

Snippets & Tips from TROOL Social Media

Search and social media are now integrated which affects optimization. One of the key factors in being found in search is your 'Social Proof'. Here are a couple of tips to help you get found faster.

1. Be consistent across all social platforms as well as your website(s) and blog(s)
2. Use a current high resolution headshot for all your profiles it should be at least 450 pixels square. (even for the little icon type images it is easier to scale down)
3. Get a gravatar you can use for commenting etc. and as your thumbnail across the web (Go here to set up its FREE <http://en.gravatar.com/>)
4. Search for and use keywords and keyword phrases in your posts, bios, etc it helps you in search and makes it easier for the search bots to get to know what your niche is.

To help you with Keywords and phrases

- <https://adwords.google.com/ko/KeywordPlanner/> is free [It has replaced the Keyword Search Tool] and you require a Google Ad words account [you don't have to buy adwords, just have an acct]
 - <http://ubersuggest.org/> give it one suggested keyword or phrase and see the options
5. Create a hashtag or two that are specific to you and your business (the number sign)
 6. Use hashtags in your posts, on all social channels, when you've got a buzzworthy topic!

These are only a few of the time saving and optimization friendly tips and changes we teach you to make in our programs for search and social media integration optimization.

Diagnosics, Tools and Data

Webmaster Central Tool Set: Google says "You want to be found on the web. We want to help. Get data, tools and diagnosics for a healthy, Google-friendly site."



For All Your Search Optimization, Social Media and Online Video

TROOL Social Media offers training at all levels of search and social media optimization. We show you how you can both integrate and innovate in your chosen niche.

For all your social media and search needs: speaking, training, strategies and management, TROOL Social Media has you covered.

Have questions? Email us for a quote for your business needs.

Email: experts@troolsocial.com

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