

THE PLAYBOOK MEMBERSHIP

SOCIAL MEDIA | MODULE ELEVEN

Understanding the importance of SEO

WHAT IS SEO?

WHY SEO MATTERS & WHERE IT’S USED

WHY SEO NEEDS REGULAR UPDATES

TOOLS TO HELP IMPROVE SEO

WHAT IS SEO?

It's not as scary as you think, I promise!



WHAT IS SEO?

SEO = Search Engine Optimization

Think of SEO as making your content easier for search engines (and people) to find.

Whether it's a website, blog, online store, or social media post, SEO helps your content show up when someone is searching for it.

In simple terms: SEO helps you get found online.



What Does SEO Do?

Good SEO helps you:

- Get found online
- Reach the right audience
- Increase website traffic
- Build trust and credibility

The goal: To appear in front of the right people at the right time.



How Do Search Engines Use SEO?

Imagine Google as a giant library.

- It scans billions of pages
- Looks for the most relevant content
- Ranks results based on quality and relevance

The better your SEO, the easier it is for Google to understand and recommend your content.

WHY SEO MATTERS

and where it's used...



WHERE DOES SEO LIVE?

Websites

- Page titles
- Headings
- Website content
- Images & image descriptions
- URLs

Social Media

- Profile names
- Usernames
- Captions
- Hashtags
- Video descriptions

Other Places

- Google Business Profiles
- Product listings (Amazon, Etsy, Shopify)

Quick rule: If people can search for it, SEO probably plays a role.



Why Businesses Invest in SEO

Imagine Google as a giant library.

- Reach people already looking for their products or services
- Reduce reliance on paid advertising
- Stay ahead of competitors
- Grow visibility over time

The goal? Show up when potential customers are searching.

WHY SEO NEEDS REGULAR UPDATES

it's not a one and done situation unfortunately



SEO Takes Time

Think of SEO like building a reputation.

MONTH 1-2

- Google discovers your content
- Rankings can move around

MONTH 6-12+

- Content gains trust
- More keywords rank
- Traffic becomes more noticeable

MONTH 3-6

- More people start finding you
- Authority begins to grow

The goal? Show up when potential customers are searching.



Why SEO Needs Regular Updates

Content becomes outdated



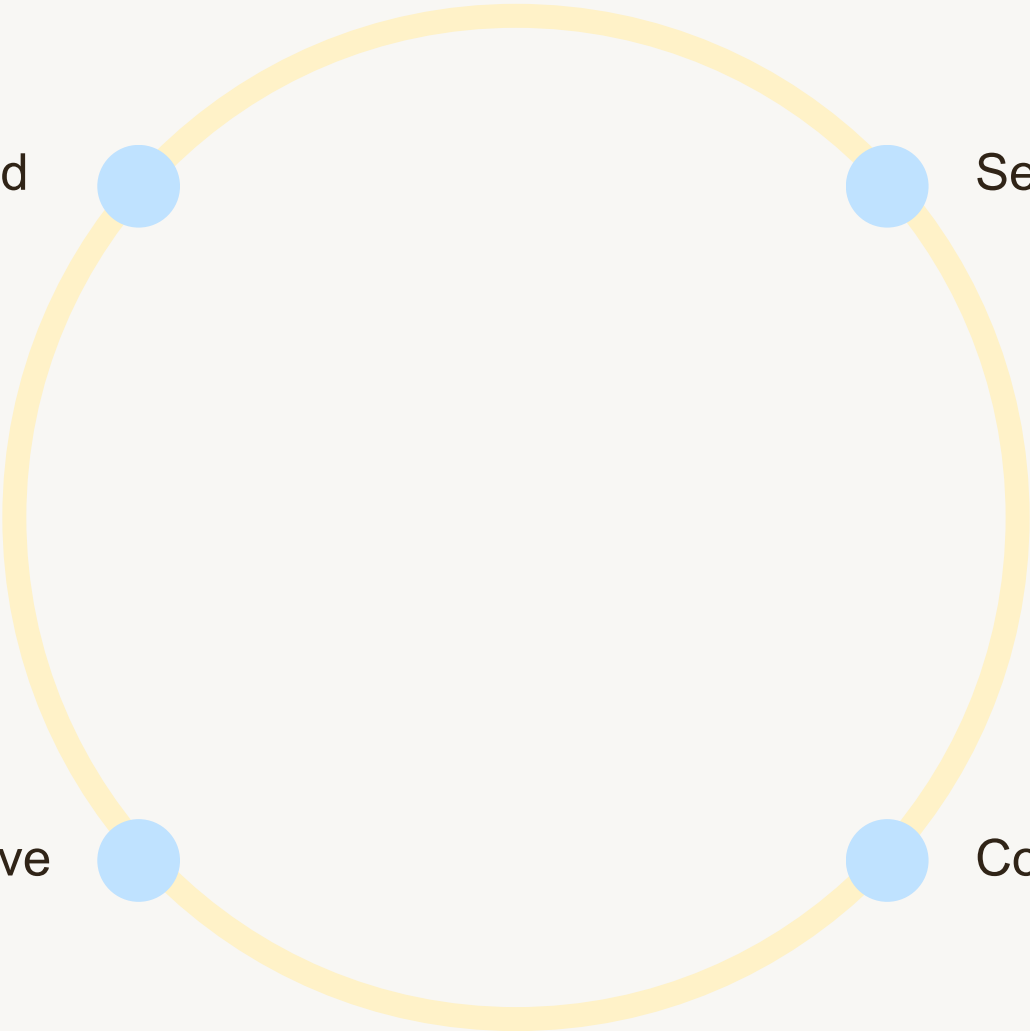
Search behaviour changes



Search algorithms evolve



Competitors keep improving





Fresh Content Wins

Google wants to show users the most relevant information.



Best Social Media Trends for 2023



Best Social Media Trends for 2026

Updating content helps:

- ✓ Keep information accurate
- ✓ Stay relevant
- ✓ Improve rankings over time
- ✓ Show search engines your content is active



What Happens If You Ignore SEO?

- Rankings can drop
- Competitors can overtake you
- Fewer people find your content
- Information becomes outdated
- Less traffic can mean fewer leads or sales

SEO isn't something you "finish." It's something you maintain.

SEO TOOLS

Check your SEO score & how to improve



Tools That Measure SEO

Want to see how you're doing?

GOOGLE SEARCH CONSOLE

- See what keywords people find you with
- Monitor clicks and rankings

GOOGLE ANALYTICS

- See how much traffic you're getting
- Understand visitor behaviour

SEO SITE CHECKUP / SEO ANALYZER

- Get a quick SEO health score
- Spot issues that need fixing



Tools to Find SEO Opportunities

GOOGLE TRENDS

Why it's useful:

- See what people are searching for right now and whether interest is growing or declining.

Example:

- "Social Media Marketing" vs "AI Marketing"
- "Should I write about something people searched for 3 years ago, or something that's trending now?"

ANSWERTHEPUBLIC

Why it's useful:

- Shows real questions people are asking online.

Example:

Instead of writing "SEO Tips", you discover people are searching:

- "How long does SEO take?"
- "Is SEO worth it for small businesses?"

ALSOASKED

Why it's useful:

Visualises Google's "People Also Ask" questions.

Great for:

- Blog ideas
- FAQs
- Website content planning



Tools to Improve Your Content

CHATGPT

Why it's useful:

- Generate keyword ideas
- Rewrite titles
- Create meta descriptions
- Turn one blog into multiple social posts

Not an SEO tool specifically, but a massive time saver.

HEMINGWAY EDITOR

Why it's useful:

- Makes content easier to read.
- Google loves content people can actually understand.
- If your article reads like a university essay, you've probably lost half your audience.



Tools to Spy on Competitor

AHREFS FREE WEBSITE AUTHORITY CHECKER

Why it's useful:

- Quickly see how strong a website is without paying for a full Ahrefs account.

SIMILARWEB

Why it's useful:

- Traffic estimates
- Top traffic sources
- Competitor insights

Great for research.

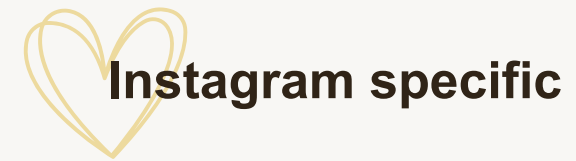


KEY TAKEAWAYS

- SEO helps people find your content online
- SEO isn't just for websites, it's used across search engines, social media, video platforms, and more
- SEO takes time and needs regular updates to stay effective

Remember:

SEO isn't about tricking search engines. It's about helping the right people find the right content.



Where Keywords Matter

If you want to be discovered on Instagram, focus on:

- 1 Username (@handle)
- 2 Name Field
- 3 Bio Keywords
- 4 Captions
- 5 Alt Text

The easier Instagram can understand your content, the easier it is to show it to the right people.

YOUR PLAYBOOK PRACTICE

Action Task

YOUR PLAYBOOK PRACTICE

Take 10–15 minutes to practice:

1. Find 3 Keywords

Search your industry on Instagram and note common words or phrases.

2. Review Your Profile

Check your:

- Username
- Name Field
- Bio

3. Make One Change

Update your Name or Bio using a keyword your audience is searching for.



TURN THE PAIGE

and follow The PlayBook

NEXT UP: CANVA HACKS 101