

## Assignment 1: Option A

Social network optimization is an art form in the sense that if used effectively it can offer companies a chance to show case their websites promptly. When a potential consumer or prospect searches for certain key words, the goal is to have the company's page come up on the first page, and even better, to pop on the first handful of links. As a public relations practitioner it will be my job to inform my client on the best key words to use for their website.

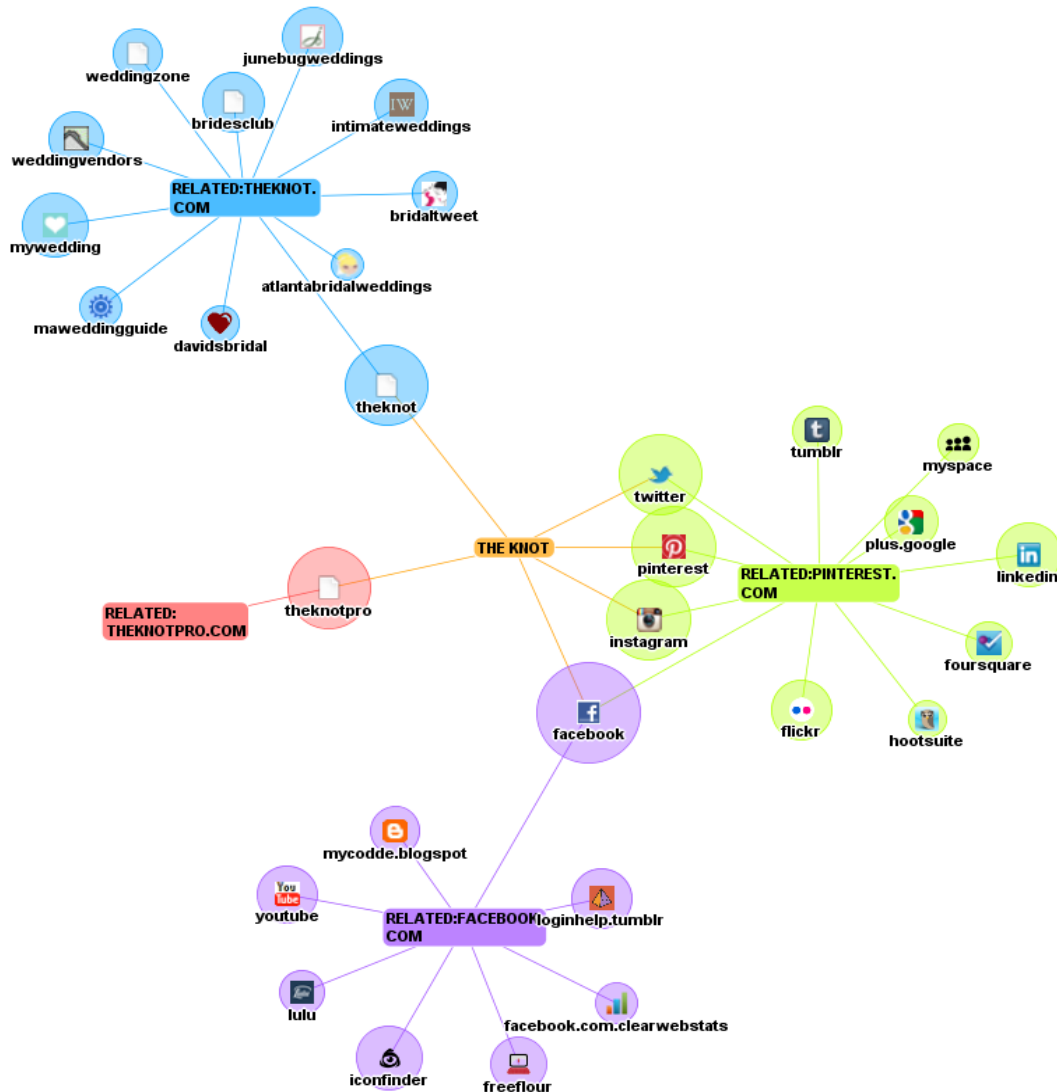
The client is a personal wedding planning website designed to make it easy for young couples, particularly who are on a budget and desire to find creative ways, to execute their dream wedding. The website is called The Knot. The website has several key words that have very high search engine optimization.

The search engine I used is Google. The top key words that were mentioned a lot on the site are personal wedding planner (first page, third link), wedding reception (first page, second link), personalized ceremony (first page, fourth link), guest list management (first page, second link), and lastly wedding color palette (first page, first link). All of these are very useful key words because when planning a wedding these topics bring up very common questions. All five are examples of top key words. I did come across three key words that should be included in their website because they are likely to be searched by potential clients.

I would suggest three keywords to my client. These keywords include: wedding décor on a budget (first page, 9<sup>th</sup> link), get started (no link), and wedding design (second page, first link). I suggest these key words to the client because decorations are important to someone who is planning a wedding. Searching for "wedding décor on a budget" will take someone to blogs that give advice on how to plan a wedding within your means. The "get started" keyword is

important because multiple links on the webpage have a “get started” button. This feature allows users to create a website for their wedding as well as utilize tools such as creating a guest list. By finding this tool quickly, more people will be able to utilize these services when planning their wedding. “Wedding design” is a keyword worth adding to the website because this will lead people to information about possible color schemes and theme ideas.

In addition to these keywords, every client has a range of connections or relations that fall within the four quadrants of Public Relations. The SEO graph below illustrates all of the connections, on both levels one and two, that The Knot has.



The main connections related to the client are Facebook, Instagram, Pinterest, and Twitter. These connections are considered community relations. My analysis defines Facebook as a community relation because The Knot's Facebook page is centered around a group of people sharing similar ideas through article postings, quick reads, and blogs. The viewers are able to interact with the page and share posts on their personal Facebook as well. This builds the community even further because more people see the page and that helps to grow interest. Facebook is a community relations tool that provides relatable information, similar to the actual website, but is provided on a popular social networking site. According to closeness centrality concept, Facebook is on the first level of closeness to the client's relations. I would consider Facebook as the hub because it is connected to over seven other nodes in the SEO graph. All four community relations have some connection to the nodes: Flickr, Tumblr, MySpace, Google Plus, LinkedIn, FourSquare, and Hootsuite. These nodes belong to the eigenvector centrality group, which means they are considered "friends of friends". It is not important for The Knot to be directly connected to these nodes, but it is important to be aware of their usage. Facebook is, however, directly connected to Pinterest and every other node related to that.

Pinterest is another example of a community relations; however, it is a lot more visual for the viewers. Users can share wedding dress photos and other ideas that inspire wedding plans. Instagram is also a visual media relation. My analysis defines Pinterest and Instagram as a community relation because the people of that community are able to search for the same or similar images and they all have one common goal; they want to find wedding ideas and start planning their dream wedding. If the viewer can see that the photo from Instagram or Pinterest is somehow related to The Knot website, they are more likely to go to the actual site and the possibility of the person making an account increases.

Twitter, another well-known social networking site, is the fourth community relations. My analysis defines Twitter as a community relation because it reaches the wedding planning community. Twitter can also be viewed as a business relation.

Twitter allows businesses to interact with their audiences very quickly. The status updates are very short in length and can capture attention rapidly because the content is not overwhelming for the reader. My analysis defines Twitter as a business relation because it is a tool used to manage the brand of the client. An increase in brand awareness is one component that helps to grow a business. For example, Twitter is also used to drive traffic to the site. The Knot company can quickly attract someone to their website by using this feature. Another example of a business relation is David's Bridal.

David's Bridal is a popular wedding and bridesmaid dress boutique located throughout the United States. My analysis defines David's Bridal as a business relation because The Knot has this business as a public. A lot of the same products and blog postings can be found on both of the sites. Since David's Bridal has a physical location and The Knot is more web based, the credibility is increased for The Knot site. Once viewers realize the strong connection these two have, they will have increased awareness about the unique tools The Knot offers. For example, inside of David Bridal's stores, stylists can ask costumers if they have a wedding planner, and then offer a way for the bride to plan their wedding themselves. After all, The Knot provides everything the future bride and groom needs to execute the best wedding possible.

With a strong closeness to useful social networking sites, The Knot is able to reach a variety of audiences for multiple needs. Facebook keeps people the audience members connected, Instagram and Pinterest provide a visual appeal that makes sense for the product, and Twitter builds the business' foundation. A professional public relations practitioner would have

to develop some maintenance strategies for a company such as this because the foundation has been set for success.