

Using Facebook for SEO

Put simply, the more ways people can find you online, the better. Using Facebook to enhance your SEO will increase the visibility of your content and brand and, crucially, increase traffic to your website.

There are a number of ways you can do this:



Use keywords throughout your Facebook business page. These are words or phrases that potential customers typically use when they are searching the internet for your products or services. Using keywords will give you more hits and help position you higher up in the search.



Include your custom URL and website in your short description. A custom URL is a unique web address that identifies your company, e.g. Facebook.com/YachtsGalore. You can create your Facebook one when you set up your business page.



Link to your Facebook business page from your website



Write your posts like you would your site/blog content, with SEO tools like keywords



Link through to content on your website/blog



Use hashtags (but not too many). Hashtags are search queries people use to find what they're looking for. Including them in a post or even your page itself will help people find you, e.g. #Sailing #Cornwall.