

Search in Social

Search is now happening on social channels, nearly taking over taking traditional search engines like Google.

Below are a few ideas to make your site more discoverable.



01

CALL TO ACTION-CTA

Make sure that you are including CTAs in your social posts – especially videos.

02

LINKS

Make sure that you are linking to the action – make it easy for the user to complete the desired action

03

CATEGORIZATION

Make use of categorization tools

- Captions
- Overlays
- Interlink related content (such as you do in a blog)

04

LISTICLES

Combine different snippets from different requests to make listicles (an article written in list format).

05

SHORT FORM VIDEO-SFV

Use SFV to...

- increase the life of the post
- Expand the reach.

06

DISCOVERABLE

59% of Gen Z uses SFV to discover things they want to watch.

- Link to longer form videos.
- Link to blog posts