Marketing Strategy - Social Media Impacts on SEO (Search Engine Optimization)

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Abstract— Nowadays social media not only involved in daily life, but it is also an important term for business prospective. Social media reveal the most exploitable and imperative results. Social media change the type of search. Now not only books are available for your query, but there are lots of images, motion pictures, video and infographic accessible for solving problem. Social media provides many new techniques to optimize search engine. Search engine optimization takes advantage by sharing information, uploading video for particular topics, images with tag to social media sites. To increase ranking in search engine many companies are integrating social media into their overall marketing campaign. Their intention is to take benefits of the incredible opportunities available in the social space, like lead and sales generation, brand quality, real-time customer service. Client gives all small details of their website or business on Facebook, Google+, Twitter, Pinterest, youtube etc. These sharing details available on different sites make search engine highly reachable to a site which is more powerful. These details spread all over and end user will take advantage of increasing technology.
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I. INTRODUCTION

SEO mainly referred as an optimization task for website, its actual work is crawl site, provides an index and gives filter results to all users. Search engine providing the best result on its first page, approximately 90% of user check query results on the first page and get satisfied with it, less than 5% of user check the second page for a more accurate result and 2% user visit beyond 3rd page [1].

Search engine now more dependent on social signals, because it just not attracting human visitors but also ranking factor affected by social media optimization [2].

The core undertaking task of the search engine includes to providing correct result are:
- Collection of all pages in one place
- Analysis of each page for accuracy
- Sort page according to best data for indexing.

According to the Google algorithm, Collection of pages includes the extraction of internet data by search engine and then store in its own database. Search engine completes this search by using the URL of a particular website, and spider takes that webpage.

Page analysis includes keyword and page indexing, for which user rise up different query. Indexing depend on how much amount of data available on that page for specific keyword. Sorting also a main part of search engine optimization, that includes a ranking algorithm to calculate a specific rank of a page in Google.

Simplified formula which calculates how search engine work and which factors include in majority of time listed here [3]:

$$SEO = \int Clock = \int C1 + L2 + K3 + O4$$

SEO is a time based technique in which content (C1) main and core part which combine with Link (L1), Keyword (K1) and other (O1).

Search engine optimization take a little time to observe content relation with webpage, collect all other keywords which combine give a definition to content. Search engine spider takes all these information in one place and gives ranking with index in Google.

A. Social Networking:

Social networking is different from social media in many ways. Social networking provides a platform to share media. Social networking sites are source to provide your business to outsiders. Social media website enables you to get in touch with one another and build a strong relationship. These sites allow customers to direct contact with their personal interest.

Companies first join the social channels to share about their products and tools. Furthermore they provide regular updates about new changes and what's new in market. Consumer needs these basis update to concentrate on a brand, which uniquely provide full information to public. That direct interaction gives user more satisfaction than advertising.

Social networking sites help your business, lead to increment in sales/revenue with the help of your online presence. These sites increase your user's loyalty and also add new users day by day. However, with increasing in user interest and in your company revenue also leads to optimization of your website on search engine. Search engine calculate all the traffic on regular basis. This effect on your site ranking in Google and other search engines directly. Social network are mostly used to preserve and strengthen presented social ties, or continually add new social relationships. It's also use to search new, useful, interesting data, organize content by users.

II. INTRODUCTION TO SOCIAL MEDIA

Social media are sharing tool to provide free interaction, sharing, discussion forum about everything using multimedia help – images, video, audio and data. Social media allow communication with a single person or with a group of people on multiple platforms. Social media not only utilize for entertainment purpose but it's also a best platform for employment. However Social media can be done through many internet sites available free and easy to access.

There are many famous sites such as Facebook, LinkedIn, Twitter, YouTube, Flickr, Blogger, Wikipedia, Del.icio.us, Digg, Reddit, and many others.

Moreover sharing data of user experience, online users focus on finding special offers, new products and good features of a product. Online users also show their interest by follow that brand or become fan. People share their experience to their friends, suggest them a product used by user. In other language a brand need to collect more fans to increase positive effects on company revenue as well as word of mouth. Major component of social media in marketing field is building a strong social authority; develop when a company establishes themselves as an expert.

Social media divided into seven main type of category [4]:-

A. Collaborative Projects:

These are common projects which lead to better result because of joint effects of many users. Examples - Wikipedia, Bookmarking.

B. Blogs and Micro blogs:

Blogs are related to personal diaries with different deviation and microblogs are sharing personal blogging in short manner. Example– Twitter.

C. Social News Networking Sites:

Social networkings sites are also utilize as latest news platforms. Example– Digg.

D. Content Communities:

Content communities share media content with users with different types of media. Example- Flickr, YouTube.

E. Social Networking Sites:

These sites allow creating personal profile and share information with friends anywhere. Companies' are also using these sites for brand communities. Example-Facebook.

F. Virtual Game-Worlds:

Virtual game provide 3D environment for game lover to play as personalized avatars and also interact with other users. Example-MMORPG.

G. Virtual Social Worlds:

It's give experience of virtual life similar to real life as their second life [6]. Example-Second Life.

H. Social Media Through Mobile:

With the meteoric rise of mobile devices and tablets, it's no surprise that mobile is a way of life and is here to stay. In 2012, there were 121 million smartphone users and 94 million tablet users in the United States alone, representing a 31% and 180% increase over 2011, respectively.

A social network endow with a variety of mechanisms for clients to share data with other users. Also, it has the ability to search for users with similar interests and to establish and maintain communication between them [10].

Social media done by mobile device called mobile social media. Mobile media provide different content than any other type of social media. Mobile marketing influence much of traffic to search engine optimization.

Nowadays mobiles are highly upgraded and replace computer work. Mobiles allow you to share on the spot experience with audience. Today world need instant information no issue where people are that time, just small piece of information make much difference in daily life.

Mobile sharing content include small but meaningful information with the current location of person.
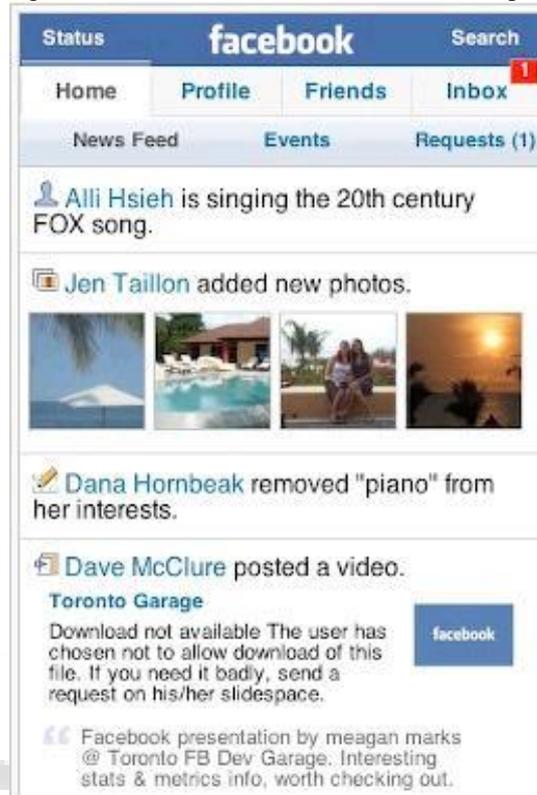

Fig. 1: Facebook through mobile allow instant sharing of personal and professional news.

Mobile sharing in current trend is more famous for various sites such as Facebook, twitter, Google+. Mobile social media increase connectivity, spread content and also provide location based services.

Security concerns also a major issue in mobile marketing. Although mobile social media increase sales and media traffic to business but it also increase attacks on personal data by virus and other non desirable events.

III. SOCIAL MEDIA AND MARKETING

Marketing through social media will generate much of attraction to a webpage by creating effective content that represent particular business. This sharing tends to electronic word of mouth [8]. User generated content create positive and negative impacts for that business. However positive aspects are counts by how much quickly spread the conversation, they can lead to virtually free advertising for business, brand reorganization and sales increments. Where negative electronic word of mouth can be costly and cause irreversible damage to business.

Social media marketing can be done by social media websites or by mobile phones. Websites provide direct conversation between users and consumer and on the other hand mobile social media marketing provide real time notification with constant connection.

Social media marketing is a marketing using online communities, social network, blog marketing and so on [7].

It is not only process of calculating hits and likes on social sites rather than it's based on business reputation, brand influence, communities of potential customers.

Small business, new products, great technique use social media for their good start in market field. Day by day social media replace traditional media because of its free services; continue spread of news and also instant updating of post and new features.

Social media play a major role in marketing of business by provide a identity to a company, creating bound between with customers, provide communication anytime, anywhere.

IV. ONLINE COMMUNITY MARKETING

Internet creates many communities to share thoughts and news around people. Search engines are continue to power up the online communities. Simple example of online community is blog with the feature of user comment. Twitter and Facebook are biggest online community available for free of cost.

Online communities provide a message board visible to all their members. Online communities are provides two-way traffic to search engine via replay to post or comment back to some news. Communities provide poll system to ask users about their services quality or some changes in products.

Online communities are best because they provide all type of information on their common board. User on a community can share their experiences with other members.

Furthermore, there are small difference between social media and online community. Social media are relationship driven and online communities are outcome driven.

Online communities can take benefit of intuitive social customer experiences very much similar to social networks, such as forums, blogs, chat, hash tags, likes and private messages to help brands share.

Community marketing makes a good link between customer, prospects and company. This interlinking enhances satisfaction level of customer with company. Using social media with this strategy provides a better result by making this link more transparent by providing information to all level users.

V. GOOD ROI THROUGH SHARING

Return on investment can be a result for your social media. Companies need to check there success using ROI. Social media increase sales and other fields of company to increase its revenue. Social media provide great benefits to search engine by providing all details direct to their customers.

ROI include how many customers view profile of some company, what type of requirements need by their regular users, Number of clicks might reflects interest about a product.

To calculate Return on investment is not waste of time, it's very helpful to count your company profile. Easiest way to count ROI is check how many website take part in your social media page with the help of Google Analytics.
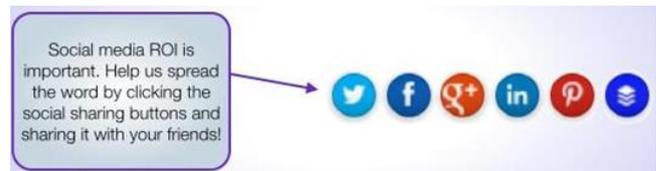

Fig. 2: Social media buttons help us to share interesting news with every one with a single click.

Social media ROI complete on three different cycles.

A. launch:

First stage of social media include launch of social networking via Facebook, LinkedIn, Twitter and YouTube. This stage completely depends upon second one.

B. Management:

This stage contains focus on social network, creation and offer development, tracking quantitative metrics through traffic, qualitative metrics through polls.

C. Optimization:

This final stage leads to improving the conversation and optimization of social media by tracking. Tracking success story of a campaigns on ROI basis.

VI. CONCLUSIONS

Social media mainly utilize for entertainment purpose, it's now more powerful tool to optimize your work. With the help of social tool you can enlarge your newly submit website with no visitors. Search engine requires all details about a new site and social media help crawler to give all details not only data but also images, videos and audio.

Consumers are visiting websites with tablets instead of smart phones or desktops or laptops. While consumers strongly prefer tablets to smart phones for website visits, they still use desktops and laptops the most for website visits, even though the tablet and the desktop and laptop engagement levels are comparable. As the tablet market matures, the advantages of desktop and laptop browsing will erode, causing consumers to use tablets to visit websites more frequently. To engage customers who use tablets, companies should adopt tablet-specific strategies, instead of offering experiences identical to those of smart phones or desktops and laptops.

Social media engage supports, educate the public, build brand and expand resources. Social media provides more and more way to expand search engine boundaries. Social media is a best path to grow up the search engine marketing. Search engine provide thousands of answer of your single keyword with knowing what's in your mind about that particular word.

Social media optimized implementation these things to consider for future scope:
  - Reduce the number of touch events to conversion.
  - Design for mobile interactions.
  - Optimize for speed.

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