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## Twitter and SEO

Twitter is a social networking tool that lets you build a list of contacts you can interact with in real time but it isn't meant to be used like an instant messenger.

There are several features of Twitter that a smart person will use to their advantage for marketing and a few of these are:

- Your tweets are added to your main Twitter profile page for visitors to see.
- Your tweets are indexed individually according to the content in each tweet. **Example:** The exact match phrase "[noble samurai](#)" returned approximately 10,400 results and a tweet is sitting in position 14 out of the results. I've seen tweets in the SERPs that are actual testimonials to friends about products or services.
- Your Twitter page has an RSS Feed that can be added to feed readers and RSS Aggregators.
- Your Twitter page has an RSS Feed that can be promoted like any other Web 2.0 property.
- Your tweets are often indexed by Google in a matter of minutes.
- Your indexed tweets and followers help build the PageRank of your Twitter page with their inbound links. **Example:** The Twitter page for Dr. Ron Capps who wrote [5 Secret Steps To Twitter Success](#) is <http://twitter.com/nicheprof> and it has a Google PageRank of 4. If that rank doesn't tell you this man understands the power of Twitter and social media in general, I don't know what will.
- The keyword phrases used in each tweet MAY lead people back to your Twitter profile which has a link to your website.
- If you use the keywords you are targeting with that Twitter account in your bio, you are making it easier to be found by anyone using the Twitter search engine to find new contacts associated with a specific word or phrase.
- You can import your Twitter RSS Feed into your [Facebook](#) account, your [FriendFeed](#) account and similar social networking services. Each of these services has a different audience, different friends of friends, different indexing in search engines and different internal search engines so your tweets can have a far wider reach than just your Twitter followers.
- Each of the social networking services mentioned above gets indexed by the search engines. Some of them use the 'nofollow' tag which means the site doesn't want any link juice (PageRank) passed to you. This belief may or may not be true but that's irrelevant because the link has traffic generation potential from all search engines and authority is built in some, if not all, of them.
- If you use [Aweber](#) for your mailing lists, you can set broadcast messages you send to be saved as an HTML page, sent as an RSS Feed and posted to your Twitter account. (Imagine all of the different ways this information can now be

accessed besides email AND the number of people that haven't opted in for email delivery that can read your messages.)

- There are widgets and plugins that let you import your tweets into web pages and blogs which means a steady stream of fresh content and relationship building if used correctly. **Example:** [No More Stinky Smoke](#) uses a widget you can create in Twitter to add to static pages.
- There are WordPress plugins that will automatically take your tweets and publish them as pages or posts on your blog. **Example:** The [ArticlesBin Blog](#) uses a plugin to automatically turn tweets into posts.

### **Let's summarize.**

- Twitter is a social networking tool you can use to connect with friends, customers or prospects.
- Twitter is loved by Google because it's nothing but fresh content.
- The individual tweets (posts) are 140 characters or less including spaces which forces you to think about what you say.
- The words and phrases in your tweet is how it is indexed.
- Your tweets and followers help build backlinks to your Twitter page.
- Your Twitter page has an RSS Feed that can be marketed like any other Web 2.0 property.
- Your Twitter RSS feed can be added to many social media services and Feed Readers such as Google Reader.
- Twitter can help you in business if used correctly BUT it can also get you in trouble if you post a tweet that isn't well thought out.
- Tweets are public and searchable by ANYONE so be very aware that you are posting to the entire web and not just a single person.

Your Twitter page's RSS Feed can be marketed by [RSS Power Plus Pro](#) if you have your own domain and web hosting account. This server side script will take any RSS Feed you give it and submit it to 20 different RSS aggregators. Imagine submitting your Twitter RSS Feed to 20 RSS aggregator services with a single click. Note: These services ARE delivering targeted traffic to my pages just like the search engines.

The links below are for videos that give you the basics of setting up Google Reader and FriendFeed. I've included them here because you can import the RSS Feeds from anyone you are following into either service and browse the tweets at YOUR leisure.

[Get A Google Account](#)

[Using Google Reader](#)

[The Google Reader Secret](#)

[Google Reader Tips and Tweaks](#)

[Getting Started with FriendFeed](#)

[Tips for using FriendFeed](#)

## Search Engine Optimization IS Important

Everyone that understand the basics of search engine optimization (SEO), how people use search engine and the basics of copywriting will have an advantage when they use Twitter for marketing.

I'm offering everyone that owns this report a lifetime membership at [SEO Tips For Beginners](#) for \$15 instead of the usual \$30 IF you enter the coupon code **twitter** when you create your Lifetime Membership.

[SEO Tips For Beginners](#)  
Coupon code = **twitter**

My name is Jerry McCoy and the above information has been culled from my observations of the search engine, of Twitter pages and used my 5 years experience at teaching entry level marketing and the basics of SEO.

### **Jerry McCoy**

[SEO Tips For Beginners](#) Founder and Instructor

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