

# PRACTICAL SEO

\* Vol. 8 \*

[icba.org/mrc](https://icba.org/mrc) | ICBA Guidebook Series

## Using Social Media to Boost Your Bank's SEO





## Practical SEO Overview



Welcome to our SEO guidebook series tailored for community banks.

We've worked with marketing experts and long-established search specialists to develop custom guidance to help community banks succeed in our specialized industry.

Our biggest goal was to fine-tune the most important parts of a basic program that allows you to implement the most crucial tactics first and start seeing gains fast.

We understand that SEO can seem complex, especially if you're not a tech expert. Don't worry - we've designed this guidebook series to be easy to understand and implement, even for those with no prior SEO experience.

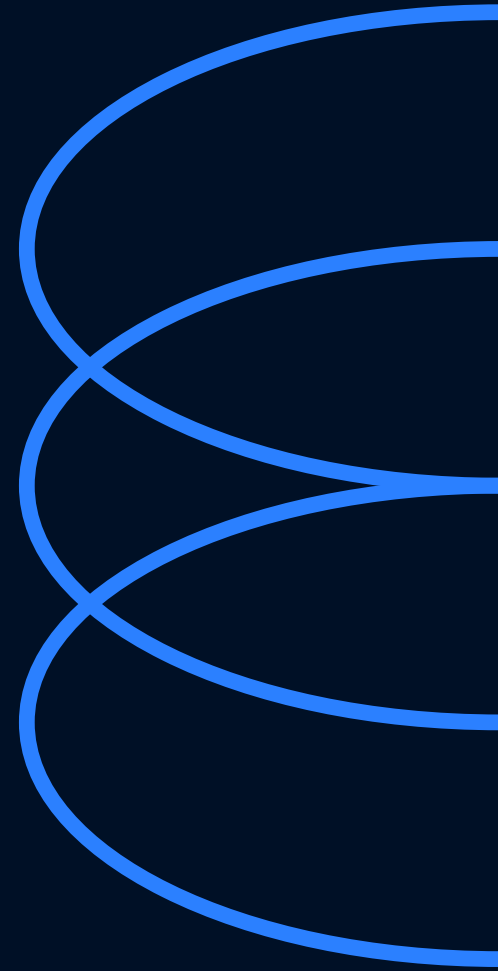
The series is organized into short guidebooks that you can use as needed and at your own pace.

The goal is to help you improve your community bank's online visibility without overwhelming you with technical jargon or long processes.

We'll even show you how to set up some simple tracking reports that allow you to show the results of your work.

And through it all, you'll learn that search engine optimization is simply an iterative process that you or multiple teammates can work through together.

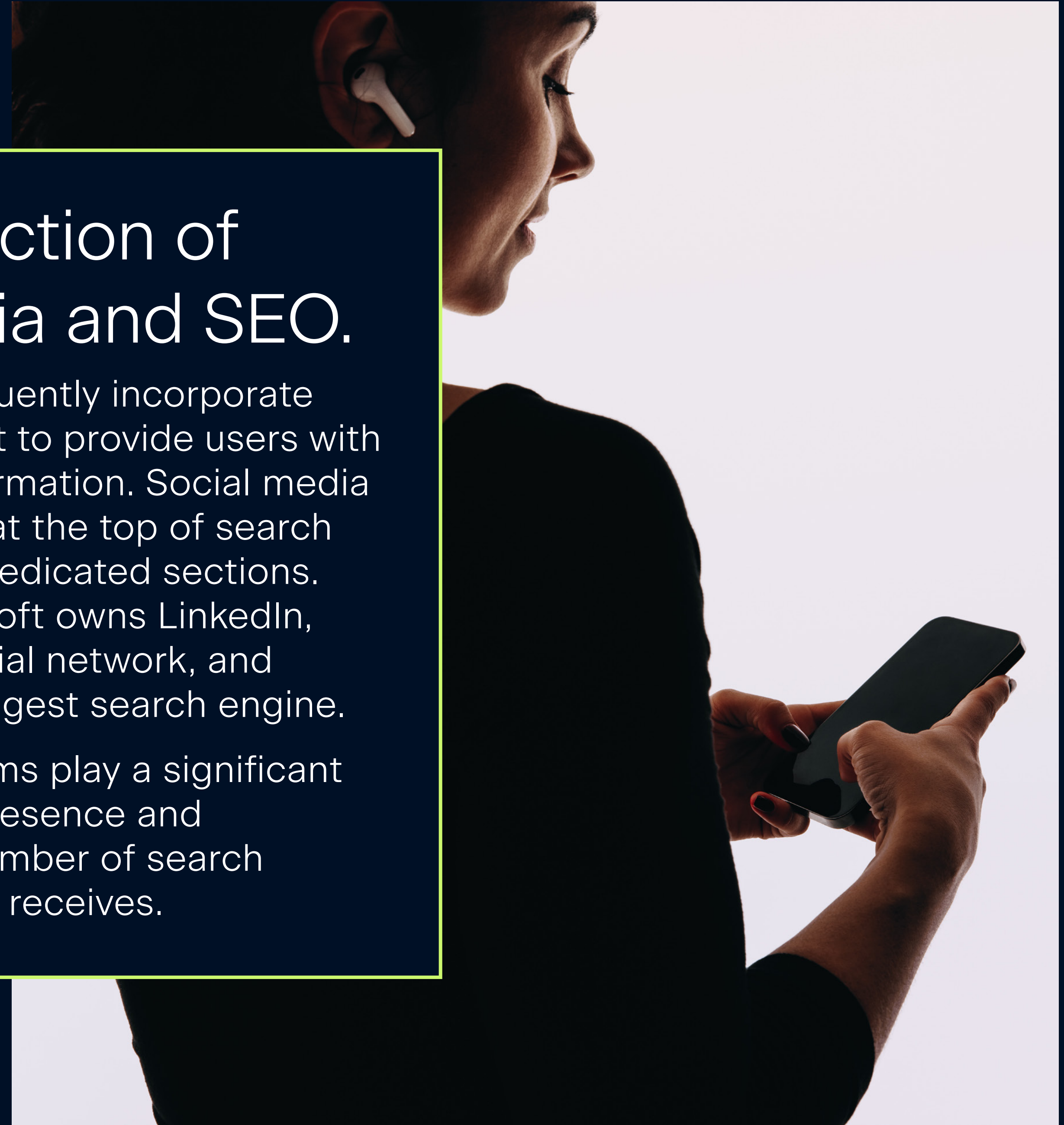




## The Intersection of Social Media and SEO.

Search engines frequently incorporate social media content to provide users with recent, relevant information. Social media posts often appear at the top of search results pages or in dedicated sections. For example, Microsoft owns LinkedIn, the professional social network, and Bing, the second biggest search engine.

These social platforms play a significant role in your online presence and can influence the number of search visitors your website receives.





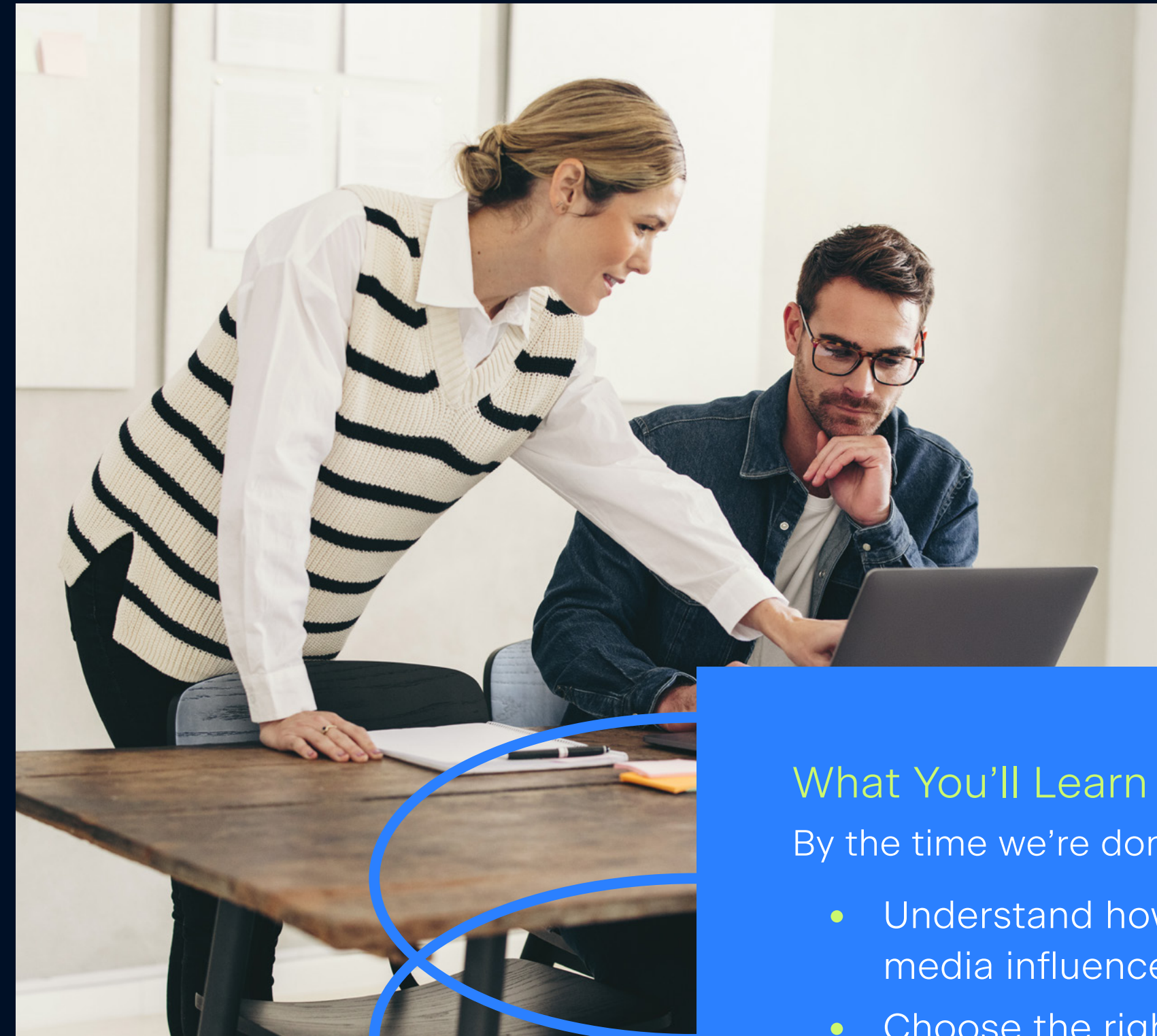
When search engines display social media results, they lend these posts additional credibility. Users are accustomed to seeing relevant links within search results, but encountering your bank's information via a social media platform on a search page can effectively elevate your content above other search results.

Your content literally skips the line.

Users clicking on your social media posts may subsequently visit your website content. This is particularly true for YouTube videos and LinkedIn posts.

This process not only increases your bank's visibility and distribution but also allows your brand to potentially outrank competitors when users engage with your social media content from search results. Think of this effort as expanding your website to ancillary locations.

**Let's get started!**



### What You'll Learn

By the time we're done, you'll be able to:

- Understand how social media influences SEO
- Choose the right social media platforms for your community bank
- Create and share content that supports your SEO goals
- Use social media to amplify your local SEO efforts



## Choosing the Right Platforms



Here's a brief overview of the four big social media networks and examples of how to leverage each for search engine optimization:

### Facebook

Ideal for community engagement and sharing local news with your page's followers, use Facebook to promote services and local events.

### LinkedIn

Perfect for B2B connections, regularly posting content on Microsoft-owned LinkedIn showcases your bank's financial expertise and commenting on news stories positions your bank as a thought leader.


### X (formerly Twitter)

Effective for real-time updates and customer service, X is perfect for sharing quick financial tips and market insights. Even if you don't engage on X, consider using software to monitor mentions of your bank, as many customers bring service issues here.

### Instagram

Offering a great way to humanize your bank with behind-the-scenes content, Instagram is also an outstanding platform for showcasing community involvement for everything from local fairs to the Little League team you sponsor.





# 10 Simple Steps to SEO-Friendly Social Media Content

## #1

Align with your keyword strategy by incorporating your researched keywords into your social media posts.

## #2

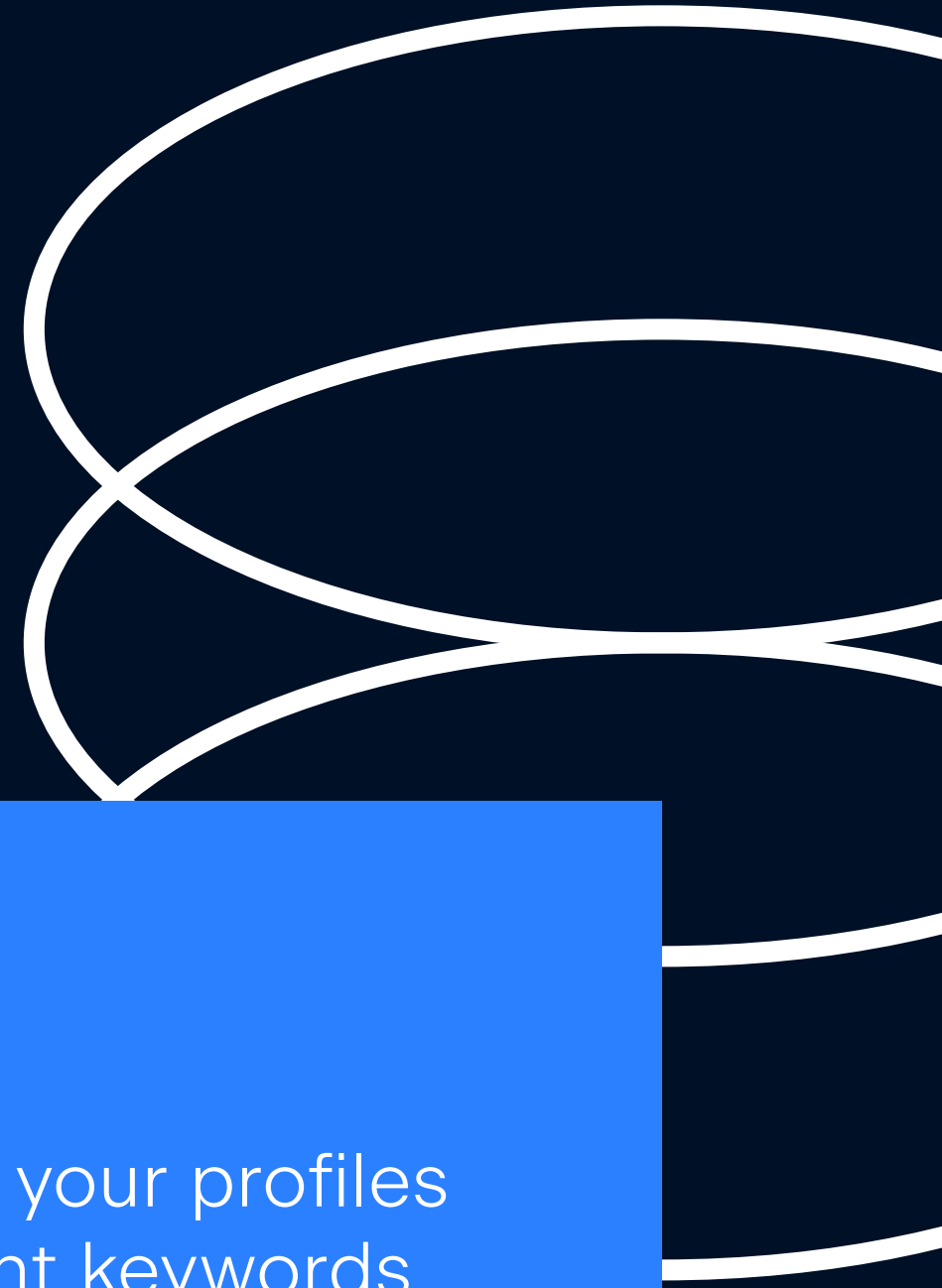
Create content around topics of interest in your local community, especially current trends.


## #3

Share your website content--even newly edited pages.

## #4

Make sure your profiles use relevant keywords and link back to your website and branch locator pages.





# 10 Simple Steps to SEO-Friendly Social Media Content

## #5

Encourage engagement by asking open-ended questions.

## #6

Respond promptly even if only to thank a commenter.

## #7

Use location-specific hashtags in your posts to be seen in the online community.

## #8

Ask satisfied customers to leave reviews on their social media accounts.

## #9

Promote location tagging at your branches.

## #10

With their permission, take pictures with and post images of new account holders, especially those opening their very first account.





## Using Social Media to Boost Your Bank's SEO

# \* Checklist \*

Audit your current social  
media presence

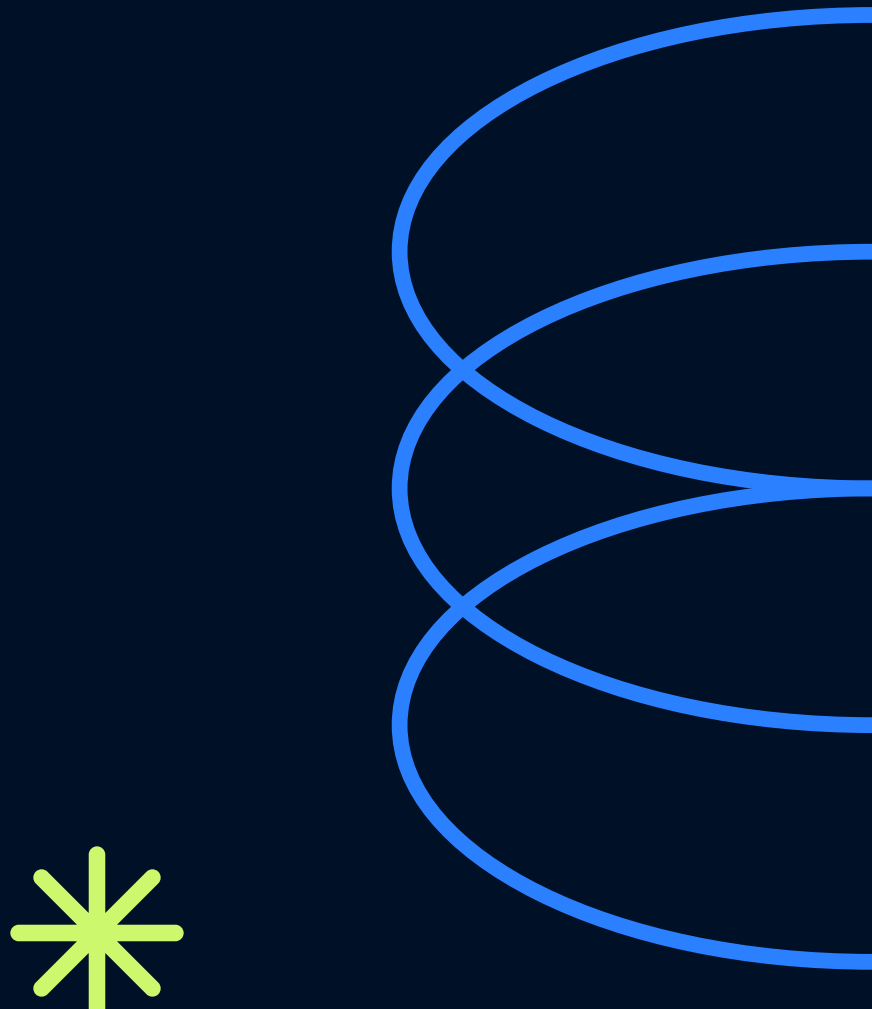
Choose a platform to focus on and  
test with based on your audience

Create a month's worth of content  
aligned with your SEO keywords


Engage with your local community  
on social media daily



# Next Steps



Remember,  
while social media might not directly boost your search rankings, it's a powerful tool for increasing your online visibility, engaging with your community, and driving traffic to your website content. These efforts may even be reflected on search results pages, further enhancing your bank's online presence.







For the complete Practical SEO Guidebook Series,  
or to learn more about how to help your  
community bank flourish, visit:

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