



Description

Most people think SEO and social media are two different domains. And you have to develop different strategies for them.

Well, they are different! But both of them serve the same purpose: promoting the business. And they do not need different strategies. They both should be a part of a single, broader digital marketing strategy.

They complement each other. Because they target different audiences—different in terms of intent. Intent is the purpose or goal behind a user's search query or interaction with online content.

The purpose of visiting a social media platform or a search engine is always different for a user.

Difference between Social Media and Search engine traffic intent

Why do you open Google? To search for something, right? Unlike social media, where people casually browse for fresh and entertaining content.

We go to search engines looking for precise answers. And when we get it, we read it through. Because we were looking for it. This intent difference explains why [SEO drives up to 1,000% more traffic](#) than social media.

People aren't looking for something specific on social media platforms—they look for something new. This means social media does not drive traffic the way SEO does, but it is best for brand awareness, engagement, and increasing reach.

More reach means more people will be looking for you on search engines later on. These searches signal to search engines that your brand has authority and relevance.

By the way, reach is the new number of unique individuals exposed to your content or campaign. [Social media](#) platforms are great for getting new people to know your content. That's why 67% of marketers say that social media platforms have the biggest ROI (return on investment) of any marketing strategy.

So the question arising here is, how does reaching new people on social media improve the SERP rankings of your web pages?

What is Social media SEO and its impact?

Social media SEO is to optimize your social media profiles for a better online presence that supports your website's SEO performance.

This does not directly impact your Google ranking, but social activity does boost your brand's visibility, increase engagement, and indirectly influence your search engine ranking.

If your social media profile is SEO-friendly, you are sharing content regularly, and interacting with your audience, you strengthen your online presence. This ultimately drives more organic traffic to your website.

More traffic means better SERP ranking. Because Google will think that your content is useful; that's why so many people are reading it. So, it will assign your content a better position.

In this article, I will show how you can optimize your social media profiles to improve your website's SEO performance.

Top 11 strategies for making social media and SEO work together

Social media is not just a platform for engaging with your audience—it is a powerful tool that can boost your SEO significantly.

Let's see how you can make social media and SEO work together to drive more traffic to your website and improve your search rankings.

1. Optimize social media profiles with SEO keywords

Many people do not even realize that social media profiles can also rank on Google. If you search for a famous personality on Google, let's say "Christiano Ronaldo," you will be able to find his social media profile there.

Because their accounts are handled by professionals who keep them optimized with proper keywords.

So, optimize your social media profiles with SEO keywords relevant to your industry. It will increase your online visibility. Use these keywords in your bio, description, and even your social media handle if possible.

Let's say your primary keyword on your landing page is "digital marketing expert." Use this in your social bio to match what your audience might search for.

Then link your website with these profiles to encourage people to click on the link and go to your landing page, improving your click-through rate.

2. Post snippets of your content on social media platforms

Whenever you post some content on your website, create a snippet or a summary of it and share it on your social media profiles.

For writing a summary, you just have to use an AI summarizer. Paste your content here and summarize in either paragraphs or bullet points, whatever you want. Now you have to come up with a title, and you have a post to publish.

You have to use [copywriting techniques](#) here. Post only that much content, which creates curiosity in your readers, and they want to read the whole content.

You can make a claim, a promise, or create curiosity with your headline and ask people to click on the link below in order to know the secret behind it.

Like if your content is on proposal writing techniques, you can write something like, “*Attention freelancers...Must read this post...*

Top proposal writing techniques you must read if you want to get more clients. See more?”

Clicking on the link will get them on your landing page.

3. Place links strategically on your social media pages

Other than linking your website to your social media profiles, you should also place your website’s link in multiple places—bios, posts, and even pinned comments.

These links will funnel traffic to specific pages or blog posts, encouraging users to explore your website.

The best practice would be to place your link along with your primary keyword. Like whenever you use the word “digital marketing expert” on any part of your profile, link it to your landing page.

You can also put links separately, writing “see my work” or “see my portfolio,” on your social media profiles. Even in the comment section of your posts, if a user asks something, answer it and write “read my work” with a link to content in which you have already addressed that question.

4. Create a strategy for using hashtags

We have talked about using SEO keywords in your social media profiles; now let’s talk about the keywords of social media—hashtags.

Research what social media hashtags are popular in your industry. Then use them in your content. It will help users find your content.

For example, in the above proposal **writing example**, you can use hashtags like “#freelancing #proposalwriting #freelancingexpert #proposalwritingexpert #proposalwritingtechniques.”

Social media applications will show your content in the feed of people interested in that keyword or hashtag. People interested in these keywords will relate to this, and there will be better chances for them to click on your link.

5. Add a social media feed to your website

Having a social media feed on your website is another way to improve your SEO with social media. It enhances the user experience by providing your brand's latest updates.

A social media feed is a section on your website that shows the content you have posted on your social media profiles. It keeps your website automatically updated with fresh and relevant content. People stay on your website longer to read them, which gives a boost to your SEO.

Plus, search engines can also read your social media feed content. They treat it like a blog post, which can improve your SEO rankings.

6. Repurpose content and circulate across all the platforms

Repurposing your existing content will help you manage multiple social media platforms at the same time.

Like if you have posted a blog on your website, create a script out of it and [make a video](#) to post on YouTube. Then generate shorts from that video and upload them on TikTok, Facebook, and Instagram.

Use snippets of the blog on Facebook, Instagram, and X (formerly Twitter). You will have to create content from scratch only once. Then you will be just repurposing and circulating it across all the platforms.

This approach will give something to every type of audience, and your reach will skyrocket. And we have already discussed how higher reach helps you with your SEO efforts.

7. Market your content on social media platforms to get more traffic on the website

These were all organic methods to support your SEO through social media. These platforms are also excellent for promoting your latest articles, product pages, or special offers.

Create eye-catching posts that have links to your website. Use direct calls to action (CTA) in those posts, such as "Read more on our blog" or "Learn more about this offer," to encourage users to visit your site.

To scale your efforts, boost your posts with paid social media campaigns to reach a wider audience bringing more traffic and strengthening your SEO signals.

Additionally, consider using get backlinks services or [niche edit services](#) alongside your social promotion. These services help you earn high-quality, contextually placed links on relevant websites through reputepost.com which amplifies your reach, builds authority, and accelerates your organic growth without the time drain of manual outreach.

8. Create platform-specific content strategies

Just like social media and search engines have different audiences, each social media platform has unique characteristics and audiences. You have to tailor content for each platform accordingly.

For example, posts with heavy visuals work very well on Instagram; in-depth articles or reports are better suited for LinkedIn; TikTok is the best platform for short videos; and YouTube is best for long video content.

As we discussed earlier, people visit a web application with an intent. We do not go to LinkedIn to watch videos, it may get good results, but it is not very well suited for that platform. YouTube is the best platform for uploading videos—almost 70% of marketers say that. Because we visit YouTube with an intent to see videos.

So, adapt your content for each platform. It helps [improve engagement](#), which drives more traffic from diversified sources.

9. Engage with social media influencers to increase reach and authority

Other than planning, posting, and optimizing the content on social media platforms, you have to promote your work by engaging with others.

Keep in touch with influencers in your industry. Try to collaborate with them, creating content together or giving shoutouts to each other. This strategy is known as [influencer marketing](#).

These influencers have dedicated followers who trust their recommendations. Their word of mouth can extend your reach and drive traffic to your site.

It will also announce your presence in the industry, which improves authority along traffic.

10. Encourage social media shares and user-generated content

Along with influencers, you need to engage your followers also. Encourage them in each of your posts to share your content.

Just like what we hear in each YouTube video, *“Like, share, and subscribe to my video, and help me complete my subscriber target.”*

Regular encouragement increases content views, likes, and shares, which ultimately attracts more visitors to your website. Ask your followers for some user-generated content, like customer reviews, testimonials, or user-shared photos, to add authenticity to your content. Ask AI is a helpful tool for generating relevant content, whether it’s user-generated or intended for blog posts.

You can run contests on social media platforms, like whoever will create the best content with my brand mention will get a price. You can create a hashtag and start a new trend. Just like we have a

new trend every other day on TikTok.

People follow trends and create content with their hashtags. These hashtags serve as social proof for your brand. This social proof, if used on your website, can [improve conversions](#) up to 15%.

You can write a jingle or poem about your brand and start a short dance challenge on TikTok. You can use the AI poem generator to write a poem for you. Then you will have to compose it in a jingle and get someone, like an influencer, to create a short dance video on the poem using your hashtag.

It can initiate a challenge, and if people follow the trend, you will be viral within hours.

11. Keep track of your social media metrics

You can tell how your social media efforts are paying off by keeping an eye on [social media analytics](#). I hope you are familiar with likes, views, and shares on each post. These are good to know if your content is good or not.

But there are other metrics like reach, engagement rates, click-through rates, and traffic sources too, which will tell you what is working for you and what isn't.

You can find all of these metrics on each of your social media profiles. **Reach** means how many new people have seen your content. Good reach indicates that a large amount of users have seen your content. While low reach means your content needs optimization, which involves better targeting, relevant hashtags, and publishing at the right time.

Engagement rates mean how many people have interacted with your content. If the reach is good but engagement is low, it indicates that your content is not useful enough for people to interact with it. Or maybe you are targeting the wrong audience.

Click-through rate is the number of users that have clicked your CTA and have gone to your website. Low click-through rates indicate that your audience is not following your CTA. Either your content or your CTA is not convincing enough.

Traffic sources mean how much traffic your site is getting from what platform. You can find this metric on analytics platforms like Google Analytics, [SemRush](#), and [Ahrefs](#). It tells you which platform is working for you and which one needs more attention.

And finally, **conversion rate**—this metric is the most important of them all. Because it tells us how many of our website visitors have bought our product. If all the above metrics are good and this one is not, it indicates that your product is not useful enough for people to spend their money on it.

So, these metrics will specify what part of your strategy needs improvement.

Amplify your SEO with social media

SEO and social media are two different landscapes. Their use, their traffic, and their working model are different. But when you combine them? A magic happens.

SEO helps people find you when they're looking for solutions, and social media helps you find consumers to sell your solutions. A pretty powerful combination, right?

Take it this way: A person unaware of your business learns about you and the solution you are offering to their problem. Then they look for you on Google and visit your website.

Google realizes that people are looking for you. So it ranks you higher on its SERPs for people to find you easily. And that's how social media complements SEO.

But it is not that simple. The strategies I have discussed above will help you make SEO and your social media accounts work together.

So, what are you waiting for? Start implementing these strategies today, and watch your online presence grow stronger with each post, share, and engagement.

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