

# Using Social Media to Get to the Top of Google

*Harnessing the power of social media  
for search engine optimization*



Ron Harman King, MS

# Reasonably astounding facts

- Google has indexed 130 trillion web pages on the Internet (30 trillion in 2013, 1 trillion in 2008)<sup>1</sup>
- Google searches them all 100 billion times/month<sup>2</sup>
- Google Index holds 100 million gigabytes =  
3 million 32GB flash drives

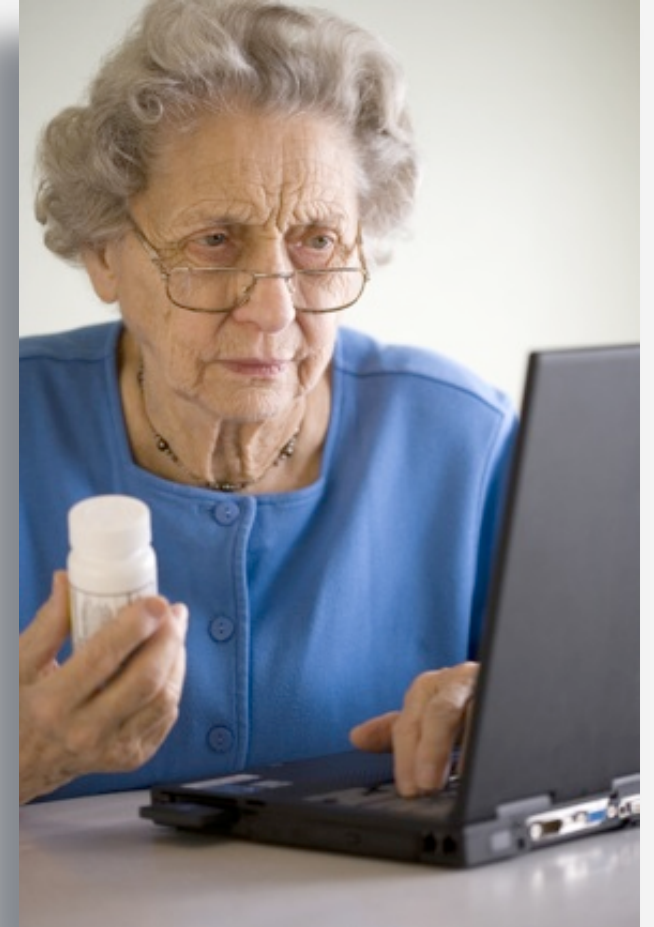


1. Search Engine Land, November 14, 2016, <https://searchengineland.com/googles-search-indexes-hits-130-trillion-pages-documents-263378>
2. Venture Beat, March 1, 2013, <https://venturebeat.com/2013/03/01/how-google-searches-30-trillion-web-pages-100-billion-times-a-month/>

# Reasonably astounding facts

- Google ranking algorithm >200 factors
- 205K searches/second
- 3.55 billion/day (▲40% since 2012)
- 1.2 trillion/year<sup>3</sup>

3. Internet Live Stats, <http://www.internetlivestats.com/google-search-statistics/>



# Information superhighway?

Or intra-galactic spaceship traveling at the speed of light?

0.93 seconds to sort 69 million webpages for *child cough*

(2012: 0.56 seconds for 6 million pages)



# Where we'd all like to be

Google, page 1 results for  
“las vegas obgyn”

The image shows a Google search results page for the query "las vegas obgyn". At the top, the Google logo is on the left, and the search bar contains "las vegas obgyn" with a microphone and search icon on the right. Below the search bar are navigation tabs for "All", "Maps", "News", "Images", "Shopping", "More", "Settings", and "Tools". The search results indicate "About 527,000 results (0.68 seconds)".

The first result is an advertisement: "Make an Appointment Today | OB/GYN in Las Vegas" from [www.hcpwomenshealth.com/](http://www.hcpwomenshealth.com/). The ad text reads: "Women's Health from Adolescence, Pregnancy, through Menopause. It's time you were seen by a specialist who looks out for you. Find Your Doctor. Together in health. Dedicated professionals. Patient-centric. Comprehensive approach."

Below the ad is a map of Las Vegas, NV, showing several OB/GYN locations marked with red pins. The locations are: Centennial Ob/Gyn, Las Vegas OB/GYN Women's Care, and Christina Nguyen, MD. Other landmarks like Charleston Peak, Mt Charleston, Red Rock Canyon National, and Summerlin South are also visible.

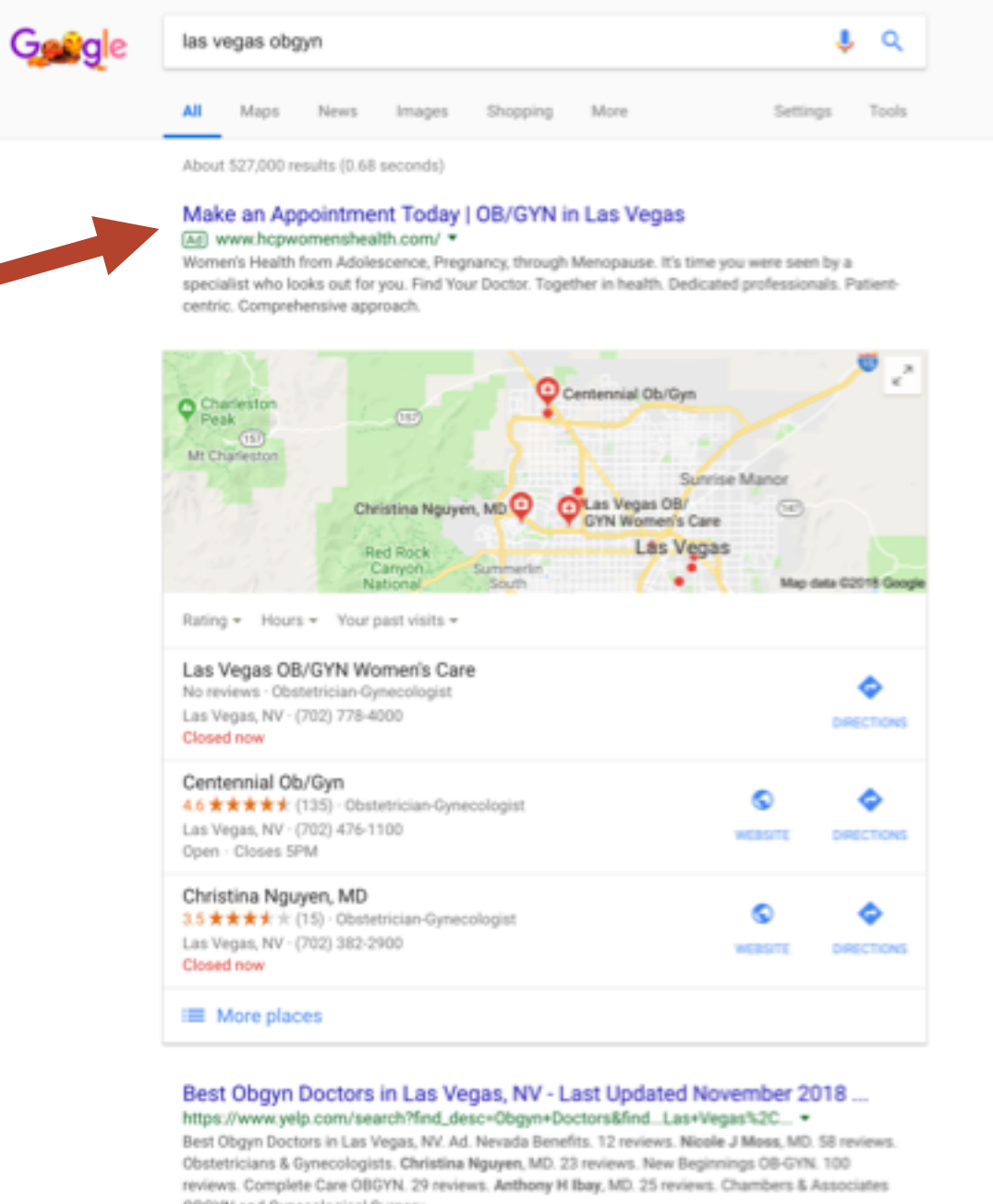
Below the map are filters for "Rating", "Hours", and "Your past visits". The results list three OB/GYN providers:

- Las Vegas OB/GYN Women's Care**: No reviews - Obstetrician-Gynecologist. Las Vegas, NV - (702) 778-4000. Status: Closed now. Includes a "DIRECTIONS" button.
- Centennial Ob/Gyn**: 4.6 ★★★★★ (135) - Obstetrician-Gynecologist. Las Vegas, NV - (702) 476-1100. Status: Open - Closes 5PM. Includes "WEBSITE" and "DIRECTIONS" buttons.
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# Three ways to get there

1. Paid advertisements
2. Maps
3. Organic search



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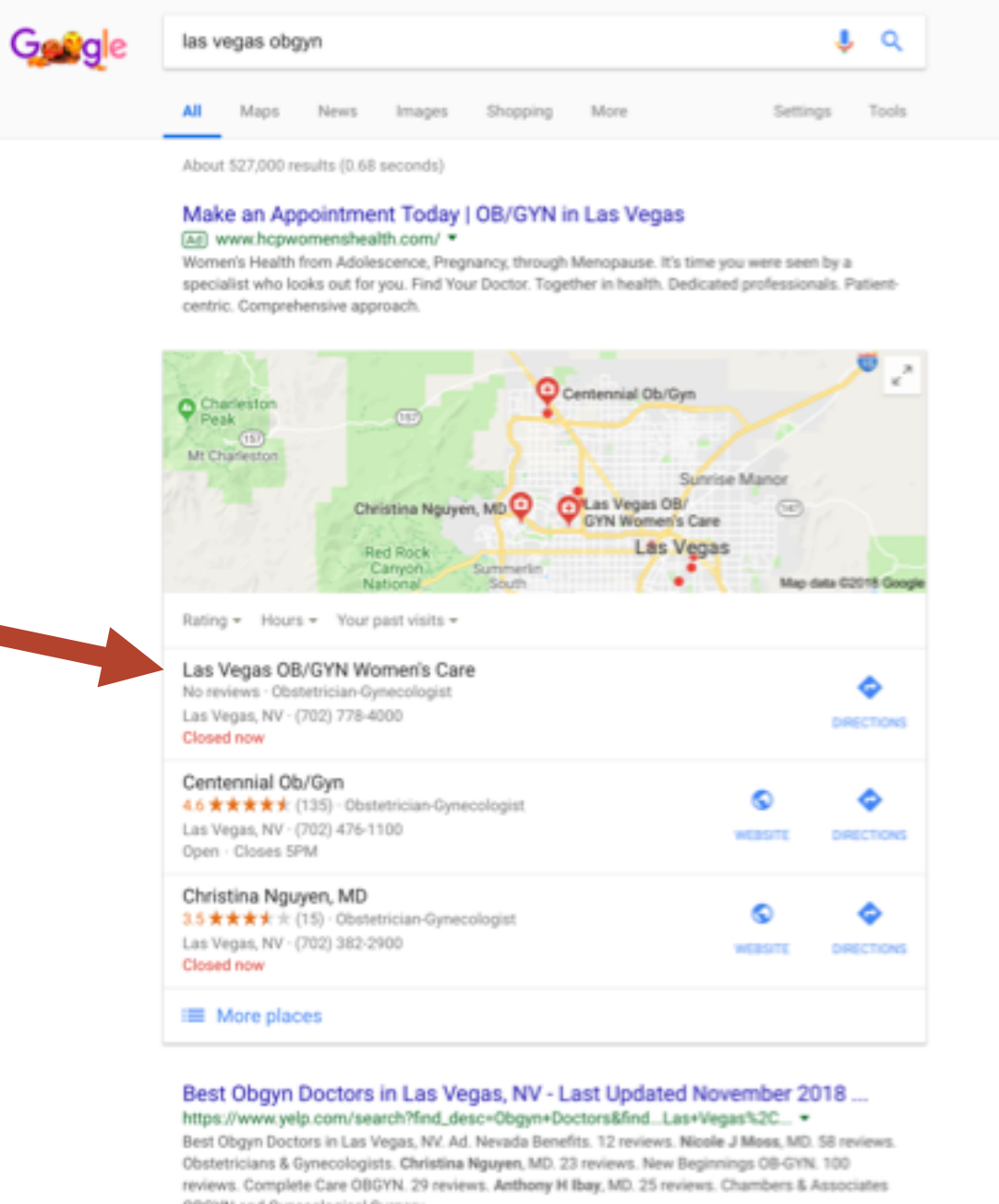
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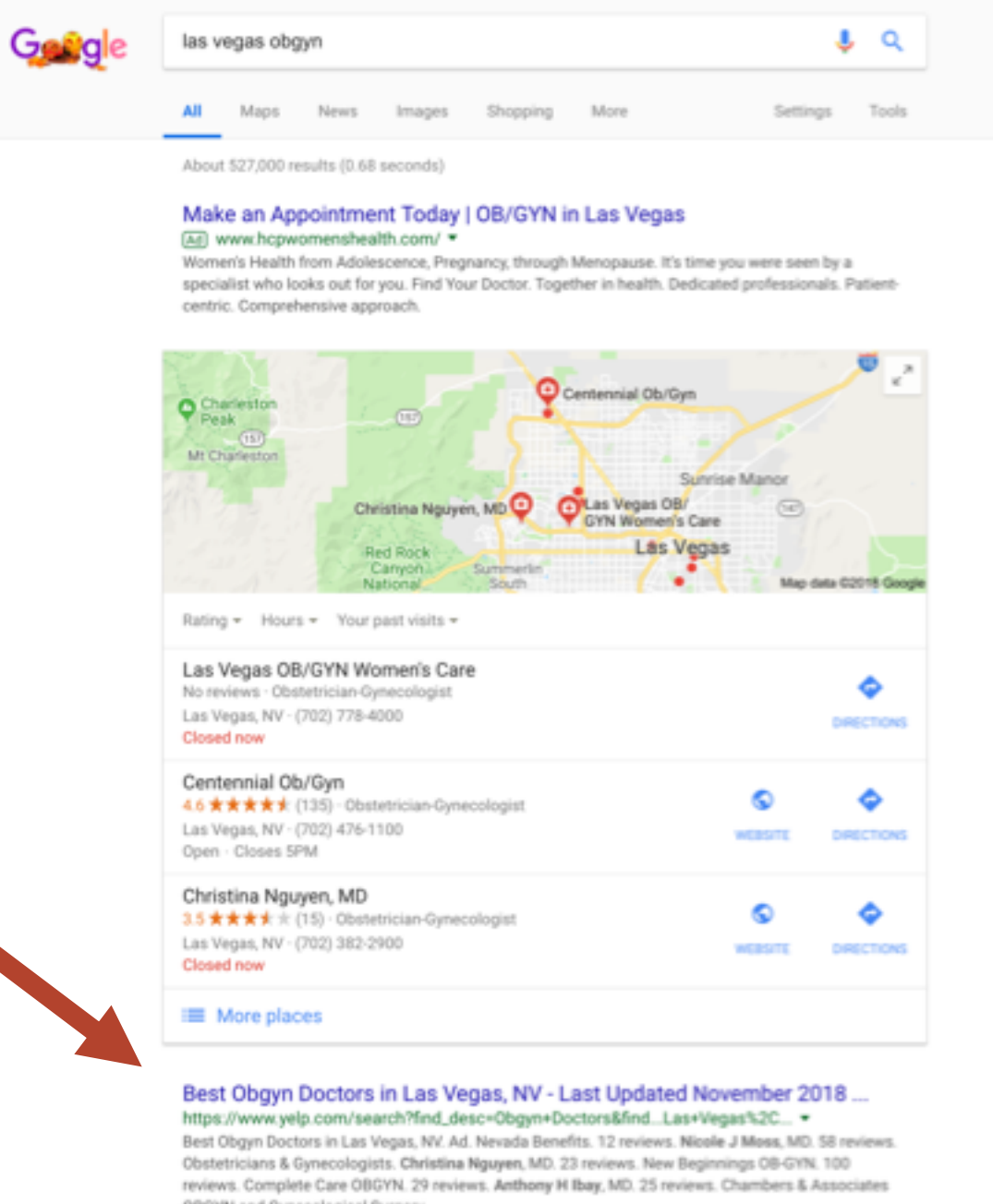
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A large red arrow points from the text "3. Organic search" in the list to the organic search result at the bottom of the screenshot.





# Why I like #3 best

## Power to the people

- Nielsen: 92% of consumers globally say they trust friends, family & *earned media* over advertising  
(▲17% in 5 years)
- Online consumer reviews are second most trusted form of marketing – 70% of consumers say they trust  
(▲15% in 4 years)



# Immutable SEO truths

- Google ranks web pages, not websites
- It isn't Google who decides rankings – **it's Google users**
- No website can be on page one for every search term



# Immutable SEO truths

## Search engines are an online meritocracy\*

- They exist to help Internet users find reliable, accurate information
- Each click on a link in a SERP result is a vote for that web page
- Like politicians, web pages take time to build trust, a following & votes

\*Except for paid ads – but even they involve some meritocracy, too



# Immutable SEO truths

**Search engines are looking for the same things as humans – reliable, accurate information**

- Relevant health library articles with 400+ words
- Blogs on relevant (popular) topics
- Third-party credibility –
  - ✓ Links from websites popular for the same relevant topics
  - ✓ Links from news media websites
  - ✓ Customer reviews
- History & authority of the canonical domain (website address – e.g., *obgynnevada.com*)



# Immutable SEO truths

## Search engines & humans like lots of words

- Study of 1 million web pages<sup>5</sup> –
  - ✓ Average page-one result is 1,890-word article
  - ✓ Back links single most important factor
  - ✓ Content focused on a single topic ranks best

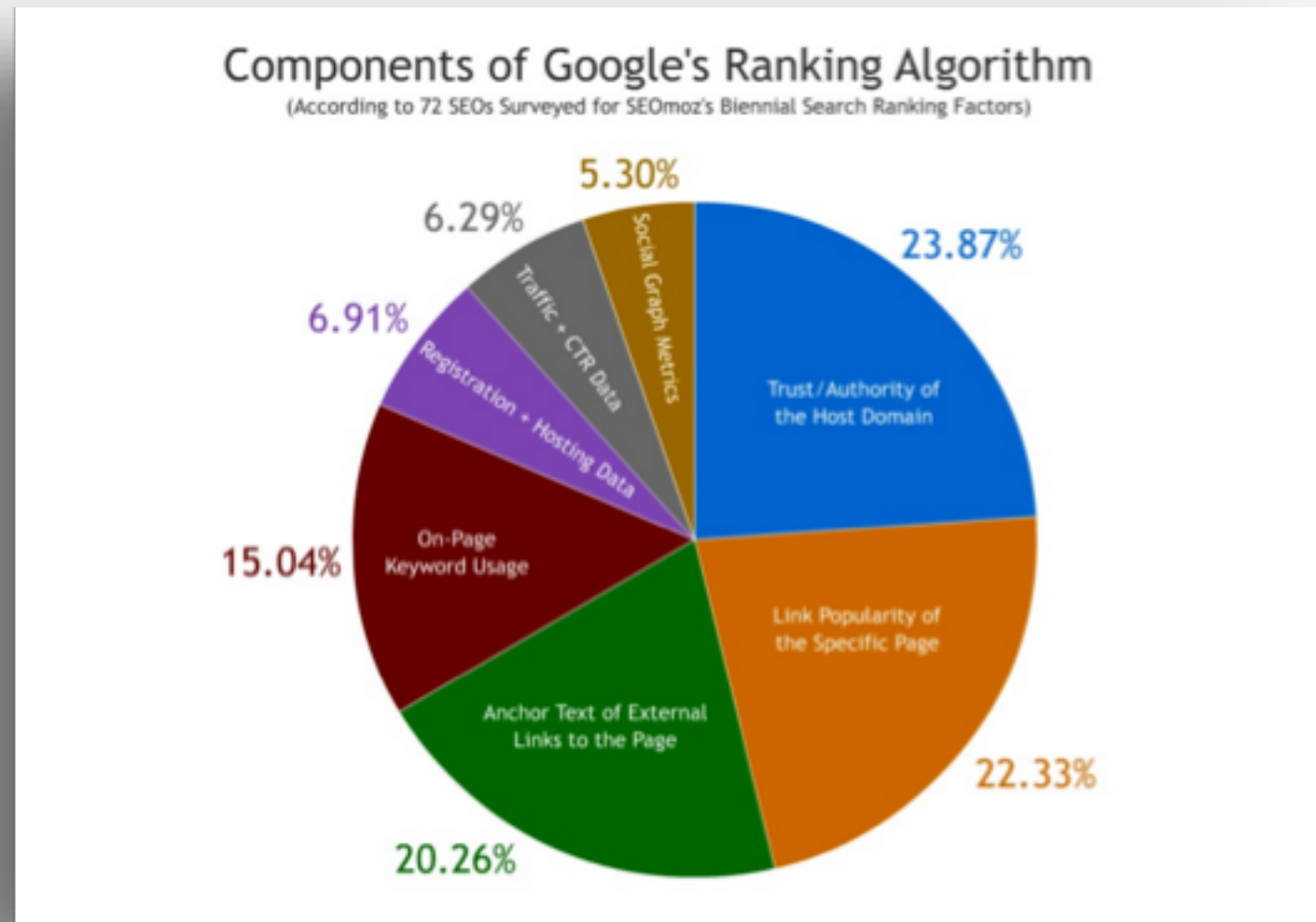


# Immutable SEO truths

## Other contributors to high rankings

- Fast loading web pages
- Encryption (*https*)
- One image per page
- Mobile-first design

# Immutable SEO truths



# Immutable SEO truths

## There are no SEO shortcuts

- Keyword selection is critical (for topic focus)
- We don't guess most popular keywords. We ask Google.





# Immutable SEO truths

OB/GYN & Family Planning  
UNIVERSITY OF COLORADO

Patients • Health info • Services • About • Contact Us • Request Appt. >

HOME / HEALTH INFO / MENOPAUSE / MENOPAUSE SYMPTOMS

## Symptoms of Perimenopause & Menopause

Menopause technically does not occur until a woman has not had a menstrual period for a period of one year. However, symptoms of menopause can occur up to five years before menopause, during the period known as perimenopause. If you are a health provider if symptoms of menopause are affecting your quality of life.

### Menopause & Perimenopause symptoms may include:

- Irregular periods**  
Changes in the menstrual cycle may be one of the first symptoms. Some women will skip an occasional period, others may have a period every two to three weeks. Others may not have a menstrual cycle for months.
- Vaginal dryness**  
Decreasing estrogen levels can lead to decreased lubrication and inflammation of the vagina as a result of thinning and shrinking of tissues. This may be accompanied by itching or discomfort. Some women may experience pain during sex.
- Hot flashes/night sweats**

Health Library

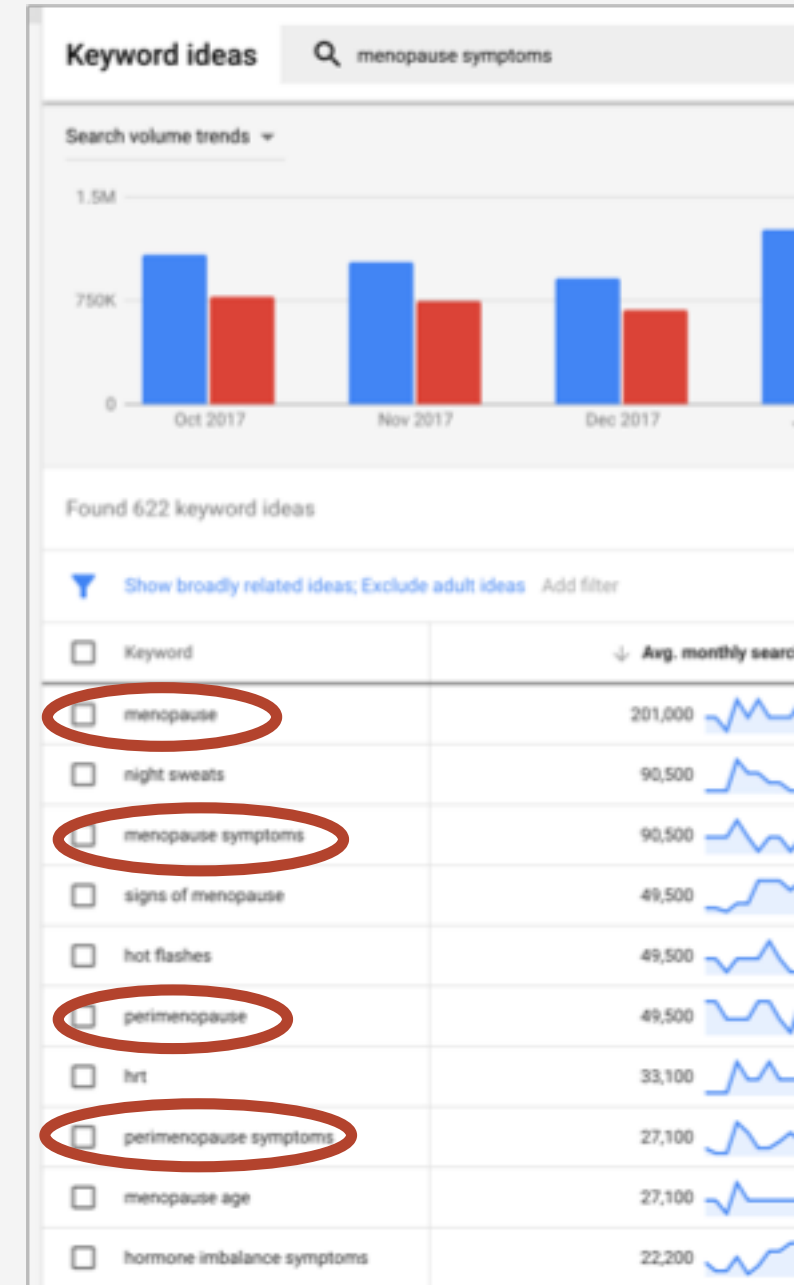
Additional Resources

- American College of Obstetricians and Gynecologists
- North American Menopause Society
- GirlsHealth.gov

In This Section

- Menopause
- Effects of Menopause
- Menopause Treatment

Red arrows point from the right side of the image to the title, the first paragraph, the 'Menopause & Perimenopause symptoms may include:' section, and the 'Irregular periods' and 'Vaginal dryness' sub-sections.



# Social Media SEO Methodology





# Social media defined

*Websites & computer programs that allow people to communicate & share information on the internet using computers & mobile phones.*

– Cambridge Dictionary



# Most popular social media sites<sup>6</sup>

- Facebook – 1.59 billion monthly users
- YouTube – 1 billion
- WhatsApp – 1 billion
- LinkedIn – 400 million
- Instagram – 400 million
- Twitter – 320 million
- Pinterest – 100 million

6. “20 Popular Social Media Sites Right Now,” Small Business Trends, June 6, 2018, <https://smallbiztrends.com/2016/05/popular-social-media-sites.html>



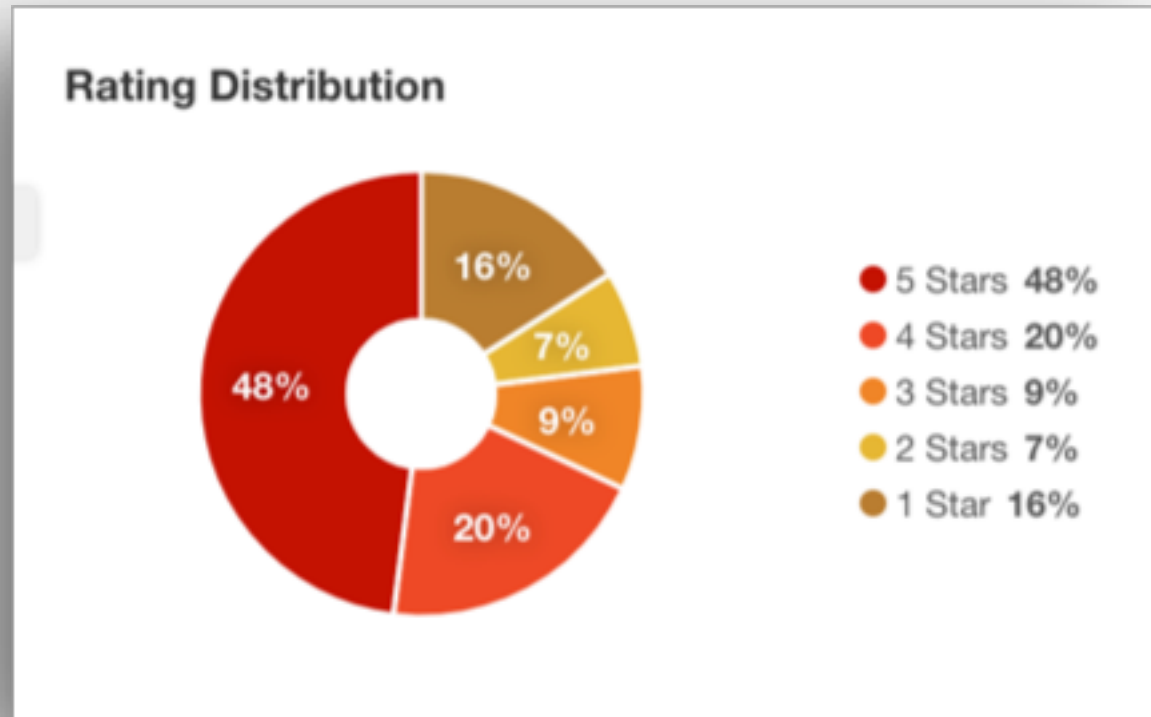
# An important social medium for healthcare<sup>7</sup>



- 142 million monthly users
- 163 million reviews
- 7% (11.4 million) are health reviews

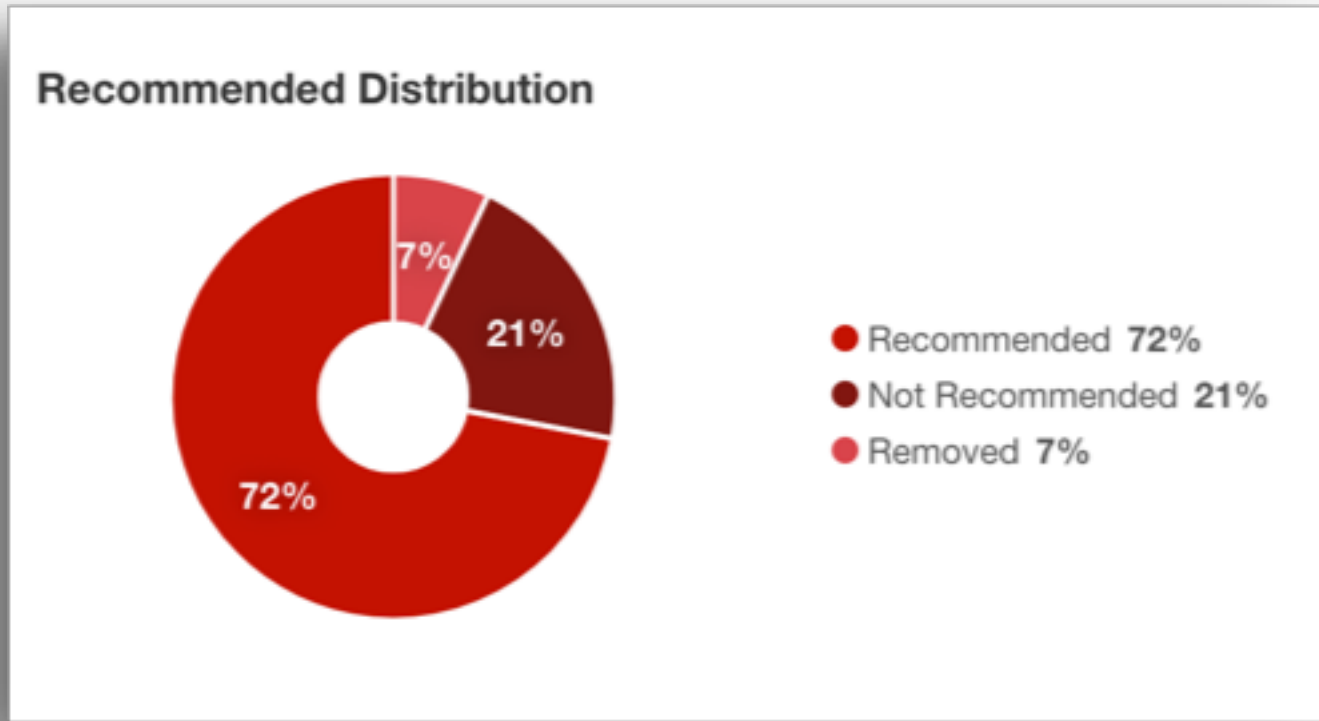
7. "An Introduction to Yelp Metrics as of June 30, 2018,"  
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# Social media SEO

## Marketing's adoption of social media, 2013<sup>8</sup>

- 74% of companies & 82% of marketing firms said social media is integrated into SEO strategy

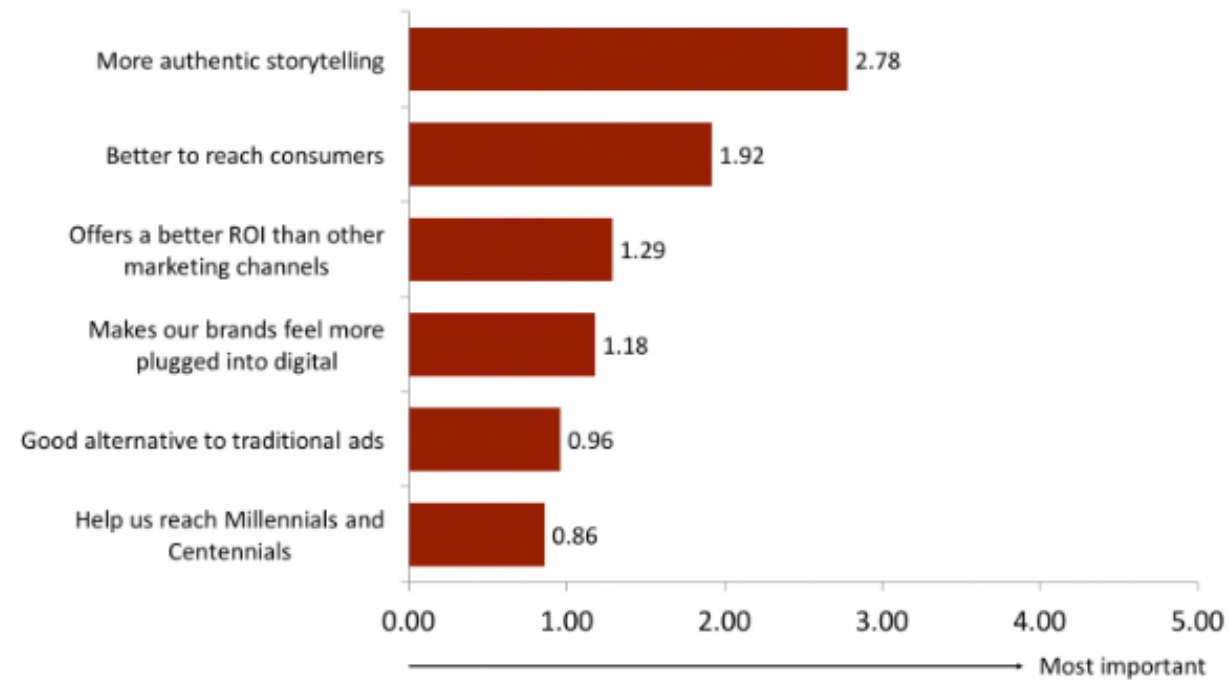
8. "State of Search Marketing 2013 Report," Econsulting, January 2014, <https://econsultancy.com/45-of-companies-say-content-marketing-is-highly-integrated-with-their-seo-strategy/#i.lypfv541cxwro4>



# Social media SEO

## Why Influencer Marketing Matters to Brands

Survey on Marketers (August 2016)



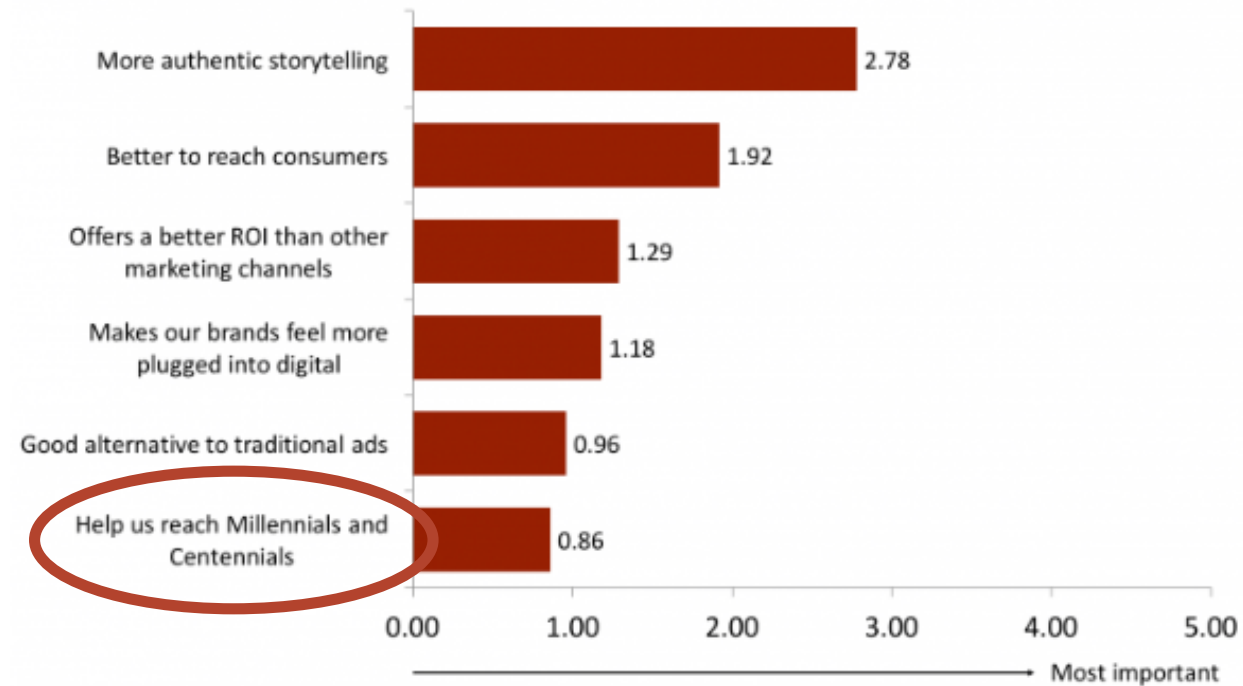
Source: TapInfluence / Altimeter Group, Marketing Charts, 2016

BI INTELLIGENCE

# Social media SEO

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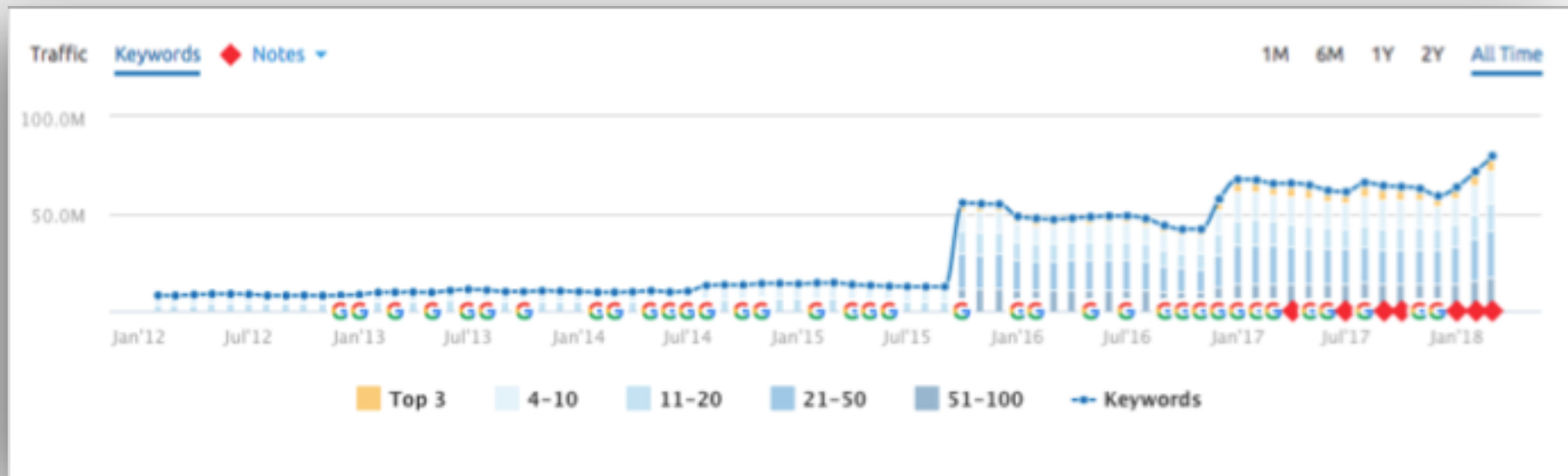


Source: TapInfluence / Altimeter Group, Marketing Charts, 2016

BI INTELLIGENCE

# Social media SEO

## 2015: Google changes its mind<sup>9</sup>



Facebook URLs ranking within the top 100 on Google SERPs

9. "Does Social Media Impact SEO?", Hootsuite, May 10, 2018, <https://blog.hootsuite.com/social-media-seo-experiment/>



# Social media SEO

## Why Google changed its mind

### 2010

- Twitter claims it handles **19 billion** search queries a month (> 5x number of Bing inquiries)
- YouTube says it handles **3.7 billion** search queries/month

### 2012

- Facebook's Mark Zuckerberg said it handles **1 billion** search queries per day



# Social media SEO

**Every social medium is a search engine**

- **100 hours** of video are uploaded to YouTube every minute = one of the internet's largest content repositories



# Social media SEO

## Social media does not –

- Automatically increase website rankings
- Necessarily bring more patients
- Fix underlying causes for reputation problems
  - Physicians running late
  - Indifferent staff
  - Billing errors



# Social media SEO

## What social media can do

- Spread website content farther to more distant audiences
- Reach more mobile users
- Increase name & brand awareness
- Build closer relationships with your target audience
- Offer transparent feedback from patients

# Social media S

## What social media can do

- Influence millions

The image is a screenshot of a Google search for "donald trump". At the top, the search bar shows "donald trump" with a microphone and search icon. Below the search bar are navigation tabs for "All", "News", "Images", "Videos", "Books", "More", "Settings", and "Tools". The search results indicate "About 842,000,000 results (0.57 seconds)".

**Top stories**

- Limbaugh, Hannity joining Trump on campaign trail | TheHill** - 23 hours ago
- NBCUniversal Pulls Controversial Trump Campaign Ad** - 55 mins ago
- 2020 poll: Trump trails all potential women Democratic challengers** - 37 mins ago

**donald trump on Twitter**  
<https://twitter.com/search/donald+trump>

- Donald J. Trump (@realDonaldTrump)**: Law Enforcement has been strongly notified to watch closely for any ILLEGAL VOTING which may take place in Tuesday's Election (or Early Voting). Anyone caught will be subject to the Maximum Criminal Penalties allowed by law. Thank you! - 56 mins ago - Twitter
- Rihanna (@rihanna)**: Not for much longer...me nor my people would ever be at or around one of those tragic rallies, so thanks for the heads up philip! - 16 hours ago - Twitter
- Philip Rucker (@PhilipRucker)**: It's been said a million times, but here's a million and one - Trump's rallies are unlike anything else in politics. Currently, Rihanna's "Don't Stop the Music" is blaring in Chattanooga as aides toss free Trump T-shirts into the crowd, like a ball game. Everyone's loving it. - 17 hours ago - Twitter

**Donald Trump - Wikipedia**  
[https://en.wikipedia.org/wiki/Donald\\_Trump](https://en.wikipedia.org/wiki/Donald_Trump)  
Donald John Trump (born June 14, 1946) is the 45th and current President

**Knowledge Panel:** Donald Trump, 45th U.S. President. Includes a profile picture, website link (donaldjtrump.com), and biographical information: Party: Republican Party Trending; Born: June 14, 1946 (age 72 years), Jamaica Hospital Medical Center, New York City, NY; Net worth: 3.1 billion USD (2018); Spouse: Melania Trump (m. 2005), Marla Maples (m. 1993-1999), Ivana Trump (m. 1977-1992); Siblings: Maryanne Trump Barry, Elizabeth Trump Grau, Robert Trump, Fred Trump, Jr.; Parents: Fred Trump, Mary Anne MacLeod Trump. Social media icons for Twitter, YouTube, Instagram, and Facebook are shown. Below the icons, it says "People also search for" with thumbnails for Barack Obama, Robert Mueller, Melania Trump Spouse, Paul Manafort, and Michael Cohen.



# Social media S

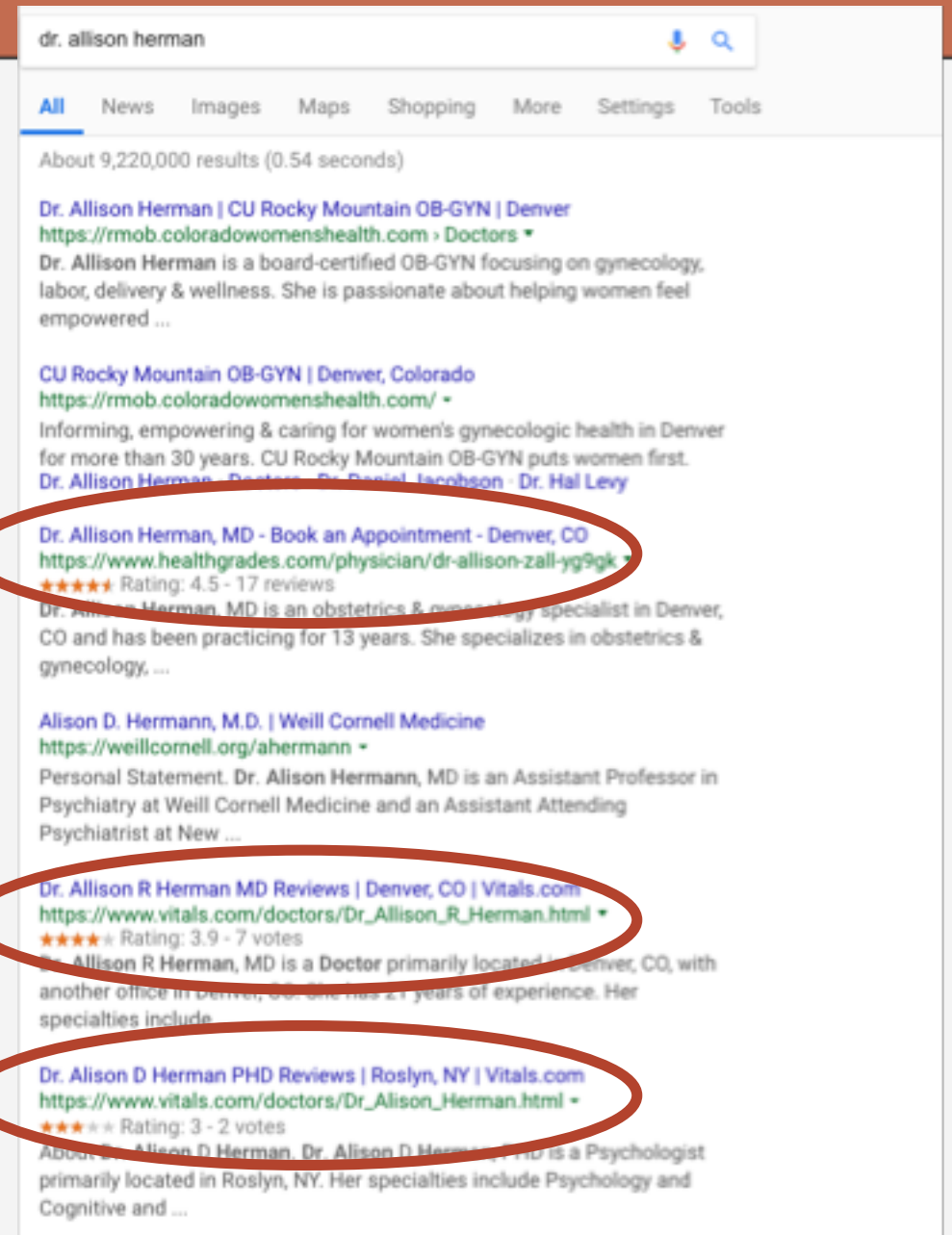
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- Influence millions

The image shows a Google search for "donald trump". The search results include:

- Top stories:** Three news snippets with thumbnails. The first is from "The Hill" about Limbaugh and Hannity joining Trump's campaign trail. The second is from "NBCUniversal" about a controversial Trump campaign ad. The third is from "Vox" about a 2020 poll showing Trump trailing potential Democratic challengers.
- More for donald trump:** A section with three social media posts from Twitter, each circled in red. The first is from Donald Trump (@realDonaldTrump) about law enforcement. The second is from Rihanna (@rihanna) about a rally. The third is from Philip Rucker (@PhilipRucker) about a rally. Each post includes a timestamp and "Twitter" as the source.
- Knowledge Panel:** A detailed profile for Donald Trump, 45th U.S. President. It includes his official website (donaldjtrump.com), a biographical summary, party affiliation (Republican Party), birth date (June 14, 1946), net worth (3.1 billion USD), spouse (Melania Trump), siblings (Maryanne Trump Barry, Elizabeth Trump Grau, Robert Trump, Fred Trump, Jr.), and parents (Fred Trump, Mary Anne MacLeod Trump). It also features social media links for Twitter, YouTube, Instagram, and Facebook, and a "People also search for" section with images of Barack Obama, Robert Mueller, Melania Trump, Paul Manafort, and Michael Cohen.

# Social media SEO



dr. allison herman

All News Images Maps Shopping More Settings Tools

About 9,220,000 results (0.54 seconds)

[Dr. Allison Herman | CU Rocky Mountain OB-GYN | Denver](#)  
<https://rmob.coloradowomenshealth.com> > Doctors ▾  
Dr. Allison Herman is a board-certified OB-GYN focusing on gynecology, labor, delivery & wellness. She is passionate about helping women feel empowered ...

[CU Rocky Mountain OB-GYN | Denver, Colorado](#)  
<https://rmob.coloradowomenshealth.com/> ▾  
Informing, empowering & caring for women's gynecologic health in Denver for more than 30 years. CU Rocky Mountain OB-GYN puts women first.  
[Dr. Allison Herman](#) · [Dr. Daniel Jacobson](#) · [Dr. Hal Levy](#)

[Dr. Allison Herman, MD - Book an Appointment - Denver, CO](#)  
<https://www.healthgrades.com/physician/dr-allison-zall-yg9gk> ▾  
★★★★★ Rating: 4.5 - 17 reviews  
Dr. Allison Herman, MD is an obstetrics & gynecology specialist in Denver, CO and has been practicing for 13 years. She specializes in obstetrics & gynecology, ...

[Alison D. Hermann, M.D. | Weill Cornell Medicine](#)  
<https://weillcornell.org/ahermann> ▾  
Personal Statement. Dr. Alison Hermann, MD is an Assistant Professor in Psychiatry at Weill Cornell Medicine and an Assistant Attending Psychiatrist at New ...

[Dr. Allison R Herman MD Reviews | Denver, CO | Vitals.com](#)  
[https://www.vitals.com/doctors/Dr\\_Allison\\_R\\_Herman.html](https://www.vitals.com/doctors/Dr_Allison_R_Herman.html) ▾  
★★★★★ Rating: 3.9 - 7 votes  
Dr. Allison R Herman, MD is a Doctor primarily located in Denver, CO, with another office in Denver, CO. She has 21 years of experience. Her specialties include

[Dr. Alison D Herman PHD Reviews | Roslyn, NY | Vitals.com](#)  
[https://www.vitals.com/doctors/Dr\\_Alison\\_Herman.html](https://www.vitals.com/doctors/Dr_Alison_Herman.html) ▾  
★★★★★ Rating: 3 - 2 votes  
About Dr. Alison D Herman. Dr. Alison D Herman, PhD is a Psychologist primarily located in Roslyn, NY. Her specialties include Psychology and Cognitive and ...

Google SERP for “dr. allison herman”



# Boosting social media SEO

## Top tips

1. Produce high-quality content on your website & share on social media
  - Thoroughly informative
  - Written for lay audiences
  - Clinically accurate
  - Copy edited
2. Post frequently (min. of several X/month)
3. Grow followers through engagement



# Boosting social media SEO

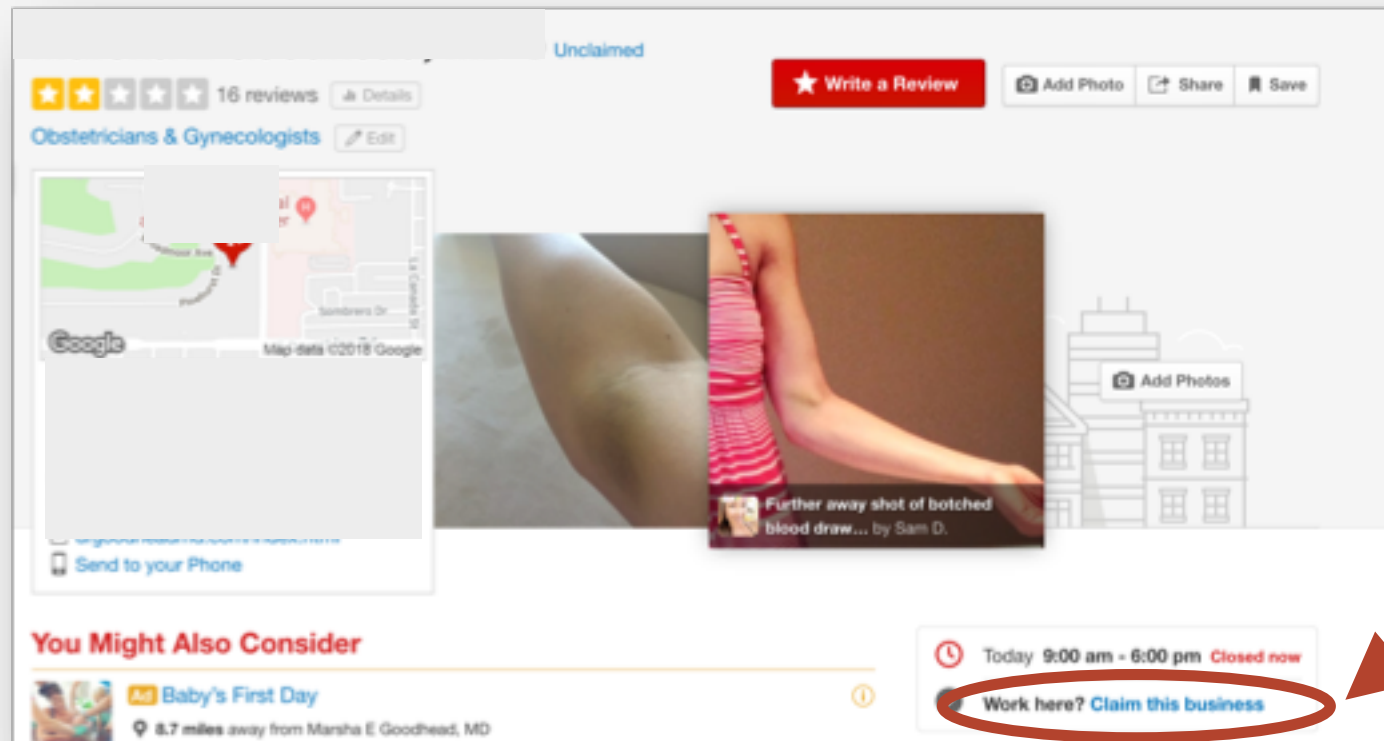
## Top tips

4. Claim your profile on social media sites
  - Ensures accurate info (address, phone, URL, etc.)
  - Allows you to set-up alerts to others' posts
  - Often allows you to respond to others' posts

# Boosting social media SEO

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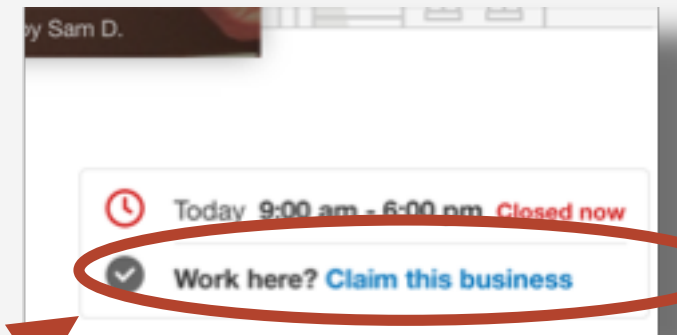
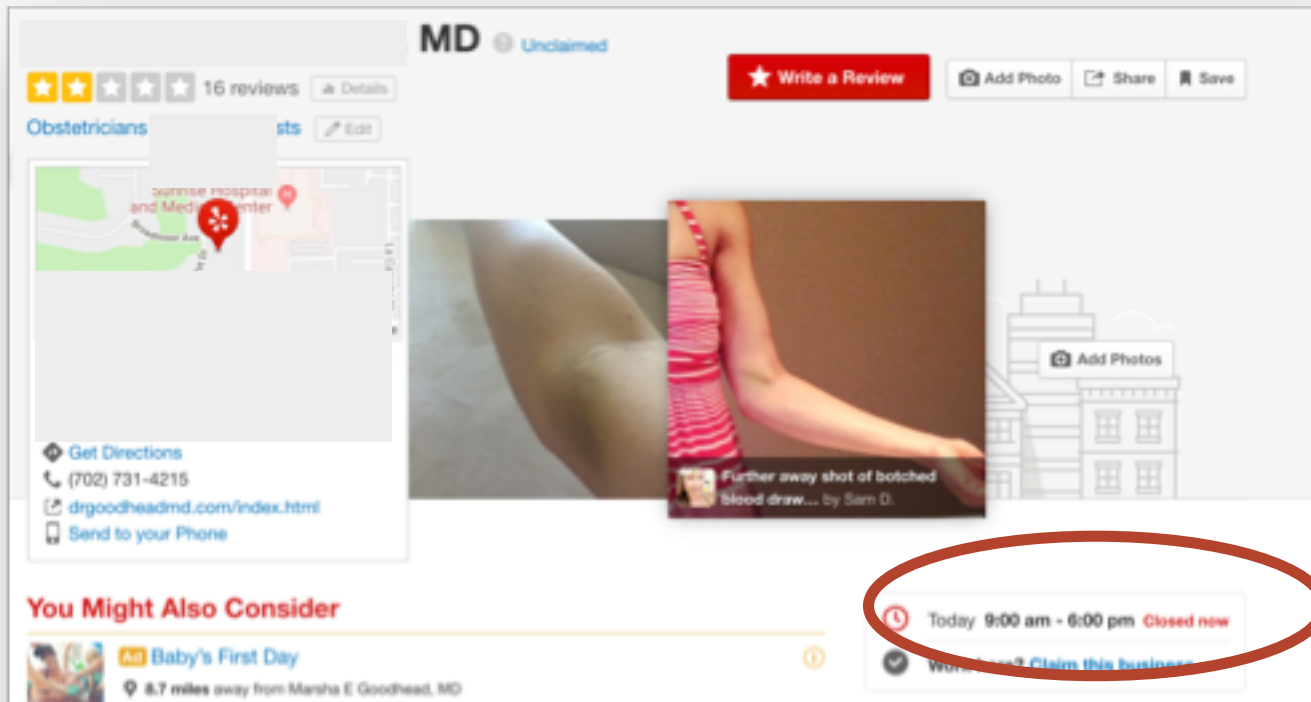
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# Boosting social media SEO

## Top tips

4. Claim your profile on social media sites





# Boosting social media SEO

## Top tips

### 5. Optimize your posts

- Anchor them with photos, videos, graphics
- Use keywords for specific popular topics –
  - ✓ Pregnancy
  - ✓ Menopause
  - ✓ Endometriosis
- Use hashtags



# Boosting social media SEO

## Top tips

6. Comment and/or ask for comments on news & controversies: e.g....
  - USPTF recommendations on mammograms
  - BRCA gene
  - Genetic testing
  - Preemptive mastectomies & hysterectomies





# Boosting social media SEO

## Optimizing Yelp

- Verify name & address
- Add photos
- Link to your website
- Provide hours of operation
- Describe fully your practice philosophy in “About Business” section”
- Check accuracy of map position
- Ask for patient reviews



# Boosting social media SEO

## Optimizing Google My Business

- Establish account (Google the term)
- Use same address as USPS
- Add photos & optimize
- Check accuracy of map position
- Specify full geographic area you serve
- Check all categories of your service lines
- Describe full your practice philosophy in “Introduction” section”
- Ask for patient reviews



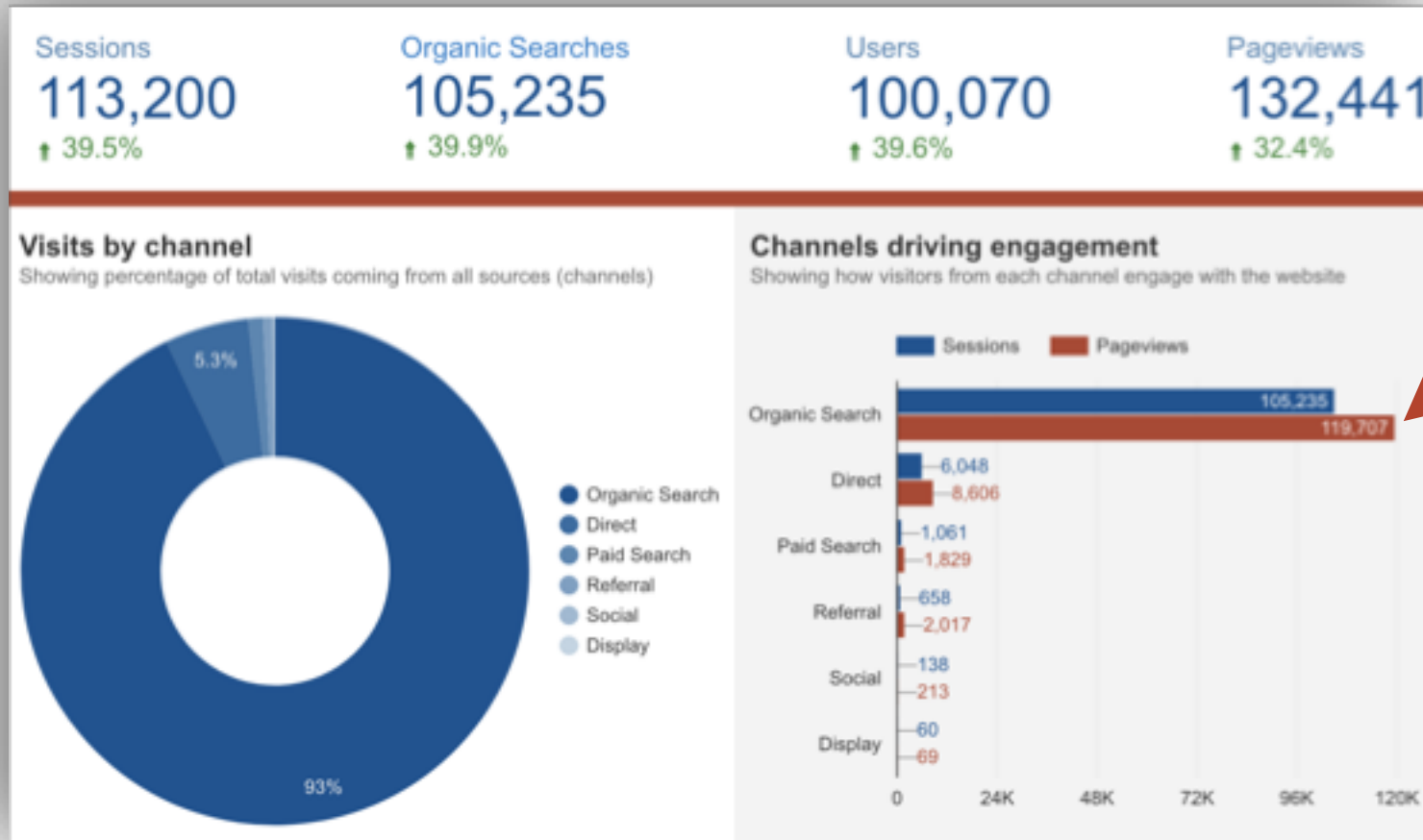
# Note of caution

## Be careful about social media advertising

- Sales reps make it sound so good
- Is efficient & effective in limited applications

# Q: What's best way to find new patients?

**A: Organic content marketing**

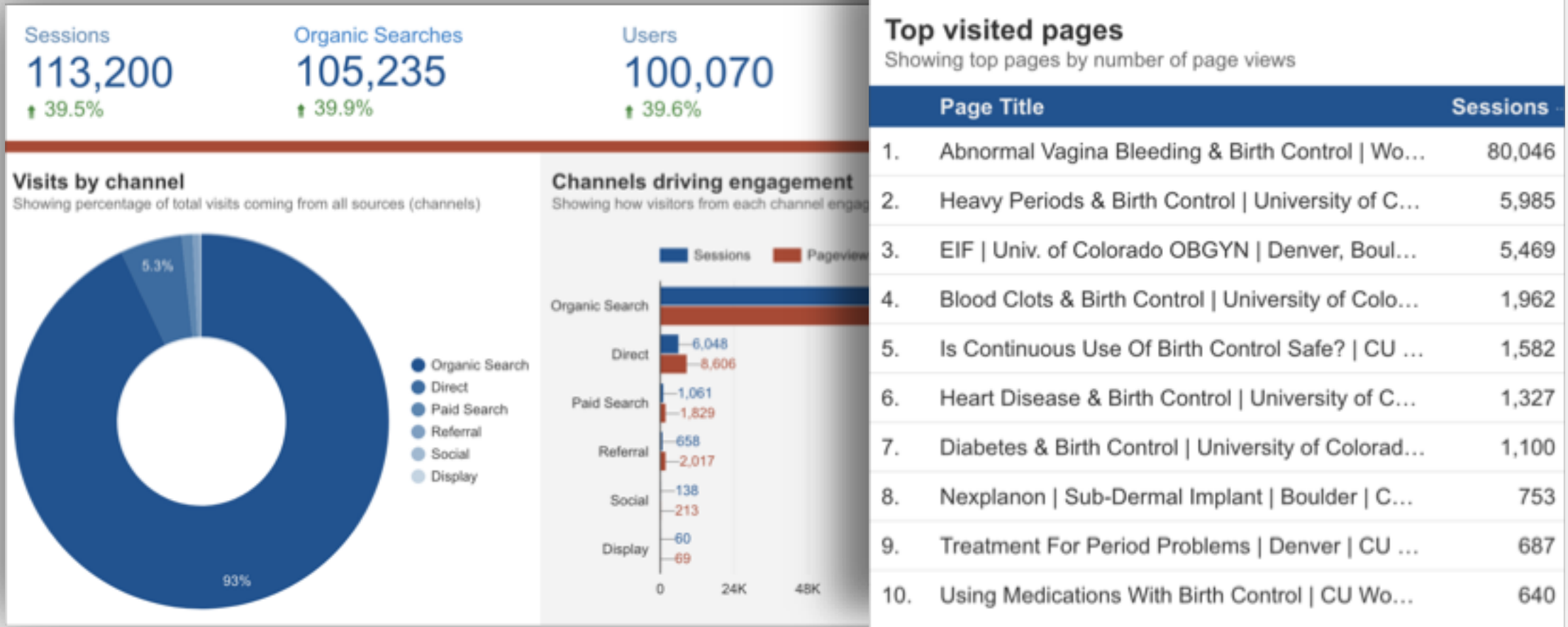


Organic search drives 93% of website visits



# Q: What's best way to find new patients?

A: Organic content marketing



# Final word

## Resist the urge to Google yourself excessively

- You won't rank highly on every search term
- You may only frustrate yourself





# Thank you!

I warmly welcome your comments  
[rking@VanguardCommunications.net](mailto:rking@VanguardCommunications.net)