

SEO your **Business Facebook** Page for **Google** – A How-To Guide



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Over a year ago now, both Google and Bing announced that they factor social signals from social media into their organic search algorithms. As the lines between social media and SEO continue to thin, social media will gain importance to SEO. As Google described it, *social media is about relationships and relationships prove relevance and relevance is at the core of organic search.*

It's well known that Facebook has over **800 million active users** and **50% log in every day**. These numbers are astounding! I guarantee you that your customers and prospects are included in those numbers. They are on Facebook and they are likely trying to engage your brand.

So what kind of Facebook social signals is your business sending to Google? Are you proving to Google that you are building relevant relationships throughout your web presence and specifically Facebook?

This guide describes several techniques to ensure that your business Facebook Page is optimized for SEO, because Google is crawling, indexing and ranking Facebook comments, content and pages for the keyword phrases that matter to your business.

Find out how SEOing your business Facebook Page will put you in control of these five online marketing goals:

1. Brand Management
2. Visibility
3. Impact
4. Engagement
5. Reputation Management

What exactly does Google care about on Facebook?

Google cares about Followers, Fans, Likes, Shares, and content (text, video, news, keywords). Pretty much everything! One thing to keep in mind is that Google can only crawl and index what is publicly available. Any content that is behind a login screen is private and Google can't get to it.

Your organization's Facebook Page *is* publicly available so you really ought to **invest the time to optimize it.**



1. BRAND MANAGEMENT: Reserve your Brand Name.

Let's start off very simply. If you have not reserved your main branded keyword phrase as a Facebook Page then now's the time. Your main brand is likely your business name or your key product.

Log in to Facebook, click on "Pages" and then the "Create a Page" button, or click on *Create a Page* in the bottom navigation. Select the type of page you want to create and follow the instructions from there. This is the first step to reserving your branded URL: <http://www.facebook.com/yourbranded>.

Create a Page

Create a Facebook Page to build a closer relationship with your audience and customers.



Now you need to work at earning a minimum of 25 "Fans" before Facebook will actually award you with your requested URL. Until you have achieved the 25 Fans your URL will look more like this:

<http://www.facebook.com/#!/pages/yourbrand/368861152596>

Branding opportunities on Facebook Pages include:

Cover Photo: The new header space provides creative branding possibilities, but there are restrictions – it must not contain pricing, contact information, calls to action, or reference to "Like" / "Share". (Read: [How should I choose a cover photo for my Page?](#))

Profile Picture: Your profile picture should complement your Cover Photo – a logo is recommended here.

About: The first 165 characters or so appear at the top of your Facebook Page, so ensure that the description is clear, concise, intriguing and keyword-rich.

Milestones: Define your key moments (i.e. product launches, store openings, awards, events, etc.) to create a story of your brand over time. Write a few keyword-rich sentences describing the milestone to stimulate conversation. Update milestones as they happen and add past events to fill in the gaps in your "Timeline".

There's no reason why you can't have more than one business Facebook Page. If you have other branded or unbranded keyword phrases that you want to claim, then you should, as long as you can efficiently and consistently manage the content for those pages.

2. VISIBILITY: Link your Website to Facebook.

This seems obvious and many companies include the Facebook icon on their website with a link to their business Facebook Page, which is good. What is great is if you actually include, in the anchor text, your brand name that matches the brand name of your Facebook Page. Like this:

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<a href= "http://www.facebook.com/gShiftLabs" target="_blank" >gShiftLabs on Facebook</a>
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Additionally include this link with anchor text in all your outbound marketing efforts and other web presence points such as email marketing and press releases.

3. IMPACT: Include Facebook in your Content Marketing Strategy.

Post regular updates to drive engagement to your page. You will want to post all relevant content about your organization on Facebook such as: Press Releases, Blogs, Events, YouTube Videos and News. According to the [Facebook Pages Product Guide](#), “posts including a photo album or picture can generate 2X more engagement.” Ensure that your posts are visually engaging with keyword-rich descriptions.

Highlight or Hide Fan-posted Messages. Display only the most engaging, relevant, keyword-rich content on your Facebook Page without losing important data. Highlight fan posts with the star icon, or pin them to the top as a featured post for the week. “Messages” allow page admins to discuss customer service issues privately with fans.



Connect Facebook to your Twitter Account. This allows you to publish content in multiple sources, which makes your content available to different audience types. Connecting these two social media sites will enable your tweets to be published directly on your Facebook Page – either on your Timeline or in a “Custom App”, depending on your preference.



Post your Tweets to Facebook

Connect your Twitter account with Facebook to share Tweets with your Facebook friends.
It only takes a minute.

[Go to your Twitter Profile Settings to start](#)



4. ENGAGEMENT: Drive Facebook Likes and Shares.

Facebook *Likes* and *Shares* are key social signals in SEO. Here is Google's logic:

Likes and Shares = Social Signals
Social Signals = Social Engagement
Social Engagement = Relevance
Relevance = Rank

Drive
{ Engagement }

With your marketing hat on, think of ways to provide your audience with the ability to *Like* or *Share* your content and your organization. According to Facebook, "The *Like* button lets a user share your content with friends on Facebook. When the user clicks the *Like* button on your site, a story appears in the user's friends' News Feed with a link back to your website."

This means that your brand and content will be visible and available to the audience of the person who clicked *Like* giving you reach that you didn't before have.

Here are some *Like* tactics we have seen in play:

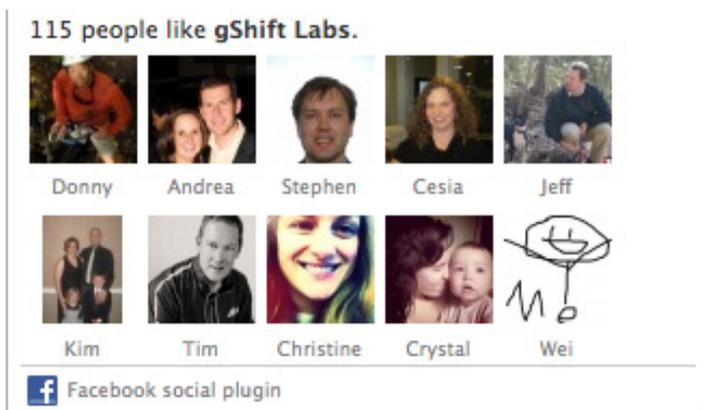
a) **Like Icon.** Embed the *Like* icon on relevant pages on your corporate website, email marketing campaigns and press releases.

Why Facebook Should be Part of Your SEO Strategy

Posted December 1st, 2011 by [Krista LaRiviere](#) & filed under [SEO Evolution](#).

Like 10 Tweet 14 +1 2 in Share 59

b) **Fan Box.** Include a Facebook Fan Box on your corporate website. This will display Facebook profiles of users who have already *Liked* your business page. The Fan Box will help drive visitors through to your Facebook Page for added engagement.



Search for "Facepile" in the Facebook search box for how-to instructions.



c) Traditional Landing Pages. On your traditional landing pages for pay-per-click or email marketing (which typically include a web conversion form), include the Facebook Like icon on the main landing page as well as the submission page. A visitor may fill out the form as well as click the Like button.

d) Facebook Landing Pages. In your Custom Apps, which appear at the top of your page, add a Facebook Landing Page to help convert new visitors into Fans. Create a campaign offering Facebook users a free white paper, case study or event for *Liking* your Page. Ensure that when existing fans visit the page they can download the white paper automatically. Customize the image for your app and arrange it so that it is featured as one of the top four visible apps. Rename the app with a strong call to action. Rotate apps for your fans to *Like* and *Share* to keep them engaged as well as to attract new fans.

Here's the gShift example: "[Like Us to Download our 10 Tip Playbook](#)"

Step by step instructions for adding a Facebook Landing Page (Note: They can now be up to 810 pixels wide):
<http://www.allfacebook.com/facebook-landing-page-2011-03>

e) Pin to Top. Post a graphic of your free white paper or guide as a "Photo". In the status and description include a call to action to *Like* your page to download the white paper or guide, with a direct link to your Facebook landing page for offer fulfillment. Pin the post to the top of your page for up to seven days and encourage fans to *Share* it. Alternatively, you may want to consider using **Facebook Offers** in a similar manner, which are subject to more terms and conditions (http://www.facebook.com/page_guidelines.php).

5. REPUTATION MANAGEMENT: Facebook Comments Matter.

As of early November 2011 Google is now crawling and indexing Facebook Comments. For example, when you post something on your Timeline (maybe a product announcement or new blog post), the Comments box will appear for users to Comment or *Like* your post.

Facebook Comments can be published in two places: on Facebook.com proper, and if you are using the Facebook Comments App which can be embedded into your website, then the same comments will appear on your website (see examples on the next page).

Follow these instructions to embed Facebook Comments onto your website or blog site:

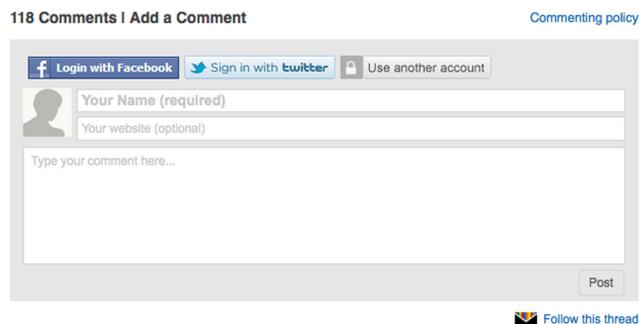
<http://developers.facebook.com/docs/reference/plugins/comments>



Facebook Comments on Facebook



Facebook Comments App on External Website



With Google crawling, indexing and ranking Facebook Comments, you can get strategic about the keyword phrases within your comments. So yes, your Fans and Followers will comment, **but so too can you!**

Summary

Although this may all seem daunting, and just another item on your To-Do List, when you take Facebook seriously you can **out-content**, **outrank** and **out-engage** your competitors. Who doesn't want to do that?

Remember, it's about **Web Presence Optimization**. Facebook is another opportunity to manage your brand and reputation, as well as increase your visibility, impact and engagement – all of which helps your business get found in the search engines.



About gShift Labs

gShift Labs provides Web Presence Optimization Software giving SMBs and agencies control over their organic search campaigns. Companies across North America are achieving top organic rankings in search engines using gShift's Web Presence Optimizer™ (WPO), which simplifies, demystifies and standardizes the way a website gets found on the internet. Organizations of all sizes benefit by reducing the time and resources required to analyze and improve organic search optimization.

For more information, please contact us at **1-866-743-5960** or **sales@gShiftLabs.com**.