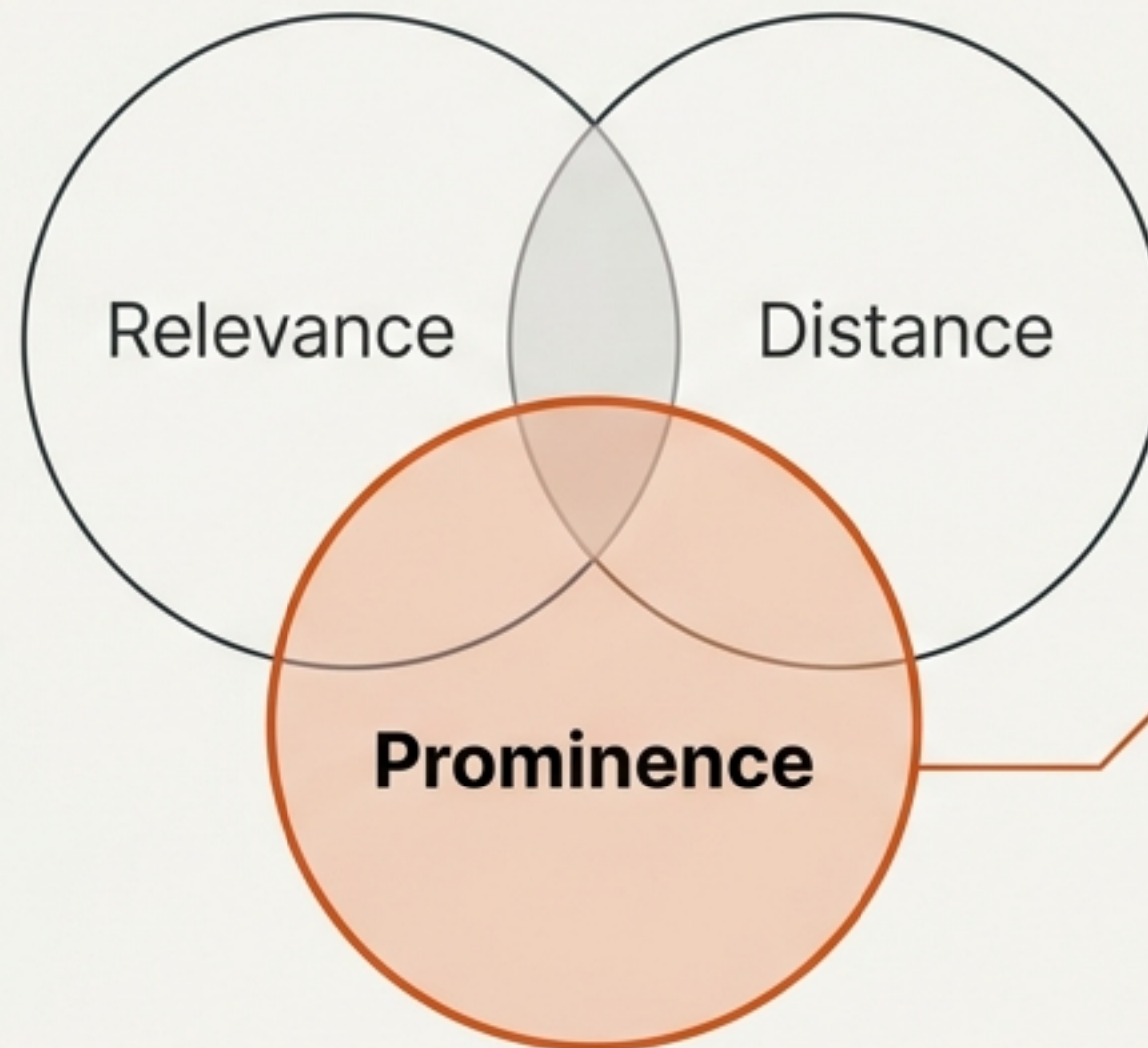


Does Social Media Help Local SEO?

What Business Owners Need to Know About Trust, Discovery, and AI Search

The Quick Answer

Social media does not directly rank your site. But active profiles support **discovery, trust, links, and AI visibility.**



Social media supports prominence through brand searches, mentions, and clearer business facts.

Separating Ranking Claims from Real Visibility Support

The Myth

Claim: Likes and followers improve Google rankings.

Status: Not Confirmed.

Action: Treat likes as platform engagement, not a direct Google ranking lever. Stop tracking vanity counts.



The Reality

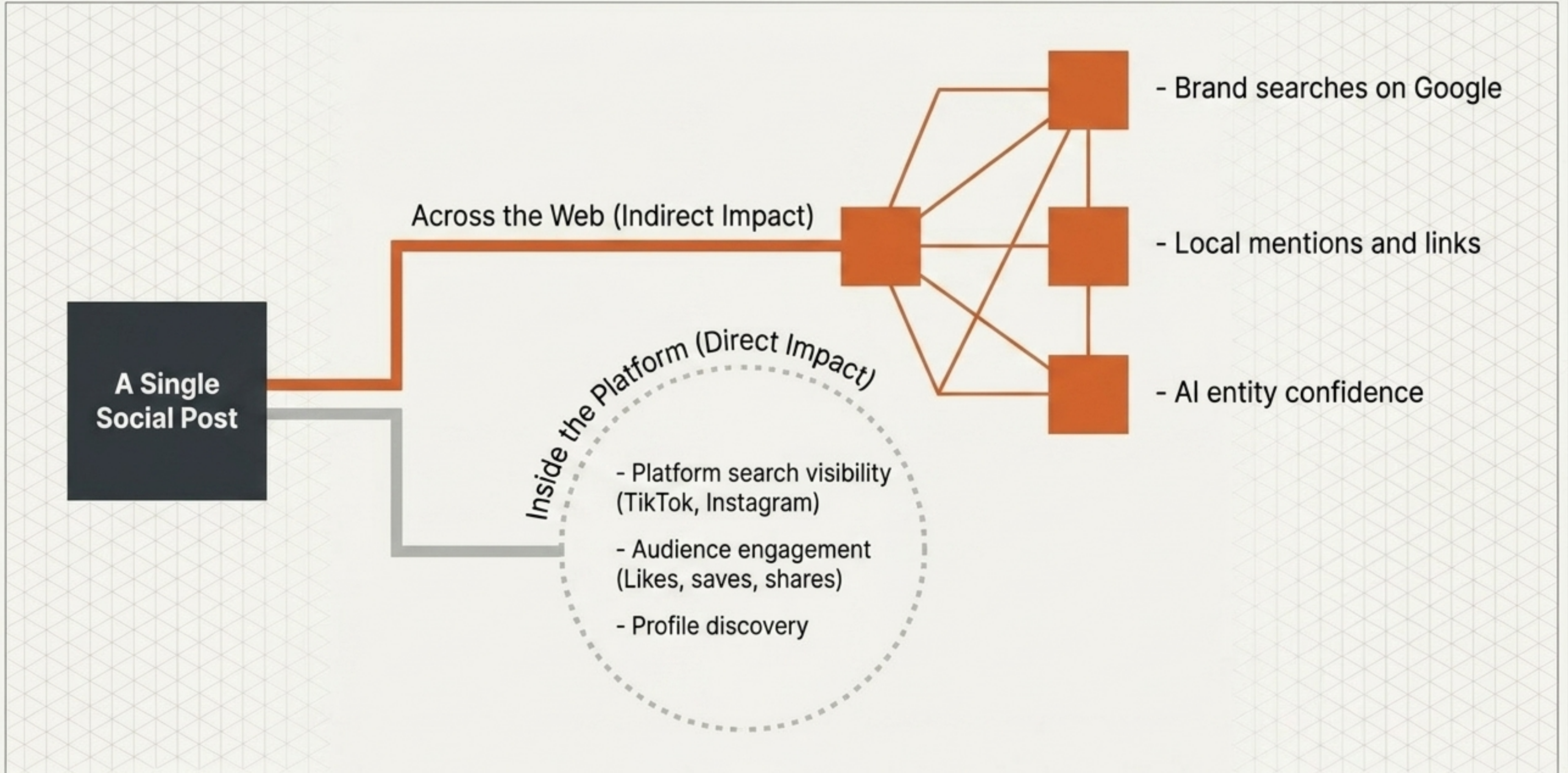
Claim: Social profiles can appear in branded Google results.

Status: True.

Action: Public profiles shape first impressions. Keep bios, links, photos, and service details current for when buyers search your name.



Direct vs. Indirect Social Search Impact



The One Exception: Google Business Profile

Most platforms do not directly influence local rankings. GBP is the exception.

Standard Social (Facebook / Instagram / TikTok)



Appears: Inside the respective platform.

Effect: Indirect only (brand visibility, trust).

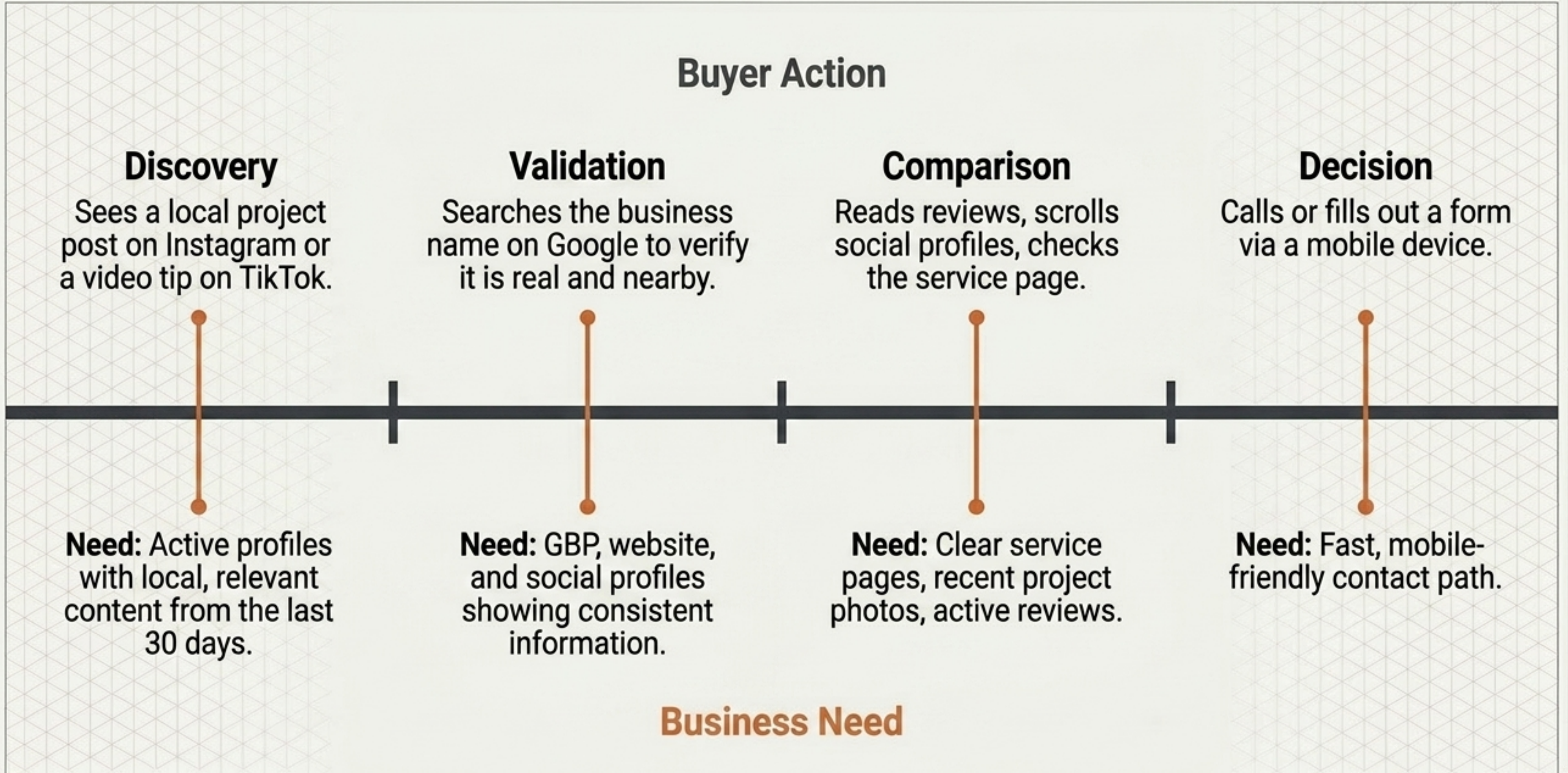
Google Business Profile (GBP)



Appears: Directly inside Google Search and Maps results.

Effect: **Direct local ranking effect.** Frequent posting feeds directly into Google's **'prominence' factor.** Posts expire after 7 days, so **frequency matters.**

The ThinkDMG Social Discovery Journey

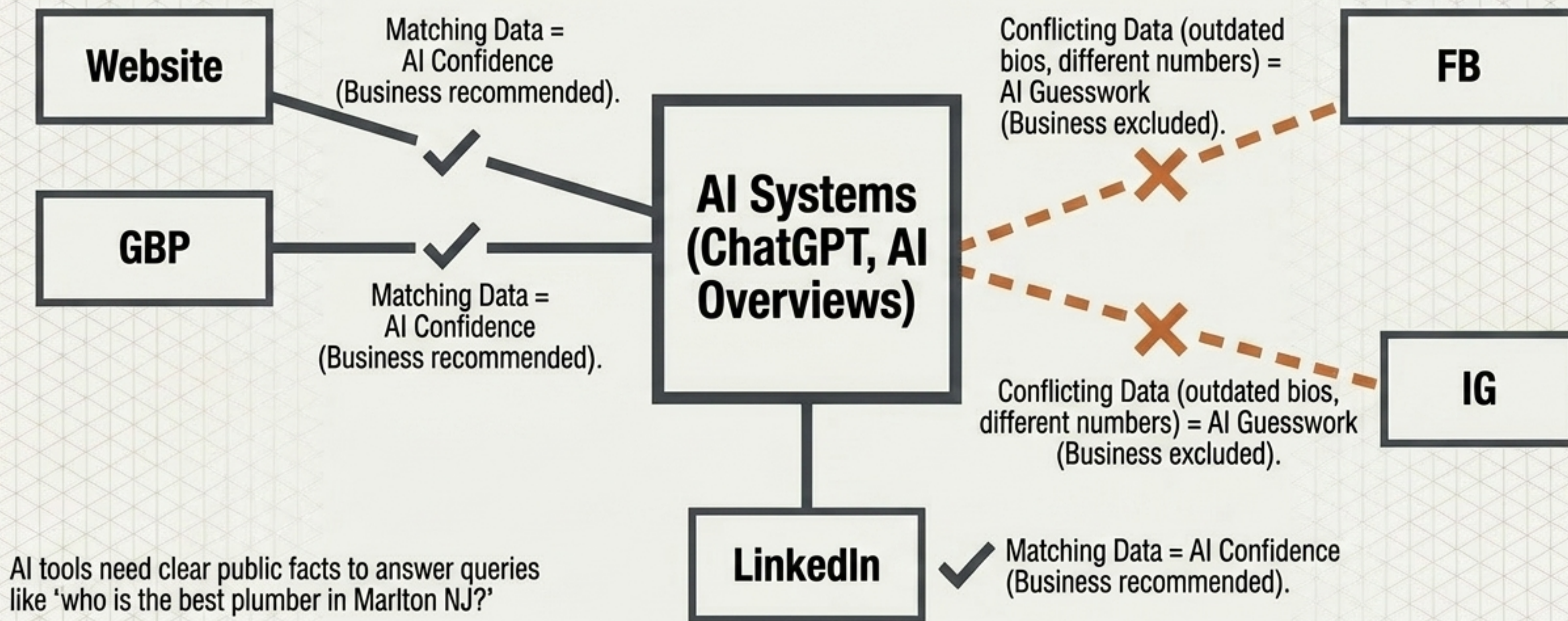


Platform Power Matrix for Local Businesses

Platform Name		Best For	Local SEO Value		AI Visibility Potential	
	Facebook	Local community, reviews, events.		High (brand searches)		High
	Instagram	Visual proof (contractors, restaurants, salons).		Medium-High		Medium
	LinkedIn	B2B, law firms, healthcare.		Medium		High
	TikTok	Discovery, younger audiences.		Medium (platform search growing)		Growing
	YouTube	Educational authority, tutorials.		Very High (videos index directly in Google)		Very High

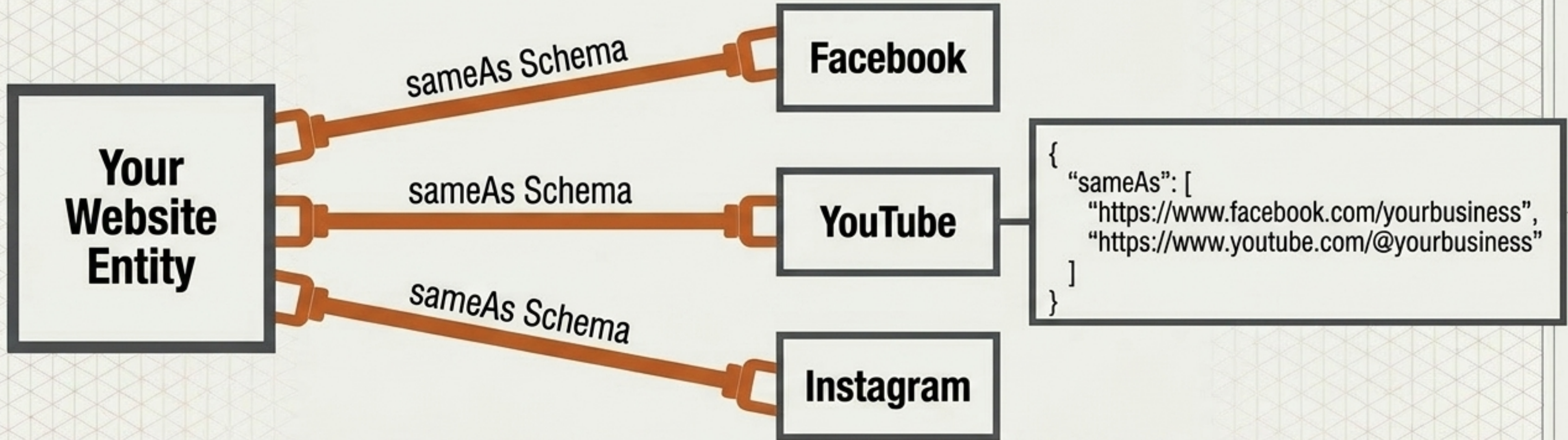
AI Search & Entity Consistency

Definition: Entity consistency means your business name, services, location, and proof match perfectly across the web.



The Technical Link: sameAs Schema Markup

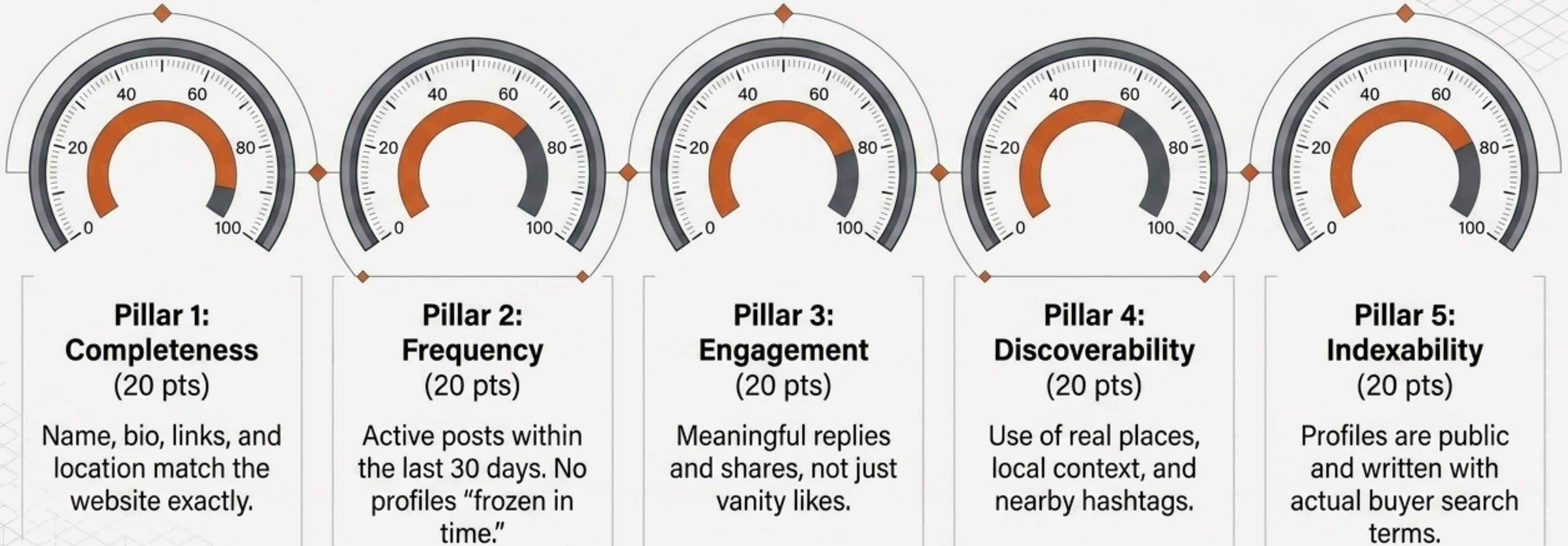
The **sameAs** property explicitly tells search systems that multiple URLs represent the same real-world business entity.



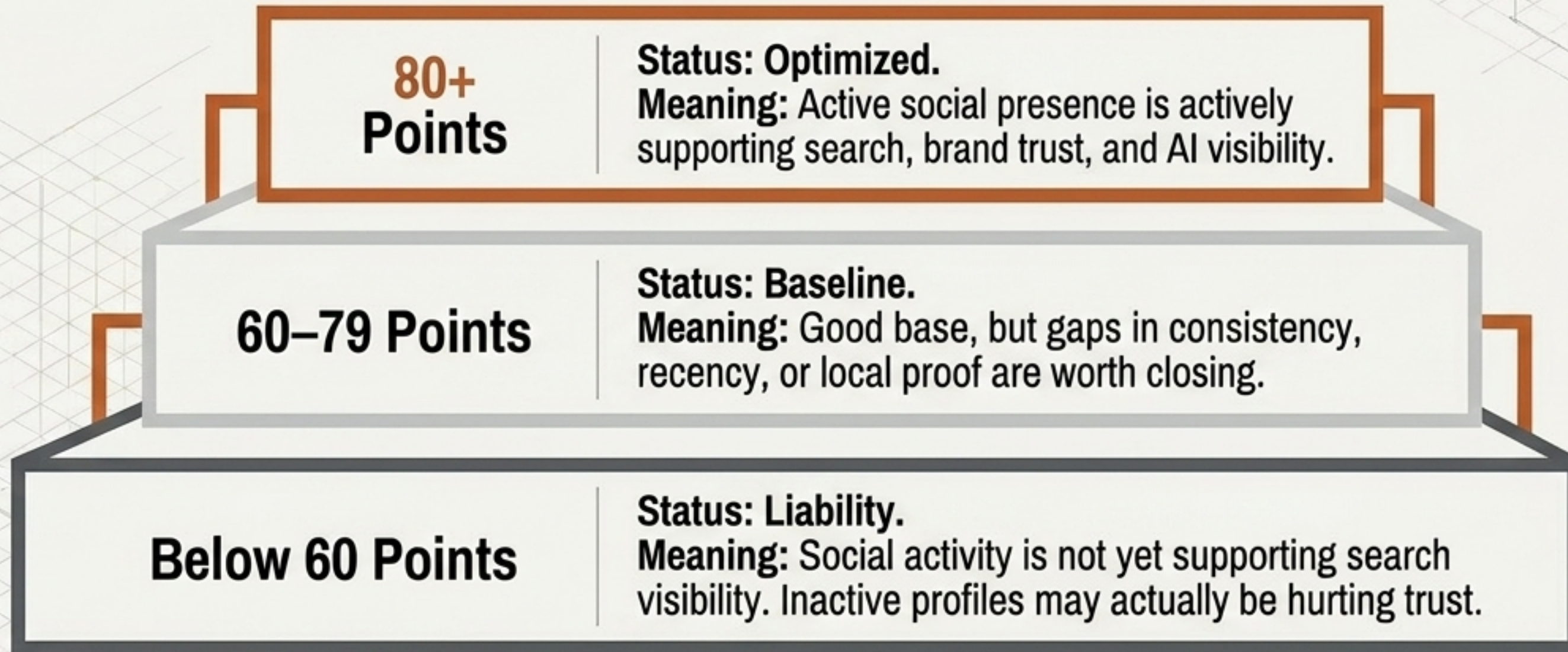
Insight: Without schema, AI must guess if your Instagram belongs to your website. With schema, you make an explicit, machine-readable statement that removes ambiguity and boosts AI confidence.

ThinkDMG Social Visibility Score™

A 100-point diagnostic check for search and AI discovery.



Interpreting Your Visibility Score



Rule of Thumb: Fix the lowest scoring area that affects visibility or trust before adding more posts to the calendar.

ThinkDMG Local Social Content Pyramid™

Build upward. The base keeps you visible; the peak builds trust.



Anatomy of a Local Post: Specificity Wins

Weak Post



Diagnosis:

No location. No specific detail.
Could be any roofer, anywhere.

Strong Post



Specific service

Real location

Local geographic signal

Takeaway: The strong post gives search platforms and AI specific geographic and service signals to cite.

ThinkDMG Monthly Social Visibility Checklist™

A rhythm to keep profiles from becoming a liability in branded search.

Every Month

-  Publish 1 completed project post with a real location.
-  Publish 1 educational post answering a buyer question.
-  Publish 1 local community post.
-  Publish 1 update directly to Google Business Profile.
-  Respond to all comments/messages.

Every Quarter

-  Search your business name on Google; review page one profiles.
-  Ask AI tools (ChatGPT, AI Overviews) about your service area to check accuracy.
-  Verify Name, Address, Phone, and Website match across all platforms.

The Digital Footprint Blueprint

Key Takeaways

- Stop chasing direct rankings with likes.
- Start building entity consistency for AI and Google trust.
- Use explicit technical signals like sameAs schema.
- Post with local specificity, not generic promotion.

Not sure if social is helping your search visibility?

DMG can review your profiles, branded results, sameAs schema, and service links to see whether your social activity supports visibility or creates confusion.

Request a Digital Footprint Review

ThinkDMG