



SEO + Social = Links

Twitter: @AmplifySEM

# SEARCH ENGINES CAN DO 2 THINGS

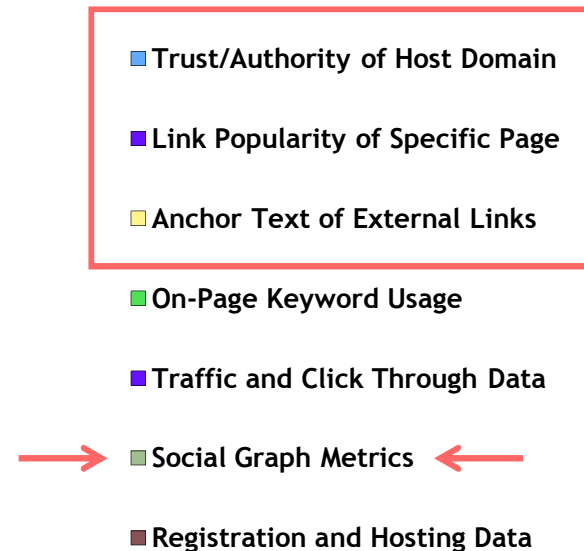
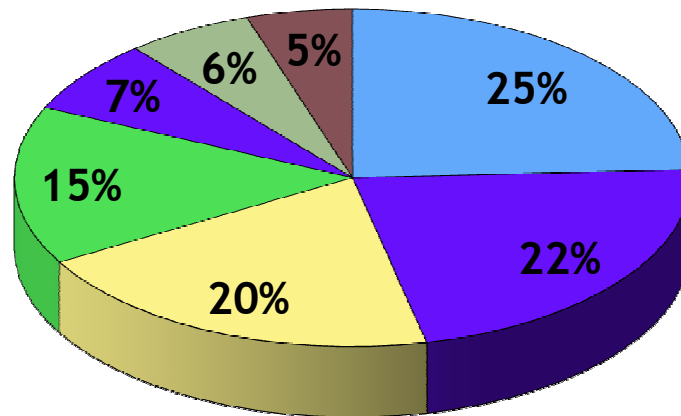


- Read text and follow links
- Rankings are based on those 2 cues alone
- This is the past, present and future of search

# AUTHORITY MAKES SEARCH GO

Authority: Links = Authority = Rankings

## Overall Ranking Algorithm

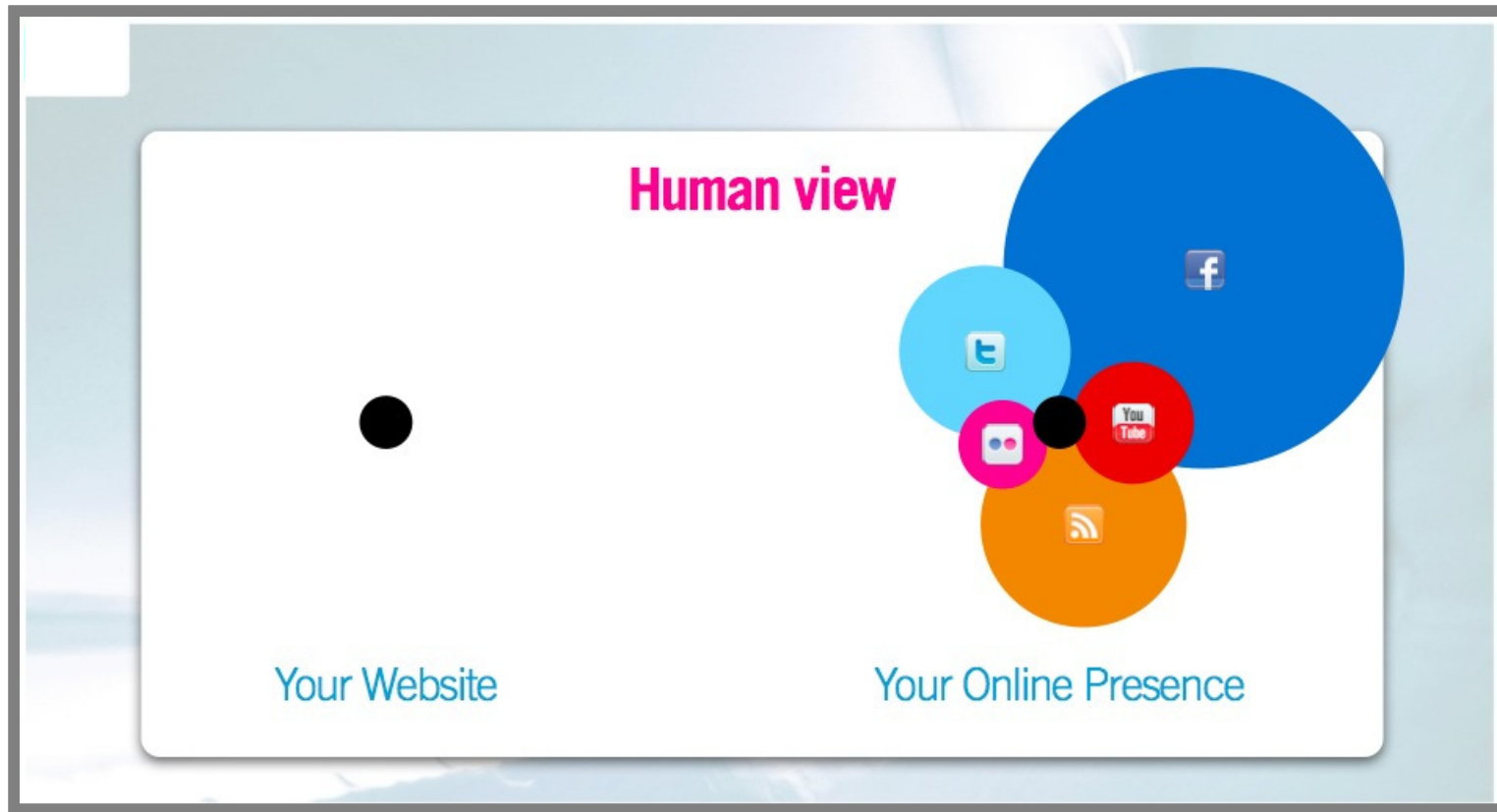


The takeaway? On-site optimization is critical, but links and other off-site factors are a tremendous part of the ranking algorithm

-Source: 2009 SEOMoz study "Search Engine Ranking Factors"

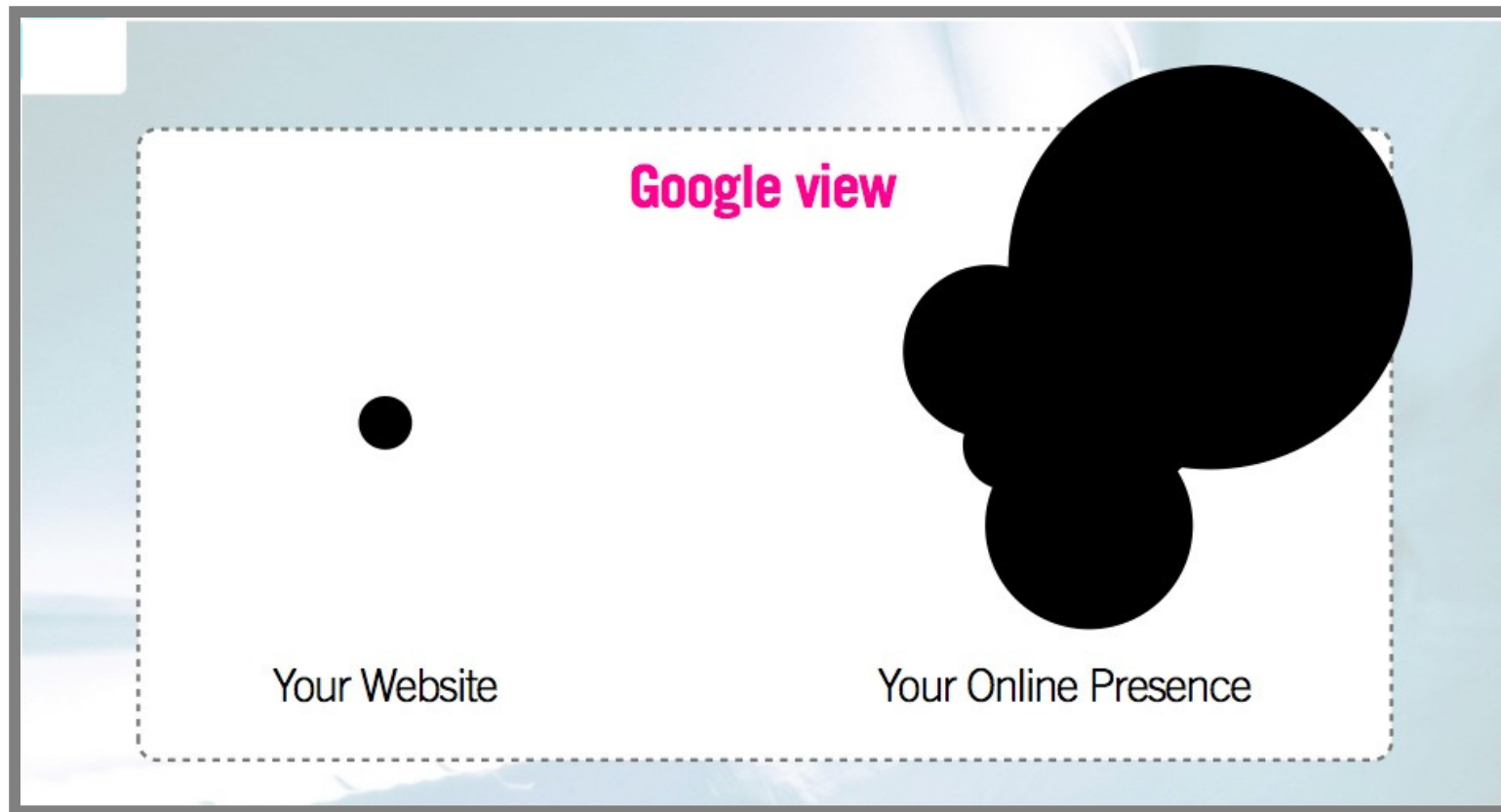
# BUT SEARCH IS NOW BIGGER THAN YOUR SITE

The Content and the Experience Matter - Not the Container



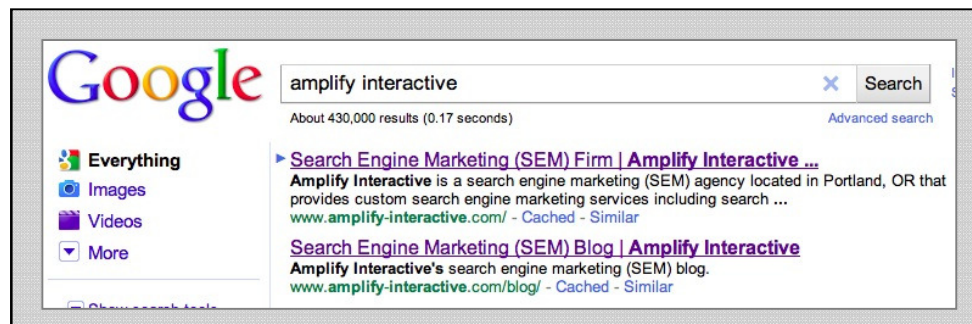
# FUTURE OF SEARCH

*SEM & Other Disciplines Need to Work Together to Build Authority*



# SEARCH IS BIGGER THAN YOUR SITE

A Practical Example



# SEARCH IS BIGGER THAN YOUR SITE

## A Practical Example



### [Amplify Interactive \(AmplifySEM\) on Twitter](#)

Updates from Portland Oregon search engine marketing (SEM) firm **Amplify Interactive**.  
[twitter.com/amplifysem](#) - Cached - Similar



### [Flickr: Amplify Interactive's Pictures - Search Engine Marketing](#)

**Amplify Interactive** wins a 2010 AMA MAX award by b-lizzle ... **Amplify-Interactive** is a search engine marketing agency based in Portland, Oregon, ...  
[www.flickr.com/groups/amplifyinteractive/](#) - Cached

### [Amplify Interactive Wins an AMA MAX Award for PPC Campaign](#)

Mar 3, 2010 ... AMA Oregon honors Portland Oregon search engine marketing firm **Amplify Interactive** with best single medium advertising campaign for their ...  
[www.prleap.com/pr/149590/](#) - Cached

### [Amplify-Interactive.com is a Portland, Oregon search engine ...](#)

Contacts, directions, and other detailed information about **Amplify-Interactive.com** and its competitors.  
[www.aboutus.org/Amplify-Interactive.com](#) - Cached - Similar



### [Amplify Interactive - Search Engine Marketing... Amplified | Facebook](#)

Welcome to a Facebook Page about **Amplify Interactive** - Search Engine Marketing... Amplified. Join Facebook to start connecting with **Amplify Interactive** ...  
[www.facebook.com/AmplifyInteractive](#) - Cached



### [SEO Tips for Video, Images & Podcasts](#)

9 min - Jan 20, 2010 - Uploaded by AmplifyInteractive  
& video but touches on flash, audio (podcasts) and more. More information: [www.amplify-interactive.com](#) ... seo "universal ...  
[youtube.com](#) - Related videos



### [Amplify Interactive - Company Profile | LinkedIn](#)

**Amplify Interactive** is a Portland, Oregon Search Engine Marketing (SEM) agency, offering search engine optimization (SEO), Pay-Per-Click (PPC) and...  
[www.linkedin.com/companies/amplify-interactive](#) - Cached

## LESSONS?:

- Build and curate your presence
- Own your reputation
- Everything that goes online can be leveraged for search

# Build Authority: Social Supports SEO

Social Media Reaches the People With the Power to Link



Image courtesy SEOmoz

Appealing to the types of users who have the power to link will generate more links, which raises a site's authority

## What Types of Users Link?

- Website/Blog owners (ie - they have the ability to link!)
- Participate in social media sites, forums & groups
- Looking for great “stories” to share

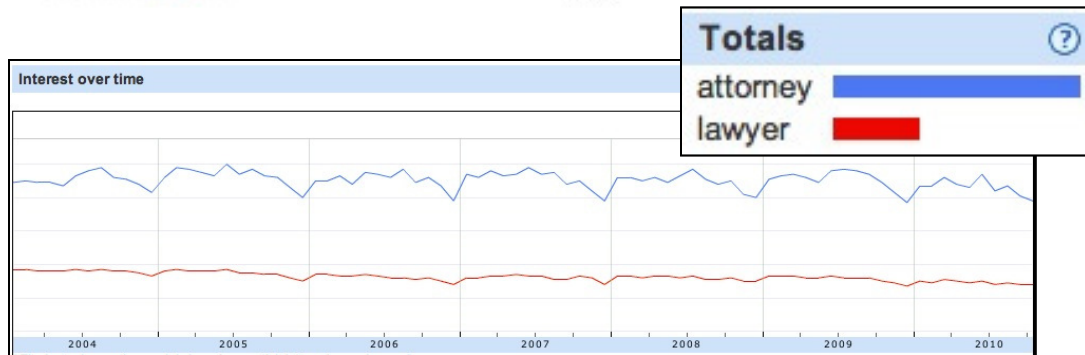


# WHAT'S IT ALL MEAN?

- **Content is indeed still king**
  - But content takes many different forms
  - Search engines are trying to present the most timely & relevant content
- **Marketers have got to become content generators**
  - Content will beget links (authority)
  - Links will beget rankings
  - Social is an opportunity to create links with content
  - Social signals are starting to become a “Link” type factor
- **So, combine your SEO & social efforts**

# UNDERSTANDING YOUR AUDIENCE?

Google Insights for Search  
beta



Speak the same language as your target audience

Keywords are like market research

Google AdWords

<input type="checkbox"/> Keyword	Competition	Local Monthly Searches
<input type="checkbox"/> attorney		13,600,000
<input type="checkbox"/> lawyer		7,480,000
<input type="checkbox"/> personal injury lawyer		301,000
<input type="checkbox"/> los angeles personal injury lawyer		6,600
<input type="checkbox"/> personal injury lawyer attorney		4,400
<input type="checkbox"/> personal injury attorney		450,000

# WHAT MAKES CONTENT SHAREABLE?

Find relevance between your keywords and current trends & topics




socialmention\*

Tap into topics of discussion around a keyword

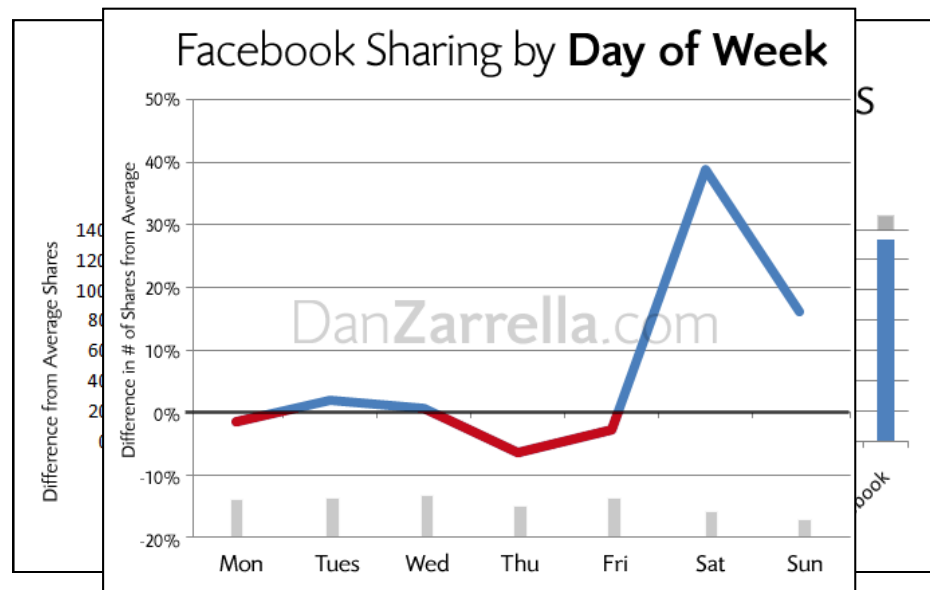
Latch on to current topics - find a tie-in

Hot Topics <sup>New!</sup> (USA)	Hot Searches (USA)
1. <a href="#">youtube</a>	1. <a href="#">kringle candle company</a>
2. <a href="#">hiccup girl</a>	2. <a href="#">jennifer mee</a>
3. <a href="#">quantitative easing</a>	3. <a href="#">hiccup girl</a>
4. <a href="#">swimmer dies</a>	4. <a href="#">jenna von oy</a>
5. <a href="#">brock lesnar vs cain</a>	5. <a href="#">loredana jolie</a>
6. <a href="#">bcs rankings week 9</a>	6. <a href="#">sumatra</a>
7. <a href="#">india japan</a>	7. <a href="#">disney movie club</a>
8. <a href="#">peter bossman</a>	8. <a href="#">rice texas</a>
9. <a href="#">alex sink</a>	9. <a href="#">world series schedule</a>
10. <a href="#">rare earth</a>	10. <a href="#">snl brett favre</a>



Trends
United States · change 
<a href="#">#LiveCocoCam</a> <span>Promoted</span>
<a href="#">#themwashedays</a>
<a href="#">#yeaisaidit</a>
RIP Tom
<a href="#">#peopleschoice</a>
Bosley
Damn High
Cunningham
Wear Purple
XXL

# HEDGE YOUR BETS - KNOW THE PLAYING FIELD



# TAKEAWAYS FOR SEO & SOCIAL

- Both SEO & Social thrive on content
  - Create timely content to increase the likelihood of sharing
- Organizations & marketers must adapt
  - Marketing organizations must become publishers
- Break down barriers to publishing
  - Timeliness is key
  - You need a blog
  - Does IT or Legal = business prevention? Fix it.
- Learn to listen, engage

# THANKS FOR YOUR TIME!

Download our “Secrets of SEO” whitepaper  
[www.amplify-interactive.com/seo-secrets](http://www.amplify-interactive.com/seo-secrets)

