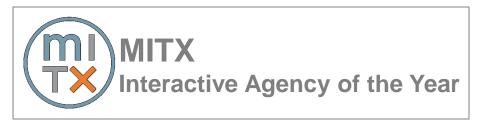
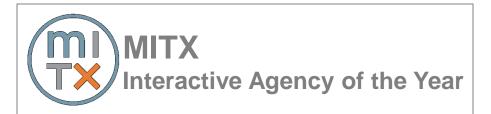


17 Ways To Integrate SEO and Social SEO + Social = Success



About Speaker

- Harry J. Gold
 - Speaker for SES, Media Bistro, AMA,
 ANA, Harvard University, NEDMA, MITX
- CEO, Overdrive Interactive
 - Search (SEO/SEM)
 - Social media marketing
 - Online media
 - Content and creative
 - Website and application development
 - Account based marketing (ABM)
 - Marketing automation





Overdrive Ongoing SEO Process

Discovery

Identify target market and competitors, analyze site logs, understand brand essence and lifestyle/industry attributes of individual products

Keyword Strategy and Optimization Action Plan

Target Terms, Assessments, Actions, Deliverables, Schedules, Reports

Benchmark with Position, Traffic, Action & ROI Report

On-Site Optimization

- •Meta data
- Site structure
- Product databases
- CMS compliance
- Content development
- Internal linking

Off-Site Optimization

- Web authority building
- Social and PR
- XML sitemaps
- Content marketing
- RSS feeds
- Digital Asset Optimization

Conversion Optimization

- Goal set-up
- Lead quality
- Audience composition
- Offers
- Calls to action
- User flow

Training

- Code/CMS
- Social media
- Copywriting
- •SEO PR
- Linking
- Universal search

Track, Analyze, Report and Adjust Monthly



2 Sides to Search Engine Marketing

Non Brand Search Terms Brand Centric Search Terms

Social Powers Your Brand in Search

Where SEO and Social Integrate

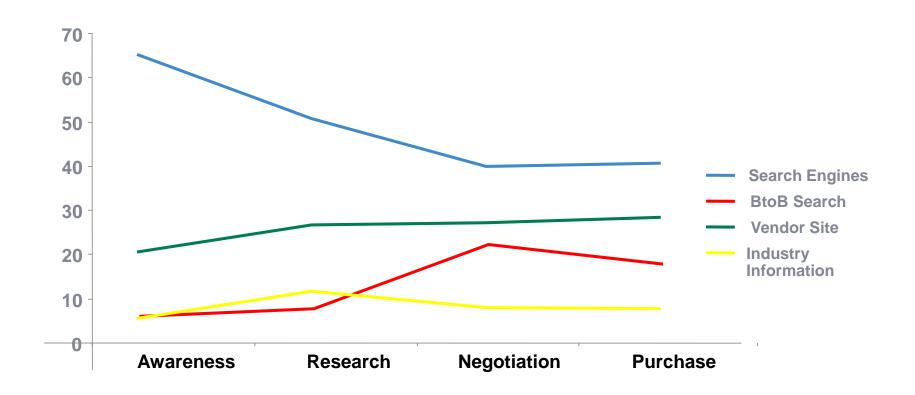
- Google powers your online brand
- Social signals influence rankings
- Google indexes your social sites
- Google reads your social posts
- Google Knowledge Graph is powered partly by social
- Socially distributing content shows up in search
- Socially distributing content and creative backlinks

Everything Drives Branded Search

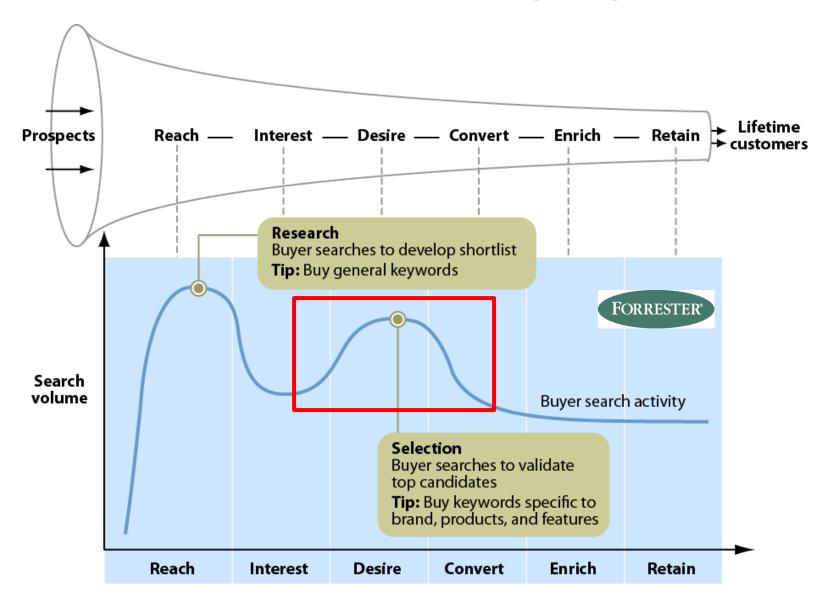
- Complements all other forms of media
 - In combination with other advertising search adds octane to all other forms of media
 - Applies a critical element of control and influence exactly where it counts



Search is Primary Research Resource During All Phases of Purchase Funnel



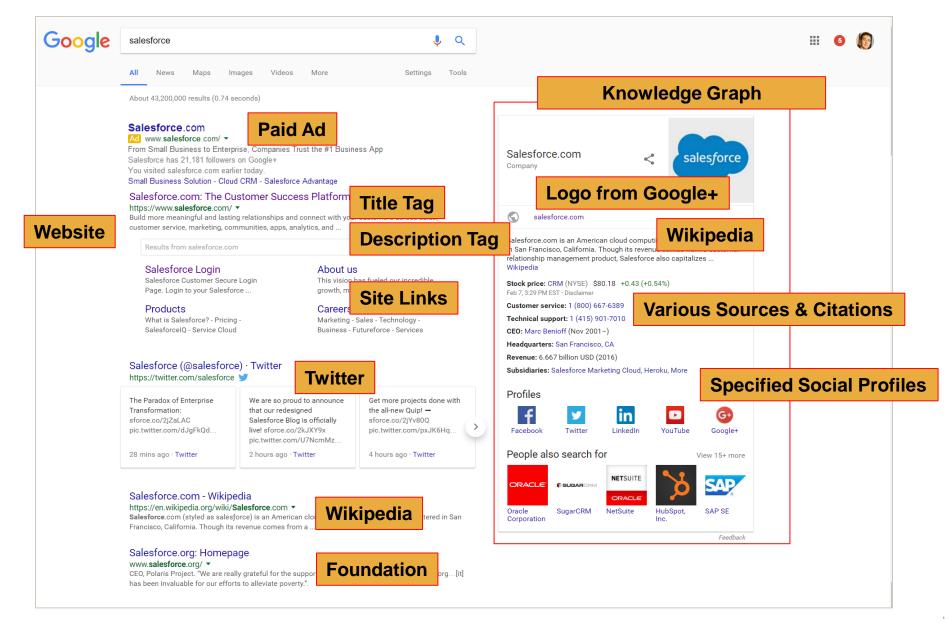
Search Behavior Varies By Buying Stage



Navigational Searches

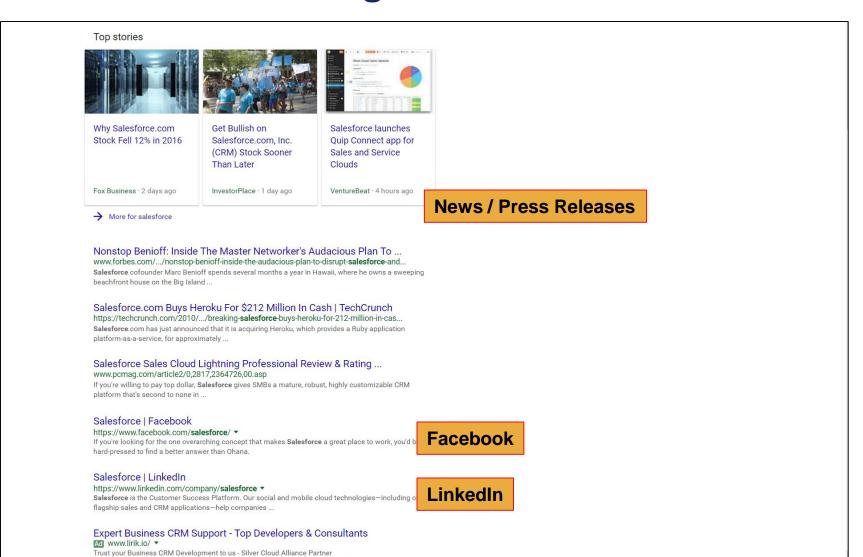


SEO Brand Management for Your Real Home Page

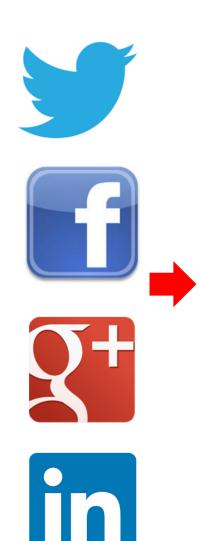


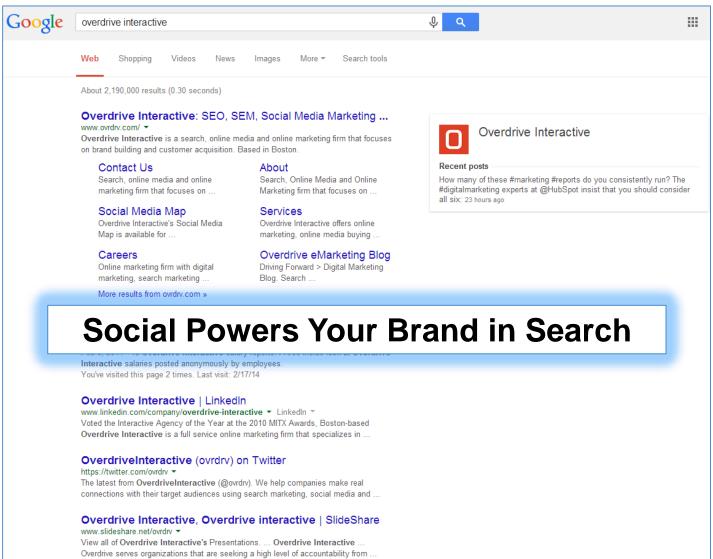
Your Real Home Page

Features: NetSuite Implementation, NetSuite Integration, SuiteApp Development...



Building Social Authority & First Page Saturation

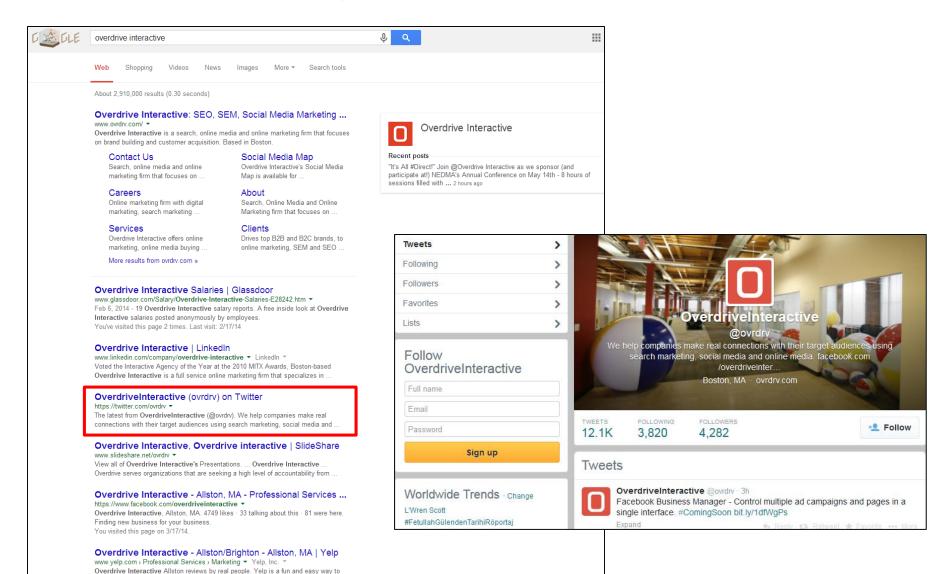




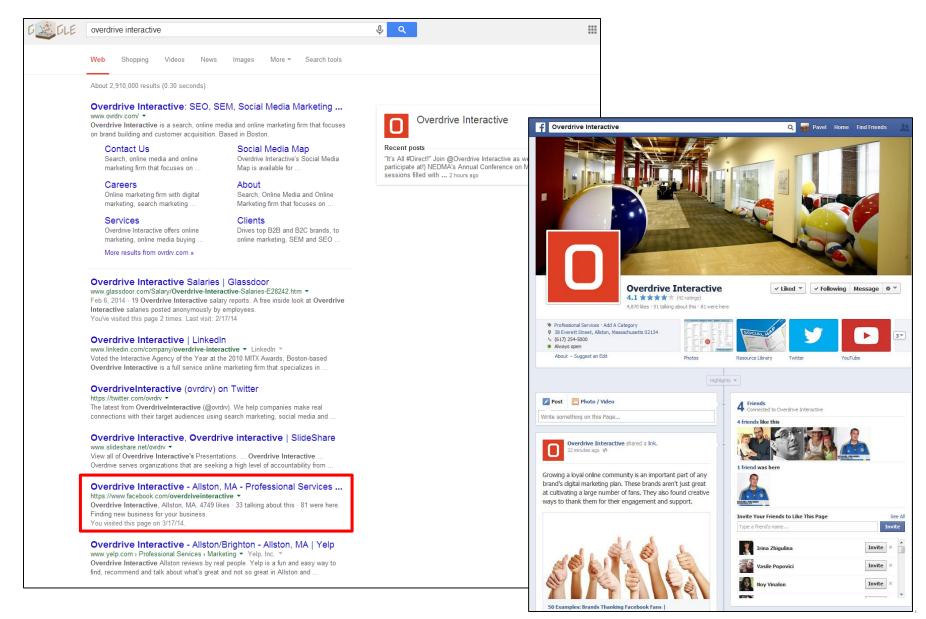
Google Indexes Your Social Channels

Twitter Profile in Search

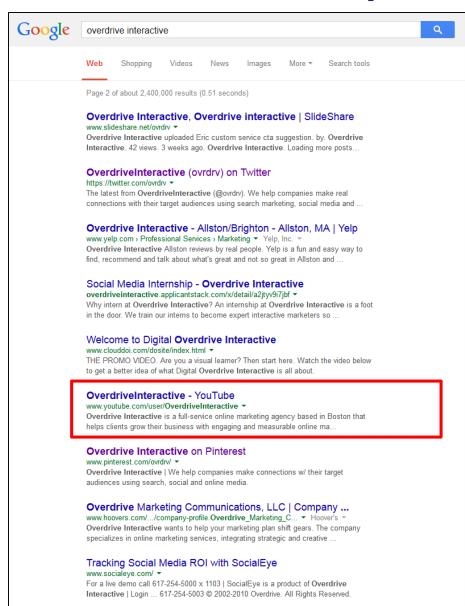
find, recommend and talk about what's great and not so great in Allston and .

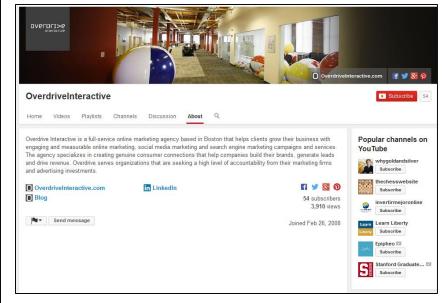


Facebook Page Optimization

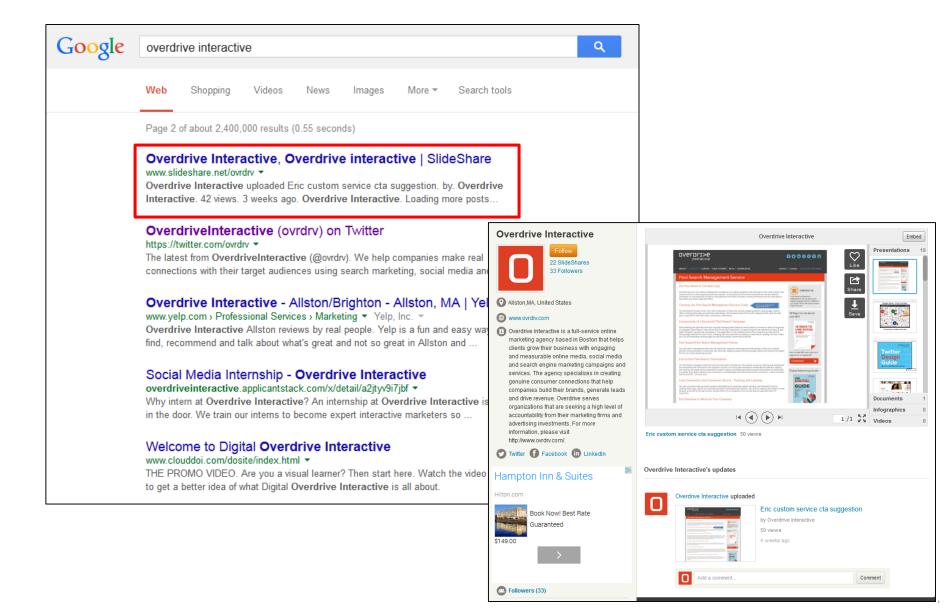


YouTube Channel Optimization

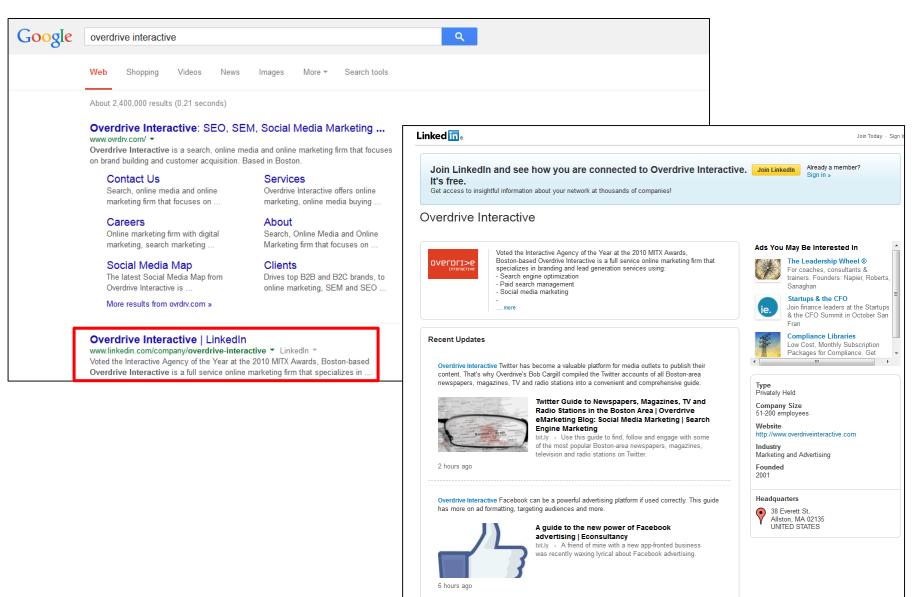




SlideShare Profile Optimization

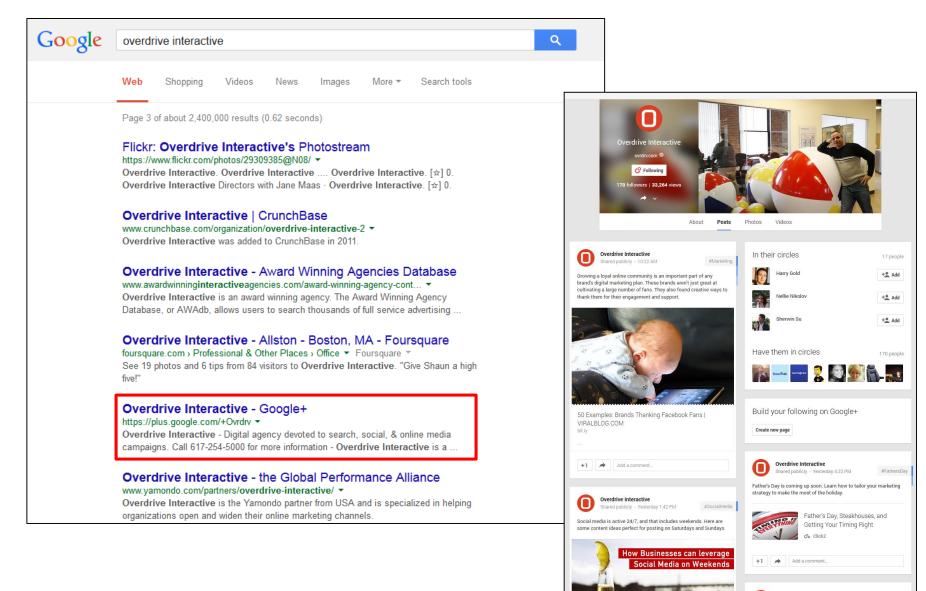


LinkedIn Page Optimization



Overdrive Interactive

Google+ Profile Optimization

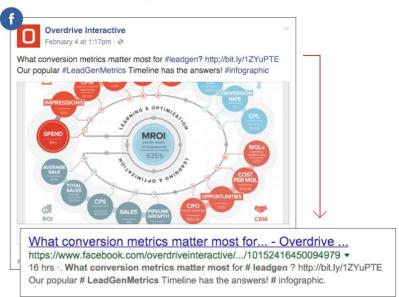


Google Indexes Your Social Posts

Social Posts and Updates Indexed by Google

Facebook:

A post on a public page and its indexed search result



LinkedIn:

An update on a public page and its indexed search result



Twitter:

A tweet on a public profile and its indexed search result



Social Weaves Your Content Into the Fabric of The Web and Builds Backlinks

Weave Your Brand Content into the Web







SEO Social

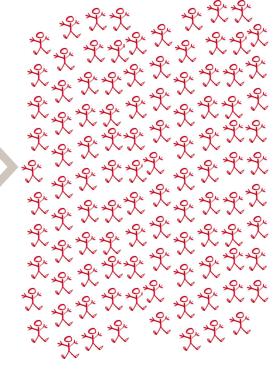
Social Channel Management and Measurement

Your Biz

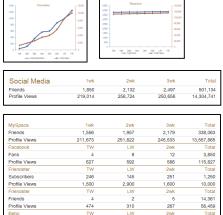
Social Media Platform

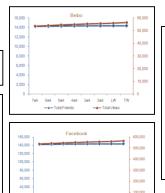


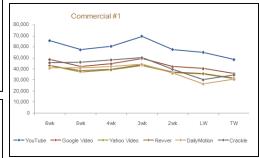
143,610



Video Plays	1wk	2wk	3wk	Tota
	416,587	379,524	379,193	15,935,51
YouTube	1wk	2wk	3wk	Total
Plays	191,054	249,059	203,869	8,321,201
Commercial 1	125	129	196	6,941
Viral #4	291	314	429	13,962
Viral # 5	478	980	679	67,890
Google Video	1wk	2wk	3wk	Total
Plays	167,903	73,210	111,711	5,142,592
Commercial 1	125	129	196	6,941
Viral # 4	291	314	429	13,962
Viral #5	478	980	679	67,890
Yahoo Video	1wk	2wk	3wk	Total
Plays	16,293	15,876	14,296	832,584
Commercial 1	125	129	196	6,941
Viral # 4	291	314	429	13,962
Viral #5	478	980	679	67,890
Revver	1wk	2wk	3wk	Total
Plays	13,779	13,793	16,439	819,570
Commercial 1	125	129	196	6,941
Viral # 4	291	314	429	13,962
Viral #5	478	980	679	67,890
DailyMotion	1wk	2wk	3wk	Total
Plays	13,779	13,793	16,439	819,570
Commercial 1	125	129	196	6,941
Viral # 4	291	314	429	13,962
Viral #5	478	980	679	67,890
Crackle	1wk	2wk	3wk	Total
Plays	13,779	13,793	16,439	7%
Commercial 1	125	129	196	6,941
Viral # 4	291	314	429	13,962
Viral # 5	478	980	679	67.890



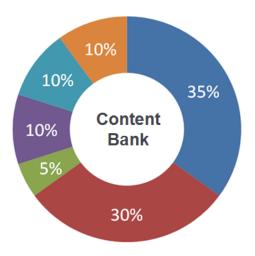




Source, Create and Publish Stream

Sources

- Company
- Employees
- Customers
- ·News/Media
- Blogs
- Social
- Vendors
- Marketing
- Advertising
- Government
- Events



- Tips/Best Practices
- ·Data/Research
- News/Announcements
- Offers/Promotions
- Products/Features
- Tweets/Updates/Posts
- •Photos/Videos
- PDFs/Presentations

Content Stream



Social Platform



Social/Viral Distribution

- Posts/Comments
- ·Blogs/Chatter
- Search Engine Results
- Media Pickup

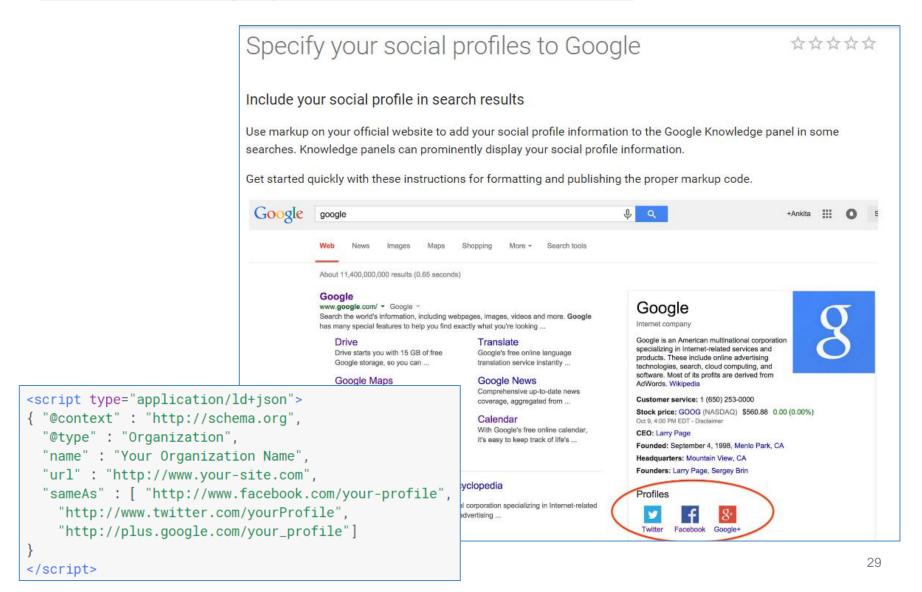
17 Ways to Integrate Social and SEO

- Specify Social Profiles With Google
- 2. Choose Target Terms
- 3. Identify Relevant Hashtags
- 4. Identify Target Web Pages
- 5. Create a Keyword Hot Sheet
- Optimize Social Profile / Channel Descriptions
- 7. Optimize Social Posts
- Optimize YouTube Video Posts
- 9. Optimize SlideShare Posts

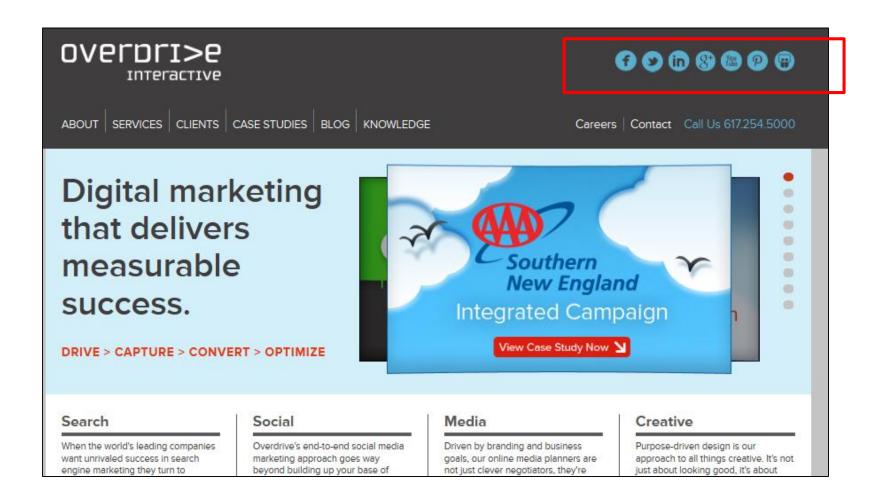
- 10. Use Your Own Domain Name
- Find Suggested Search Blog Post Titles
- 12. Optimize Blog Posts
- 13. Optimize Press Releases
- 14. Encourage Social Sharing
- 15. Optimize Share Copy
- Encourage Content Usage and Linking
- 17. Give Thanks and Reciprocate

1. Specify Your Social Profiles

https://developers.google.com/webmasters/social-markup/

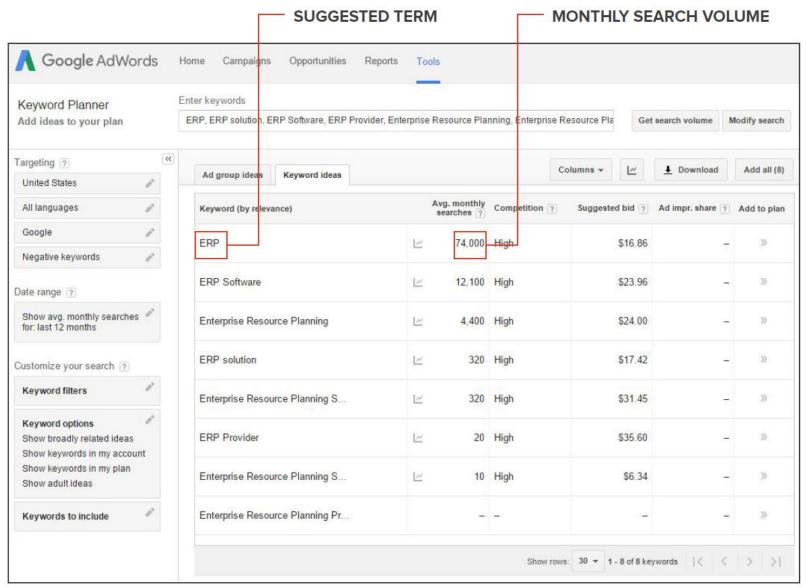


Reinforce Official Relationships Home Page Links

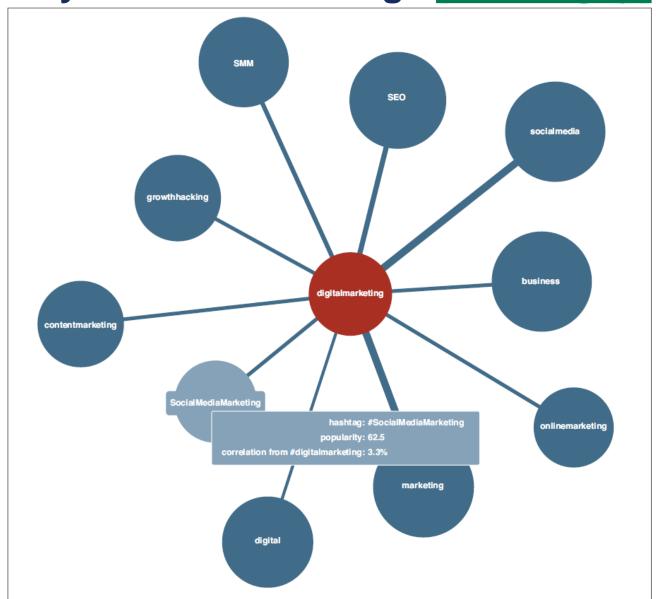




2. Choose Target Terms



3. Identify Relevant Hashtags (Hashtagify)



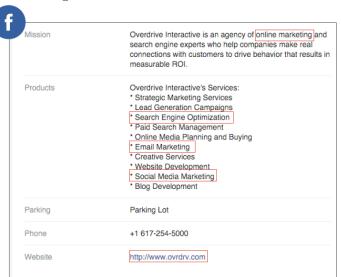
4. Identify Target Web Pages

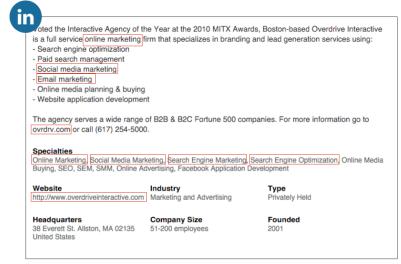


5. Create a Keyword Hot Sheet

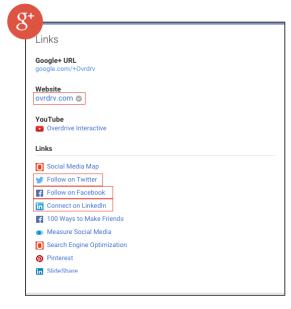
TARGET TERMS	HASHTAGS	TARGET URLS
ERP	#erp	https://www.microsoft.com/en-us/dynamics/erp.aspx
Enterprise Resource Planning	#enterpriseresourceplanning	https://www.microsoft.com/en-us/dynamics/erp.aspx
ERP software	#erpsoftware	https://www.microsoft.com/en-us/dynamics/erp.aspx
ERP solutions	#erpsolution	https://www.microsoft.com/en-us/dynamics/erp.aspx
online ERP, ERP online	#onlineerp	https://www.microsoft.com/en-us/dynamics/what-is-erp.aspx
cloud ERP solution	#clouderp	https://www.microsoft.com/en-us/dynamics/erp-small-midsize-business.aspx
ERP systems	#erpsystems	https://www.microsoft.com/en-us/dynamics/what-is-erp.aspx
ERP tools	#erptools	https://www.microsoft.com/en-us/dynamics/what-is-erp.aspx
small business ERP	#smbizerp	https://www.microsoft.com/en-us/dynamics/erp-small-midsize-business.aspx

6. Optimize Social Profile / Channel



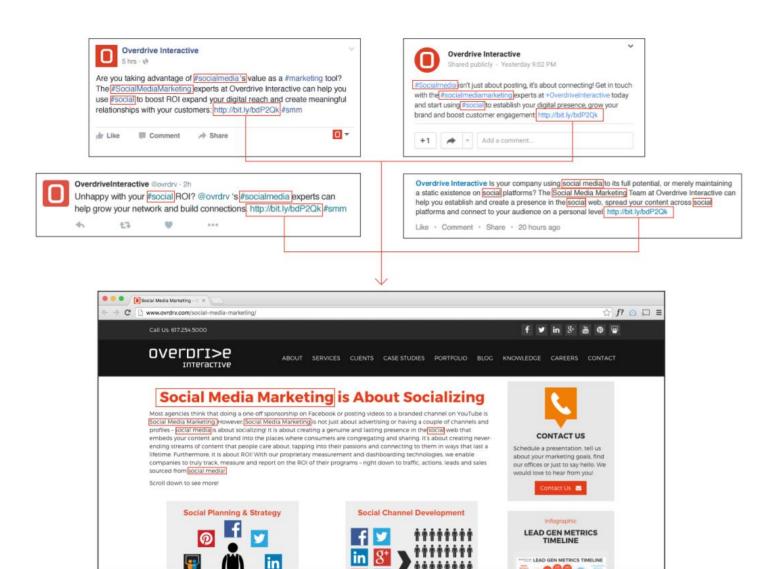




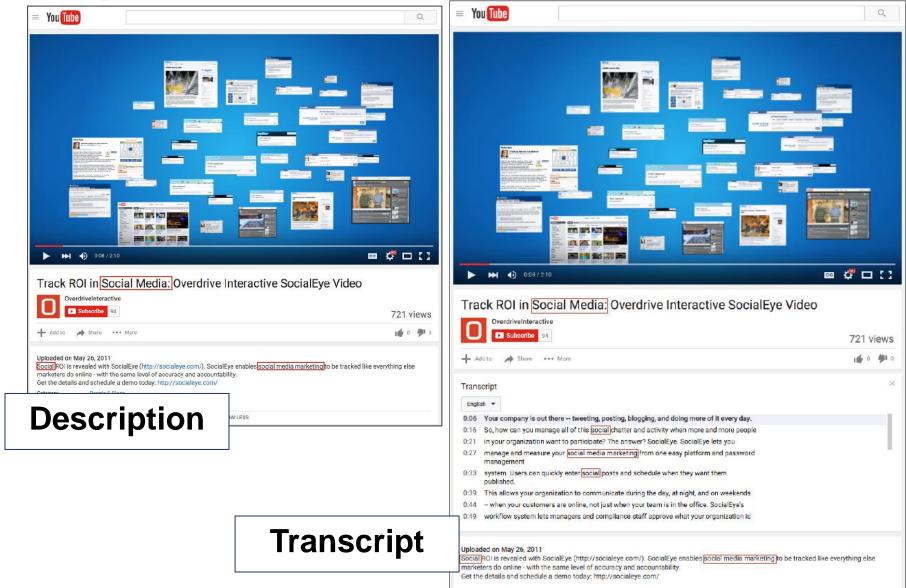




7. Optimize Social Posts



8. Optimize YouTube Video Posts



SHOW MORE

9. Optimize SlideShare Posts



10. Use Your Own Domain Name (If Possible)



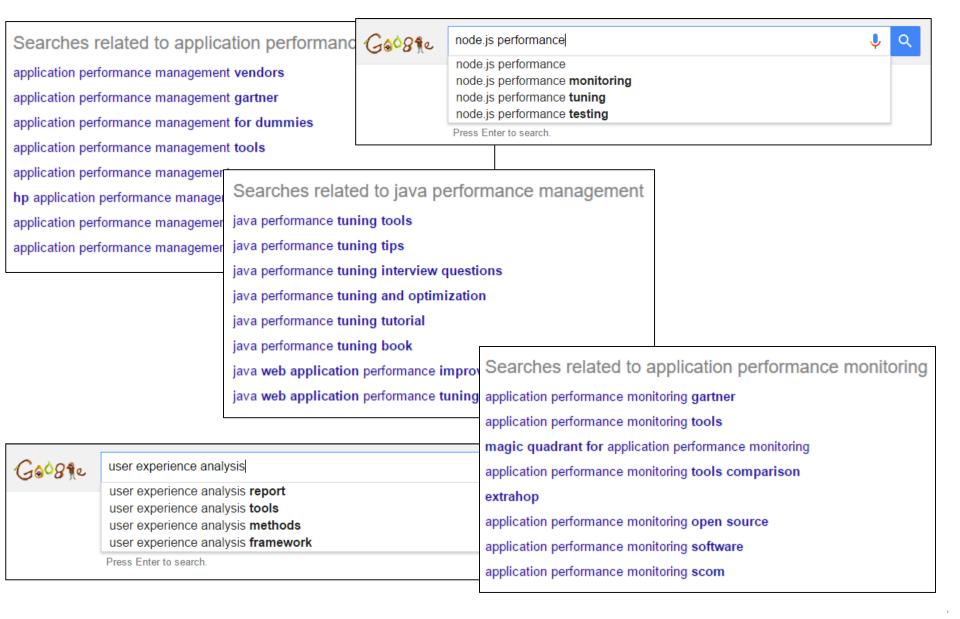




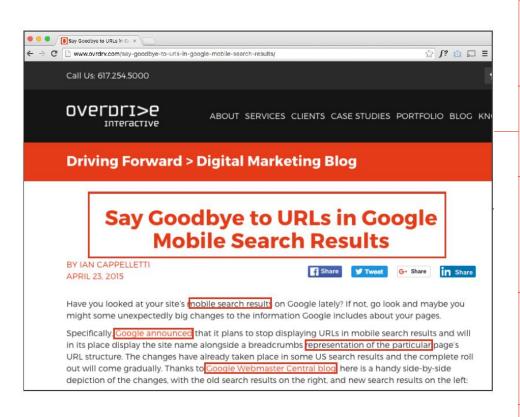
The man behind Facebook's decision to mess with their secret sauce... the "like" button bloom.bg/1PSiBop



11. Find Suggested Search Blog Post Titles

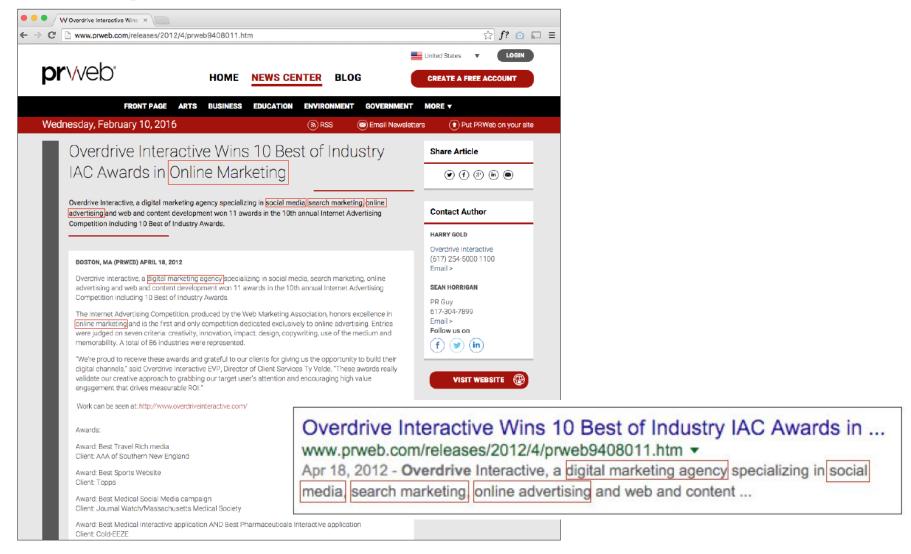


12. Optimize Blog Posts (Especially the Headlines!)

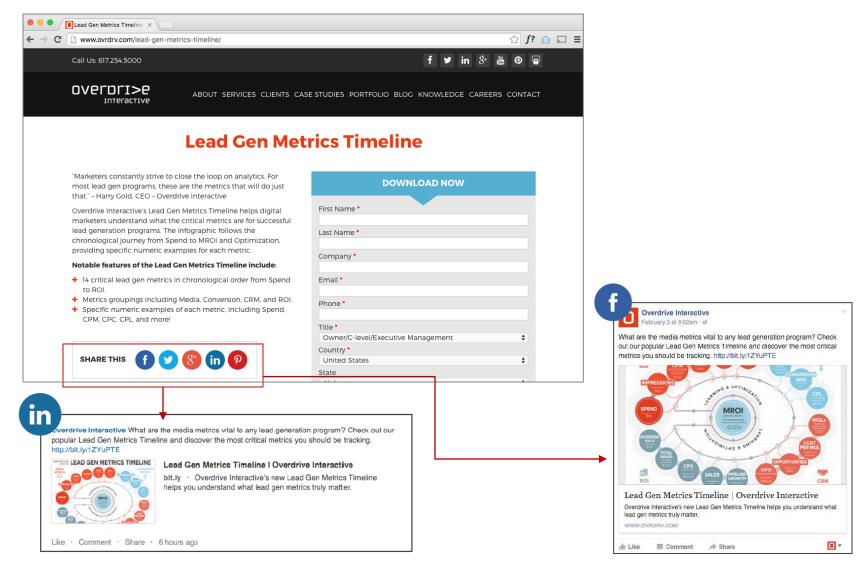




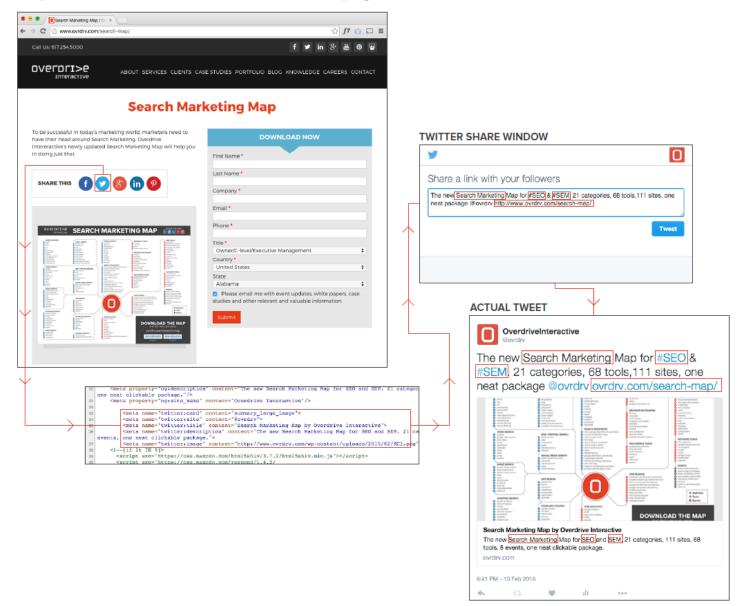
13. Optimize Press Releases



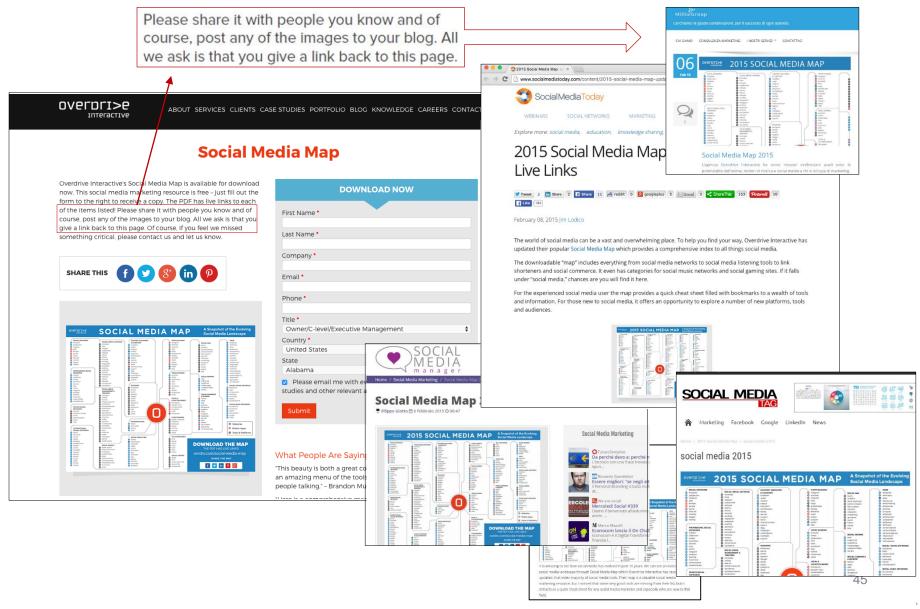
14. Encourage Social Sharing (Celebrate the Share!)



15. Optimize Share Copy



17. Encourage Content Usage and Linking



17. Give Thanks and Reciprocate

Facebook Pages. This policy change is a sign that ev...

socialmediatoday.com

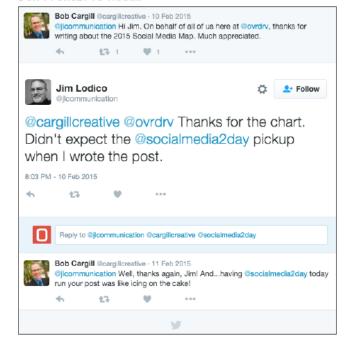
THANK OverdriveInteractive @ovrdrv · 19 Aug 2011 Thank you for featuring our #SocialMediaMap on your blog last week! @socialmedia2day socialmediatoday.com/jay-dunn/33486...) SHARE THEIR CONTENT OverdriveInteractive @ovrdry - 15 Nov 2014 Are you using Google Plus to its full potential? Here are 5 ways it can help businesses: bit.ly/1sEIXiR via @socialmedia2day 5 Reasons Why Using Google Plus for Business is ... marketing Did you know that using Google Plus for business is a business good thing for you to do? Well, let's take a moment now sales to look at 5 reasons why. socialmediatoday.com OverdriveInteractive @ovrdry - 6 Nov 2014 Are you actively listening in on #social media? Check here for ways to make sure you are: bit.ly/1GgksPK via @socialmedia2day OverdriveInteractive @ovrdry · 7 Oct 2014 #Pinterest isn't just for B2C brands. Check out these 6 Pinterest tips for #B2B brands: bit.ly/1EIXvMF via @socialmedia2day 6 Pinterest Tips for B2B Brands Business can be tough, especially when you're selling to other businesses. So letting your personality shine through should be an important part of what you do. .. socialmediatoday.com W 1 ··· £3 1 OverdriveInteractive @ovrdrv - 11 Aug 2014 What should marketers do now that #Facebook will ban like-gating? Here are just some ideas. bit.ly/1omhAg3 via @socialmedia2day Facebook Bans Like-Gating: What Can Marketers ... Starting November 5, 2014 (and August 7, 2014 for all HERE'S WHAT new apps) like-gating will no longer be allowed on

THEY SHARE OUR CONTENT AGAIN

2015 Social Media Map: Updated Guide with Live Links ... www.socialmediatoday.com/.../2015-social-media-map-updated-guide-li... ▼ Feb 8, 2015 - The world of social media can be a vast and overwhelming place. To help you find your way, Overdrive Interactive has updated their popular ...



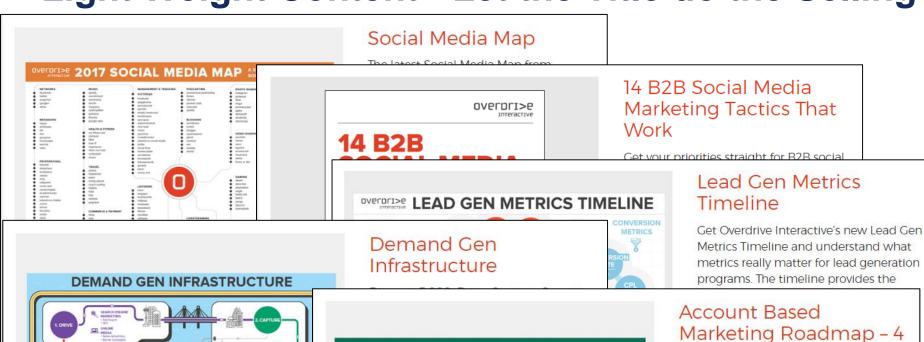
DON'T FORGET TO THANK!





Success from social media is often realized through search!

Light Weight Content - Let the Title do the Selling



DVECDCI>E | MULTIOUS DCCD AND HIGH SEAL THE TO CHIRDNESS IN THE MACHINE THE TOTAL AND A THREE COLUMN | MACHINE C



Marketing Roadmap - 4 Steps to Success

See the 4 steps that Overdrive uses to ensure success in our clients' Account Based Marketing programs. With an explanation for each stop along the way, this ABM infographic will show you the critical components companies need to succeed using a steady state ABM program.









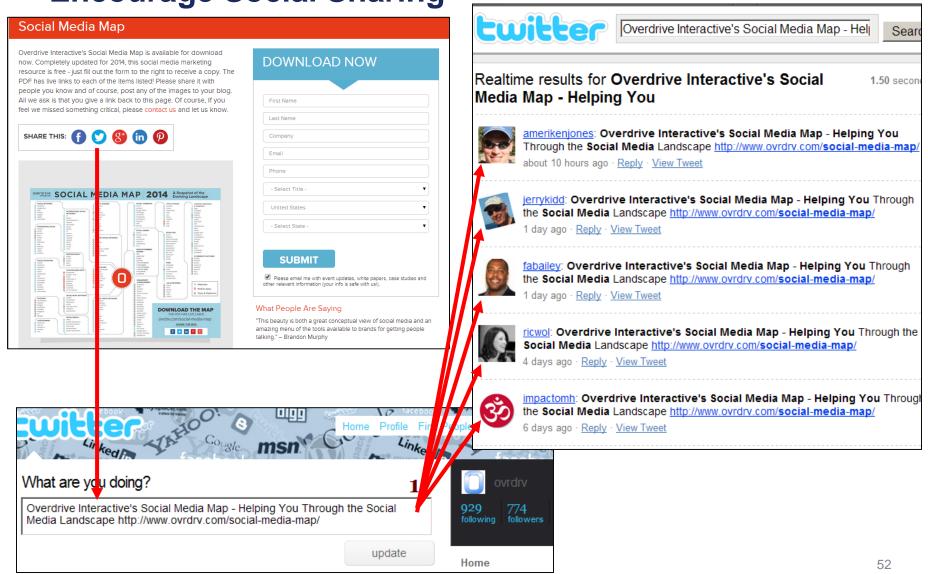


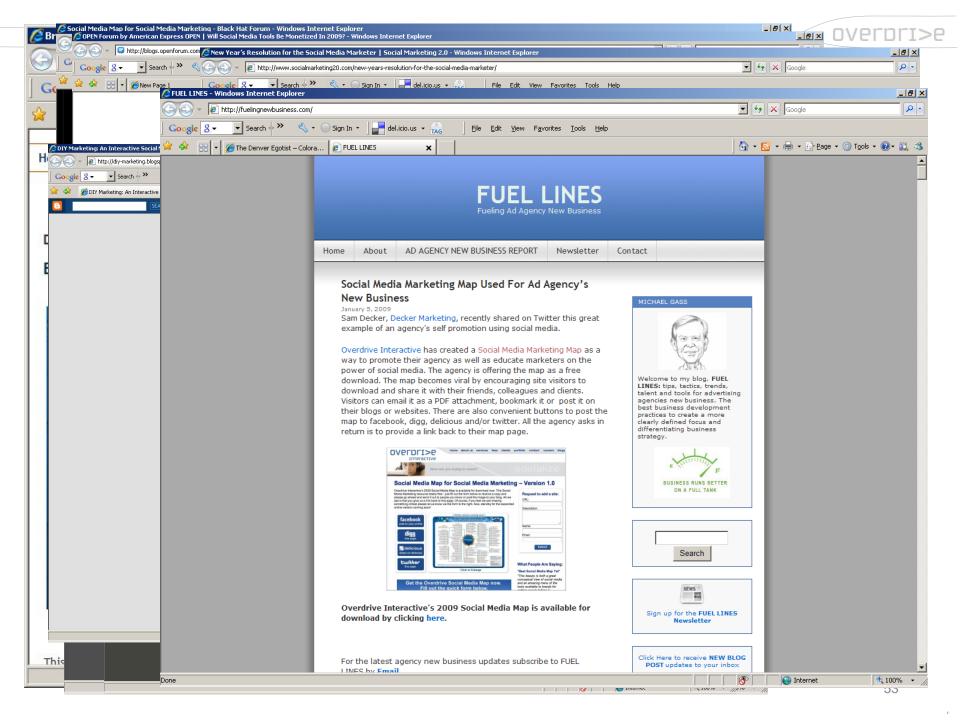
Case Study: Social Media Map

Infographic Lead Gen: Overdrive Social Media Map



SEO Optimized Page with Chiclets to Encourage Social Sharing





Social Media Map Number One In Google

Web Images Videos Maps News Shopping Gmail more ▼

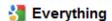


social media map

Search

About 84,700,000 results (0.14 seconds)

Advanced search







All results

Related searches Wonder wheel Sites with images

■ More search tools

Images for social media map - Report images









Social Media Map, Social Media Marketing by Overdrive Interactive

Overdrive Interactive's 2010 **Social Media Map** is available for download now. This Social Media Marketing resource is free - just fill out the form to the ... www.ovrdrv.com/social-media-map/ - Cached - Similar

IPDFI is.gd URL Shortener - The Shortest URLs Around

File Format: PDF/Adobe Acrobat - Quick View

Page 1. O Webs/fes • Tools.

www.ovrdrv.com/social-media-map/pdf/social-media-map.pdf - Similar

Show more results from www.ovrdrv.com

Social Media Maps

http://www.cherensonprblog.com/2008/07/great-social-media-map.html ... this is a nice representation of many of the latest social media maps. it seems that ... www.scribd.com/doc/7844566/Social-Media-Maps - Cached - Similar

Creating Your Organization's Social Media Strategy Map

http://beth.typepad.com/beths_blog/2009/01/creating-your-organizations-social-media-strategy-map.html.

www.slideshare.net/ /creating.vour-organizations-social-media-strategy-man-presentation

Social Media Tools Map | Socialnomics

www.socialnomics.net/2011/08/09/social-media-tools-map/ [+7]

Aug 9, 2011 – **Social Media Tools Map** image listed out all the social networks, social tracking tools, social gaming, blogs, social coupons, social commerce, ...

You visited this page on 9/21/11.

Social Media Tools Map | Derek Richardson - Social Media Strategist

derek-richardson.com/2011/08/social-media-tools-map/ +1

Aug 10, 2011 – The guys at Overdrive Interactive released their most recent **social** media tools Via Socialnomics Thanks.

Social Media Lar

www.flickr.com/photo Jun 9, 2008 – An over Places ... Good job :)

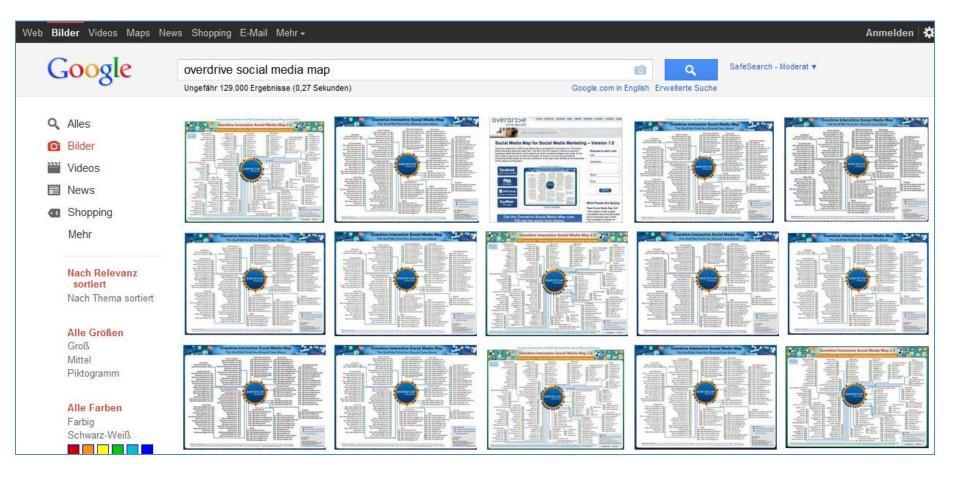
Visual Loop - Soc

visualoop.tumblr.com Aug 22, 2011 – A nor other worldwide Visua

11 Twitter & Social social media today.co
Nov 4, 2010 – ... all the media ... yeah not a



Google Image Search



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Amazon.com, Inc.	visitortrack			
Amazon.com, Inc.				
INFONXX	Company Detail	American Honda Motor Company, Inc.		
SC Marte Solutions SRL	Company Name			
[automated entry] awaiting description	HQ Address HQ Phone	1919 Torrance Blvd, 600-2C-1H TORRANCE, CA 90501, US		
1-800-FLOWERS	Website	http://www.hondafinancialservices.com/		
2vega Inc	Tag			
754th Electronic Systems Group	Industry	Financial Services		
ACCOR NORTH AMERICA	Annual Revenue	\$3,000,000,000.00		
ACCU REV INC.	Employees	3,000		
AGENCE DE VOYAGES	Visit Detail			
AKQA	 Trigger Name Date/Time 	50mil Jan 3 2017 1:16PM (ET)		
Algonquin Studios	Landing Page	www.ovrdrv.com/social-media-map/?utm_source=SMM2017&utn		
Allstate Insurance Company	Previous Visit			
Amazon.com, Inc.	Referrer	Direct Hit		
American Automobile Association, Inc AAA/National	 Available Keywords Geo Address 	TORRANCE, CALIFORNIA, UNITED STATES		
Anheuser Busch Companies, Inc.		mup://www.ovrorv.com/social-media-map/		
aQuantive Inc.		http://www.ovrdrv.com/social-media-map/		
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aQuantive Inc.		http://www.ovrdrv.com/social-media-map/		
Arena One, LLC		http://www.ovrdrv.com/social-media-map/		
Assigned to Samsung Electronics Nordic AB		http://www.ovrdrv.com/social-media-map/		
ASTRAL TIMISOARA		http://www.ovrdrv.com/social-media-map/		
Avvid Technologies		http://www.ovrdrv.com/social-media-map/		
B2B2C Inc		http://www.ovrdrv.com/social-media-map/		
BAKER TAYLOR		http://www.ovrdrv.com/social-media-map/		
Bell-Northern Research		http://www.ovrdrv.com/social-media-map/ 57		

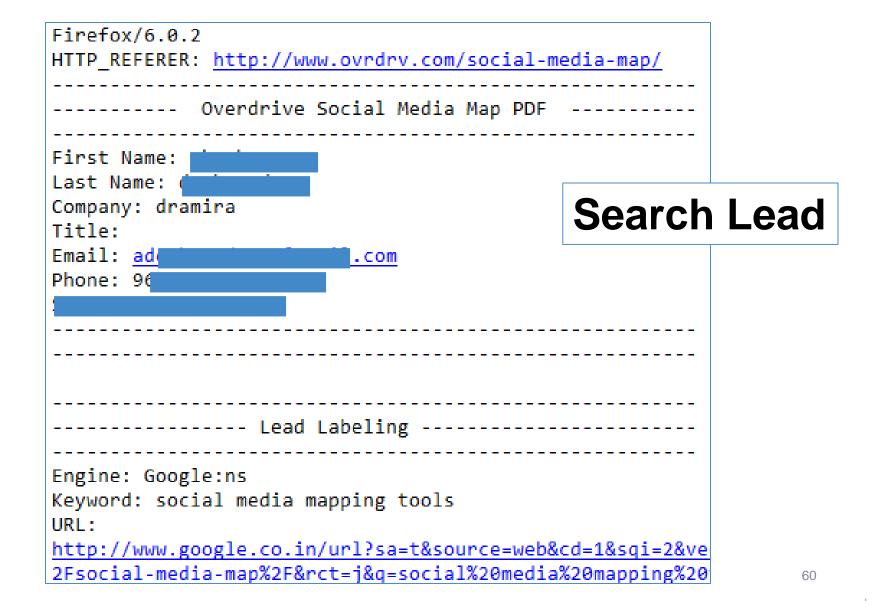
Over 100,000 Leads Since Launch

User Agent: Mozilla/5.0 (Macintosh; U; PPC Mrv:1.9.0.8) Gecko/2009032608 Firefox/3.0.8 HTTP_REFERER: http://www.ovrdrv.com/social-m		
Overdrive Social Media Map PDF		
First Name: Ja Last Name: M: Company: Southern NH University	Social	Load
Title: Director of Creative Services Email: jm et Phone: 60		Leau
Lead Labeling		
Engine: NA:ns Keyword: NA URL: http://twitter.com/timeline/home		5

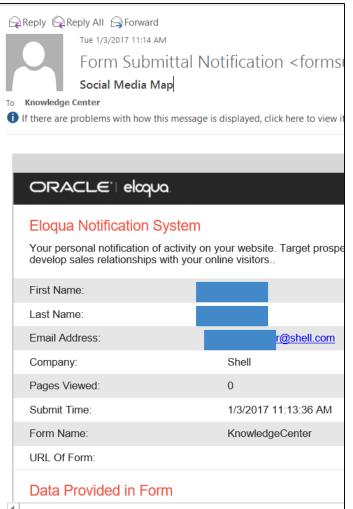
Over 100,000 Leads Since Launch

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User Agent: Mozilla/5.0 (Windows NT 5.1) AppleWebKit/535.1
Gecko) Chrome/14.0.835.163 Safari/535.1
HTTP REFERER: http://www.ovrdrv.com/social-media-map/
    ----- Overdrive Social Media Map PDF -----
First Name: Ch
Last Name: Ba
                                       Blog Lead
Company: Expedia
Title:
Email: cb
                    .com
Phone: 6
 Engine: NA:ns
Keyword: NA
URL: http://www.socialnomics.net/2011/08/09/social-media-td
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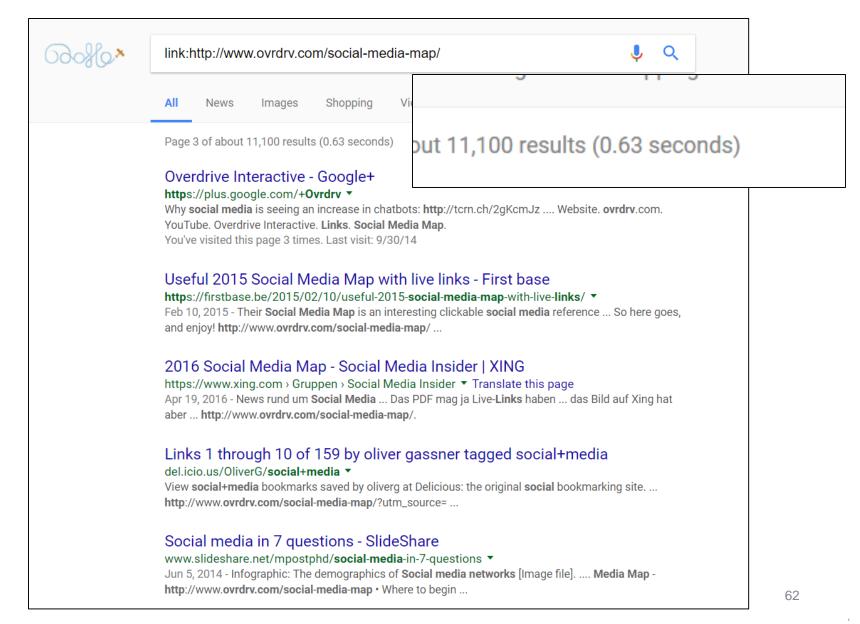
Over 100,000 Leads Since Launch



ad Mentions		Search Eloqua	Q	Current Folder
FROM	SUBJECT	RECEIVED ▼	SIZE	\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\
Form Submittal Notification http://i.imgur.com/ScWWtqs.png	Social Media Map Eloqua Notification System	Tue 1/3/2017 10:47 AM	43 KE	
Form Submittal Notification http://i.imgur.com/ScWWtqs.png	Social Media Map Eloqua Notification System	Tue 1/3/2017 10:46 AM	43 KE	B ►
Form Submittal Notification http://i.imgur.com/ScWWtqs.png	Social Media Map Eloqua Notification System	Tue 1/3/2017 10:46 AM	46 KE	B ►
Form Submittal Notification http://i.imgur.com/ScWWtqs.png	Social Media Map Eloqua Notification System	Tue 1/3/2017 10:46 AM	49 KE	B ►
Form Submittal Notification http://i.imgur.com/ScWWtqs.png	Social Media Map Eloqua Notification System	Tue 1/3/2017 10:45 AM	47 KE	B ►
Form Submittal Notification http://i.imgur.com/ScWWtqs.png	Social Media Map Eloqua Notification System	Tue 1/3/2017 10:45 AM	44 KE	>
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Serious Link Bait!



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Thank You & Any Questions?

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