



SEO Power Hours

Session 6: SEO and Social Media

Prepared by: Clapping Dog Media
meg@clappingdogmedia.com

What You Are Going to Learn

- Importance of integrating SEO and social media for business growth
- Focus on LinkedIn, with insights into YouTube, Instagram, Pinterest, and Facebook



LinkedIn Overview

- LinkedIn profiles and content indexed by Google
- See [LinkedIn Framework](#)

Resources

[Kleo](#)

[Taplio](#)



YouTube Overview

- Importance of video content for SEO
- Strategic use of keywords, titles, and descriptions
- Cross-promotion across platforms
- See YouTube [Show Notes Framework](#)

Resources

[Tube Buddy](#)

[Swellai.com](#)



Instagram Overview

- High-quality images, stories, and reels
- Effective use of hashtags and engaging captions
- Influencer partnerships and Instagram shopping

Google cannot fully index Instagram posts.

Nevertheless, some Instagram profiles do appear in Google search results, though there's no definitive solution or formula for this.



Pinterest Overview

Google indexes both Pins and Boards

- **Optimizing Pins for SEO:** Use relevant keywords in pin titles, descriptions, and alt text to make your content discoverable in Pinterest searches and Google search results.
- **Consistent Posting:** Regularly share high-quality, visually appealing pins to stay active in the feed. Use scheduling tools to maintain a steady flow of content.
- **Engaging with the Community:** Interact with other users by commenting on, saving, and sharing their content. Joining group boards can also expand your reach and visibility.



Facebook Overview

Google indexes Facebook pages based on your privacy settings; if some things are set as public, it may be crawled.

- Leveraging Facebook Pages and Groups for engagement

- Diverse content sharing: posts, videos, and events

- Effective use of Facebook Ads



Other Stuff

Networking Groups

- [Dreamers & Doers](#)
- [The Upside](#)
- [Entrepenista](#)

[Creator Network on ConvertKit](#)



Questions?