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L I D D L E W O R K S  
I D E A S · O B J E C T S · W O R D S

# What is Social Media?

[http://en.wikipedia.org/wiki/Social\\_media](http://en.wikipedia.org/wiki/Social_media)



# Backtrack: Who Are You?

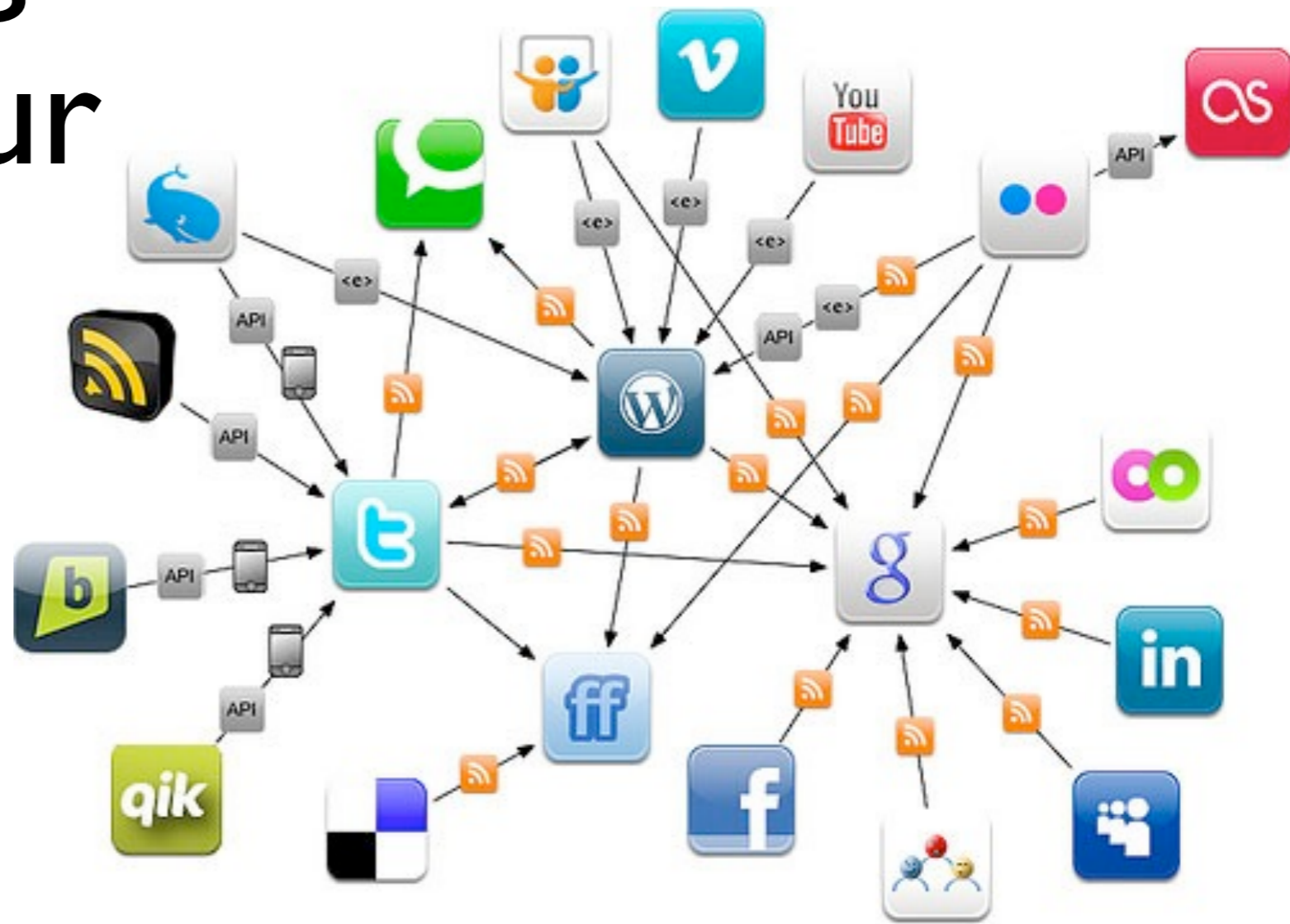
What's your project?

What are your goals?

Exercise: Create a fake business profile and wordpress site.



# How do we get traffic to your site?



# Search Engine Optimization

Keyword Searches  
Algorithm  
Gaming the system  
Google Analytics - more on this  
later...



# What does Social Media do for SEO?

It increases Brand Awareness through user Engagement through the creation of new content and Generates Leads through viral campaigns, both ultimately increasing SEO.



# So which platforms do we choose?

