



# BE FOUND

## Pro Tips to Optimize your Social Profiles



More smart business  
publishing ideas from  
The Words Girls



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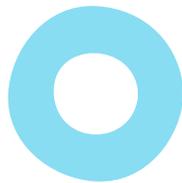
**Ready to dive into social media  
for your brand?**

**Before you do, understand this one  
critical fact:**

**Your customers aren't actually  
looking for you.**

**They're looking for a good solution  
to their problem.**

**And social is the new search.**



Being found on any search or social platform – Google, Bing, Yelp, Facebook and the rest – starts with a solid [search engine optimization](#) strategy.

Good SEO on your social profiles is important for two reasons:

1. The major search engines show relevant social profiles in their search results; and
2. Social platforms themselves are often used as search engines.

Improving your brand's social profiles will help you and your customers connect no matter where they search. In this report we'll give you pointers and pro tips to help you enhance your Facebook, LinkedIn, Twitter and Instagram profiles.



New to **SEO**? This video from **Search Engine Land** will give you a good overview:  
<http://bit.ly/2kYZaFW>

# A Word about Keywords

If you've done any SEO at all for your brand, you may already have a good idea of your target keywords. These are the words and phrases you think (hope? know?) your best potential customers are using when they search for what they need...and what you offer.

Using those keywords on your social platforms is really important. It all comes down to thinking like your customers – what are their pain points? What do they need? Drill it down. Is your ideal client looking pizza? Or are they looking for wood-fired vegan pizza with a nice craft brew?

The closer your social profile matches their desires, the more likely you are to be found when they need you.

Take a few minutes now and jot down the keywords you think are most important to connecting with your **BEST IDEAL CUSTOMER**. You'll be using those in each of your profiles, so keep them handy.



**PRO TIP:** Get smart about your keywords. Read “7 types of keywords to boost your SEO strategy” from SearchEngineLand.com at <http://seInd.com/2kYQtLG>



# Optimizing your Facebook Business Page

Facebook has become the search engine of choice for many smartphone users. They expect to find local info on the run. A well-optimized page can help make that happen.

## **1. Choose the right page name.**

One of the most important decisions is what page name to use. Use your business name and your main keyword as your page title, advise the folks at [checksite.ca](http://checksite.ca). Don't stuff your title with extras like a long formal business name (LLC, Inc., etc.) or tons of keywords. Keep it simple, memorable and easy to understand.

## **2. Add keywords in your descriptive text.**

Use keywords in a conversational tone throughout your Page, in the About sections, short and long descriptions, and under services and other information. Focus on exactly what you do, using your keywords.

Keep in mind that people will use your Facebook page (rather than your website) for information like hours, parking, prices, services, etc. Don't be stingy with this info in the hopes they'll go to your site. Give them what they need on your FB page. They'll love you a whole lot more.

## **3. Include your website address in the short description.**

This information will appear in search engine results on Google and others, helping people find you even if they aren't searching on FB.

# ... your Facebook Business Page

## 4. Optimize your updates, too.

Remember to use keywords in the content you post. Of course, not every post will be about you and your business, but the marketing content you publish should revolve in some way around your primary business keywords. Every time you do this, you help improve your overall SEO.



**PRO TIP:** When you first publish your page, your page name in the URL will look something like this:  
/178902665526725

That long number is your official FB page ID. After you reach 25 Likes on your Page, Facebook lets you customize your Page URL. Do it.

On your Business Page, click About (under your Profile Picture), and look for your Username under Page Info:



Click Edit and follow the instructions to set up a Facebook URL that clearly identifies your business.

# Optimizing your Twitter Profile

While Facebook is about connecting with people, Twitter is all about connecting by topic. So your optimization strategy is going to be a little different on this platform.

## 1. Choose a good @Twitter handle.

Your username should be a recognizable and memorable variation of your brand name...forget the LLCs and the Inc.s, unless that's a critical part of your brand identity.

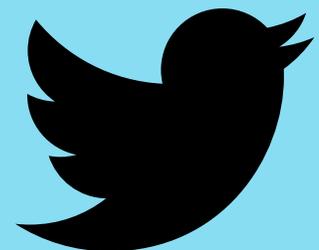
## 2. Get tight with your Twitter bio.

You get 160 characters for your bio. That's it. So you have to pack a lot of punch into a few words.

Include your website URL, but leave off the <http://www>.

Hashtags are to Twitter what keywords are to Google. Consider using a couple of key hashtags in your bio to help people find you.

Add an emoji or two in your bio only as long as it's highly relevant to help tell your story. They make nice shorthand and only take up a few characters. For example, a travel agency could use the airplane emoji. (Go to [emojipedia.org](http://emojipedia.org) to find an emoji for just about anything.) Just don't be random. On Twitter you don't have any space to waste.

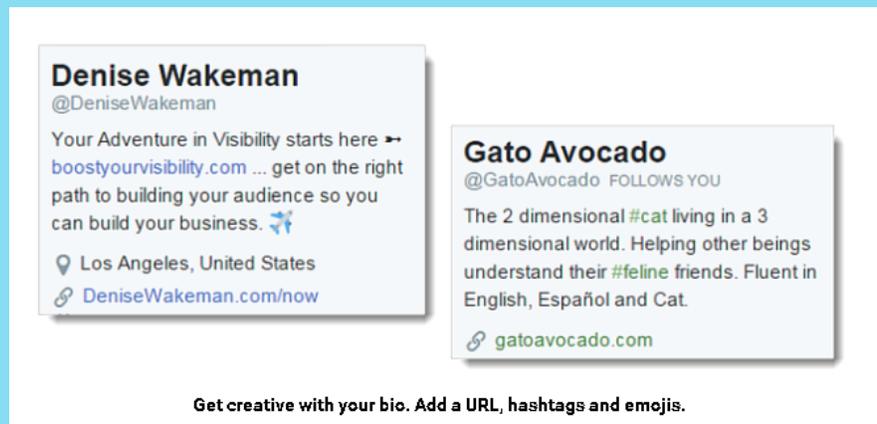


# ... your Twitter Profile

## 3. Don't squander your URL link.

Be sure to add a link to your site in the URL field. But take this advice from social expert [Denise Wakeman](#) and don't just dump your home page URL in there:

“Don't squander the URL you post under your bio. Send people to a specific page where they can opt-in for more information, or a 'media room' page, a page for your book, or a program you're promoting. Sending folks to the home page of your site may give the visitor too many options and leave them wondering what to do, or worse, clicking off your site,” she notes.



**PRO TIP:** Use hashtags wisely in your bio and in the content of the post, but be smart about it. Check Twitter for existing hashtags and use the ones that are a good match to your keywords. This makes it more likely that you'll find your tribe and begin to get noticed.

# Optimizing your LinkedIn Profile

Our go-to expert on LinkedIn optimization is Lewis Howes. His article [“How to Rank Higher on LinkedIn”](#) has been shared hundreds of times; his process is simple, and it works.

He notes: “This is a simple process to rank on the first page of search results in the ‘people search’ section on LinkedIn. Although this doesn’t work every time, it works most of the time and I’ve seen it well over 100 times happen for people in real time.”

Your LinkedIn ranking is especially important if you are a B2B business, or hoping to be found by head hunters and recruiters. Howes notes the five important places to optimize:

## **1. Use career keywords, not job titles, in your headline.**

Your headline should be about you and your profession – not your current job title. Using keywords in the headline improves your odds of being found in the Search function – hugely important on LI – and helps the right readers engage quickly. They’ll want to know at a glance if you’re the one who can solve their problem.

## **2. Make your work experience sections search friendly.**

This is where recruiters and prospects learn more about your body of work. Make sure it’s relevant to their needs. Include relevant industry keywords and jargon that will connect with people looking for those specifics. Cite tangible results and active voice when describing successes you’ve had. Rather than “extensive leadership experience” try “Managed team of 30 to meet 100% of year goals.” Be human. Dry and boring is...well...dry and boring. But skip the emojis.

## ... your LinkedIn Profile

### 3. Write a compelling summary.

According to Howes, if the headline and work experience are the openers to gain the audience's interest, the summary is the body of your speech. Use it to give readers a clear picture of who you are, what you do, and where your passions lie. Use keywords naturally throughout to reinforce your SEO. Avoid the mistake of simply listing your keywords, talents or skills in a line. Skip the hashtags and the emojis. They don't belong on LinkedIn.

### 4. Match your skills to your keywords.

In the Skills section, you can add up to 50 custom skills. This is a great time to dig deep into your keyword list, and add skills that your prospects will be searching for. Many profile readers, especially recruiters, read this section first, so don't skimp.



**PRO TIP:** When people search on LinkedIn using specific keywords, your headline holds a lot of weight in how well you'll rank. In your headline use keywords that describe your overall profession...not your current job title.



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# Optimizing your Instagram Profile

Now that Instagram is owned by Facebook, the same logic applies to much of its optimization. The big exception here is that hashtags truly are a thing on Instagram. Getting people to post their own pictures using your hashtag is the Holy Grail for Instagram marketers. Here's how to go about it:

## 1. Be authentic.

Make sure your bio uses an authentic, welcoming and friendly voice that accurately portrays the kind of experience a customer can expect from your brand. Make them want to be associated with you.

“You’ve only got a few sentences to draw people in here and let them know exactly what it is that you do. Try thinking of the most important 2-3 words that describe your brand or what you do, and work off that,” writes Lindsey White in Huffington Post.



Image source: Huffington Post

## ... your Instagram Profile

### 2. Add a Call to Action in your bio.

This is a great place to ask users to use your hashtag. According to Manpreet Kalra of Rival IQ Insights, “Having a clearly defined CTA is important. Asking people to tag pictures with a hashtag is a CTA in itself. So, pick one hashtag and ask your audience to use that one. Providing your followers with multiple hashtags can lead to confusion and people picking one over the other. Stay in control!”

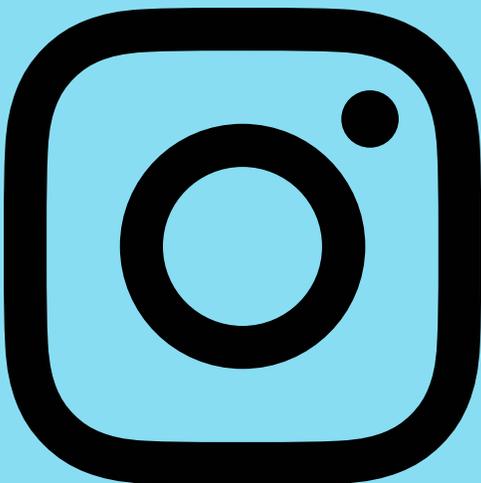
For example, consider Kay Jeweler's bio. In it, they urge customers to #DisplayMyKay in their posts, which is great for exposure.

### 3. Emojis, emojis, emojis.

Instagram is the place to get all over that. Check out [emojipedia.org](http://emojipedia.org) to learn the lingo and the simple cut/paste codes.



**PRO TIP:** Don't put a link in your bio section on Instagram. They aren't clickable there and just waste space. Use the designated URL section.



# Get more smart business publishing ideas from The Words Girls

We hope this guide helps you get your social profiles off to a great start. It's been a lot of fun writing it for you.

If you have any questions or want to run some ideas by us, please email us at [heygirl@thewordsgirl.com](mailto:heygirl@thewordsgirl.com). We love talking to business owners and bouncing ideas around.

## About the Words Girls

We are both authors, content strategists and writers, editors, and savvy marketing communicators. We also happen to be smart, sassy and Southern. Beverly was born and bred in Texas, loves big hair, and gives “Bless your heart” a whole new depth of meaning. Carol, a native New Yorker, heeded the siren’s call of the South, escaped the snowy North, and now proudly sports perfectly polished toes and lacquered lips even if she’s just popping down to the Piggly Wiggly.

Together, we are The Words Girls, and we have a passion for locally owned businesses and community organizations. We'll ghostwrite your blog, manage the heck out of your publication calendar, and write marketing content to build exposure in your industry; we'll work with you to create content that your audience wants to read, in print or online.

Keep in touch.

[www.thewordsgirl.com](http://www.thewordsgirl.com)

