

Social Media Research Informing Search Strategies

Tools and Tips for Extracting SEO Value

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Why Care About Social Networks & 2.0 Content?



As SEO gets more competitive, you need to look broadly to find that competitive edge. Put on your lab coat and do some research.

Social Content Influences Strategy and Implementation

Social content gives good linkage

See trends earlier and react faster

Tagging already influencing strategies

Certain types of search have moved off the SEs and into the social networks



Can Old Optimizers Learn New Tricks?



Social media research tools provide fresh insight on keyword research, linking opportunities and critical trends.

27 Social Network Measurement Tools for SEO

Six Types of Tools for Measuring Social Networks



RSS



NEWS



BLOGS



TAGS



IMAGES



BIGGER TOOLS

Group One – RSS (Really Simple Syndication)

Good listening means connecting with good sources of information.

Many of the suggested tools rely on sending you regular updates through RSS feeds.



Group One – RSS (Really Simple Syndication)

The flow of info through your feeds can quickly overwhelm your time.

Use Yahoo! Pipes to filter and manage the inflow.



pipes.yahoo.com

Group Two – News Feeds

Set up Google News and Yahoo! News feeds for your company name, trademarks, products and competition.



news.google.com

Read the news in your space to influence your blogging.



news.yahoo.com

Group Two – News Feeds

Get the latest press releases from your competitors, government regulators and other influencers in your space.

They might not get picked up in the news but they are still getting published.



PR Newswire

United Business Media

prnewswire.com



reuters.com/tools/rss

Group Two – News Feeds

The line between news and editorial has blurred. Commercial news blends with user gen content – track your topics in these conversations.

Track generally published online content using feeds.



reddit.com



newsvine.com

Group Two – News Feeds

Allergic to RSS? Get alerts emailed to you when your selected keywords are published. Select news, blogs, video, comprehensive, etc.



google.com/alerts

Too easy not to do this...

Group Three – Quantifying Blogging

If you want to focus just on blog content, use these sites to get your feeds.



blogsearch.google.com

On the flip side, make sure your blogs are indexed here.



blogmarks.net

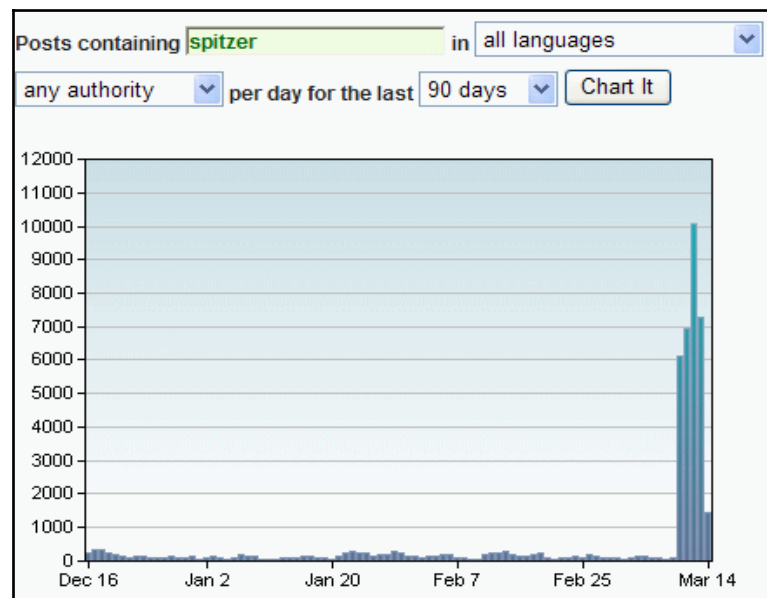
Group Three – Quantifying Blogging

More blog content to monitor. Particularly if you are in the tech space.

Frequency chart is fun and scary.



technorati.com



Group Three – Quantifying Blogging

Very mature tools here from the maker of BrandPulse.

Track the multiple layers of the conversation.

Measure linguistic trends – do people say “laptop” or “notebook” – and which way is that wind blowing?



Conversation Tracker

blogpulse.com/conversation

Blog Trends

blogpulse.com/trend

Blogger Profiles

blogpulse.com/profile

Group Three – Quantifying Blogging

If you are tracking the blog posts, track the comments too.



Look for customers and competitors giving insight into your brand and products.

co.mments.com

Group Three – Quantifying Blogging

Looking to do a broader investigation of backlinks?

Use this tool to see the conversations around the URL that interests you.



talkdigger.com

Group Three – Quantifying Blogging

Track backlinks to your blog with server side or iFrame application.



Link Tracker

icerocket.com/c?p=linktracker

Group Four – Tracking Tagging

Tagging is user generated optimization. Search bookmarks and your results are based on the tags.



simpy.com

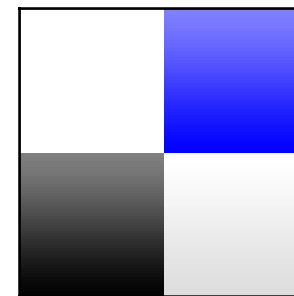


keotag.com

Get fed your fill from these tag aggregators.



ma.gnolia.com



del.icio.us

Group Five – Measure Images

The Flickr logo, featuring the word "flickr" in a lowercase, sans-serif font. The letters "f", "l", "i", "c", "k", and "r" are blue, while the letters "i" and "r" are pink. A small "TM" trademark symbol is located to the upper right of the "r".

[flickr.com/services/feeds](https://www.flickr.com/services/feeds)

Keep watch on the posting of images.

This is another layer of the conversation so keep your ear to it.



[youtube.com/rss](https://www.youtube.com/rss)

Group Six – Big Tools Worth Paying For

Courtesy of Andy Beal the Marketing Pilgrim – give the free trial a whirl.

Aggregate these myriad sources to get concise reports of the conversation around your topics.



trackur.com

Group Six – Big Tools Worth Paying For

Try this free trial to monitor changes on any site. Watch your competitors as they add products to their catalog or roll out a new service.

copernic

copernic.com

See changes highlighted in a copy of the page that is sent to you.

Group Six – Big Tools Worth Paying For

Two nice tools from Compete. Worth the \$.



Site Analytics – see KWs that are driving traffic to competitor sites.

Site Analytics

siteanalytics.compete.com

Search Analytics – measure “stickiness” of key search terms. See sites receiving traffic for specific terms.

Search Analytics

searchanalytics.compete.com

Finish First Using Social Research



Get yourself over the top by embracing SEO 2.0

Thanks & successful searching!

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