5 DIFFERENCES BETWEEN



Understanding the difference between customer search and social engagement can help you determine the best content types to share on various online platforms. Plus, you'll be able to accurately measure the ROI of your efforts.

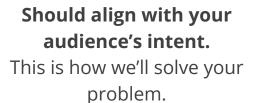




They want answers to questions. How can you solve their problems? **They're browsing the scene.** How can you pique their interest?



THE TOPICS



Should align with your audience's interests. These are the trends you

need to know.





Take a deep dive.

Blog posts Whitepapers Case studies Pillar pages

Keep it short and sweet.

Videos Graphics Photos GIFs



4 THE LONGEVITY

Takes time to build authority, but the results are long-lasting.

Indented search results Image packs Backlinks

Content is short-lived, but you can measure results quickly.

Likes Shares Audience growth



5 THE CONVERSIONS

If you've provided answers and solutions, visitors are likely to convert. They may follow your brand, sign up for your newsletter, and share content with friends.

SEARCH & SOCIAL SUPPORT EACH OTHER

Quality on-page content can encourage visits to social media sites.

Social views help increase the number of followers and engagements.

Engagements can lead to more brand awareness and quality leads. Social profiles can rank in search results.

Social media allows you to share quality content.

The content can lead to more organic traffic and conversions.



