

**Here's one more reason to be active on social media. Your social media activity is now taken into consideration by Google when determining what pages get ranked the highest.**

Originally Google ranked sites by using information such as, how many traditional links you have, the authority of the pages that link to you, the kind of anchor text you used and your keywords and related copy. And each of these are still very important. But according to a December 2010 announcement, Google has decided that social media activity will play a part in their search engine optimization (SEO) strategy and page rankings too.

What this means is that Google is incorporating social media into their algorithm for ranking sites. This helps them determine whether a person is real or just a bot (a software application that runs automated tasks over the Internet). Google uses a person's LinkedIn and Twitter information to determine the validity of their material and posted links. So simply adding tons of friends and followers won't help you as much as creating and dispersing good content through your links.

**The following are some ways you can benefit from Google's new ranking guidelines:**

- **Valuable Content:** Content is king. Create and link to content that is informative and valuable so others forward or retweet it. Google looks at the information being retweeted as well as who is doing the retweeting. If a bot is retweeting your information it doesn't carry as much weight as if a powerful social media expert were to retweet it. So the more pertinent and interesting your tweets are, the more likely they will be retweeted by those that count.
- **Signals:** Google uses "signals" when determining if a site is valuable or simply junk. It is these "signals" that help them determine what is real and what is generated by bots. Even though social media is now one of the signals Google uses, it is still a weaker signal than more powerful things like the number of traditional links on your site, the strength of the pages that link to you and the keywords you use in your page copy. So while social media does help, it's still important to pay attention to these traditional methods of increasing SEO as well.

Good SEO is a science, but there are things you can do to rank higher on your own too. By following the steps above, you'll see a difference in your rankings and be on your way to creating a great reputation for your law firm and attorneys.