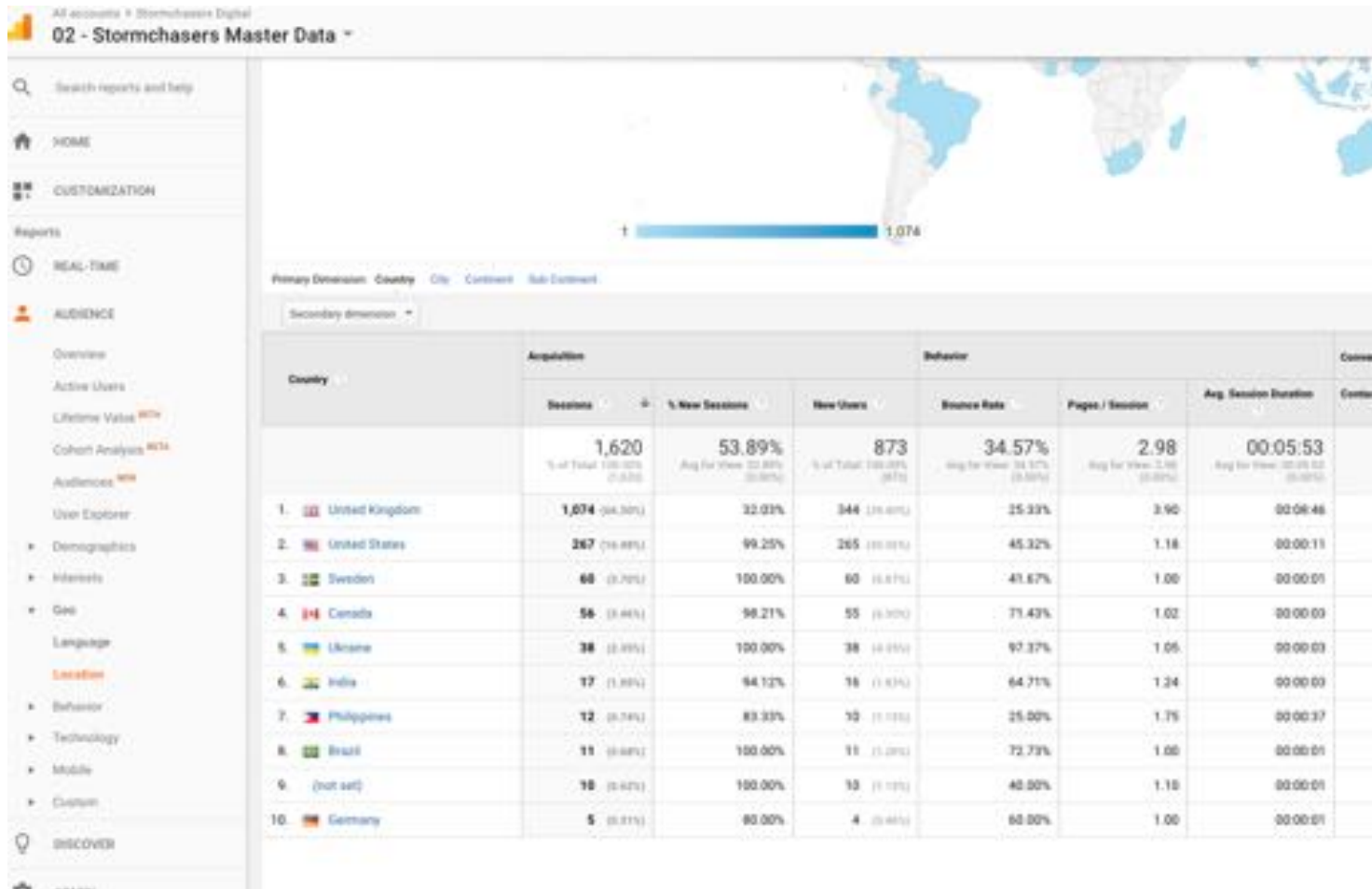


Behaviour>Site Content>All Pages

Popular Pages

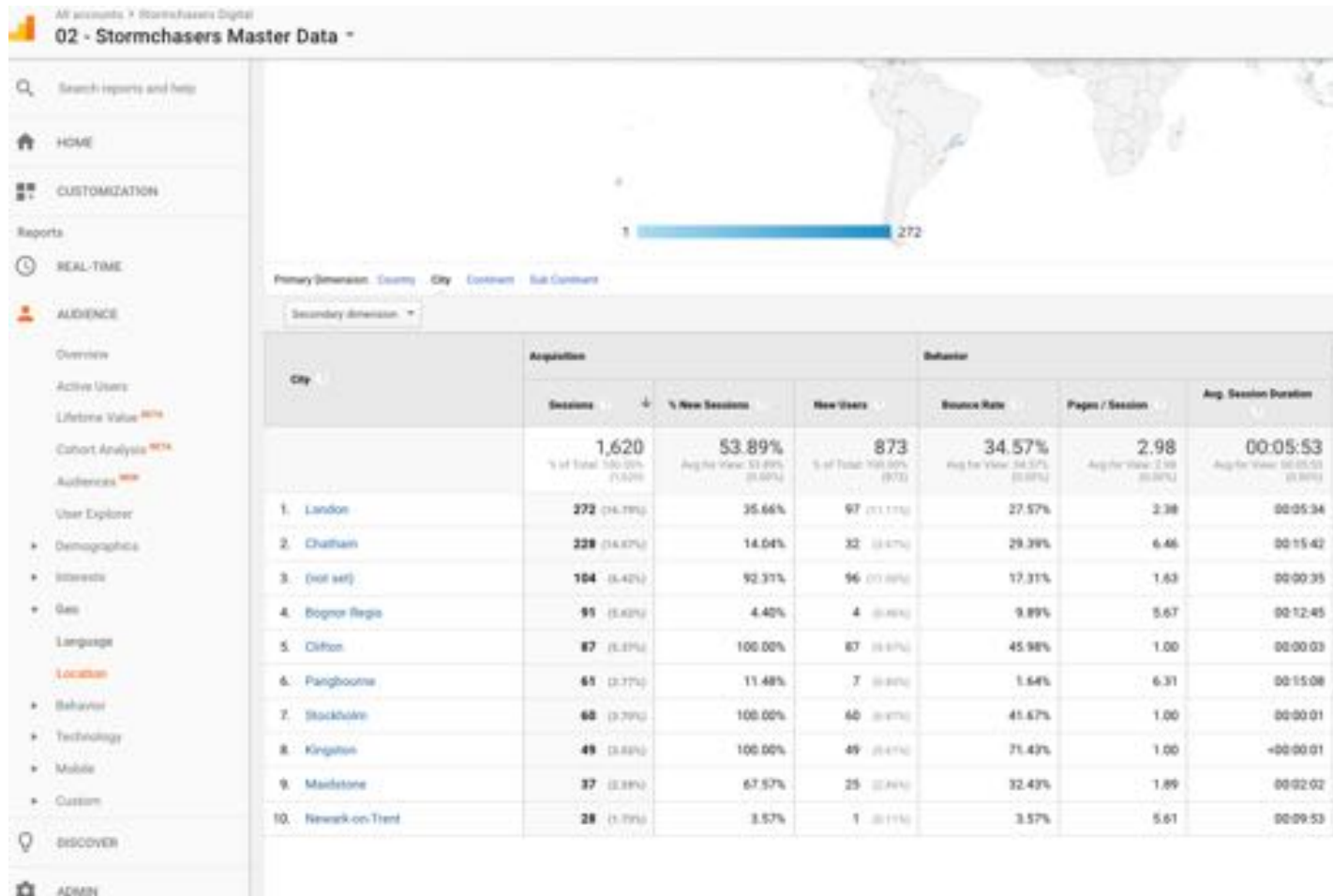
- Everyone that interacts with your site
- What information they are consuming
- Type of content to share

Point of Origin



Audience>Geo>Location

Point of Origin



Point of Origin

- Location of visitors when they checked in
- Which areas perform best; Country/
Continent/City
- Allows you to tailor campaigns

Can I Track Individual Posts?



<https://ga-dev-tools.appspot.com/campaign-url-builder/>

URL Builder

The screenshot shows the Google Analytics Campaign URL Builder interface. On the left is a dark sidebar with navigation links: HOME, Demos & Tools (with sub-links: Autotrack, Account Explorer, Campaign URL Builder, Dimensions & Metrics Explorer, Embed API, Basic Dashboard, Multiple View, Interactive Charts, Working with Custom Components, Third Party Visualizations, Server-side Authorization), Enhanced Ecommerce, Hit Builder, Polymer Elements, Query Explorer, Request Composer, Spreadsheet Add-on, Tag Assistant, Usage Trends, Resources (with sub-links: About this Site, Help & Feedback).

The main content area is titled "Campaign URL Builder" and includes the Google Analytics logo and "Demos & Tools" text. Below the title is a description: "This tool allows you to easily add campaign parameters to URLs so you can track Custom Campaigns in Google Analytics." A section titled "Enter the website URL and campaign information" contains a form with the following fields:

- Website URL**: . Subtext: "The full website URL (e.g. https://www.example.com)"
- Campaign Source**: . Subtext: "The referrer (e.g. google, newsletter)"
- Campaign Medium**: . Subtext: "Marketing medium (e.g. cpc, banner, email)"
- Campaign Name**: . Subtext: "Product, promo code, or slogan (e.g. spring_sale)"
- Campaign Term**: . Subtext: "Identify the paid keywords"
- Campaign Content**: . Subtext: "Use to differentiate ads"

At the bottom, a section titled "Share the generated campaign URL" provides the final URL: `www.stormchasersdigital.com?utm_source=email&utm_medium=promotion&utm_campaign=WordCamp&utm_content=profile`. It includes instructions: "Use this URL in any promotional channels you want to be associated with this custom campaign" and "Set the campaign parameters in the fragment portion of the URL (not recommended)". There are buttons for "Copy URL" and "Convert URL to Short Link".

<https://ga-dev-tools.appspot.com/campaign-url-builder/>

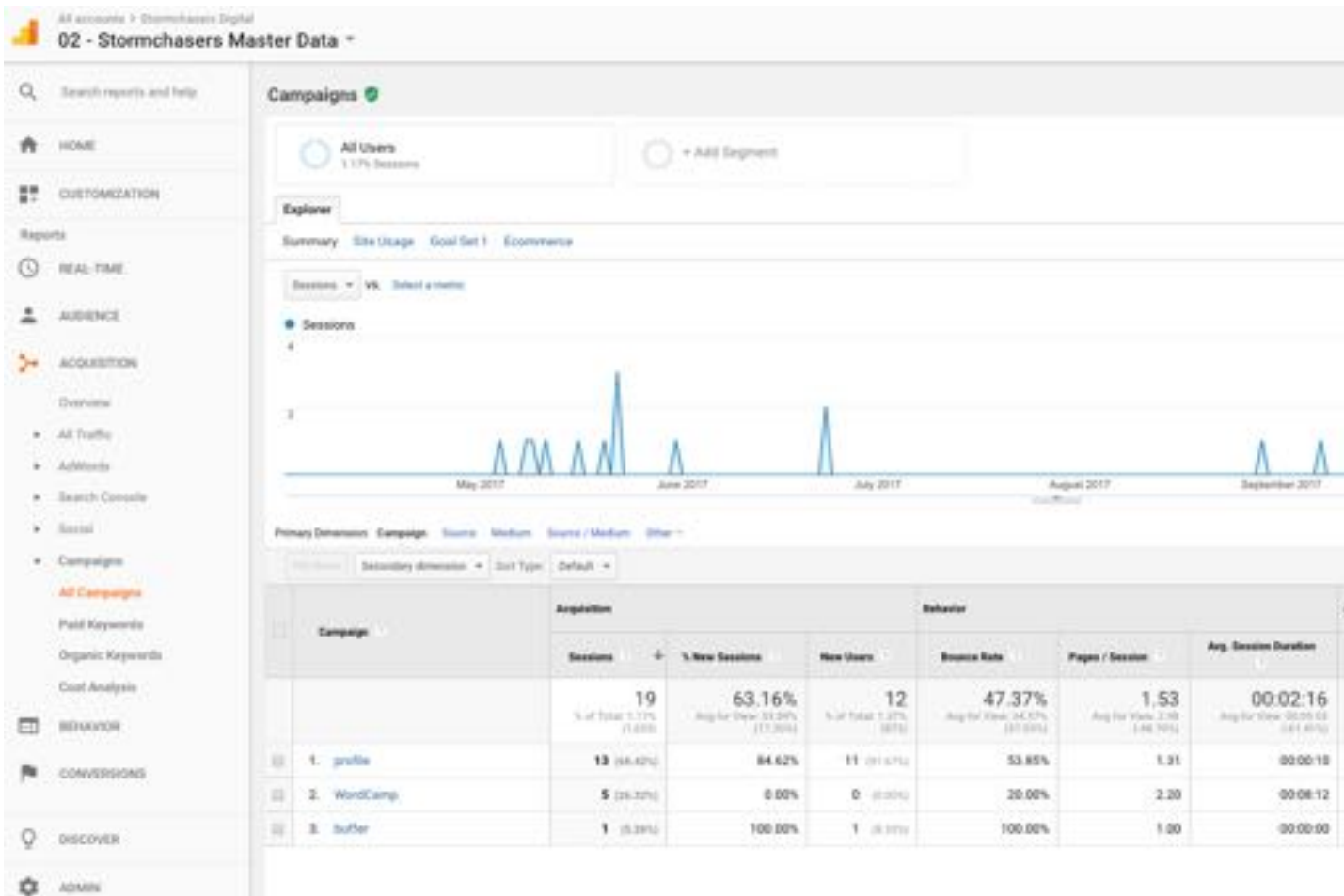
URL Builder

- Website URL* (make this the specific page)
- Campaign Source*(Facebook, Twitter)
- Campaign Medium (email, cpc, banner)
- Campaign Name (Product, promo)
- Campaign Term (Identify paid keywords)
- Campaign Content (use to differentiate ads)

URL Builder

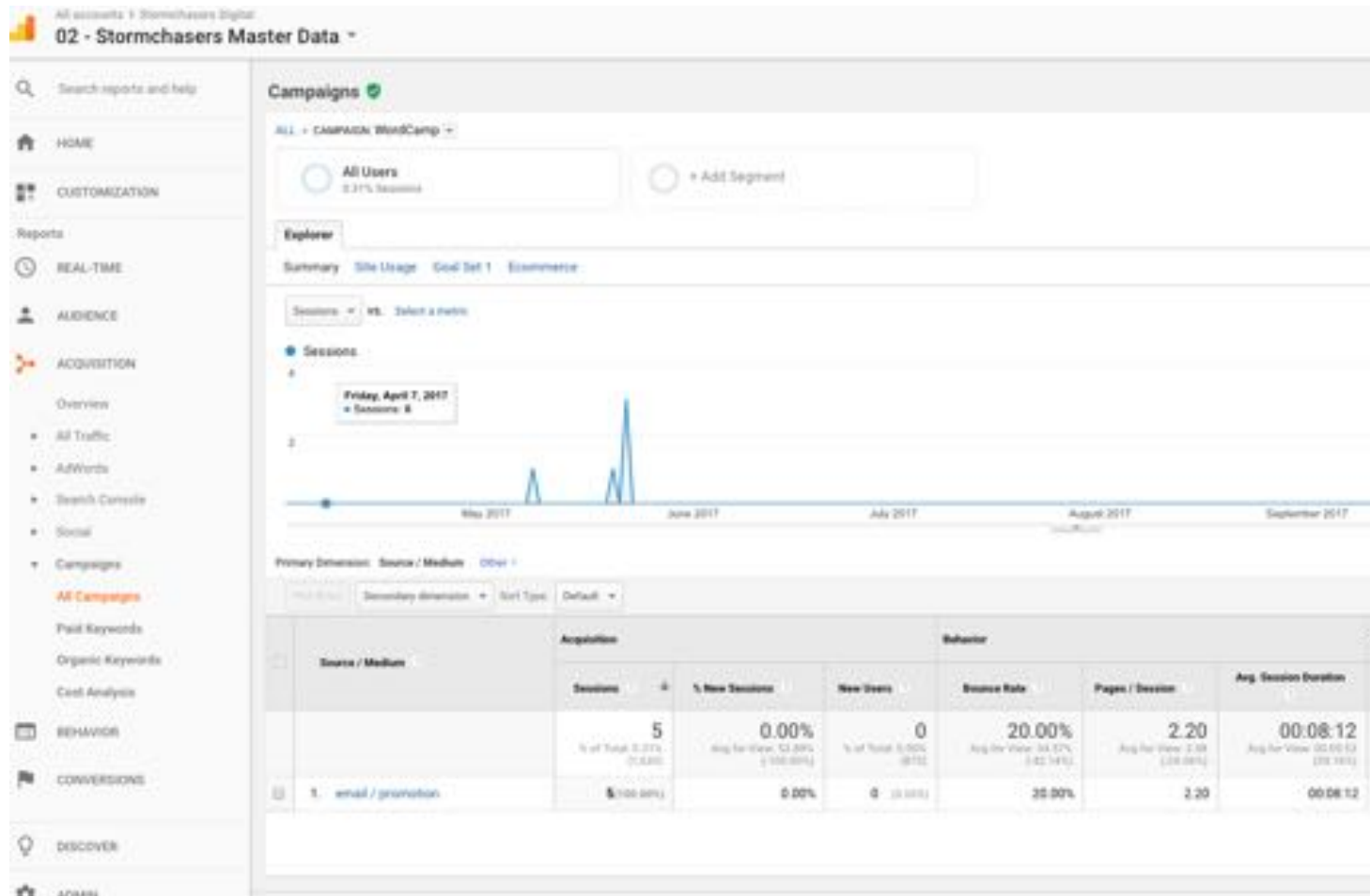
- Website URL* (make this the specific page)
- Campaign Source*(Facebook, Twitter)
- Campaign Medium (Appears on 2nd Analytics)
- Campaign Name (Appears on 1st Analytics)
- Campaign Term
- Campaign Content

1st Analytics



Acquisition>Campaigns>All Campaigns

2nd Analytics



Profile URL's



The image shows a Twitter profile page for Mark Jennings (@GoogleExpertsUK). The profile picture is a circular image of a man wearing headphones. The header banner is a collage of various SEO-related images, including the Google logo with 'SEO', 'AdWords', 'SEM', and 'Analytics' text, a red arrow pointing up, a magnifying glass over 'Google SEO', and 'Google+ SEO'. Below the banner, the profile statistics are displayed: Tweets (12K), Following (1,463), Followers (2,387), Likes (1,649), Lists (11), and Moments (0). The bio identifies Mark Jennings as a Google Analytics & WordPress Business Consultant, Founder of Stormchaserweb & Leicester Tigers Fan, and provides contact information for Rochester, Kent, UK, and stormchasersdigital.com. A recent tweet is visible, thanking a user for being a top supporter, with a 'Thank You' graphic. The right sidebar shows 'Your Tweet activity' with a bar chart and 'Who to follow' suggestions.



I'm sorry.

My responses are limited.

<https://stormchasersdigital.com/resources/>



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