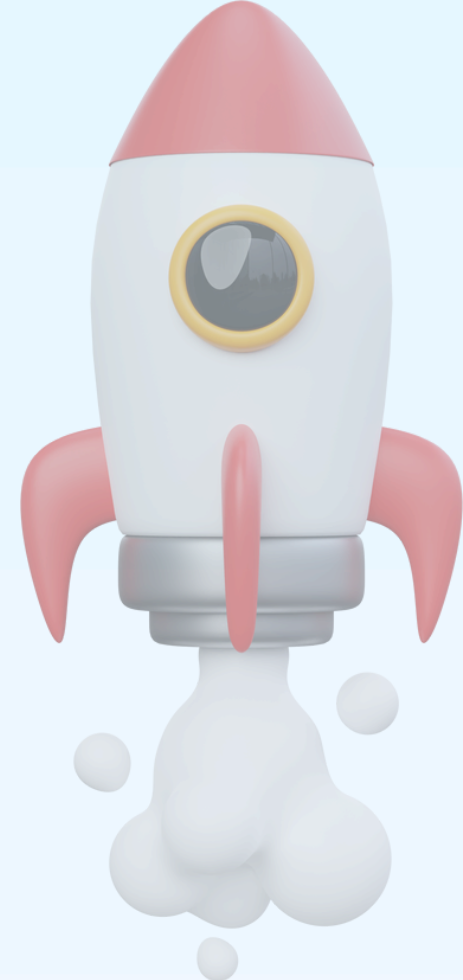


Brand Monitoring Helps SEO



HOW TO USE BRAND MENTIONS TO BOOST YOUR WEBSITE'S SEO



www.thedigitalaura.com

People **mentioning** your
brand on online platforms can
help your **SEO**.

Let's see how **brand mentions**
helps your **website's** search
visibility in the long run.



#1

Track unlinked brand mentions on **authoritative sites** and then you can request site owners to **link** back to your website.



#2

Tracking brand mentions helps you to find new, trending **content ideas** for your website blog and for social media.



#3

Tracking brand mentions helps you to find good **guest-blogging** opportunities on popular blogs and news websites.



#4

Brand mentions help you find niche **influencers**. They can drive more word-of-mouth as well as **referral traffic** to your site.




#5

You can push **ads** (with CTA) on those channels where the online chatter about your brand are the most.



#6

You can also track the brand mentions of your **competitors** and use the same tactics to improve your site's SEO.



**For tracking brand mentions,
you can use **tools** like Google
Alerts, Mention, Mentionlytics,
and Buzzsumo.**

Comment below if you have
any questions!

**Ready to
Improve Your SEO?**

Contact Us!