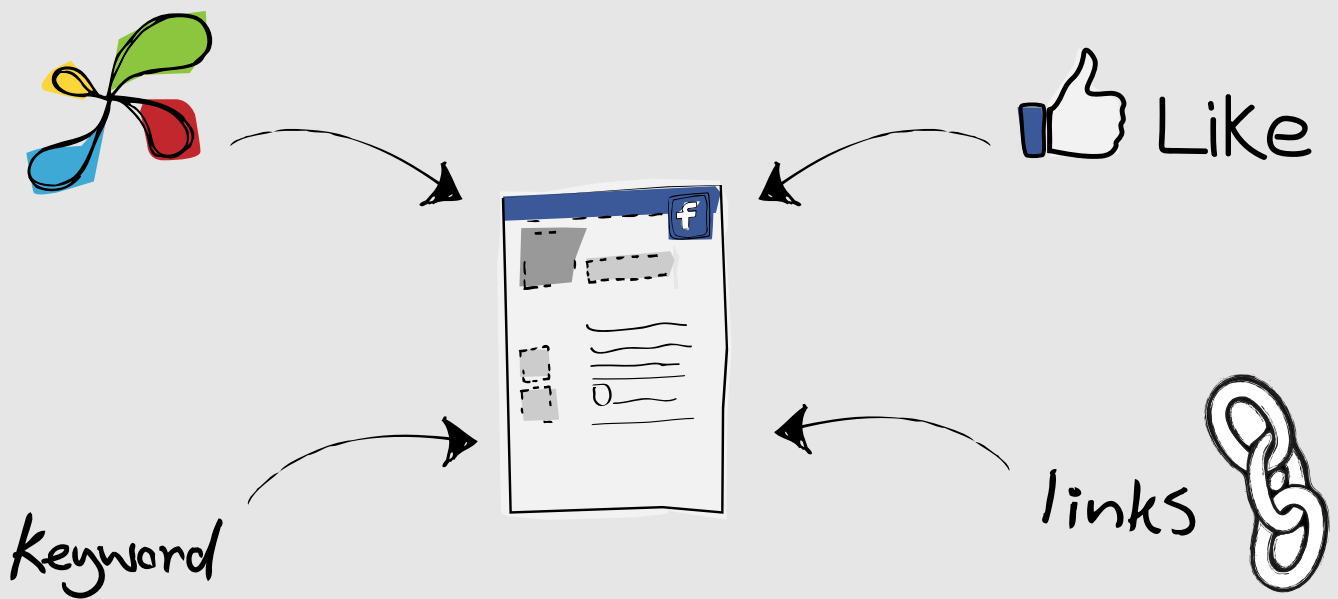


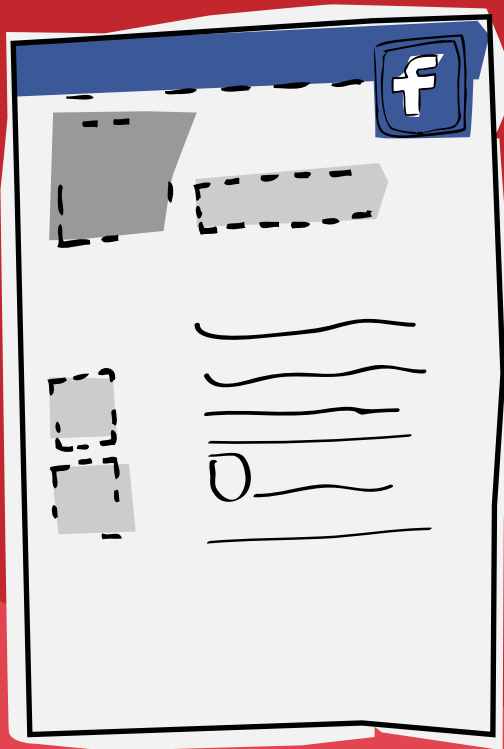
SEO for Facebook Pages by Distilled



www.distilled.net/training/facebook

facebook

Why Should You Care About Facebook Pages?

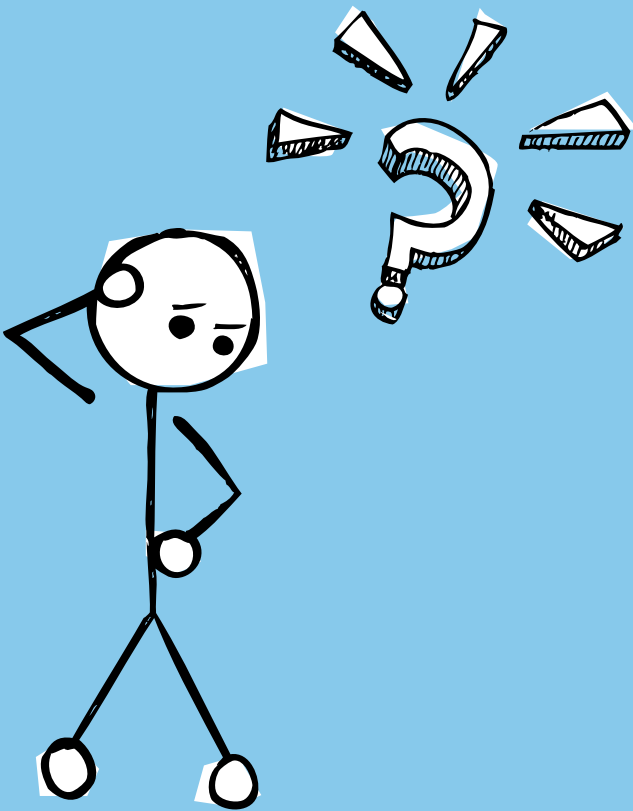


Facebook Pages are a fantastic way to promote your business online. They function as micro-sites, driving users to engage socially with your products, while building conversations around

your web content and marketing initiatives. In addition, Facebook has a very large and engaged user base. By creating a Facebook Page for your business, you have the chance to tap into that base.

Facebook has become an important network for many web users and it can be advantageous to engage with these people in a space they are familiar with. Facebook Pages can also facilitate conversations between individuals and brands, bringing the anonymous face of a company to a personal level through direct interactions.

What is SEO?



SEO (Search Engine Optimization)

The practice of ensuring that a web page appears high up in a search engine's results page for related search terms.

Website owners need to ensure that they are giving search engines the right signals, so that their sites are treated preferentially.

What do search engines do?

The aim of search engines is to find and organize websites, while determining how relevant and useful each site is based on the terms we type into search engines.

For example, when you type in 'designer hamster accessories' in a search engine, you are asking the search engine to bring up all the websites it has found that pertain to this term. Moreover, you are also asking it to give you the list of websites in order of relevance based on the terms you entered. To that end, the number one result should be a website that specializes in designer hamster accessories and also delivers an excellent user experience.

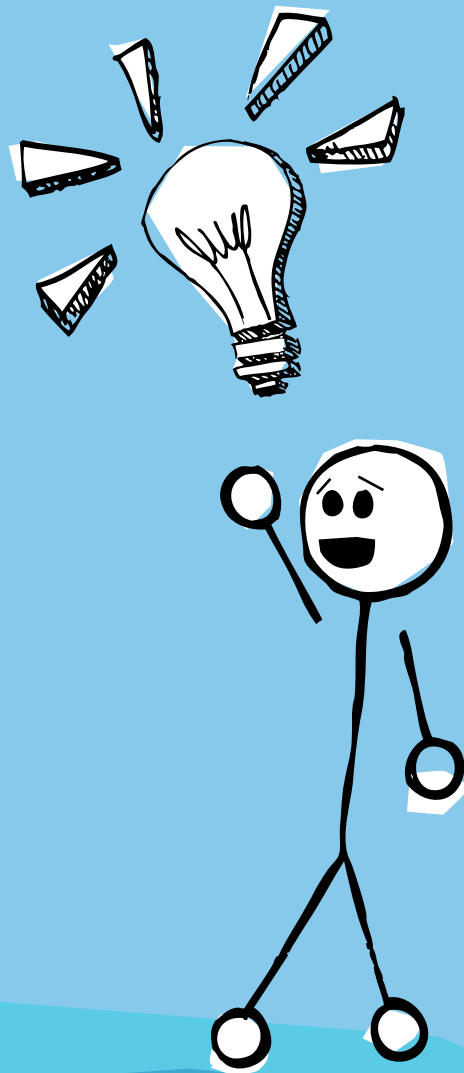
How do they work?

Search engines do all this via very complex algorithms that have been built up over time and are continuously evolving. This evolution is necessary for search engines to provide better and better search results to users in the face of rapid technological advancements in the world of website development.

Ranking

Let's look specifically at how search engines rank websites. Once a website is technically sound and contains the right kind of content i.e. the search engines can find the site and organize its categories, it then needs to tell the search engine it deserves to rank highly within those categories. A huge part of this is determined by the number of links pointing to that page from other websites.

Links determine how important and trusted a website is in the eyes of a search engine.



Creating Your Page

Let's say you've decided to create a Facebook Page for your business, but perhaps have no idea where to start. Facebook has created a Help Center (www.facebook.com/help/pages) which is designed to answer frequently asked questions and give you a step-by-step guide on how to build your Page from scratch.

You can create a Page at www.facebook.com/pages/create.php

Create a Page

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



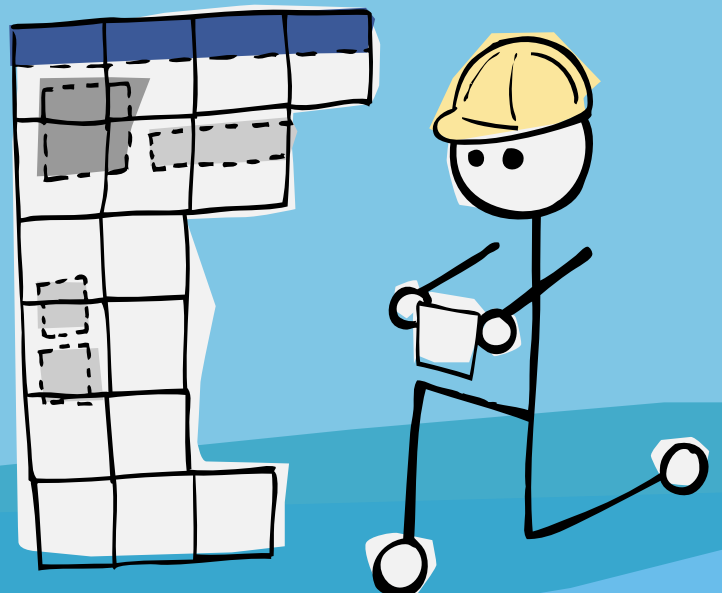
Local business or place



Company, organisation or institution



Brand or product



Naming Your Page

Let's consider the name of your Facebook Page (www.facebook.com/help/pages/usernames)

This may seem a little obvious, but picking your company's name is a good bet.

Having a title that reflects the business' identity is key and will allow users to find your Page when searching for terms around your brand.

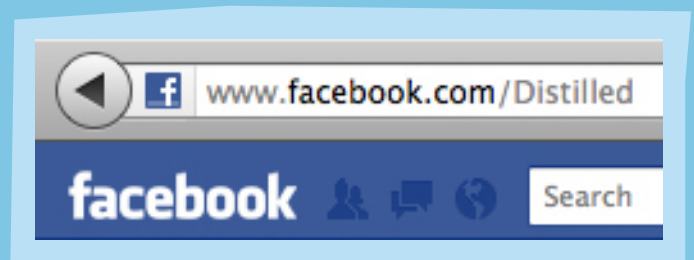
Creating an About Section

Next, the 'about' section allows you to provide more information about your business. This is a standard section built into all new

business Facebook Pages and you should be sure to include your company's geographical location.

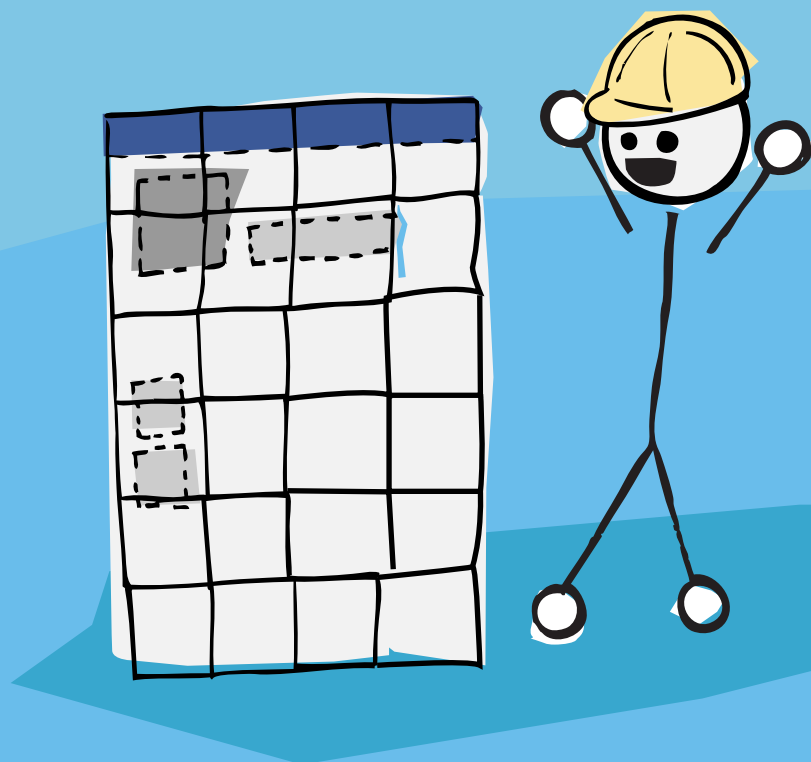
Personalize Your URL

Facebook will automatically begin with a non-specific URL. It is important to change the URL to one that is more tailored to your business e.g. www.facebook.com/yourbusiness.

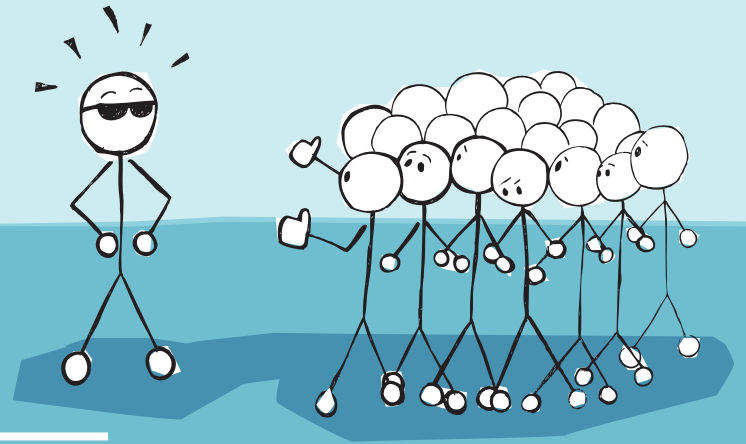


This makes your Page look more professional and thus more enticing to link to.

Now you need to get those links....



Building an Audience



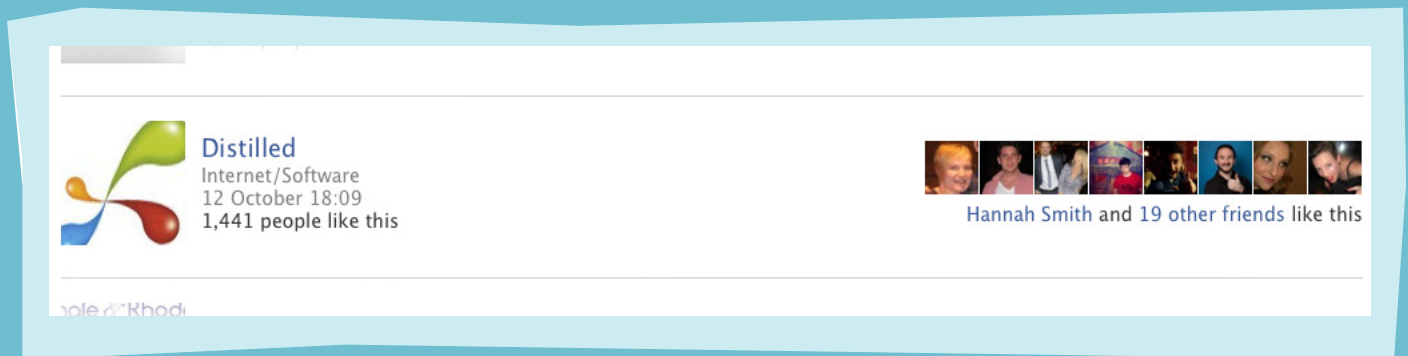
The more likes you receive, the more links you are generating

Now you have a Facebook Page for your business/brand, you need users to engage with your content and 'Like' your Page. An important point to bear in mind is that most Facebook Pages are publicly listed, which means the search engines can find, organize, crawl, index and rank them just as they would for any other webpage on the internet.



As already mentioned, links are a big part of the search engine algorithm. When a user 'Likes' your business/brand Facebook page, a link to your page appears on their profile page. The more 'Likes' you receive, the more links you are generating.

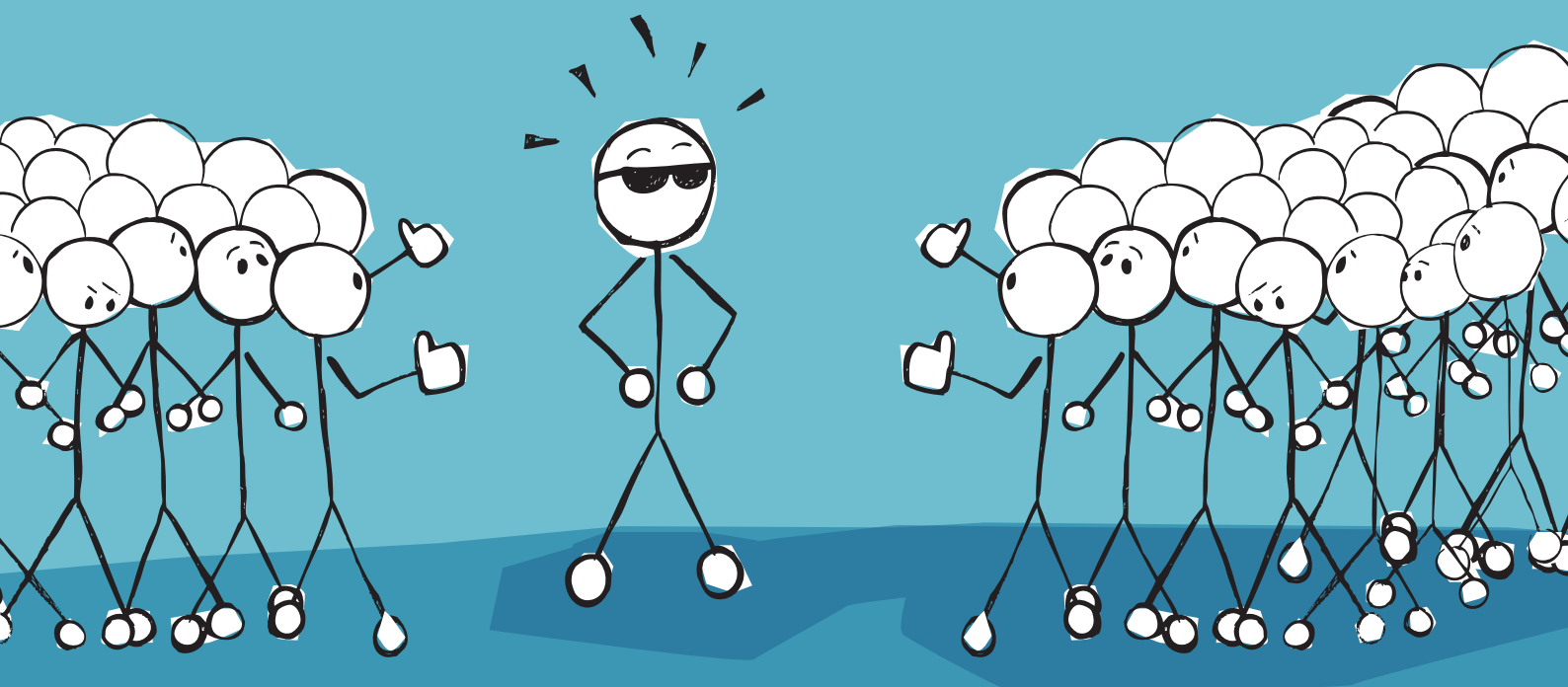
A great position to be in is when someone searches for your business/ brand using a search engine like Google, your main website is returned as the number one result and your Facebook Page appears in the number two slot. The more spots you can occupy on the first page of the search results, the better. Remember, irrespective of how well optimised your main website is, it can only occupy one position.



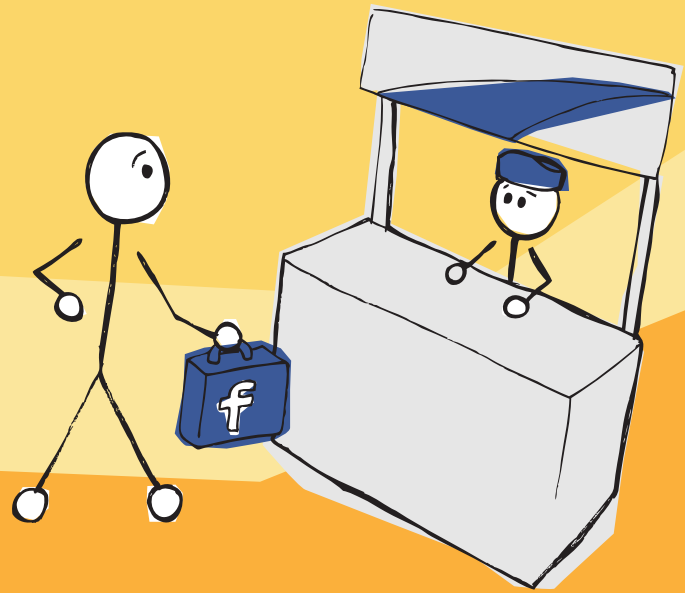
A snippet from a public profile showing what this person 'Likes'. These 'Likes' are links.

Creating a Facebook Page that people are compelled to engage with will increase the likelihood of them 'Liking' and hence linking to you.

These links will boost your Facebook Page's ability to rank in search engine search results. This is especially useful for branded terms (people searching for your brand).



Checking In




‘Checking-in’ is a really important Facebook feature for ‘local’ businesses.

when a person ‘Likes’ a page, that action is shared to all their Facebook friends.

Businesses can incentivize this type of behavior by presenting anyone who checks-in and ‘Likes’ with a reward e.g. a discount voucher to use at that location. Face-to-face engagement with your business can be converted to promotions on Facebook. It also encourages on-the-spot purchasing via the discount voucher.

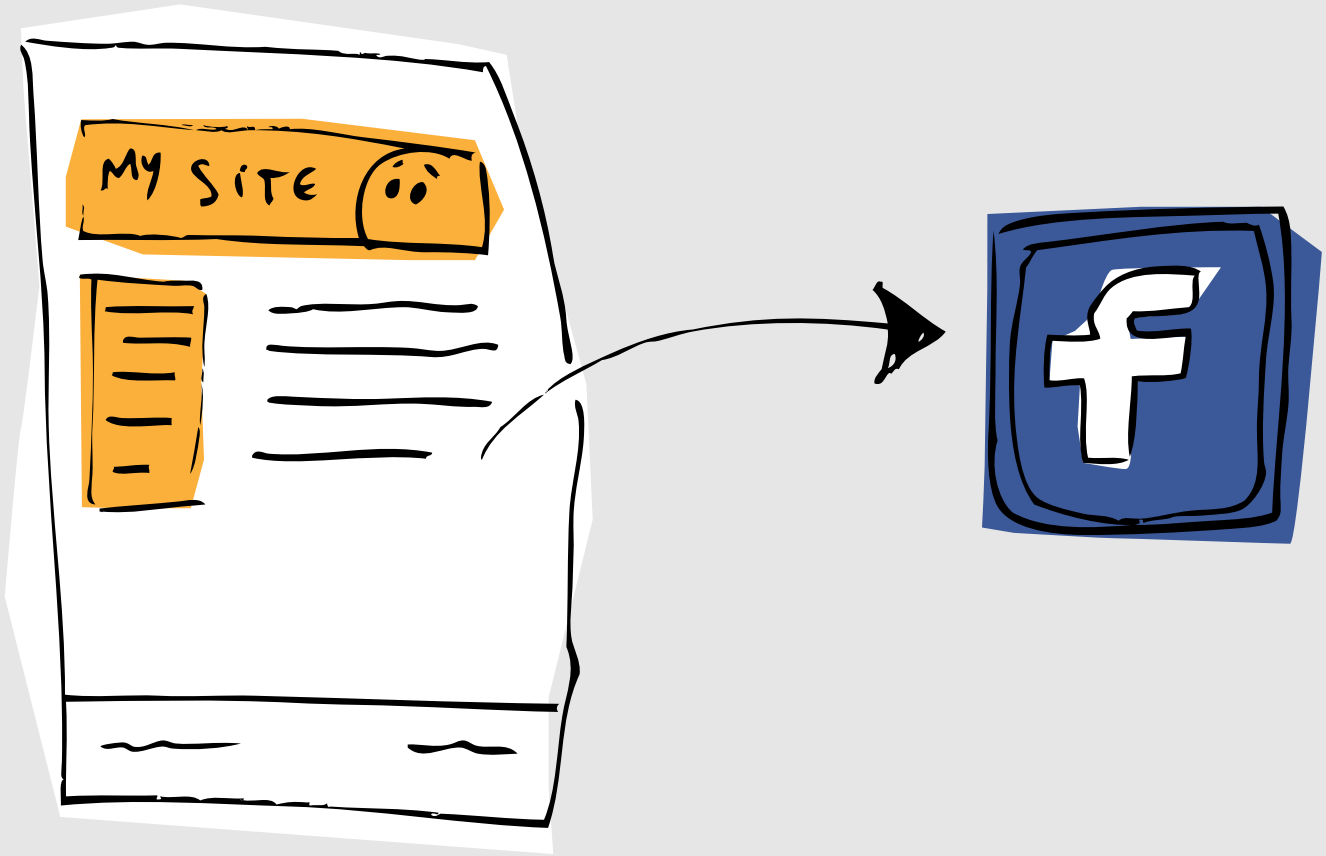
The important thing to remember is in order for your business to be listed as ‘local,’ your Facebook Page must include an address.

A few things happen when people check-in. The first is that they are immediately presented with a  button. As previously discussed, ‘Likes’ are links and hence very valuable. In addition,

For more information about check-in deals and discounts have a look at Facebook’s Guide (www.facebook.com/deals/checkin/business)



Connecting the Facebook Page and Main Company Website



Your main website, blog and Facebook Page may be individual entities, but they should also be linked in some way. This is in fact another very good way to build links to your Facebook Page. The idea is to promote your Facebook Page to your website audience.

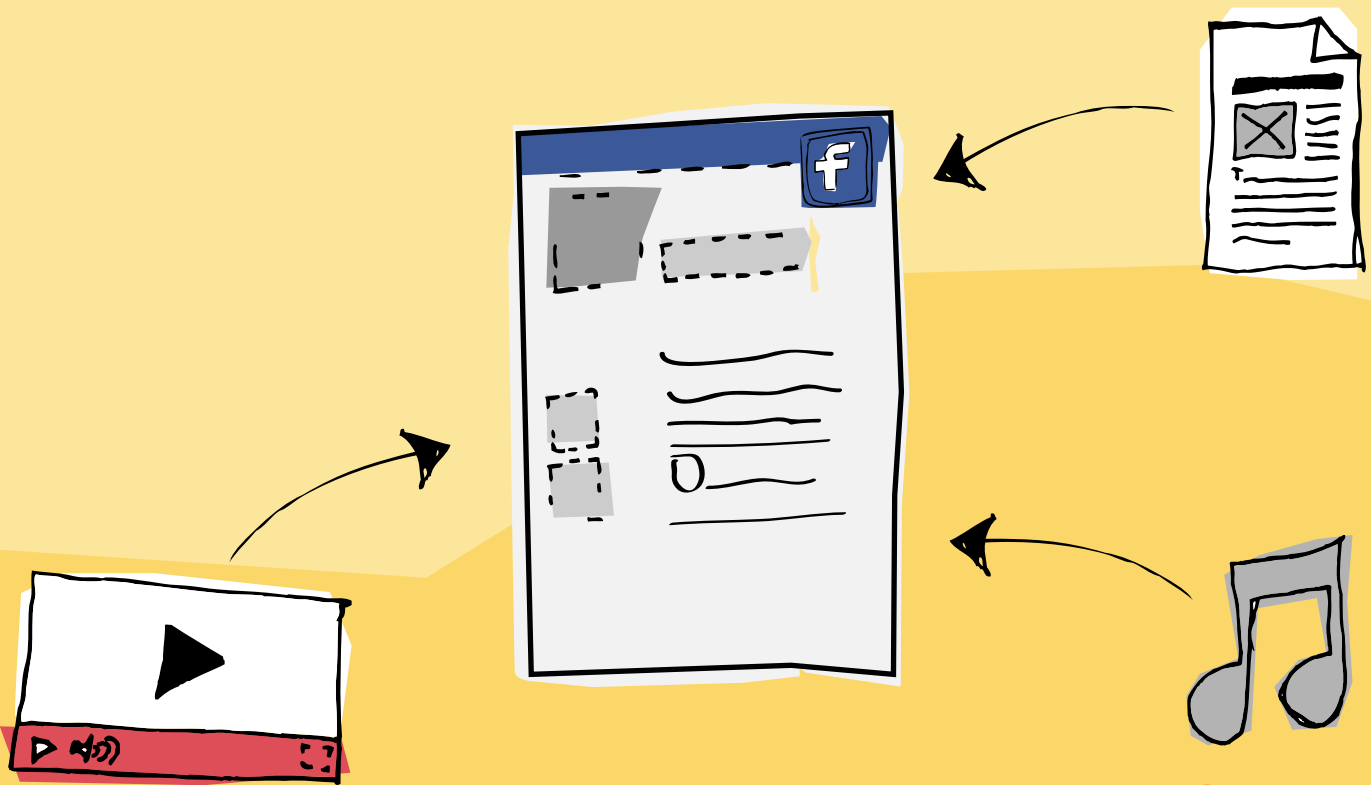
All you need to do is create a link on your website. That is achieved with a simple bit of code and your Facebook Page URL.

Here is an example:

```
<a href="http://www.facebook.com/  
facebook-page-name">Brand Name</a>.
```

If you're not confident with this, or have to implement more complicated links, you should seek help from your webmaster or someone with more experience.

Further Facebook Integration



Further integration of your Facebook Page with your main website is possible with the variety of plugins available. These allow visitors to comment and 'Like' your content in a variety of ways direct from your main website.

It allows website visitors to broadcast/promote to their Facebook friends how they are interacting with your website.

When implementing these plugins, make sure you supplement these tactics with a separate link to your Facebook Page, as detailed in the previous section. Plugins do not normally provide links to your Facebook page that search engines can read, so an additional link is always advisable.

A list with details of popular Facebook plugins can be found at developers.facebook.com/docs/plugins

Resources



Advice on securing a Facebook Page username

- www.facebook.com/help/pages/usernames

Guides and step by step instructions for creating a Facebook Advert, which allows you to reach targeted users based on their location, age and interests

- www.facebook.com/ads

Explaining popular Facebook social plug-ins with guides for installation and implementation

- www.developers.facebook.com/docs/plugins

Explanation of the open graph concept, with guides for creating a simple but effective Facebook app

- www.developers.facebook.com/docs/opengraph

Explaining how Facebook functionality can effectively integrate within a main website or blog

- www.developers.facebook.com/docs/guides/web

Guides to explain how the plethora of Facebook services can be used to help grow your business online

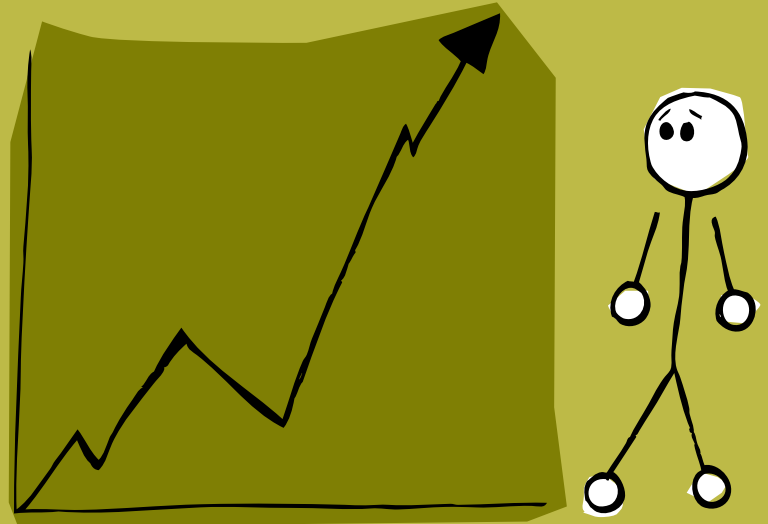
- www.facebook.com/business

A list of recommended apps which users can connect to their Facebook account

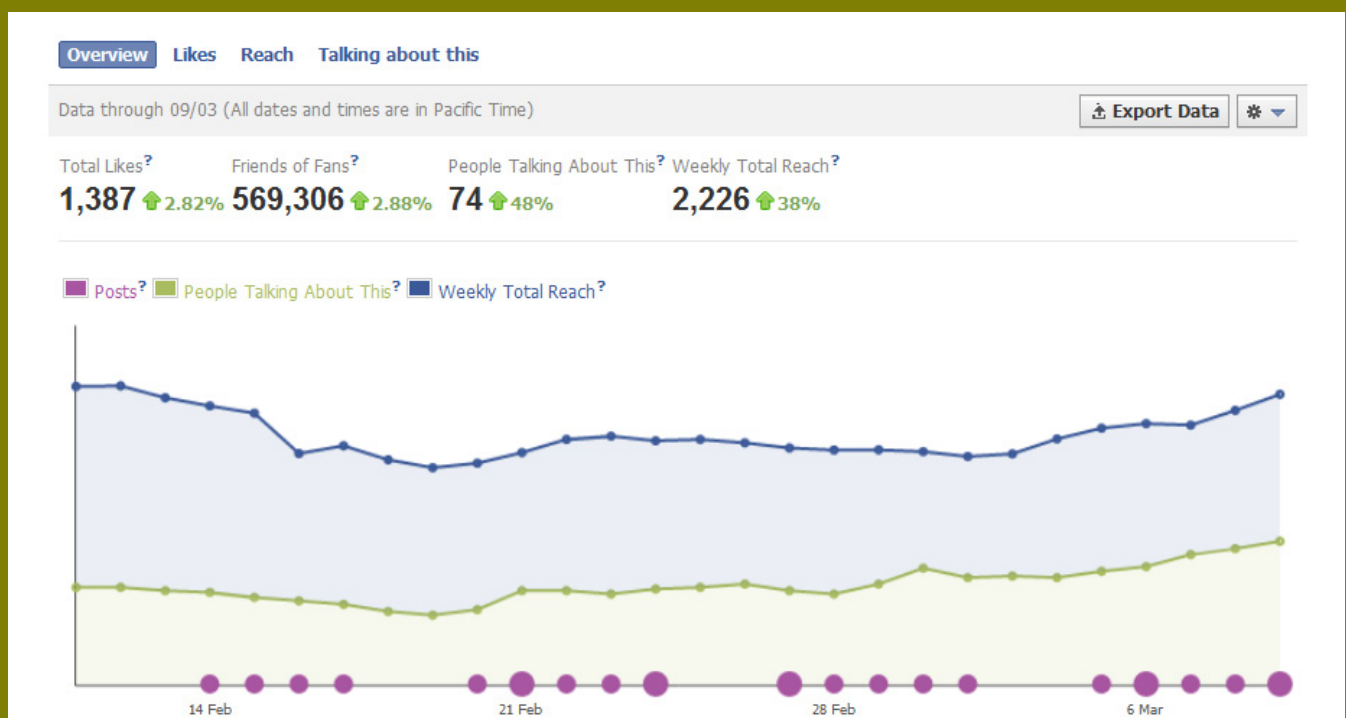
- www.facebook.com/apps

Analytics

Facebook Insights is a valuable analytics tool that provides Facebook page owners with metrics about user engagement on their pages. Through data such as 'likes', reach, and conversations about your brand, owners can see changes in user growth and spot trends.



The Facebook Insights analytics package can be accessed from the admin panel on the Facebook page and is available to any page that has been liked by at least 30 people.



For more information about Facebook Insights including how to get started and how to monitor key metrics, take a look at Facebook Insights' Product Guide for Facebook Page Owners (ads.ak.facebook.com/ads/creative/insights/page-insights-guide.pdf)

Things to be Careful of



The SEO industry can be a bit like the wild west. Avoid requests from anyone claiming they are able to build thousands of links quickly with guaranteed rankings etc.

Purchasing links rather than earning them naturally through good content creation is against the terms of service for most search engines.

If you are caught engaging in this activity, your Facebook Page will be penalized and you will find that your Page no longer appears in the search engine results for your brand name.

Additional Information About SEO

A comprehensive beginner's guide to search engine optimization

- www.guides.seomoz.org/beginners-guide-to-search-engine-optimisation

Google's guide to SEO for beginners

- www.google.com/webmasters/docs/search-engine-optimization-starter-guide.pdf

Distilled's Craig Bradford gives a step-by-step guide on how to conduct a technical SEO site audit

- www.distilled.net/blog/seo/beginners-guide-doing-a-site-audit-using-google-webmaster-tools

Distilled's guide on how to create great content that will generate links

- www.distilled.net/linkbait-guide

Hubspot's learning SEO guide

- www.hubspot.com/learning-seo-from-experts-guide

SEO Book's guide to SEO for web managers

- www.seobook.com/web-managers-guide-seo

Beginners Checklist from SEOmoz – aimed at small and local businesses

- www.seomoz.org/blog/the-beginners-checklist-for-small-business-seo

Handbook from SEOmoz covering some of the wider aspects of internet marketing

- www.seomoz.org/dp/the-internet-marketing-handbook

Distilled's Paddy Moogan explains the different types of content you can build to enhance your web presence and get valuable links

- www.distilled.net/blog/seo/7-types-of-content-to-get-traffic-and-links

Sign up to receive a free video every month on advanced SEO strategies

- www.distilled.net/free-videos

