

Episode 32 SEO Secrets for TikTok Stars and Content Creators

Karan: [00:00:00] Hello Moots. I don't know if you've heard, but there is a lot of internet chatter at the moment about whether TikTok will become the new Google for searching content.

There are now [00:01:00] millions turning to TikTok over traditional search engines for quick, educational and engaging content, and, it's becoming clear that the way that we are looking for information is radically changing. Or maybe we're just on the cusp of another digital revolution. They seem to happen far more frequently than what they once did. But I guess that's the accelerated pace of digital, social and technology.

What does this shift mean for you? The creators and for the brands that you want to work with? How can you use the SEO power of TikTok's snackable short form content to not just capture attention, but to inform, entertain, and answer the questions of a generation that prefers TikTok over Google?[00:02:00]

As influencers and content creators, you're constantly crafting content to engage your audience and hopefully attract the attention of your dream brands. But here's the deal, no matter how engaging your TikTok dances, how on point your fashion tips, or how mouthwatering your recipe videos are, if they're not optimised for search engines, you are missing out on a massive audience beyond your current followers.

Incorporating SEO strategies can dramatically enhance the visibility and impact of your content. This makes your hard work discoverable not just on TikTok, but across all corners of the internet. Imagine your content popping up on Google searches, driving waves of new fans to your TikTok [00:03:00] page and the other platforms you create to dominate.

Hang on, wait, what? Are you lost already? Let's start at the beginning.

What is SEO for influencers?

SEO stands for Search Engine Optimisation. It's a strategy that influencers or creators use to enhance your online content's visibility in search engine results.

Think about how when you start typing a word into Google, TikTok, YouTube, anywhere really, the platforms immediately suggest a list of potential completions. This is known as auto complete and it's a direct reflection of SEO at work.

These suggestions, these auto complete suggestions, are based on common search [00:04:00] queries and keywords related to what you've begun to type. Using keywords in your content that matches popular searches can improve the chances of your content appearing in these suggestions, making it more discoverable to users.

And we know what that means – engagement - which means expanding your audience and influence. Big hurrah for SEO!

Now that we've got the basics of SEO explained, **how can you use it to grow your audience?** To grow your audience with SEO, focus on crafting content around keywords your target audience is searching for.

This involves researching trending topics within your niche and incorporating those terms naturally into your content titles, descriptions, and [00:05:00] tags. You probably already know about engaging with trending challenges and hashtags on platforms like TikTok, making sure that your content aligns with what people are currently interested in. That's SEO at work.

Open up Google and have a look at the autocomplete suggestions for suggested keywords. When you type a query, Google's autocomplete shows what others are searching for and this gives you a goldmine of popular terms and phrases. Using these suggestions in your content can further align it with real time user generated search trends, which will enhance your content's discoverability, i. e. engagement.



Beyond the autocomplete section, look in Google to the People Also Ask section, which is midway down the first page of your search results, [00:06:00] and then go down to the Related Searches at the bottom of Google search results on that first page for extra keyword inspo.

Don't stop at TikTok and Google though. Have a look at YouTube and Pinterest for more SEO keyword research. You can optimise your social media and online profiles with relevant keywords to increase your visibility, not just in searches, but in suggested content feeds as well. And this is going to lead to higher engagement and a broader audience reach.

So think about your social media bio, pop some SEO keywords up in your bio. Just as there's competition for visibility with hashtags on social media platforms, SEO also involves competing to rank higher on search engine results pages. This [00:07:00] competition means, just like your social media content, your SEO content needs to have strategically selected keywords that are relevant, but not overly saturate and this will allow your content to stand out and be easily found by your target audience.

Long tail keywords are a very good strategy for influencers looking to grow their audience through SEO. Long tail SEO keywords are longer and have more specific search queries that are less competitive but highly targeted, making them valuable for reaching a niche audience.

Think of long tail SEO keywords as a hashtag that doesn't have millions and millions of posts, rather a hashtag that is trending upwards. So you're jumping onto that [00:08:00] term quickly and using it by targeting more specific and less competitive search queries. With these long tail keywords, you can attract users with a higher intent to engage or purchase. And these keywords might have lower search volumes individually, but collectively they can drive significant traffic. Focusing on long tail keywords will allow you to connect with a targeted audience. They're searching for the terms that you are building in, so this will increase the chances of conversion and engagement.

What about the different strategies that we're going to use on the different platforms? Effective SEO strategies for you as an influencer will also mean that you have to recognise that each social media platform or each digital platform has [00:09:00] unique posting and SEO guidelines.



Again, we know that pleasing the algorithm is different to pleasing the Instagram algorithm. Think of your SEO strategies the same way. There's similar principles, but we need to tweak them for each platform that you're publishing content on. Researching and understanding these distinctions will be important to tailor content to perform well on each different platform. You can do this by staying updated with platform specific SEO trends, such as hashtags.

We know hashtags easy, but also look at keywords on YouTube, Google, Pinterest, and leveraging tools and resources like platform analytics, as well as external SEO [00:10:00] tools to help analyse the performance of your content and identify successful strategies. So, learn what you're doing well, what needs to be repeated, and what needs to be improved.

Some of these tools that you can use are Instagram Insights, TikTok Analytics, and if you have a website, tools like Google Analytics and Google Search Console are absolutely essential. They will give you precise feedback on your SEO efforts so you can continue to adjust your strategies to improve your SEO and campaign effectiveness.

And these tools actually are really good to incorporate into your social media content as well. So, using Google Search Console and Google Analytics will give you some really powerful information to bring across to your social media content.

Moving along, let's look at SEO and your brand strategy for creators collaborating with brands.

The [00:11:00] shift towards platforms like TikTok as search engines the need for strategic content optimization. I know if you are new to SEO, a lot of what we're covering in today's episode might feel overwhelming, but like any part of the content creation strategy and building your career as a professional influencer, start learning it, start building it into your TikTok, start with the basics and build from there because brands are increasingly looking for influencers or creators who not only have a strong following, but also know how to make their content searchable and visible across the different platforms.

The logo consists of four black circles arranged in a 2x2 grid, with the top-left circle overlapping the top-right one. To the right of the circles, the text "The Business Of Influence" is written in a bold, sans-serif font, with "The Business" on the top line and "Of Influence" on the bottom line.

The Business Of Influence

I've spoken many times previously about the rise of micro influencers and why brands like to work with micro [00:12:00] influencers. I'll link those resources in the show notes. You can go back and listen to them in your own time.

With SEO delivering results on other platforms, so your TikTok content potentially being searchable through Google and performing well in Google. If you're a creator with a smaller audience, this could be gold for you.

If you can become adept at using SEO to enhance your appeal to brands and demonstrate your ability not just to create engaging content, but also demonstrate that you know how to make sure your content reaches a wider audience through smart SEO practices, you have primed yourself to stand out in the crowd.

If you can start to learn and build on your SEO skills, you can position yourself as a valuable partner to brands [00:13:00] who's capable of driving both engagement and discoverability.

SEO is not always a game you win at quickly. Many bloggers will know that SEO results for their website and blog content can take many months, sometimes up to 12 months, to start to rank in Google.

But when it does, the juice is lucrative. The OG influencers, the bloggers, many of them I know are making hundreds of thousands of dollars a year through website ads. Simply through their consistent blogging and SEO efforts. And this is money they're making before factoring in brand work. These are just those annoying pop-up ads.

We are now seeing early opportunities for other creators to benefit from clever SEO strategies with TikTok starting to [00:14:00] rank as a search platform. And as you think about this, I want to also offer a word of caution - if you are using AI to generate content, this can have damaging effects on your content in terms of SEO ranking.

I'm a big advocate of AI as it can be an excellent resource to enhance your content creation and research processes, but successful ranking also requires your SEO strategies to be to go beyond content generation. So,



learning about the basics and building on those skills is important and you cannot rely on AI for this. It'll be more damaging that it will be lucrative. And I think that juice is well and truly worth the squeeze if you're in the influencer game for the long haul.

Thanks for listening in today. As always, you can check the show notes for [00:15:00] links and find all the recommended resources in the expanded show notes at thebusinessofinfluence.com/ep32.

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ADDITIONAL LISTENING AND RESOURCES

Episode 8 The Rise of Micro Influencers

<https://thebusinessofinfluence.com/ep8/>

Episode 27 Are Influencers Trustworthy?

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