



EVOLVE WITH ENVIDA

Social SEO

envida



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WHY IS SOCIAL SEO IMPORTANT?

SEO: SEARCH ENGINE OPTIMIZATION

- Boosts organic search visibility
- Increases website traffic
- Improves brand awareness

TAGGING & **KEYWORDS**

BENEFITS OF USING KEYWORDS

- Improve discoverability
- Increase engagement
- Build brand identity

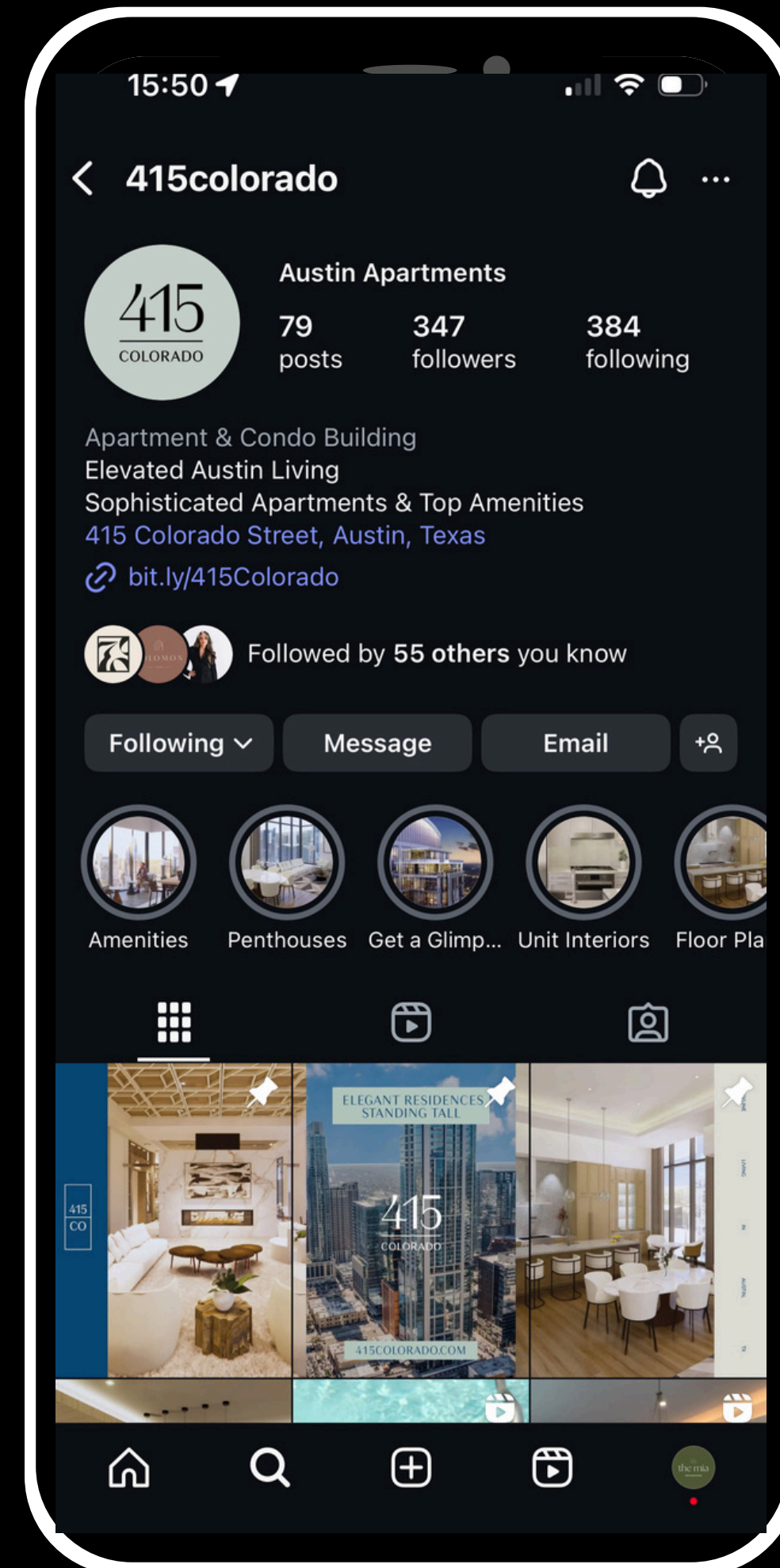
BEST PRACTICES

- Optimize your profile for search
- Use keywords in static and Reel captions
- Tag relevant accounts and locations

Profile OPTIMIZATIONS

INSTAGRAM PROFILE UPGRADES

- Structured, keyword-rich bio
- Clear and consistent username & handle
- Strategic call-to-action (CTA) & link usage
- Curated profile highlights and category labels



HASHTAG STRATEGY

#LessIsMore

The Only 2 Types of Hashtags You Need

1. BRANDED HASHTAGS — UNIQUE TO YOUR PROPERTY

- Boost brand awareness
- Foster a sense of community
- Encourage user-generated content
- Create a dedicated spaces for follower engagement

2. LOCATION HASHTAGS — TIED TO A SPECIFIC LOCATION

- Improve discoverability
- Reach your target audience
- Promote hyperlocal content



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SOCIAL / MEDIA

Thank you

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