

5 QUICK WINS

SEO SOCIAL MEDIA CHECKLIST

■ Update Bios With Service & Location Keywords

Add phrases like "Fiber Internet | Serving Billings & Eastern Montana" instead of just your company name.

Clear bios tell customers and search engines who you serve. This boosts your chances of showing up in search engines and in social platforms.

■ Edit Alt Text on 10 Upcoming Posts

Don't rely on auto-generated alt text. Manually include natural keywords like "technician installing fiber internet in Helena."

Using keywords in your alt text makes your images more likely to surface in search results and it gives search engines clearer context about your posts.

■ Script 3 Videos to Say Keywords Out Loud

Record short videos answering FAQs ("What's the difference between DSL and fiber internet?"). Make sure to literally say words like fiber internet and better Wi-Fi in the script

Search engines and AI tools parse video transcripts. Saying keywords out loud helps your video surface in search results.

■ Post 1 Q&A-Style Update Weekly

Take one real customer question ("Why is my Wi-Fi slow?") and turn it into a weekly post or Reel. Keep the answer short and say your keywords out loud.

Q&A content matches how people actually search. Over time, these posts create a searchable library of answers tied to your brand.

■ Test 2 Hashtag Sets

Create two small hashtag groups using your keywords. Alternate them and compare reach and engagement.

Set A: #FiberInternet #BetterWifi #MontanaInternet

Set B: #HighSpeedInternet #WiFiTips #BroadbandMT

Different hashtag sets reach different audiences. Testing shows which ones improve your discoverability and connect best with your customers.