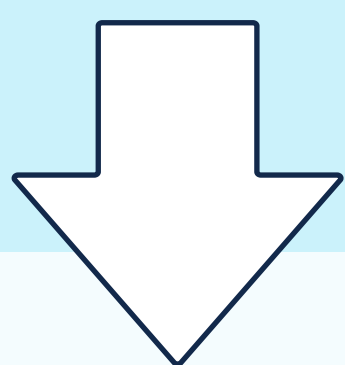# 8 WAYS SOCIAL & SEO ARE DIFFERENT

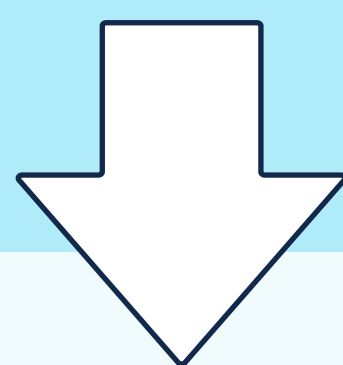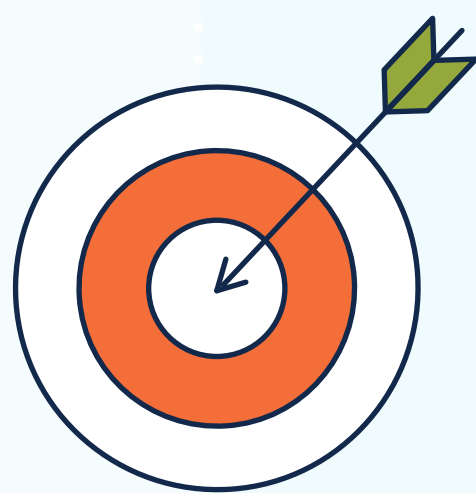## SOCIAL MEDIA VS SEARCH ENGINE

AUDIENCE

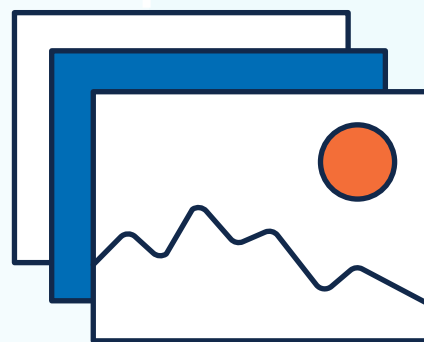Targeting is based on groups or demographics.

Targeting is based on predicted thoughts, or search terms.

CONTENT

Emotionally-driven topics perform better. Think anger, anxiety, and awe.

Researched-backed topics perform better. Think long-form, expert answers, and how-tos.

FORMAT

Visuals are better. Facebook posts with video get nearly 2x the engagement.

Longer text is better. Google's ideal word count is estimated at 1,700+ words.

LEADS

Followers share more frequently but buy less often.

Visitors are prepared to purchase but share less often.

LIMITS

Sharing can be limitless. A mini viral buzz can attract even more attention.

Website traffic is limited to the amount of keyword or phrase per day searches.

METRICS

Engagement is evident, but total reach is harder to quantify.

Traffic and reach are easy to analyze, but engagement is difficult to track.

SPEED

Interactions can happen instantly, generating results in minutes.

Page results can be slow-moving and it may take years to create credibility.

TIME

Social posts have a short-term impact, requiring continued time and effort.
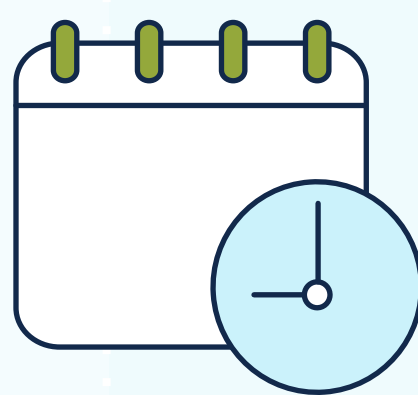
Search traffic can be continuous, with rankings lasting weeks at a time.

Want to lighten your marketing load?

It's easy. Partner with a nationally-ranked lender that has a big digital presence — licensed to lend in 41 states. Then ask how we can ease your burden: Not only do we have a wealth of up-to-the-minute marketing materials you can share with your audience, but your clients can use our free LoanFly app to stay in touch with their loan officer 24/7 and close in 10 days.

Cornerstone® HOME LENDING, INC.