



# SOCIAL SEARCH

## SEO Best Practices & Tips

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**HAVAS**  
DIGITAL

## Lead Contributors



**WINSTON BURTON**

SEO Director  
Media Contacts

[winston.burton@mediacontacts.com](mailto:winston.burton@mediacontacts.com)



**ROB GRIFFIN**

EVP, Global Director Product Development  
Havas Digital

[rob.griffin@havasdigital.com](mailto:rob.griffin@havasdigital.com)



**MARK EGAN**

EVP, Global Director New Business  
Havas Digital

[mark.egan@havasdigital.com](mailto:mark.egan@havasdigital.com)

## 1. Overview

**Search Engine Optimization** focuses on four main areas:

1. Technical Architecture
2. On-Site Optimization
3. Off-Site Promotion
4. Social Signals (**New Factor**)

During the last six months, the top tier Search Engines have incorporated social signals into their algorithms as a small factor for determining how a site should rank for targeted keywords.

The evolution and impact of Social Search is still in its infancy. Havas Digital expects Social Search will continue to gain in popularity and continue to be a larger percentage of the Search Engine's algorithm in the near future, as both Search Engines and users are interested in endorsements from trusted connections.

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## 2. Impact

**Google** has recently begun to show social annotations and recommendations in the Search Engine Result Pages, which shows they are encouraging people to use social interactions to share and endorse meaningful content.

**SEOMoz** has also conducted testing to understand the impact on social elements by monitoring rankings for specific keywords before and after promotion on **Google Plus** and **Twitter**. After six weeks of promoting the targeted page and keywords using Google Plus and Twitter, rankings moved from position #4 to position #1.

SEOMoz has also mentioned in the 2011 Ranking Factors, a biennial survey of the industry's top SEO professionals, that **Facebook and Twitter popularity** is strongly correlated to strong performance in search engine rankings.



## 3. Best practices

**Havas Digital** has created this best practice document with a list of tips for increasing sharing and endorsements utilizing social media, which can have a positive impact on search engine rankings.

**1** | **Build your company profile on the most important social outlets.** E.g. Facebook, Twitter, LinkedIn and other social media outlets. Make sure your social media identity is available by checking to see if your company name is available by using services like <http://knowem.com/>

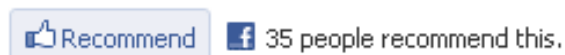
**2** | **Create share worthy content and distribute it socially.**

**3** | **Add the social buttons to important content.** The *Google +1* Button, *Facebook Likes* Button, *Facebook Shares* and *Recommend* Button, *Tweet* Button and the *LinkedIn Share* button should be incorporated into every page of content that should be shared using social media.

### Recommend this story



Save to del.icio.us (33 saves, tagged: analytics socialmedia google)



**4** | If each button cannot be added to a site, consider using the **AddThis** or **ShareThis** functionality.

**5** | **Find an application or plug-in** that remembers your username and password so you don't have to login to the social media sites every time you want to leave a comment or endorse content.

**6** | **Link to your social media pages** on your home page, to engage users and generate more traffic to your social media properties.

**7** | **Use your brand name** and targeted keywords in posts.

- 8 | **Try to get as many Facebook likes and Twitter followers as possible**, especially from influential people. The more people like and follow you, the higher impact it can have on search engine rankings.
- 9 | **Think outside the box and be creative** to get people to like and recommend your content, by writing compelling content that people would want to naturally link to, comment on and share.
- 10 | **Utilize and test different social plug-ins**, to see which one works best for your site.
- 11 | **Measure social media ROI** using analytics, webmaster tools and third party tools to monitor tweets, likes and other social metrics.
- 12 | **Leverage strong networks to improve other properties**. For example, if your Facebook profile has a stronger presence than your Digg profile, consider linking to your Digg profile from the Facebook profile, to increase traffic and brand awareness.
- 13 | **Use social media as a content testing tool**. For example, if you write about a certain topic, share it using social media to see if the content is worthy to go viral. If the content does not generate a lot of endorsements or buzz, you may want to consider writing about another topic.
- 14 | **Look for opportunities to share the content** by looking through the SERPs to see if you can find content that has not been shared using social media.
- 15 | **Maximize content shareability** by making sure the content can be easily found, easy to read and contains minimal advertising.
- 16 | **Build branding consistently**, e.g. always use the same logo, company name and look and feel.
- 17 | **Add social login buttons** to endorse the sharing of content.
- 18 | **Recognize and reciprocate sharing behavior**.

## 4. Conclusion

**Social Media will continue to play an important role** in brand communication strategies alongside the three core components of SEO: links, content and a strong technical architecture. It will dramatically affect how a site will rank in the Search Engine Results.

Incorporating social media elements into your website content and creating a link development strategy will help your website attract more endorsements, traffic and better rank for high-volume and targeted keywords, and to have a positive impact on your search engine optimization and inbound marketing campaigns.

*It will dramatically affect how a site will rank in the Search Engine Results*

## 5. Resources

Please visit the following links for further information:

- <http://searchenginewatch.com/article/2079336/4-Steps-to-Measure-Social-Media-ROI-with-Google-Analytics>
- <http://searchenginewatch.com/article/2081719/Social-SEO-Facebook-Twitter-Best-Practices>
- <http://www.seomoz.org/webinars/the-end-of-search-without-social>

**Please contact us for a free website audit and with any SEO questions.**

**Follow us at: [@havasseo](#)**

## 6. Contact details

We encourage you to contact us directly to discuss, in more details, any concerns you may have regarding this Havas Digital Insight issue. **We will be happy to assist you.**

- [winston.burton@mediacontacts.com](mailto:winston.burton@mediacontacts.com)
- [rob.griffin@havasdigital.com](mailto:rob.griffin@havasdigital.com)
- [mark.egan@havasdigital.com](mailto:mark.egan@havasdigital.com)

Or contact your **HAVAS DIGITAL LOCAL OFFICE:**

### HAVAS DIGITAL ARGENTINA

Humberto Primo 101, Capital Federal. C1103ACC, Ciudad Buenos Aires, Argentina **PHONE** +54 11 5777 7400  
**FAX** +54 11 5777 7401 **COUNTRY MANAGER** Germán Abaroa **EMAIL** [german.abaroa@havasdigital.com](mailto:german.abaroa@havasdigital.com)

### HAVAS DIGITAL AUSTRALIA

**ADDRESS 1** Level 16, Town Hall House. 456 Kent Street, Sydney NSW 2000 **PHONE** +61 2 8094 7517 **FAX** +61 2 9283 9024  
**ADDRESS 2** 113 York Street South, Melbourne VIC 3205 **PHONE** +61 3 9693 8107 **FAX** +61 3 9690 5706  
**COUNTRY MANAGER** Nick Behr **EMAIL** [nick.behr@au.mediacontacts.com](mailto:nick.behr@au.mediacontacts.com)

### HAVAS DIGITAL BELGIUM

Rue Maurice Charlent, 53. 1160 Auderghem, Belgium **PHONE** +32 2 349 1560 **FAX** +32 2 349 1570  
**COUNTRY MANAGER** Julie Tinant **EMAIL** [julie.tinant@be.havasdigital.com](mailto:julie.tinant@be.havasdigital.com)

### HAVAS DIGITAL BRAZIL

Rua Luigi Galvani 42, 11º Andar. Conj. 115. Brooklin 04575-020. São Paulo, Brazil **PHONE** +55 11 2889 5650  
**FAX** +55 11 5506 4753 **COUNTRY MANAGER** André Zimmermann **EMAIL** [andre.zimmermann@havasdigital.com](mailto:andre.zimmermann@havasdigital.com)

### HAVAS DIGITAL CANADA

473 Adelaide Street West, Suite 300, Toronto. Ontario, M5V1T1 **PHONE** +1 416 480 8692 **FAX** +1 416 480 6666  
**COUNTRY MANAGER** Chris Williams **EMAIL** [chris.williams@ca.mediacontacts.com](mailto:chris.williams@ca.mediacontacts.com)

### HAVAS DIGITAL CHILE

Almirante Pastene 333, Floor 7, Of. 701. 7500506 - Providencia, Santiago, Chile **PHONE** +56 714 8000  
**FAX** +56 9 865 3083 **COUNTRY MANAGER** Gonzalo Parra **EMAIL** [gonzalo.parra@havasdigital.com](mailto:gonzalo.parra@havasdigital.com)

### HAVAS DIGITAL CHINA

**ADDRESS 1** Room 8011-8012, 8/F, Novel Building No. 887, Huaihai Zhong Road. Shanghai, China, 200020  
**PHONE** +86 21 6467 6368 **FAX** +86 21 6467 6369 **ADDRESS 2** Room 2001, 20/F, Tower B, Global Trade Center No.36,  
Dong San Huan Road, Dongcheng District. Beijing, China, 100013 **PHONE** +86 10 59232702 **FAX** +86 10 5825 6173  
**COUNTRY MANAGER** Leon Lu **EMAIL** [leon.lu@cn.mediacontacts.com](mailto:leon.lu@cn.mediacontacts.com)

### HAVAS DIGITAL COLOMBIA

Carrera 7, No. 71-21, Torre A, Piso 12. Edificio Avenida Chile. Bogotá, D.C. Colombia **PHONE** +57 1 317 3010  
**FAX** +57 1 317 3010 **COUNTRY MANAGER** Sandra Quintero **EMAIL** [sandra.quintero@havasdigital.com](mailto:sandra.quintero@havasdigital.com)

**HAVAS DIGITAL DENMARK**

Jagtvej 169B, DK 2100. Copenhagen O Denmark **PHONE** +45 7733 4300 **FAX** +45 7733 4433  
**COUNTRY MANAGER** Soren Bronee **EMAIL** [soren.bronee@mediacontacts.com](mailto:soren.bronee@mediacontacts.com)

**HAVAS DIGITAL ESTONIA**

Maakri 19/21. 10145, Tallinn. Estonia **PHONE** +372 669 1000 **FAX** +372 669 1001  
**COUNTRY MANAGER** Kaarel Oja **EMAIL** [kareel.oja@ee.mediacontacts.com](mailto:kareel.oja@ee.mediacontacts.com)

**HAVAS DIGITAL FINLAND**

Antinkatu 1. 00100, Helsinki. Finland **PHONE** +358 4 0746 1441  
**COUNTRY MANAGER** Ismo Tenkanen **EMAIL** [ismo.tenkanen@mediacontacts.com](mailto:ismo.tenkanen@mediacontacts.com)

**HAVAS DIGITAL FRANCE**

11 Square Leon Blum, Puteaux Cedex, F92806 France **PHONE** +33 1 46 93 33 33 **FAX** +33 1 46 93 35 37  
**COUNTRY MANAGER** Pascal Dasseux **EMAIL** [pascal.dasseux@havasdigital.com](mailto:pascal.dasseux@havasdigital.com)

**HAVAS DIGITAL GERMANY**

Hedderichstrasse 49. 60594 Frankfurt, Germany **PHONE** +49 69 603 292 404 **FAX** +49 69 603 292 470  
**COUNTRY MANAGER** Joerg Manthey **EMAIL** [joerg.manthey@de.mediacontacts.com](mailto:joerg.manthey@de.mediacontacts.com)

**HAVAS DIGITAL HONG KONG**

32 Floor, Chinachem Building. Exchange Square, 338 Kings Rd, Northpoint. Hong Kong, China **PHONE** +852 2590 1814  
**FAX** +852 2516 5411 **COUNTRY MANAGER** Jason Kwong **EMAIL** [jason.kwong@hk.mediacontacts.com](mailto:jason.kwong@hk.mediacontacts.com)

**HAVAS DIGITAL HUNGARY**

1117 Budapest, Aliz u.1 (hrs.3990/5) Office Garden Building, 5th Floor (Szerémi; u-Hengermalom u.corner) Hungary  
**PHONE** +36 1 799 1820 **FAX** +36 1 799 1821  
**COUNTRY MANAGER** Ágnes Kovács **EMAIL** [agnes.kovacs@havasdigital.com](mailto:agnes.kovacs@havasdigital.com)

**HAVAS DIGITAL INDIA**

**ADDRESS 1** 30, Hauz Khas Village, 3rd Floor. New Delhi – 110016 India **PHONE** +91 11 398 444 00/11  
**FAX** +91 222 491 5766 **ADDRESS 2** Brady Gladys Plaza, Unit 1, 2nd Floor. Senapati Bapat Marg, Lower Parel, Mumbai – 400 013 India **PHONE** +91 22 300 364 00/33 **ADDRESS 3** 6-3-899/I, Second Floor, R.V.'s Kamala Castle. Somajiguda, Hyderabad – 500 082 India **PHONE** +91 40 664 178 80 / 81  
**ADDRESS 4** 5th Floor, Tower A, Building 9. Dlf Cyber City, Phase III. Gurgaon – 122 002, India  
**COUNTRY MANAGER** Rajeev Balasubrahmanyam **EMAIL** [rajeev.bala@sg.mediacontacts.com](mailto:rajeev.bala@sg.mediacontacts.com)

**HAVAS DIGITAL ITALY**

Via San Vito, 7. 20123 Milano, Italy **PHONE** +39 02 6744 3201 **FAX** +39 02 6744 3222  
**COUNTRY MANAGER** Cosimo Ferrara **EMAIL** [cosimo.ferrara@havasdigital.com](mailto:cosimo.ferrara@havasdigital.com)

**HAVAS DIGITAL LATVIA**

Kr. Barona Street 36-9. LV 1011 Riga, Latvia **PHONE** +371 2961 5655 **FAX** +371 6728 5666  
**COUNTRY MANAGER** Jevgenijs Kazanins **EMAIL** [jevgenijs.kazanins@mediacontacts.lv](mailto:jevgenijs.kazanins@mediacontacts.lv)

**HAVAS DIGITAL LITHUANIA**

Savanoriu Ave 1. 03116 Vilnius, Lithuania **PHONE** +370 5 213 23 54 **FAX** +370 5 213 11 25  
**COUNTRY MANAGER** Vytautas Kubilius **EMAIL** [vytautas.kubilius@lt.mediacontacts.com](mailto:vytautas.kubilius@lt.mediacontacts.com)

**HAVAS DIGITAL MALAYSIA**

3A-22 & 3A-22A, Janlan Pju 8/3. Perdana Business Centre, Damansara Perdana. 47820 Petaling Jaya, Selangor Darul Ehsan, Malaysia **PHONE** +603 7628 6658 **FAX** +603 7628 6777  
**COUNTRY MANAGER** Dinesh Sandhu **EMAIL** [dinesh.sandhu@mediacontacts.com](mailto:dinesh.sandhu@mediacontacts.com)

**HAVAS DIGITAL MEXICO**

Prolongación Paseo de la Reforma 1015, Torre A, Piso 24. Col. Desarrollo Santa Fé. 01376 México DF

**PHONE** +52 55 9177 6081 **FAX** +52 55 9177 6005

**COUNTRY MANAGER** Arnaldo Hernández **EMAIL** [arnaldo.hernandez@havasdigital.com](mailto:arnaldo.hernandez@havasdigital.com)

**HAVAS DIGITAL NETHERLANDS**

Burg. A. Colijnweg 2. 1182 AL Amstelveen, Netherlands **PHONE** +31 20 54 50 580 **FAX** +31 20 54 50 581

**COUNTRY MANAGER** Freek de Steenwinkel **EMAIL** [freek.de.steenwinkel@nl.mediacontacts.com](mailto:freek.de.steenwinkel@nl.mediacontacts.com)

**HAVAS DIGITAL PERU**

Av. Victor Andrés Belaunde 147, Torre Real Uno, Oficina 902. Centro Empresarial San Isidro, Lima – Perú

**PHONE** +511 611 8800 **FAX** +511 611 8803 **COUNTRY MANAGER** Gonzalo Parra **EMAIL** [gonzalo.parra@havasdigital.com](mailto:gonzalo.parra@havasdigital.com)

**HAVAS DIGITAL PHILIPPINES**

Yehey.com 38/F Discovery Center. 25 ADB Avenue Ortigas Complex, Pasig City, Philippines **PHONE** +632 689 8012

**FAX** +632 910 6420 **COUNTRY MANAGER** Eduardo Mapa **EMAIL** [eduardo.mapa@ph.mediacontacts.com](mailto:eduardo.mapa@ph.mediacontacts.com)

**HAVAS DIGITAL POLAND**

Marynarska 15 str, 02-674 Warszawa, Poland **PHONE** +48 22 843 66 60 **FAX** +48 22 843 66 61

**COUNTRY MANAGER** Robert Bernaciak **EMAIL** [robert.bernaciak@mediacontacts.com](mailto:robert.bernaciak@mediacontacts.com)

**HAVAS DIGITAL PORTUGAL**

Avenida Duque de Ávila, 46 - 5ªAv. 1050-083 Lisboa, Portugal **PHONE** +351 21 791 3388 **FAX** + 351 21 791 3340

**COUNTRY MANAGER** José Frade **EMAIL** [jose.frade@havasdigital.com](mailto:jose.frade@havasdigital.com)

**HAVAS DIGITAL SINGAPORE**

137 Amoy Street, #02-02 Far East Square, Singapore 0499065 **PHONE** +65 6645 4700 **FAX** +65 6645 4701

**COUNTRY MANAGER** Rajeev Balasubrahmanyam **EMAIL** [rajeev.bala@sg.mediacontacts.com](mailto:rajeev.bala@sg.mediacontacts.com)

**HAVAS DIGITAL SPAIN**

**ADDRESS 1** Avda. General Perón, 38, 14ª. 28020 Madrid, Spain **PHONE** +34 91 456 90 50 **FAX** +34 91 770 15 86

**ADDRESS 2** Dr. Fleming, 17. 08017 Barcelona, Spain **PHONE** +34 93 205 87 71 **FAX** +34 93 414 72 13

**ADDRESS 3** C/ Roger de Lauria, 19-4c. 46002 Valencia, Spain **PHONE** +34 96 353 08 74 **FAX** +34 96 351 15 69

**COUNTRY MANAGER** Javier Navarro **EMAIL** [javier.navarro@havasdigital.com](mailto:javier.navarro@havasdigital.com)

**HAVAS DIGITAL THAILAND**

Jasmine City Building, 19th Fl. 2 Sukhumvit 23, Klongtoey Nua, Wattana, Bangkok 10110, Thailand **PHONE** +66 2 259 9030

**FAX** +66 2 259 9499 **COUNTRY MANAGER** Rajeev Balasubrahmanyam **EMAIL** [rajeev.bala@sg.mediacontacts.com](mailto:rajeev.bala@sg.mediacontacts.com)

**HAVAS DIGITAL UAE**

Dubai Media City, CNN Building. Number 2, Office 511, 5th floor. PO Box 21448 Dubai, UAE

**PHONE** +971 4366 4100 **FAX** +971 4391 8001 **COUNTRY MANAGER** Joe Hanoun **EMAIL** [joe.hanoun@mediacontacts.com](mailto:joe.hanoun@mediacontacts.com)

**HAVAS DIGITAL UK**

11 Great Newport Street, WC2H 7JA London, UK **PHONE** +44 (0) 20 7393 9000 **FAX** +44 (0) 20 7393 2525

**COUNTRY MANAGER** Paul Frampton **EMAIL** [paul.frampton@uk.mediacontacts.com](mailto:paul.frampton@uk.mediacontacts.com)

**HAVAS DIGITAL USA**

**ADDRESS 1** 101 Huntington Avenue, 16th Fl. Boston MA 02199 USA **PHONE** +1 617 425 4100 **FAX** +1 617 425 4101

**ADDRESS 2** 195 Broadway, 12th. New York, NY 10007 **PHONE** +1 646 587 5000 **FAX** +1 646 587 5005

**ADDRESS 3** 36 East Grand, 5th Floor. Chicago, IL 60611 **PHONE** +1 312 337 4400 **FAX** +1 312 337 3898

**ADDRESS 4** 5301 Blue Lagoon Drive, Suite 850, Miami, FL 33126 **PHONE** +1 305 377 1907 **FAX** +1 305 377 1906

**MANAGING DIRECTOR** Fernando Monedero **EMAIL** [fernando.monedero@havasdigital.com](mailto:fernando.monedero@havasdigital.com)

**COUNTRY MANAGER** Andrew Altersohn **EMAIL** [andrew.altersohn@havasdigital.com](mailto:andrew.altersohn@havasdigital.com)



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[www.havasdigital.com](http://www.havasdigital.com)  [@HavasDigital](https://twitter.com/HavasDigital)

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