

The **SEO** **JUICE**

September 11th, 2024

SOCI¹

Squeezing the most out of your local SEO.



Your SOCI Team



Michael Snow
Local SEO Evangelist



Kelly Settino
Social Media
Enablement Manager

This Week:

- **Industry Updates**
- **Going Social**
Why it's time to bring your SEO & Social teams together.
- **In Case You Missed It**
- **Caught in the Wild**





Industry Updates

The latest in Local Search
and what it means for you



Google Search Algorithm

AUGUST 2024 SPAM UPDATE IN PROGRESS



Per Google: Core updates are designed to ensure that overall, we're delivering on our mission to present helpful and reliable results for searchers. These changes are broad in nature, and don't target specific sites or individual web pages. As content on the web changes, we assess and update our systems to keep pace, as a whole.

One way to think about a core update is to imagine that a friend asked you for your top food recommendations. While you do have a list of your 20 favorite restaurants, things have changed since you initially wrote it in 2019.

All incidents reported for Ranking		
2024		
SUMMARY	DATE	DURATION
Ranking is experiencing an ongoing issue.	15 Aug 2024	✔ 4 days, 11 hours
August 2024 core update	15 Aug 2024	✔ 19 days, 4 hours
June 2024 spam update	20 Jun 2024	✔ 7 days, 1 hour
March 2024 spam update	5 Mar 2024	✔ 14 days, 21 hours
March 2024 core update	5 Mar 2024	✔ 45 days



The FTC Bans Fake Reviews

in new ruling



The FTC's new rule, designed to combat fake reviews, targets several deceptive practices:



1. Businesses can no longer create, buy, sell, or share false reviews, including AI-generated.
2. Companies are prohibited from paying or rewarding individuals for leaving positive reviews.
3. Any connections between the reviewer and the business must be disclosed.
4. Businesses are barred from using legal threats to coerce individuals into removing negative reviews.
5. The new rule also outlaws buying or selling fake likes, followers, or views on social media platforms.



Google Announces

Update to Featured Image Policy

Google Search team recently sent a note to those who uploaded an image to their Knowledge Panel on Google. The note indicates that "beginning September 9th, you may see changes in the position where your featured image appears."

An update to images in your knowledge panel



You've received this email because you have uploaded an image to your knowledge panel on Google.

Thank you for claiming your knowledge panel on Google and uploading a featured image. Information in knowledge panels is generated automatically based on public information on the web and beginning September 9, 2024 you may see changes in the position where your featured image appears.

While we can't remove or reorder related images alongside the feature image, if an image is inaccurate, you can let us know by submitting feedback.

If you have any questions, please [contact us](#).

The Google Search team



Going Social

It's time to bring your SEO
and Social teams together



Why it's time to bring your SEO & Social teams together:



- Google has indicated that they are beginning to factor Social Signals in their local algorithm.
- Local search is increasingly beginning in Social.
- Social posts can be optimized to appear in local organic search results.
- Google posts can be optimized to improve GBP ranking and can provide additional opportunities for visibility in search results
- Posts that are localized are more effective and more likely to be seen than posts that are not.



Why it's time to bring your SEO & Social teams together:



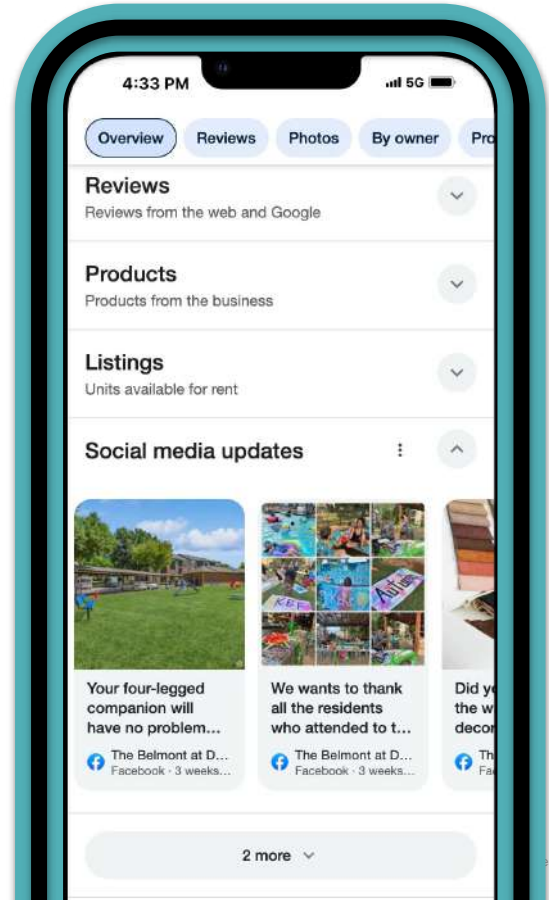
1. Case for why Social Media Marketers need to better understand SEO tactics.
2. Case for why SEOs need to better understand Social Media Marketing tactics.
3. Case for both SEOs and Social Media Marketers on why Localization matters.

Social Signals

THE NEW RANKING FACTOR

Like reviews, Google has indicated that social channels are beginning to play a larger role in influencing EEAT signals through customer interaction and feedback.

Experience (through images and videos),
Expertise (through posts),
Authority (through likes & followers) and
Trust (through shares & ratings) a business has.



Impactful Engagements



Platforms prioritize different types of interactions and calculate engagement differently. Each platform's algorithm assigns different "weights" to these engagement:

- **Facebook** engagement favors shares and lengthy comments on posts
- **Instagram** engagement is heavily influenced by shares and saves
- **LinkedIn** engagement values content that generates meaningful interactions, such as comments and shares, over simple likes
- **TikTok** engagement puts its trust into shares (reposts) and completion rate (how much of your video is watched)
- **X** engagement favors immediacy and relevance, but replies carry the most weight

X Algorithm



Tips to tilt the X algorithm in your favor

- Use more images and videos
- Hop on trends relevant to your industry
- Avoid getting reported or doing anything outside of Twitter's guidelines
- Use links, but sparingly
- Post within your niche as much as possible
- Don't misspell and don't use made-up words
- Limit the use of hashtags
- Engage your audience with a conversation

User Action Predicted by Model	Weight given to action
Like Tweet	0.5
Retweet Tweet	1
Replies to tweet	27
Opens author profile + likes/replies	12
Clicks into the conversation and stay for 2 min	11
Replies and the reply engaged by the author	75
Watches at least half the video	0.005
Clicks show less often/mute	-74
Reports tweet	-369

<https://buffer.com/library/twitter-timeline-algorithm>

Instagram Algorithm



Follow Head of Instagram, [Adam Mosseri](#), for more tips and trips!

Adam Mosseri gave the following answer when asked about the top considerations currently factored into their algorithm:

"More important than watch time or like and comment counts is send rates... Sends per reach correlate more, in my experience, with overall reach than anything else, because we are looking to help people discover content they want to connect with friends over, and so sends is a great proxy for that sort of connection over creativity."

This is not surprising. Sharing content shows a trust in the content creator that goes beyond just liking or commenting. A user is putting their own reputation on the line when sharing content that is not their own.

TAKEAWAY FOR CUSTOMERS:

Create engaging, informative content that people not only like or want to comment on, but also can't help but share.

How to Get More Engagements



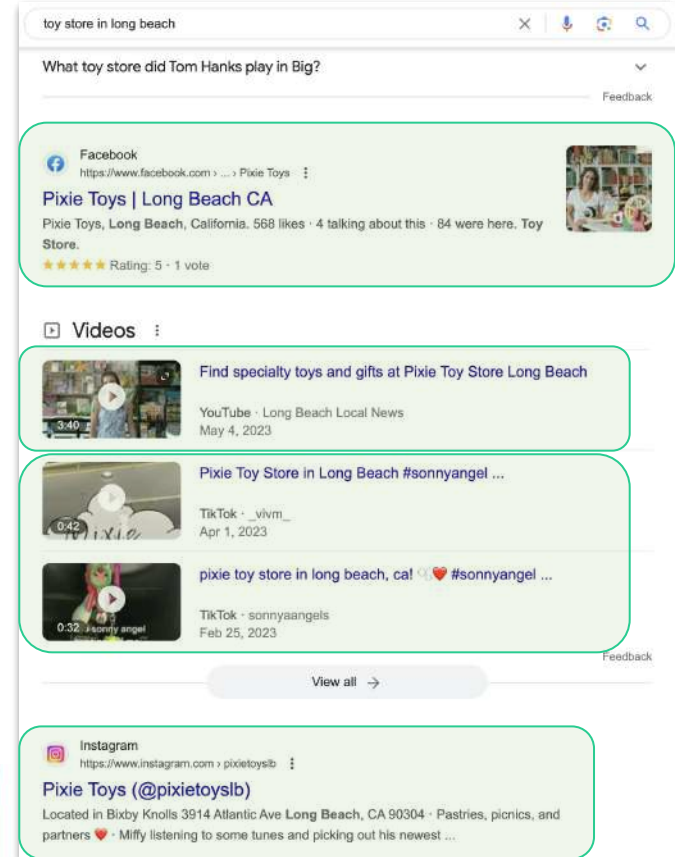
- Giveaways
 - Requiring users to follow and comment to be entered is a sure way to get engagement and additional reach
- Polls
 - When a user interacts with a poll, this is signal to the network that the user wants to see more content from that business
- Stitches, duets, and shares
 - Furthering the reach of another post will help bring in additional engagements
- Asking a question or crowdsource in the copy
 - When writing a caption, think about what will drive comments. For example:
 - As a veterinary practice, you may think to post a photo with the caption “Drop a photo below of your pet’s best halloween costume 🎃👉”
 - As an apartment complex, you may think to ask people to post their door or front porch decorated for Christmas
- Sharing User Generated Content (UGC)
 - Take a look at tagged photos and see if any are worth sharing
 - Always remember to ask the user first before posting, and always give them credit in the caption

Social Optimization

ORGANIC SEARCH

A robust and keyword conscious **Local Social** strategy can help businesses dominate the SERP and boost conversion in search.

Social Posts and Videos have been observed to appear in search results for areas outside a business's immediate proximity when locally optimized for those areas in which they are attempting to appear.



Social Optimization

SOCIAL DESCRIPTIONS

While business descriptions on Google Business Profiles are not considered a ranking factor, business descriptions on social media channels like Facebook or Instagram can influence the rank of those social profiles in organic search results when the copy matches search intent.

About [See all](#)

Nekter Long Beach's freshly made juices, smoothies and a bowls are made to order **without any mystery ingredients.** Just clean, healthy eating that tastes just as good as it makes you feel. [See less](#)

juice bar without any mystery ingredients long beach

Places Rating Price Hours

- Anders Juice Bar**
4.3 (23) Juice
2140 E Carson St
Closed - Opens 9AM
Takeout - No dine-in - No delivery
- Tru Nature Juice Bar**
4.7 (486) \$\$ Juice
2225 E Broadway
Closed - Opens 8AM
Cheery quick-serve for juice & smoothies
- Nekter Juice Bar**
4.5 (95) \$\$ Juice
6467 E Pacific Coast Hwy Suite E-1A
Closed - Opens 7AM
Specialty drinks & health-minded snacks

More places →

Facebook
<https://www.facebook.com/...> Smoothie & Juice Bar

Nekter Juice Bar - Home
Nekter Long Beach's freshly made juices, smoothies and a bowls are made to order without any... 6467 E Pacific Coast Highway Suite E-1A, Long Beach, CA...
Rating: 4.5 / 60 votes

<https://www.facebook.com/...> Smoothie & Juice Bar

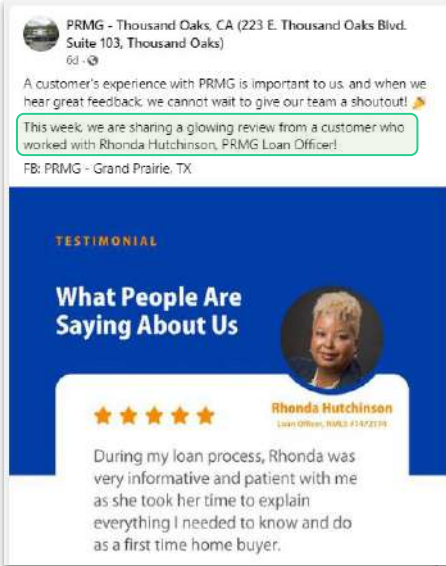
Nekter Juice Bar - Home
Nekter Juice Bar 6467 Pacific Coast Hwy is the pioneer of the modern juice bar experience with a delicious menu of fresh juices, Superfood smoothies, ...
Rating: 5 / 1 vote

Social Optimization

SOCIAL POSTS

Social Posts that include copy relevant to search intent can appear in organic search results.

Understand how your customers are finding you in discovery and create content that speaks their language.



PRMG - Thousand Oaks, CA (223 E. Thousand Oaks Blvd. Suite 103, Thousand Oaks)
6d · 🌐

A customer's experience with PRMG is important to us, and when we hear great feedback, we cannot wait to give our team a shoutout! 🙌

This week, we are sharing a glowing review from a customer who worked with Rhonda Hutchinson, PRMG Loan Officer!

FB: PRMG - Grand Prairie, TX

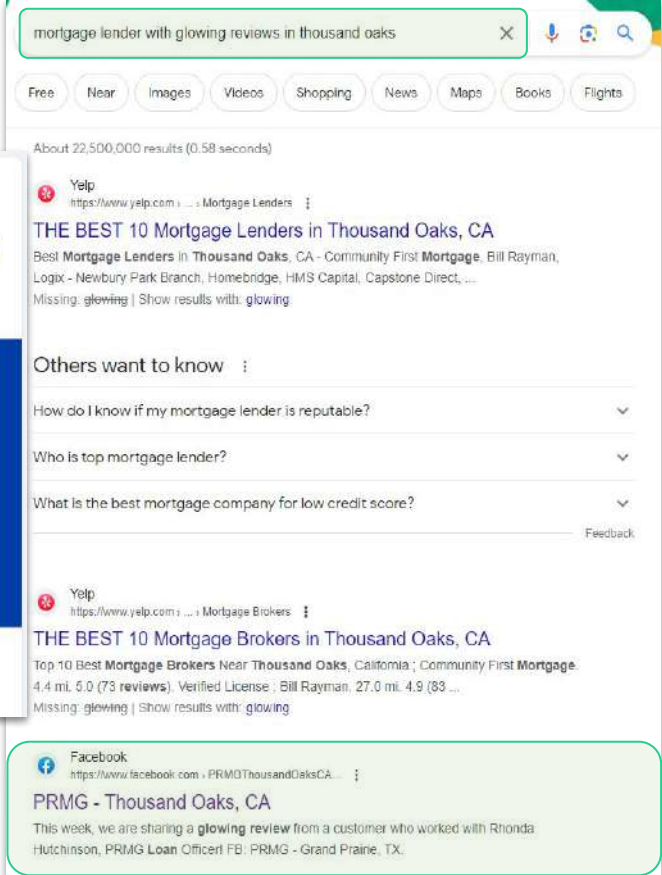
TESTIMONIAL

What People Are Saying About Us

Rhonda Hutchinson
Loan Officer, NMLS #1872198

★★★★★

During my loan process, Rhonda was very informative and patient with me as she took her time to explain everything I needed to know and do as a first time home buyer.



mortgage lender with glowing reviews in thousand oaks

Free Near Images Videos Shopping News Maps Books Flights

About 22,500,000 results (0.58 seconds)

Yelp
<https://www.yelp.com> · Mortgage Lenders

THE BEST 10 Mortgage Lenders in Thousand Oaks, CA

Best **Mortgage Lenders** in **Thousand Oaks, CA** - Community First **Mortgage**, Bill Rayman, Logix - Newbury Park Branch, Homebridge, HMS Capital, Capstone Direct, ...
Missing: glowing | Show results with: glowing

Others want to know

- How do I know if my mortgage lender is reputable?
- Who is top mortgage lender?
- What is the best mortgage company for low credit score?

Feedback

Yelp
<https://www.yelp.com> · Mortgage Brokers

THE BEST 10 Mortgage Brokers in Thousand Oaks, CA

Top 10 Best **Mortgage Brokers** Near **Thousand Oaks, California**; Community First **Mortgage**.
4.4 mi. 5.0 (73 reviews) · Verified License · Bill Rayman, 27.0 mi. 4.9 (83 ...
Missing: glowing | Show results with: glowing

Facebook
<https://www.facebook.com> · PRMGThousandOaksCA

PRMG - Thousand Oaks, CA

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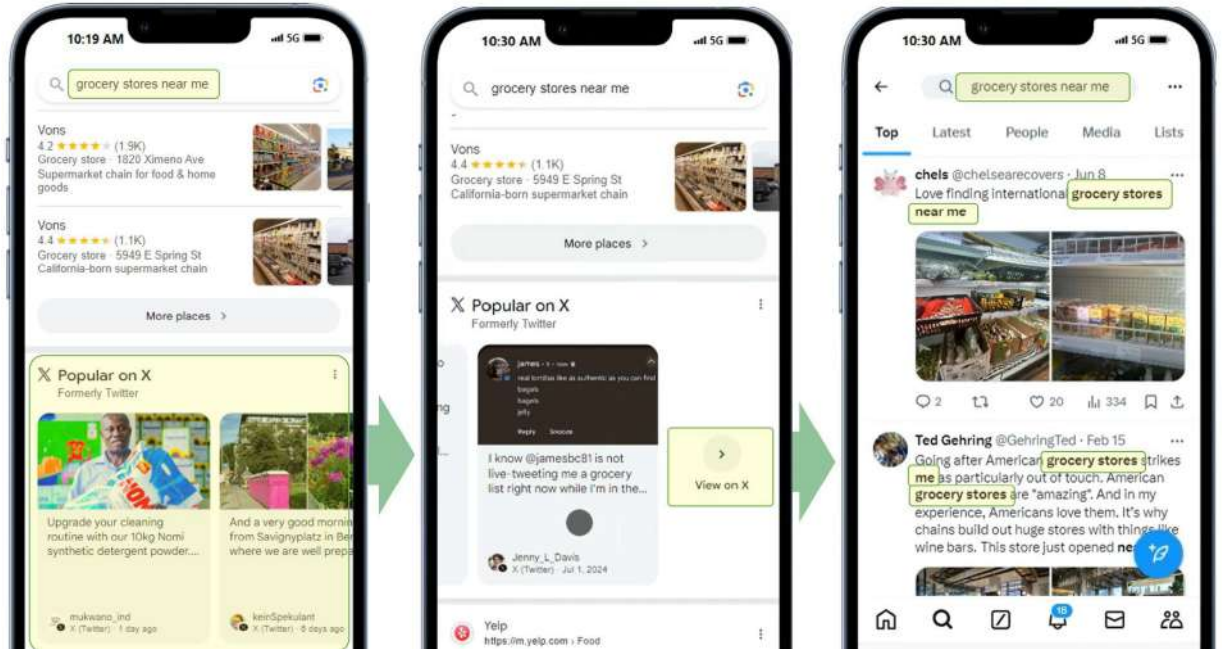
Social Posts Get more Visibility with "Popular on X" Feature



The feature appears to include recent posts from the past week, though when navigating to X via "View on X" the feed highlights those most relevant to the search query and can go back several months (the example below includes a post from Feb!).

Why This Matters:

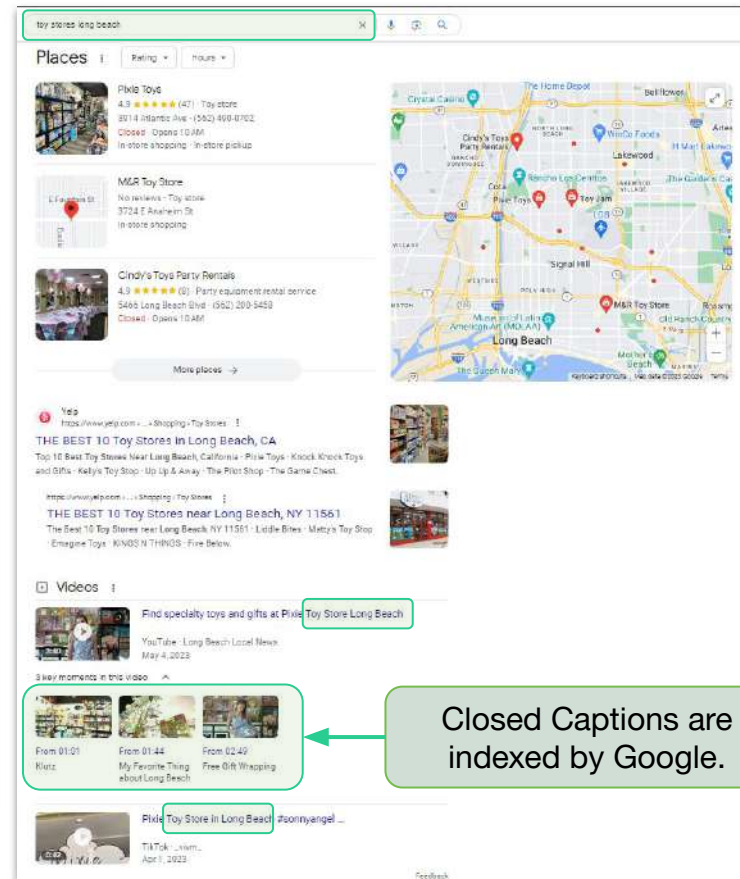
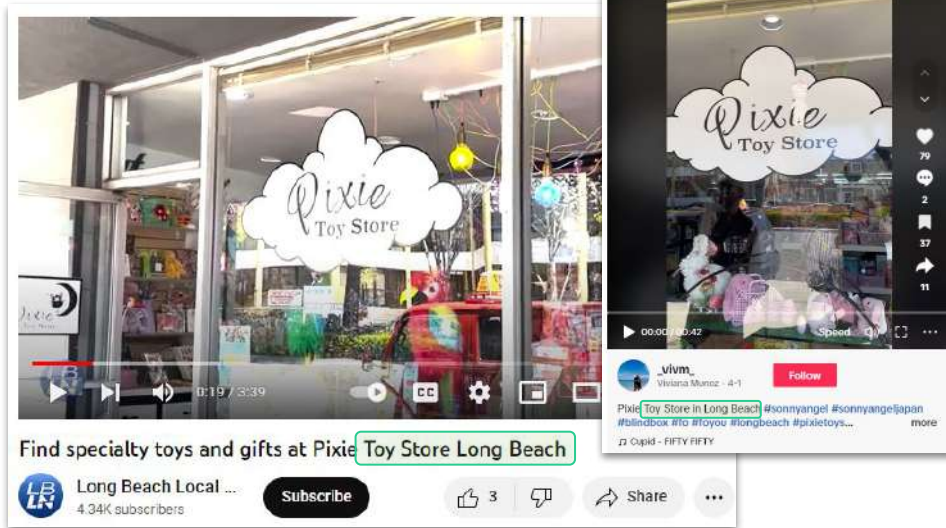
Brands need to start bringing their Local SEO and Social Teams together to create posts that are optimized for visibility in Google's local search results.

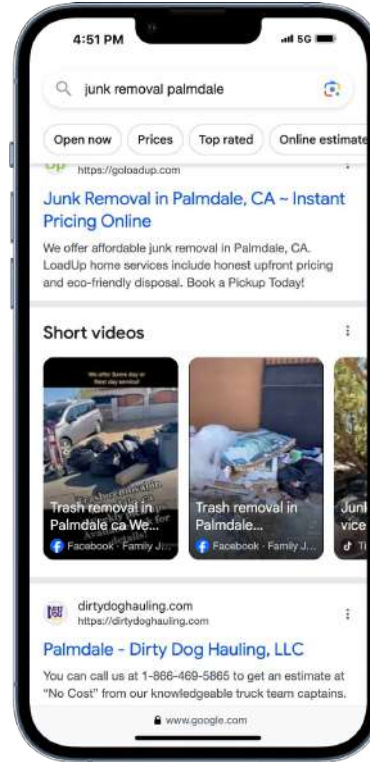
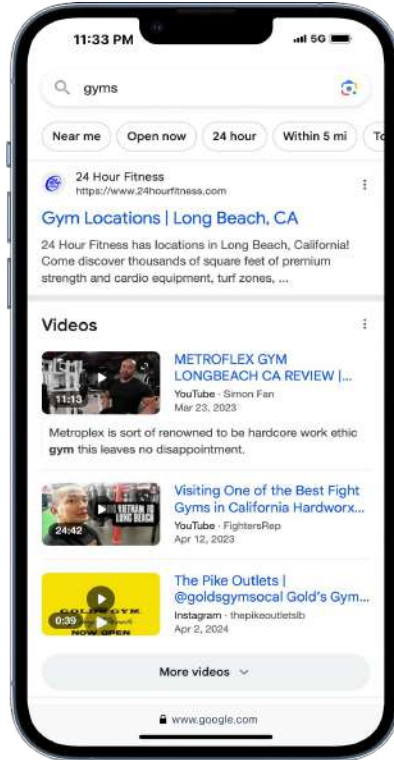
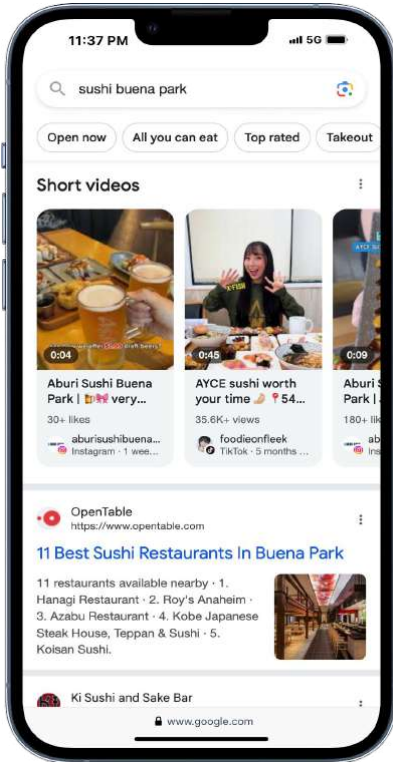


Social Optimization

SOCIAL VIDEOS

Google may highlight videos from sites like YouTube and TikTok when headlines include copy relevant to search intent.

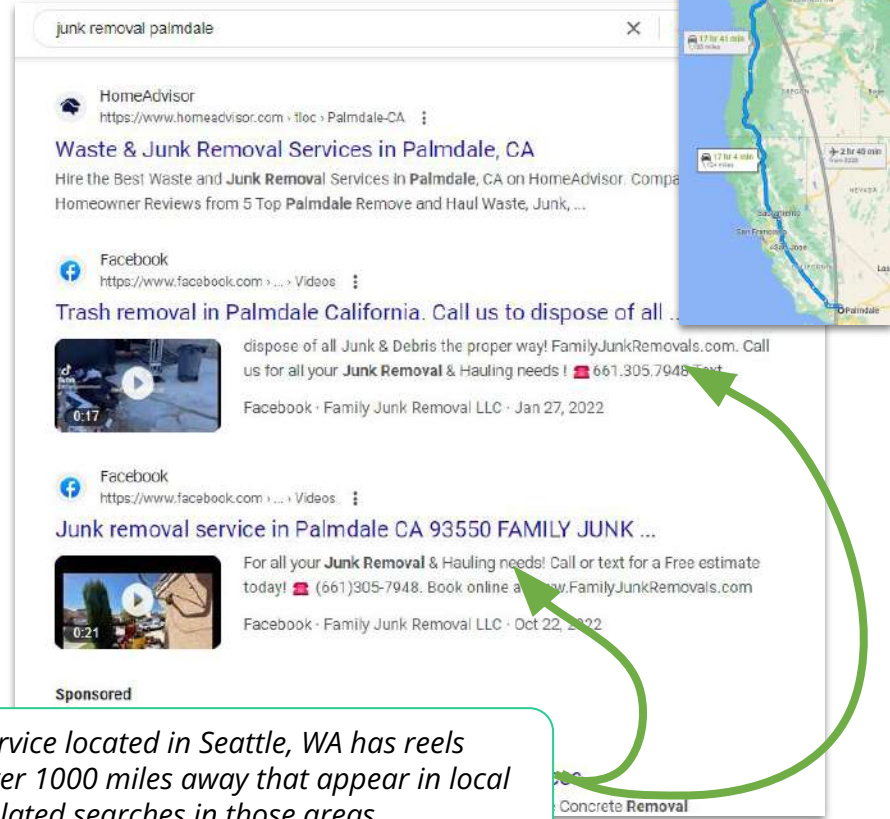
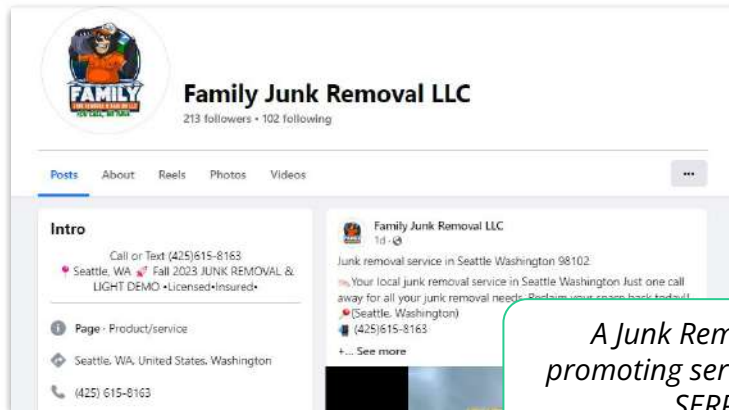




Social Optimization

LOCALIZED CONTENT

Unique Local, Social content on Facebook, Instagram, YouTube and others networks can rank highly in organic search for businesses wanting to appear in search results for areas outside their immediate proximity?



A Junk Removal service located in Seattle, WA has reels promoting services over 1000 miles away that appear in local SERPs for related searches in those areas.

Social Optimization

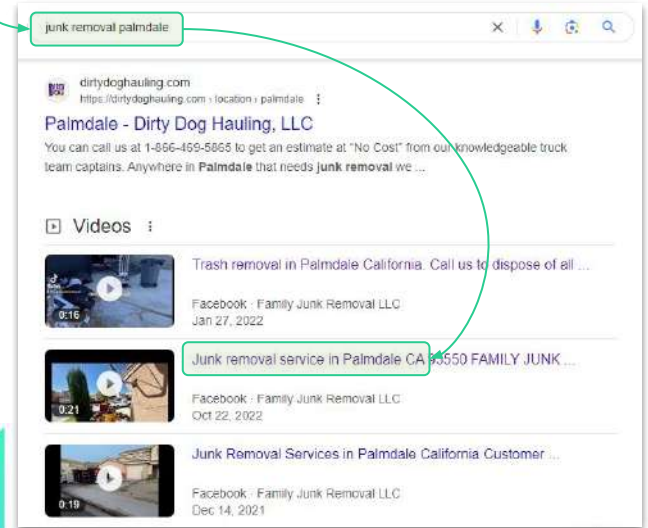
LOCALIZED CONTENT

Create social content that highlights the area you are in and the work you are performing on any given day.

For example, if you are animal control service, and you get called out to do a raccoon removal, you might post a photo or video, along with the following:

“Today we are performing a Raccoon removal service for a customer in Long Beach. Left unchecked, Raccoons can... (add information about damage racoons can do and why you are the best to handle it)”

The additional information at the end speaks to your expertise in the industry and in performing this service in particular. Expertise building is an important part of Google's Search Quality Evaluator Guidelines.



Google Post Optimization

OFFERS & EVENTS

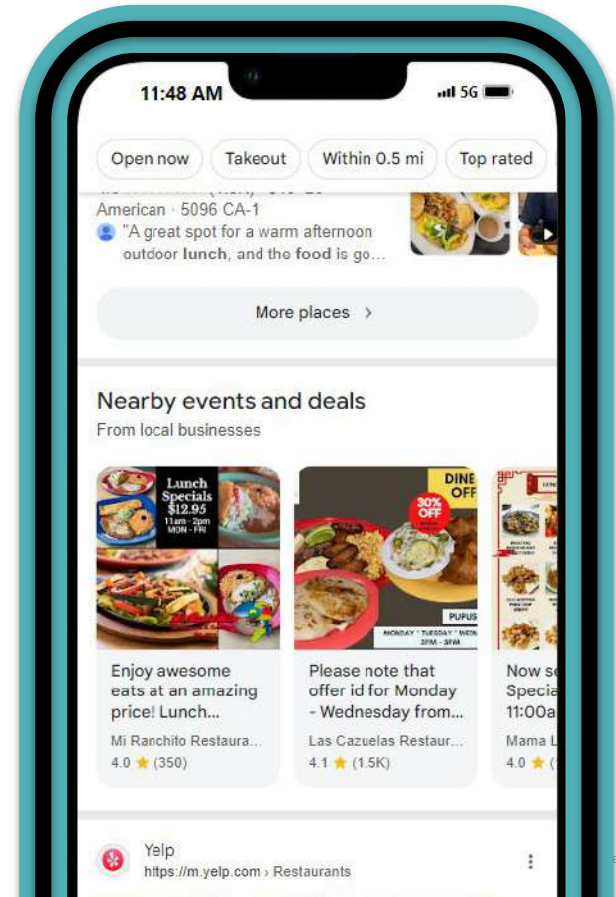


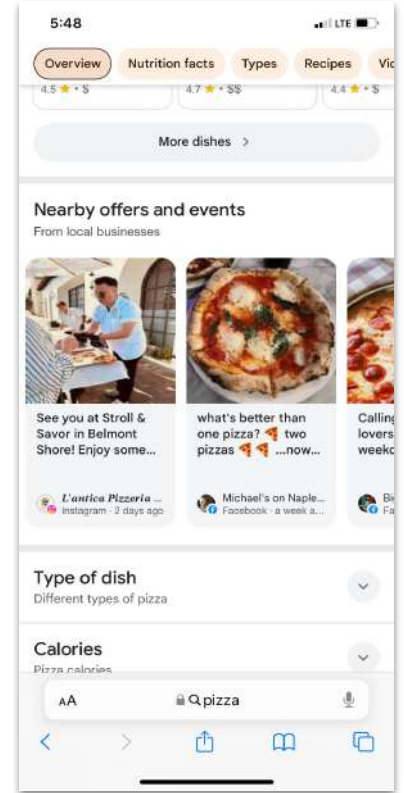
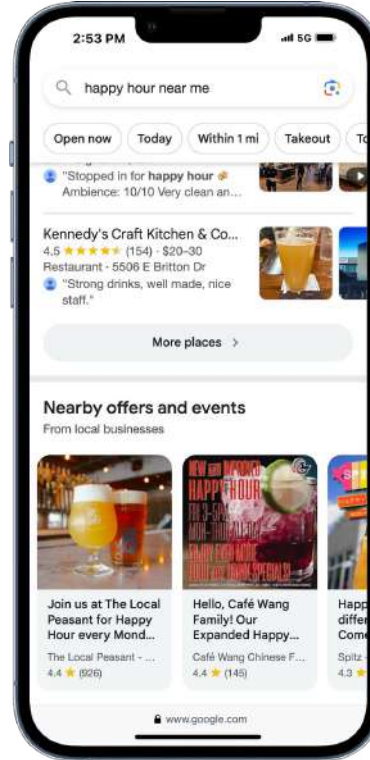
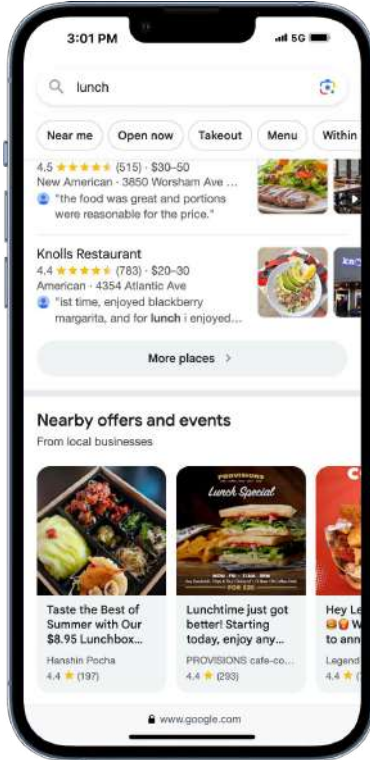
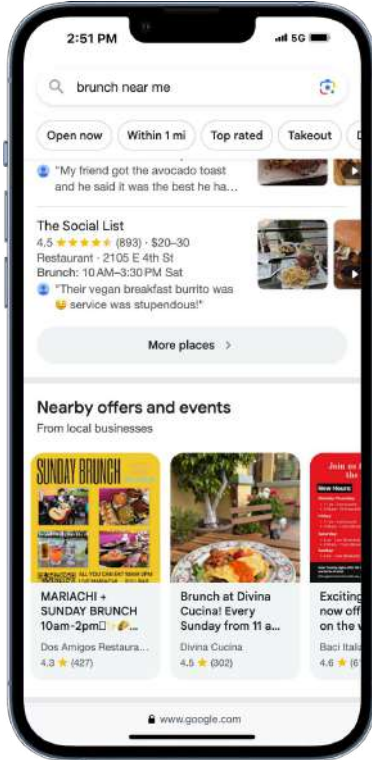
Feature now appears directly below the local pack in most food & beverage searches providing additional opportunity for visibility in search results.

Gives priority to posts with copy that aligns with the search query; creates another opportunity for optimization.

Google confirmed posts with copy that is timely, especially as it relates to national events and holidays, are given priority.

Though currently this feature is appearing primarily for food and beverage related searches, Google indicated to they intend to expand it to other industries.

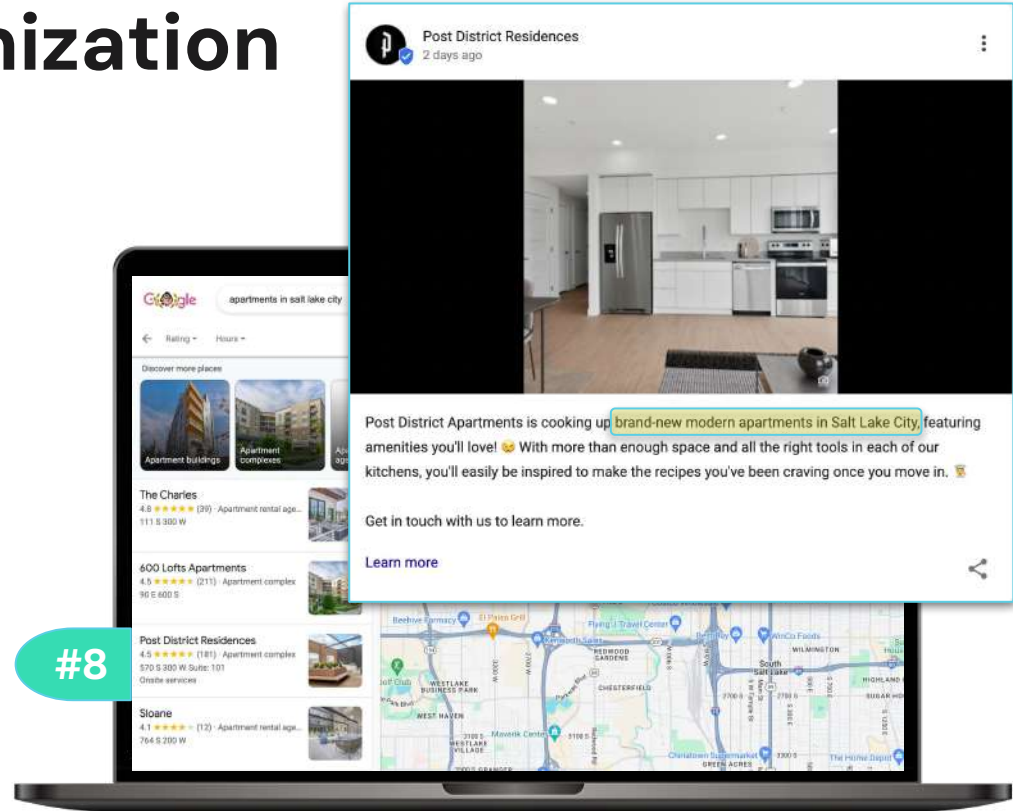




Google Post Optimization

WHAT'S NEW

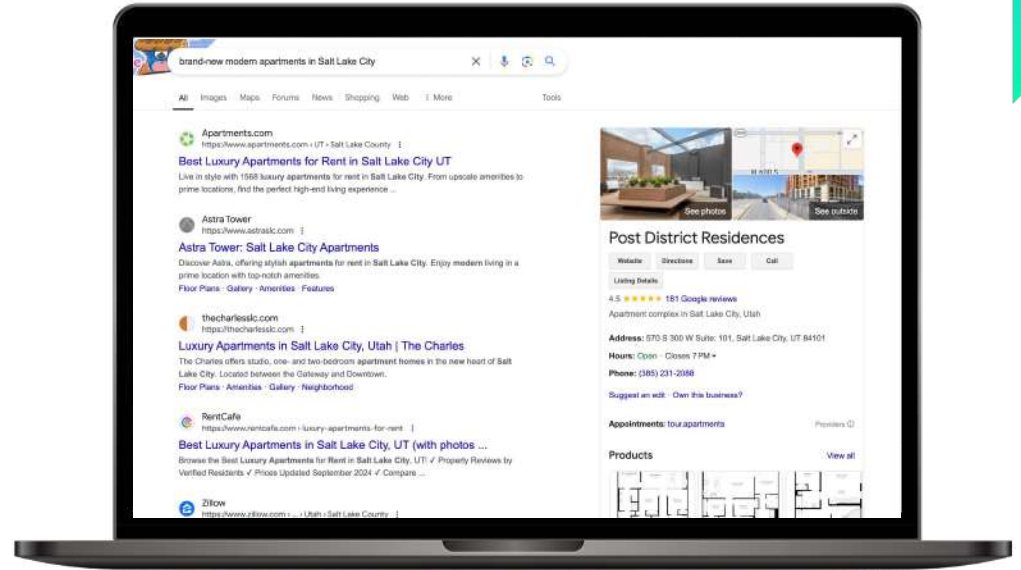
While there is no evidence that “What’s New” posts are a direct ranking factor, post copy can open businesses up to additional search volume when it relates to perceived search intent.



Google Post Optimization

WHAT'S NEW

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Google Post Optimization

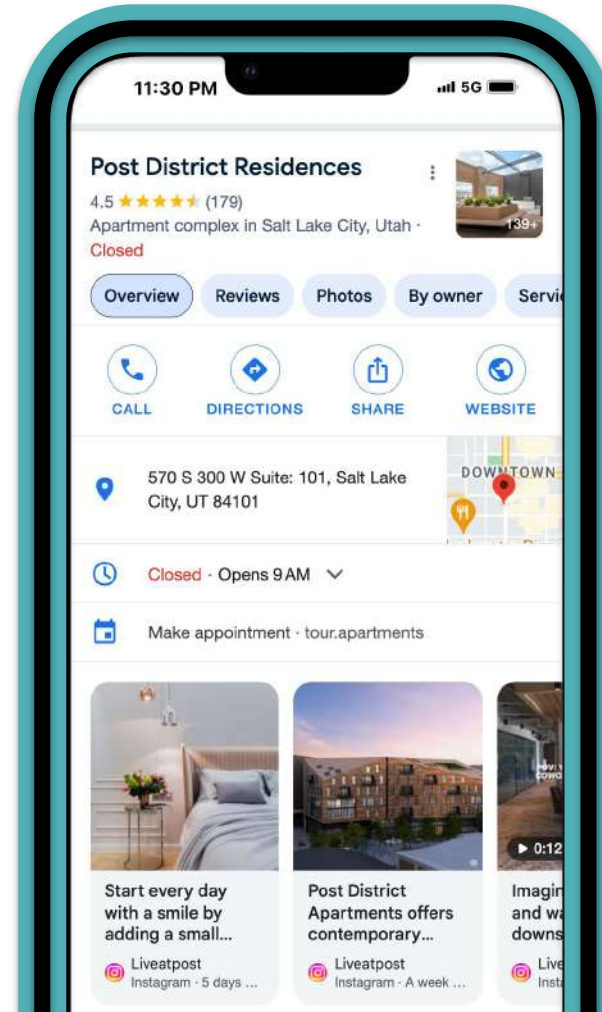
WHAT'S NEW



While there is no evidence that “What’s New” posts are a direct ranking factor, post copy can open businesses up to additional search volume when it relates to perceived search intent.

GOOGLE POST TIPS:

- Use Google provided CTA link fields. URLs and Phone numbers are against Google Policy and may cause posts to be flagged.
- Google does not use hashtags
#dontusehashtags





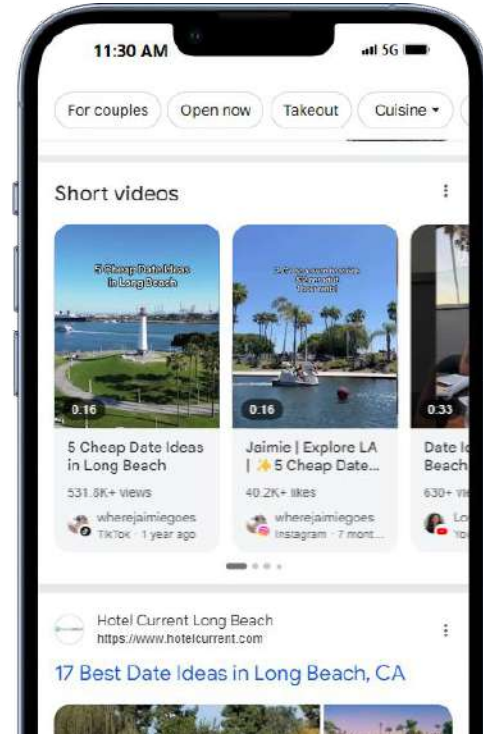
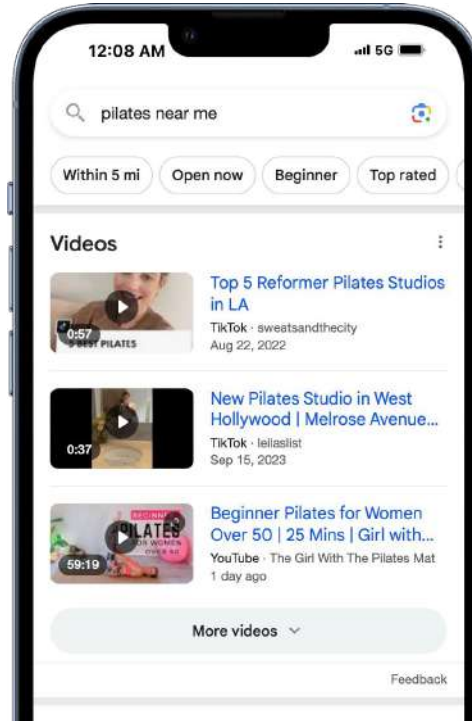
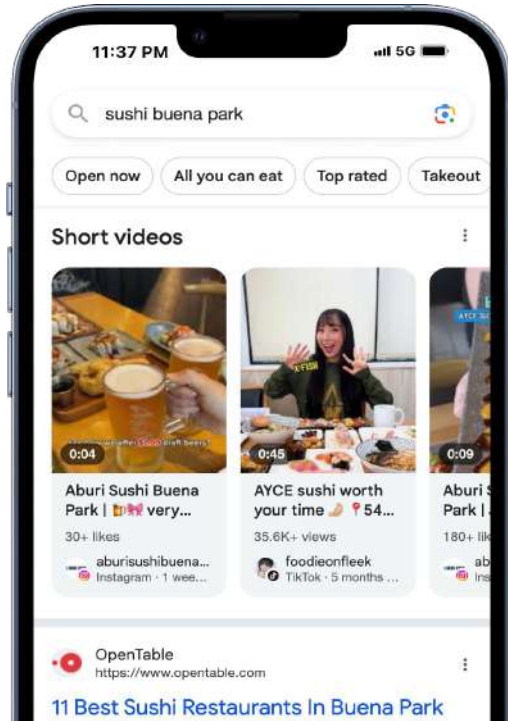
Takeaways & Recommendations:

- Make sure your Google Business Profiles include links to your local Social Media accounts (you can link to your brand account if no local one exists).
- Local Social Media engagement can influence rank; create opportunities for early engagement when opening new locations in order to boost signals of authority and trust.
- SEO teams should share popular search keyword research and recommendations with the Social Media teams to incorporate into posts.
- Service and Mobile businesses should post frequently about the places they've visited and the services they've offered each day (i.e. raccoon removal in Seal Beach) in order to improve visibility for services in areas where their Local Pages & Google Profiles might not appear.
- Google Posts are not formatted the same as Social Posts; phone numbers & Links are against policy and could get a post flagged. #dontusehashtags
- Utilize Offers & Event Posts to promote deals.



Takeaways & Recommendations:

- Create Localized Videos.



In Case You Missed It

New GBP Categories, Attributes
and More





New GBP Categories



Transportation:

Mobility Hub

Mobility hubs are generally defined as locations where people can access multiple types of transportation modes in a central location (ex. bike share, public transit, micro mobility devices)





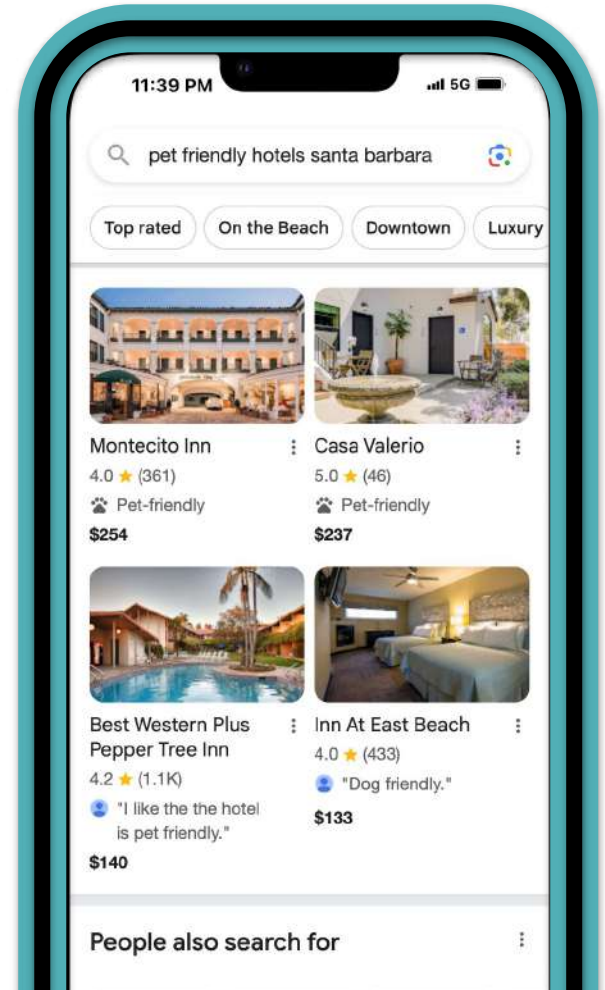
Caught in the Wild

New features we've spied
in Local Search results



Caught in the Wild...

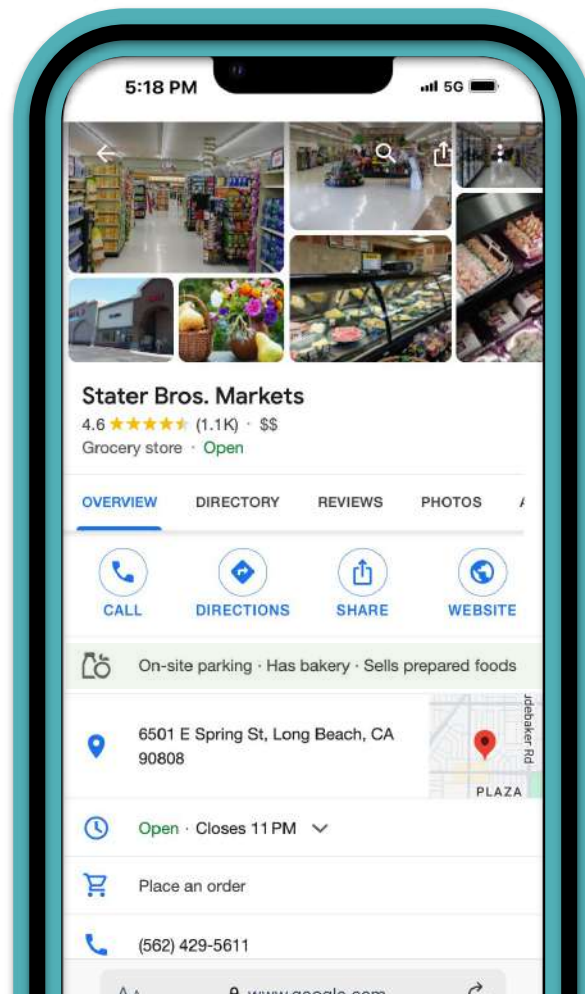
Pet-friendly highlights for hotels
appearing in a quad pack on mobile.





Caught in the Wild...

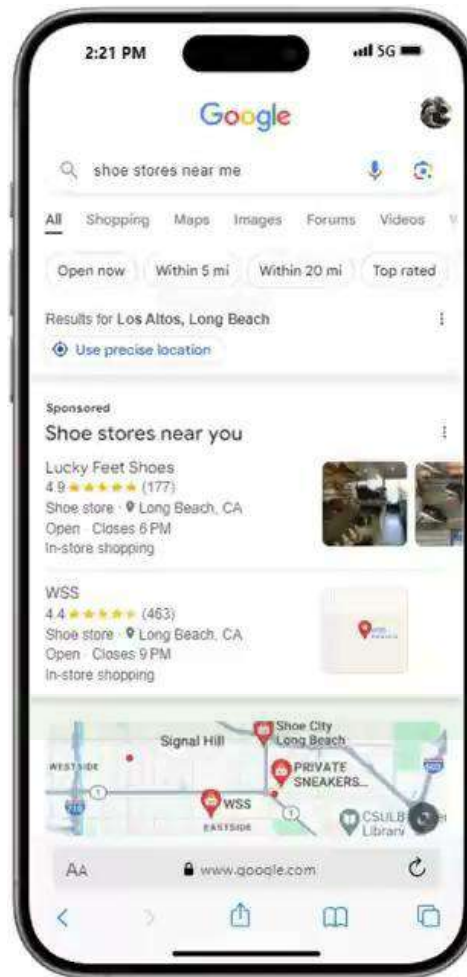
Has bakery callout appearing on Grocery store listings. Not at new attribute; may be created through a combination of nested directory listings, review, and/or photos.





Caught in the Wild ...

Google appears to be testing out a **GBP only search result on mobile** when the intent is explicitly local. Up to 13 listings appear organically below the typical local pack mini-map. Other features like "Videos" or "From the web" may be mixed in.





Q&A



**Thanks for
Joining!**