

SEO and social media 'work well together'

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Online marketing professionals would do well to make use of [search engine optimisation \(SEO\)](#) to boost their social media efforts - and vice versa.

This is according to a new report from digital agency Moosylvania, which suggests that organic [SEO](#) and high-quality content can combine to increase the impact of social media on search rankings.



Combining SEO and social media could be a good idea

Moosylvania chief marketing officer Rodney Mason says that social media is capable of transforming the search profile of a particular brand instantly.

"The information gap to simply understand the correlation of search and social media has never been in more need of closing," he remarks.

Gus Hattrich, president of the company, added that it is essential brand marketers have a response strategy in place for social media's effect on [SEO](#) as the medium is "changing the landscape of search".

Jonathan McLellan, spokesperson for Pixl8, recently advised small businesses looking to enhance their [SEO](#) campaigns to focus on niche [keywords](#) rather than more popular ones that are likely to be dominated by their bigger rivals.

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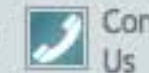
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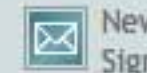
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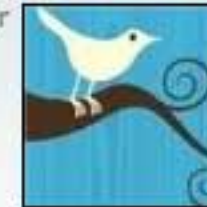


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