
Measuring the Impact of Social Signals On SEO Ranking

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Abstract

This Paper investigates the relationship between social media engagement and search engine visibility, focusing on how interactions such as likes, shares, comments, and re-posts contribute to the performance of a website in organic search results. The central objective is to explore whether and how social media signals originating from platforms like Facebook, Twitter, Instagram, and Pinterest play a role in influencing SEO outcomes. By developing a comprehensive blog populated with original articles, the study integrates both practical implementation and analytical evaluation to observe and measure performance across digital channels. Using a combination of digital analytics tools, the Research collects and analyzes data on user behavior and engagement trends. These tools help assess metrics like content reach, engagement rates, and shareability, and how these correlate with changes in keyword rankings and organic traffic. Attention is given to the virality of content, the authority of social media profiles, and the consistency of user interaction over time to understand their potential impact on search algorithms. The analysis indicates that while social media signals may not directly alter search rankings, they significantly enhance content visibility, encourage back link generation, and drive user traffic, all of which indirectly contribute to stronger SEO. Posts that receive high engagement tend to circulate widely, increasing brand awareness and the chances of acquiring links from external sources. Ultimately, this study offers valuable insights into how businesses and content creators can better align their social media strategies with SEO goals. The findings support the integration of social engagement planning within broader digital marketing efforts, emphasizing the need to create share-worthy content and maintain active, authoritative social media profiles to improve organic search performance over time.

I. INTRODUCTION

The digital world is changing quickly, and in the past few years, the battle to be seen online has grown. Not only do search engines like Google care about how relevant and high-quality the content is, but they also care about how much social interaction a website can get. In this situation, social media sites like Facebook, Twitter, Instagram, and Pinterest have become very important in changing the organic search results of a website. To look into this new trend, the current Research is mainly about finding the link between social media participation metrics and search engine success, with **NetWorthEstimates** as the main focus. The study goal is to look into how social signs like likes, shares, comments, retweets, and pins help a website show up higher on search engine results pages (SERPs). **NetWorthEstimates** is a new website that gives detailed financial information, profiles, and net worth estimates of famous people, business owners, and people with a lot of impact. Even though the website has a lot of good, useful information, it has had a hard time getting good SEO results and a lot of organic traffic.

This shows a very big problem: making great content isn't enough anymore; to compete with bigger entertainment and money websites, you need effective optimization strategies that use both SEO basics and social media signals. It is possible for these rivals to rule key search queries because they have already built strong domain authority, optimized keyword strategies, and strong social media presences. The goal of this Research is to connect the old-school SEO methods with the more and more important use of social media in digital marketing. It creates a blog area on **NetWorthEstimates** and posts articles that are carefully optimized with high-ranking keywords that are found using tools like SEMrush and Google Keyword Planner. The study also uses SEO tools like Rank Math for SEO to make sure that on-page SEO elements are set up correctly. These include meta tags, alt text, internal links, and sitemap management. Along with these SEO efforts, the study also uses plans

to promote blog posts on social media sites, keep track of how engaged users are, and look into how social media activities affect the site's native ranking.

This study is important because it might give digital marketers, web developers, and content makers new ideas about how to use social media not only to spread the word about their brands but also as a powerful tool to improve their SEO. There is a lot of Research that sees SEO and social media marketing as two separate fields. This study, on the other hand, tries to show that they are becoming more and more connected. This study aims to find out how social media activities affect organic traffic growth by looking at things like how quickly content goes viral, social authority, how often people engage, and how much contact there is between users. The method includes using platform-specific data to keep an eye on social interaction measures all the time, along with all-around SEO tracking tools like Google data and Google Search Console. It is very important to find out which kinds of posts are informative, entertaining, or promotional to get the most responses from people and how these responses change over time to reflect changes in the website's keyword rankings and domain reputation.

The research is about Research and web technologies, and it helps with areas like Search Engine Optimization (SEO), Social Media Marketing (SMM), Web Development, and Analytics Research. It also teaches important technical skills, like basic programming, digital marketing analytics, competitive term gap analysis, and the smart use of AI-assisted technologies for gathering data and coming up with new ideas. **Tehzibul Akhlaq Training and Study (TATR)** is also funding the Research, which makes sure that the study is academically sound, professionally done, and useful in the real world.

II. PROBLEM STATEMENT

To be successful in the modern digital world, website owners, marketers, and companies must aim for high exposure on search

Measuring Engagement Metrics in Social Media Platforms



Fig. 1: Overview of Core Engagement Metrics on the Platform

engine results pages (SERPs). Traditional Search Engine Optimization (SEO) techniques like keyword optimization, backlink building, and technical SEO have been known for a long time to improve organic rankings. However, the effect of social media engagement on SEO performance is still debated and not fully researched. Many research studies show that social signs like likes, shares, comments, and pins from sites like Facebook, Twitter, Instagram, and Pinterest can affect search engine results in a roundabout way by making content more visible, attracting backlinks, and bringing in more visitors. Existing Research, on the other hand, doesn't clearly show the exact level of impact or the mechanisms by which social media engagement affects SEO success. The use of social media for marketing has become very common, but there is still a lot we don't know about the exact link between social interaction numbers and better organic search visibility. Previous studies have mostly looked at social media and SEO as two different strategies, rather than how they work together in a planned and measurable way.

So, it's important to find out right away if adding social media interaction strategies could help boost organic exposure in a way that works with them. This issue becomes even more important when you consider that current search engines put more weight on user engagement signals, content popularity, and real-world usefulness when deciding how to rank pages. So, the main issue this study tries to solve is the lack of clear ideas and useful tools for checking how social media interest levels are connected to SEO performance. The research main goal is to fill the gap by building a full blog on **NetWorthEstimates**, carefully promoting its content across major social media platforms, keeping track of the social interaction that results, and studying how this affects organic search rankings. To collect, track, and make sense of the data, the study will use advanced analytics tools like **Google Keyword Planner**, **SEMrush**, **Rank Math**, **Google Analytics**, and **Google Search Console**.

The research goal is to solve this problem and provide useful information and a model that can be used again and again for combining SEO and social media marketing. In the end, the results could be helpful not only for **NetWorthEstimates** but also for other new websites that want to improve their online profile in a world that is becoming more linked.

III. RESEARCH OBJECTIVES

The primary objective of this Research is to investigate the relationship between social media engagement metrics and organic search engine rankings, with a specific focus on enhancing the SEO

performance of the website **NetWorthEstimates**. This study aims to systematically explore how social signals, including likes, shares, comments, and re-posts from popular platforms such as Facebook, Twitter, Instagram, and Pinterest, influence the organic visibility of content published on the blog. By establishing a full-fledged blog, consistently publishing articles, and actively promoting them on social media channels, the study endeavors to monitor engagement trends and analyze their correlation with search engine ranking fluctuations. To achieve this overarching goal, the Research defines several Specific, Measurable, Achievable, Relevant, and Time-bound (SMART) research objectives. Firstly, it aims to design and implement a structured blogging and social media promotion strategy for **Net Worth Estimates**, ensuring that published content is optimized for both SEO and user engagement.

Secondly, it seeks to quantitatively measure social engagement metrics across various platforms and track corresponding changes in organic traffic, keyword rankings, and domain authority using analytics tools such as Google Analytics, Google Search Console, SEMrush, and Google Keyword Planner. A further objective is to analyze the extent to which different types of social signals (e.g., likes versus shares) impact SEO outcomes, identifying which engagement actions contribute most significantly to visibility improvements.

Moreover, the study aims to highlight the challenges, limitations, and best practices encountered during the integration of social media marketing with SEO strategies. By completing these objectives within a structured project timeline, the study will not only address the identified research problem but also contribute practical insights that could benefit other emerging websites and digital marketers seeking to enhance their organic online presence through strategic social media utilization.

IV. RESEARCH QUESTIONS

Research questions form the foundation of any academic research, providing a clear and structured pathway for inquiry. They are designed to focus the study on addressing specific aspects of the research problem and achieving the stated objectives. In this Research, which investigates the relationship between social media engagement metrics and search engine rankings for the website **Net Worth Estimates**, the research questions are carefully developed to explore various dimensions of this complex interaction. These questions are specific, measurable, achievable, relevant, and time-bound (SMART), ensuring that the Research remains focused and systematic. The main research question that drives this study is:

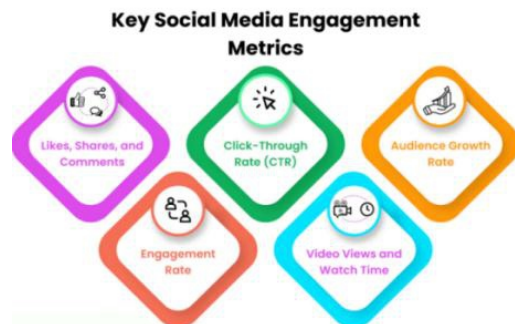


Fig. 2 Overview of Some Core Engagement Metrics

How do social media engagement metrics (likes, shares, comments, re-posts) influence the organic search engine rankings of blog articles published on NetWorthEstimates?

V. SCOPE AND DELIMITATION

This research focuses specifically on evaluating the impact of social media engagement metrics on the organic search engine rankings of blog articles published on the website **Net Worth Estimates**. The study examines how social signals such as likes, shares, comments, and re-posts across major social media platforms, including Facebook, Twitter, Instagram, and Pinterest, correlate with SEO performance. The primary aim is to identify the extent to which social media activities can enhance search visibility and contribute to a website's organic growth.

I. SCOPE

The scope of this research includes the following elements:

The study is limited to four major social media platforms: Facebook, Twitter, Instagram, and Pinterest. Other emerging platforms, such as TikTok, LinkedIn, or Reddit, are excluded from this study due to time constraints and to maintain a clear research focus.

The research primarily focuses on blog articles created and published on **NetWorthEstimates**. Other types of web content, such as e-commerce pages, landing pages, or multimedia-heavy content, are not part of this study.

Tools and technologies such as Google Keyword Planner, SEMrush, Rank Math, Google Analytics, and Google Search Console are employed for keyword planning, SEO analysis, traffic tracking, and performance measurement.

In order to maintain the manageability of the research, certain delimitations are acknowledged:

Only a selected number of blog posts published during the research timeline are included in the detailed analysis. Historic posts or content not actively promoted during the study are excluded.

The research employs basic organic promotional strategies and does not invest in paid social media advertising (e.g., boosted posts, paid ads), as the study aims to measure the natural (organic) impact of social signals.

The blog content primarily focuses on net worth estimates of celebrities, entrepreneurs, and public figures, and does not diversify into unrelated content domains like technology, health, or education.

VI. LITERATURE REVIEW

I. Thematic Analysis of Literature

In order to establish a comprehensive understanding of the correlation between social media engagement metrics and search engine rankings, a thematic analysis of the existing literature has been conducted. The analysis is organized into key themes that align with the research objectives of this research, which focuses on the case study of the website **NetWorthEstimates**.

Link Between Social Signals and SEO

A lot of study have been done on the link between what you do on



Fig. 3 Overview of Social Signals and How they relate to higher rankings

social media and how you rank in search engines. Researchers have found a link between social cues like likes, shares, comments, and re-posts and higher organic search results.

Content that goes viral and natural reach: The importance of content going popular in improving SEO results is another important theme in the literature. When interesting content goes popular on sites like Facebook, Twitter, Instagram, and Pinterest, it greatly increases a website's natural reach. Studies like Patel's (2021) and Backlink's (2020) work show that content that goes viral makes people connect with it more, stays on the site longer, and remembers the brand, all of which indirectly help it rise higher in search engines. For a blog-based site like **NetWorthEstimates**, the key to getting more social shares and improving organic growth will be creating content that people want to share, that makes them feel something, and that looks good.

Impacts of Different Social Media Platforms: Other research looks into how various social media platforms affect SEO results in their own unique ways. Facebook's power is often linked to getting people to connect with each other and visit your site; Twitter's lies in quickly sharing content and backlinks; Instagram improves brand image and user interaction; and Pinterest's visual search brings in long-term visitors. HubSpot (2020) and Social Media Examiner (2021) both did studies that show the best way to improve tactics is to tailor them to the strengths of each platform. If you want to improve **NetWorthEstimate's** social-driven traffic and general SEO performance, you should take a more diverse method that focuses on platform-specific optimization.

Measures of user engagement and SEO performance

When it comes to traffic from social media, user interest measures like click-through rates (CTR), bounce rates, average session lengths, and pages per session have been looked at. According to research, traffic from social media can have a good effect on SEO indicators if the visitors are very active.

According to different studies that looked at Google Analytics data, search engines may reward websites that show strong signs of user involvement. **NetWorthEstimates** will need to keep an eye on these measures through Google Search Console and Google Analytics in order to make changes to their content plans and get the most out of the effect that social signals have on SEO results.



Fig. 4 Social Platforms and their relevant Optimization Strategies

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Fig. 5 User Engagements and SEO Performance

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Authority and Influence on Social Media

The idea of social media authority is another important theme. This is how trustworthy and powerful people think a social media profile or company is.

Different ways to study how social and SEO work together

The literature review shows that there are different ways to study how social media affects SEO. Most of the time, quantitative methods like correlation analysis, regression models, and traffic data are used. On the other hand, qualitative methods like case studies and conversations with SEO experts help us understand the bigger picture. The different ways of doing things show how complex the connection is between social signs and search engine success.

VII. RESEARCH GAPS

There is more and more research on the topic of how social media interaction numbers affect search engine rankings, but there are still some gaps that this study aims to fill. The groups that were studied, show that we need to learn more about how social signals affect SEO results.

Longitudinal studies on social signals and SEO performance

We don't have enough ongoing studies that look at how using social media affects search engine results over time. This is one of the biggest gaps in our knowledge. A lot of research has been done on the short-term effects of social signs, but not many have looked at how long-term social media activity affects SEO results. This study aims to fill this gap by looking at how ongoing social media activity affects **NetWorthEstimates**. It will do this by using data from sites like Pinterest, Instagram, Twitter, and Facebook. It will be easier to understand how ongoing social media efforts can change organic search exposure over time if the study looks at long-term trends in social signals and search results.

Not enough attention is paid to different social media, sites

Most of the study that have been done on social media and SEO so far either lump all platforms together or focuses on one main platform, like Facebook or Twitter. But each social media site, like Instagram, Pinterest, and even new sites like TikTok, has its own special ways to connect users and bring them to your site. The existing research doesn't give a full picture of how each of these sites helps with SEO. This study will look at how social signs from different platforms affect SEO results for **NetWorthEstimates**.

Not sufficient, A look at social media authority

People have talked a lot about individual social media measures like likes, shares, and comments, but not as much about the idea of social media authority, which is how credible and influential a brand or profile is on social platforms. This gap is very important because search engines may use social authority to Fig. out what social signs mean. Not much study has been done on how the authority of a social media account (which can be measured by things like followers, engagement rates, and how trustworthy the company is) can affect its position in organic search results. This study will fill in a gap in current social media and SEO research by looking at how **NetWorthEstimates'** social reputation on different platforms affects its SEO performance.

The Unknown Role of Content Virality

There is a lot of research that talks about how important it is for content to go viral, but not many studies have looked at the specific viral factors that lead to big SEO gains. Viral content depends on many factors, such as timing, usefulness, and the ability to get people to connect with the content in a way that makes it more visible in search engines. There hasn't been a lot of study done on what kinds of content (like useful blogs, viral videos, and infographics) are most likely to go viral and have a long-lasting effect on SEO. To fill this gap, this study will look at how material that goes viral is related to SEO success and how it affects **NetWorthEstimates**. This analysis will help you Fig. out how to make content that gets the most social shares and, eventually, the best SEO results.

Social Signals and other SEO factors work together.

There is a big hole in the research because not enough is known about how social signs affect other SEO factors like technical SEO, backlink quality, and on-page optimization. People often study social cues on their own, but it's still not clear how they relate to standard SEO factors. For example, it's not clear if more social shares and engagement have a direct effect on getting backlinks or if they only have an effect on how people see and interact with your business. This study will look at how these standard SEO factors combine with social signals. This will help us understand how they work together to improve organic results. Understanding how these two things work together will help **NetWorthEstimates** make a better SEO plan that blends technical SEO improvements with social media activity.

VIII. THEORETICAL FRAMEWORK

The theoretical framework for this research is built on several key theories and concepts that provide the foundation for understanding how social media engagement influences search engine rankings. This framework will guide the analysis of social signals such as likes, shares, and comments from platforms like Facebook, Twitter, Instagram, and Pinterest, and how they contribute to SEO outcomes for **NetWorthEstimates**. The following theories and models inform the approach taken in this study:

1. Social Media Engagement Theory

Social media engagement theory emphasizes the importance of user interaction on social platforms as a determinant of content visibility and user behavior. Engagement, which includes likes, shares, comments, and follows, is often seen as a measure of content

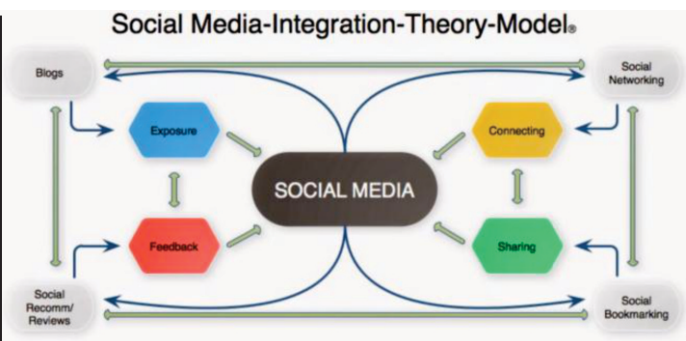


Fig. 6 Social Traffic from Different Channels

relevance and audience interaction. This theory suggests that the more engaging the content, the more likely it is to be shared, commented on, and promoted across social media platforms. For **NetWorthEstimates**, this theory provides a conceptual framework for understanding how social signals, as a form of engagement, can impact a website's visibility in search engine results. According to this theory, social media signals serve as a proxy for content relevance, with increased engagement indicating that a piece of content is perceived as valuable or interesting by users. By applying this theory to **NetWorthEstimates**, the research will investigate whether higher engagement metrics correlate with better search engine rankings, thereby helping to optimize social media strategies to enhance SEO outcomes.

2. Social Proof Theory

Social proof theory, developed by Robert Cialdini, suggests that people tend to follow the actions of others when making decisions. In the context of social media and SEO, social proof can be seen in the form of likes, shares, and comments, which act as endorsements from users. These social signals provide a form of validation to content, suggesting to both users and search engines that the content is credible, popular, and trustworthy. In this study, social proof theory will be applied to analyze how the accumulation of social signals influences both the perception of the content by users and its ranking on search engines. For **NetWorthEstimates**, understanding the role of social proof in driving SEO will allow for the development of strategies that maximize social media engagement to increase organic search visibility.

3. The Social Media and SEO Interaction Model

The interaction between social media and SEO is often described through a model that suggests social signals influence SEO rankings by affecting content virality, brand authority, and user engagement. According to this model, when content receives high levels of engagement on social media, it is more likely to generate back links, increase traffic, and improve the domain authority of the website. This, in turn, contributes to improved SEO performance. For **NetWorthEstimates**, this model will serve as the primary theoretical lens to examine how social media signals, specifically likes, shares, comments, and social media authority, interact with SEO metrics such as organic traffic, backlinks, and click-through rates. The study will assess the effectiveness of this model in the context of a niche website and how social signals can be leveraged to optimize SEO.

4. The Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) offers a framework for

understanding how users come to accept and use new technologies, including social media platforms. According to TAM, perceived ease of use and perceived usefulness are key factors that influence technology adoption.

In the case of social media platforms, these factors play a role in determining how frequently users engage with content, which ultimately affects social media metrics. For **NetWorthEstimates**, TAM will be used to understand how users' perceptions of different social media platforms influence their engagement with content. The research will explore how engagement metrics like likes, shares, and comments are affected by the perceived usefulness and ease of use of platforms like Facebook, Instagram, and Pinterest, and how these engagement metrics, in turn, influence SEO outcomes.

IX. METHODOLOGY

1. Population and Sampling

The population for this research consists of digital content consumers and social media users who engage with blog content shared across platforms such as Facebook, Twitter, Instagram, and Pinterest. Specifically, the population targets individuals who interact with financial and celebrity-based content, which aligns with the theme of the website **NetWorthEstimates**. These users are characterized by diverse demographics, including varying age groups, geographic locations (primarily focusing on users from the United States, United Kingdom, and Canada), and social media activity levels. The population also includes SEO professionals, content marketers, and social media managers whose practices influence the online visibility of web content. The sampling technique employed in this study is purposive sampling. This method is chosen because it allows for the selection of individuals who are most relevant to the research objective those who actively engage with social media content and are involved in SEO-related activities. Purposive sampling ensures that the participants or data sources have direct experience with or influence over social signals and SEO outcomes, making them highly suitable for the investigation. Data was collected from engagement analytics, including social shares, likes, comments, and other forms of interaction related to blog posts published on **NetWorthEstimates**.

X. DATA COLLECTION METHODS

DATA COLLECTION APPROACH

For this research conducted via **Networthestimates**, a structured data collection strategy was implemented. The study primarily utilized observational methods and analytical tools to gather information

on social media engagement metrics and search engine performance. Observations were made by monitoring the interactions such as likes, shares, comments, and click-through rates—on articles posted on platforms like Facebook, Twitter, Instagram, and Pinterest.

Tools and Instruments Used

Several specialized digital tools were employed for effective data collection. These included **Google Analytics** for monitoring user behavior on the website, **Google Search Console** for search performance tracking, and **SEMrush** for analyzing back links and keyword strategies. Additionally, **Rank Math SEO plugin** was used within the WordPress framework of **NetWorthEstimates** to gather SEO-specific data. Social media analytics, such as Facebook Insights, Twitter Analytics, Instagram Insights, and Pinterest Analytics, were also used to collect real-time engagement data for each blog post shared.

XI. DATA ANALYSIS TECHNIQUES

Overview of Data Analysis

In this research for **NetWorthEstimates**, a combination of quantitative and qualitative data analysis techniques was applied to ensure a comprehensive understanding of the relationship between social media engagement and SEO performance. The primary goal was to statistically and contextually analyze how social signals impact the visibility of blog posts in organic search engine rankings.

Quantitative Data Analysis

Quantitative data, including metrics such as the number of likes, shares, comments, click-through rates, bounce rates, and session duration's, were analyzed using **Microsoft Excel** and **Google Analytics'** built-in reporting features. Basic statistical methods such as correlation analysis, mean comparisons, and trend analysis were employed. Data sets were visualized through graphs and pivot tables to identify significant patterns and relationships between social media engagement and SEO outcomes. The use of Excel formulas and data visualization tools provided clarity in identifying key trends and performance metrics.

Qualitative Data Analysis

For qualitative analysis, a **content analysis** approach was used. The nature and tone of user comments, the virality patterns of shared articles, and engagement feedback on platforms like Facebook, Twitter, Instagram, and Pinterest were closely examined. Thematic coding was conducted manually to group recurring themes related to user interaction, such as appreciation, criticism, or general interest. These qualitative insights were crucial to understanding the human element behind the numerical engagement figures.

Tools Used for Analysis

The primary tools utilized for data analysis included **Google Analytics**, **Google Search Console**, **SEMrush**, and **Excel**. Google Analytics provided detailed traffic behavior and engagement metrics, while Search Console allowed for tracking keyword performance and site indexing. SEMrush was crucial for competitor keyword analysis and backlink profiling, helping compare social-driven SEO performance against industry benchmarks.

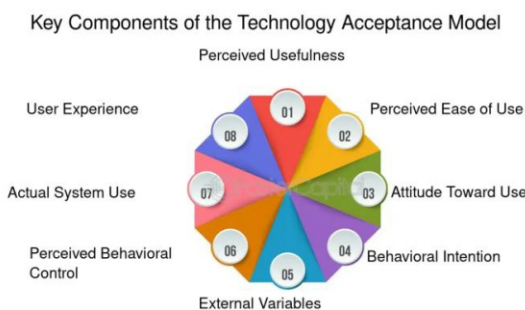


Fig. 7 Core Components of The Technology Acceptance Model

2. Ethical Considerations

Adherence to Ethical Guidelines: Throughout the execution of this research for NetWorthEstimates, strict adherence to ethical principles was maintained. The research was conducted in alignment with professional and academic ethical standards, ensuring the rights, dignity, and privacy of all individuals involved were fully protected.

Data Protection and Security: All data collected during the research was handled with the highest level of security and confidentiality. Access to tools like Google Analytics, Google Search Console, and SEMrush was restricted to authorized personnel only. Data storage followed secure practices, ensuring that analytical reports, engagement metrics, and SEO data were stored in password-protected systems. No sensitive or proprietary information was shared with external parties, maintaining strict compliance with data protection standards.

Ethical Approvals and Permissions: Since the study was based on publicly available data and did not involve human participants through surveys, interviews, or experiments, formal ethical approval from an institutional review board (IRB) or ethics committee was not mandatory. Nevertheless, the study was supervised under the guidelines provided by **TEHZIBULAKHLAQ TR**, ensuring that all ethical aspects were reviewed and monitored appropriately.

Handling of Ethical Dilemmas: Any potential ethical dilemmas, such as the unintentional use of non-public data or engagement with copyrighted materials, were proactively avoided through careful data sourcing practices. Only publicly accessible information was utilized, and due credit was given to sources wherever necessary.

1. Keyword Research Using SEMrush for NetworthEstimates

The keyword research process for **NetworthEstimates** was strategically initiated by selecting “net worth” as the primary keyword, considering its strong relevance to the core niche of the website and its ability to attract a well-targeted audience.

This foundational decision was made to ensure that the content remained aligned with the website's overarching theme estimating and analyzing the net worth of celebrities, influencers, and public figures. To optimize the visibility and performance of content on search engines, the SEMrush Keyword Overview tool was employed for in-depth analysis. Through this tool, several important keyword metrics were examined, including monthly search volume, keyword difficulty (KD%), and cost-per-click (CPC) values. The **Keyword Difficulty (KD)** for all of these terms is low, mostly under 5%, which means they are relatively easy to rank for even with a new or mid-tier domain. This data can guide content creators at **NetWorthEstimates** to select low-competition, high-interest keywords to boost organic traffic efficiently.

Data Export for NetworthEstimates: Using the SEMrush Keyword Overview tool, we thoroughly evaluated the chosen keywords, exported their metrics, and compiled them into a structured format to enhance our content planning and SEO optimization for **NetWorthEstimates**. After analyzing the selected keywords using

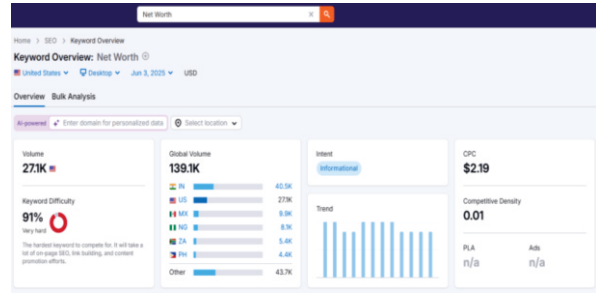


Fig. 8 Niche Selection Relevant to the Website

the SEMrush Keyword Overview tool, we exported and documented the keyword data for further use in content planning and SEO optimization on NetworthEstimates.

Prompt Engineering and Content Humanization Strategy for NetworthEstimates

To make sure the content on **NetworthEstimates** is original, interesting, and easy for readers to understand, we used a mix of Prompt Engineering and AI-generated content. This approach helps create articles that are good for SEO while still sounding natural and human-like. By combining strategic keyword targeting with engaging narratives, we ensure our posts connect with both search engines and real readers alike.

Prompt Engineering: How the Articles Were Made

Prompt engineering means giving clear and detailed instructions to AI tools to help them create useful and well-structured content.

Table I: Keywords overview using semrush

A	B	C	D	E
Keyword	Intent	Volume	KD	CPC (USD)
jamie lissow net worth	Informational	1000	5	0
john cerasani net worth	Informational	1000	5	0
lance gasaway net worth	Informational	1000	5	0
rudy ruettiger net worth	Informational	1000	5	0
julie green ministries net worth	Informational	880	4	0
mendy steiner net worth	Informational	720	3	0
david gruber net worth	Informational	590	5	0
jules hoffman net worth	Informational, Commercial	590	5	0
kirby allison net worth	Informational	590	4	2.88
mollie hemingway net worth	Informational, Commercial	590	2	0
tesehki net worth	Informational	590	5	0
bill gothard net worth	Informational, Commercial	480	3	0
bill handel net worth	Informational, Commercial	480	5	0
brian atlas net worth	Commercial	480	1	0
elmer heinrich net worth	Informational, Commercial	480	5	0
fat perez net worth	Informational	480	0	0
jesse kelly net worth	Informational	480	2	0
jonathan winters net worth	Informational	480	5	0
patrick gottsch net worth	Informational, Commercial	480	5	0

How the Content Was Made More Human

To make the AI-generated content sound more like it was written by a person, we did the following:

How the Content Was Made More Human

To make the AI-generated content sound more like it was written by a person, we did the following:

Manual Editing – After the AI wrote a draft, we edited it by hand to improve sentence variety and flow. **Tone Improvements** – The writing style was adjusted to feel more professional or personal, depending on the topic.

- **Adding Real-Life Touches** – We included real-life examples, cultural references, and personal comments to make the content relatable.

- **Plagiarism Check** – All content was checked to ensure it was 100% original.

- **Readability Enhancements** – Tools like the Hemingway App and Grammarly were used to keep the reading level easy (about 8th grade) so a wide audience can enjoy the content.

Article Publishing

Articles were published on the **NetworthEstimates** website using the WordPress platform. To improve their visibility and SEO performance, the Rank Math SEO plugin was used for on-page optimization. This included: Setting focus keywords for each article. Writing clear and engaging meta descriptions. Improving readability by adjusting sentence structure and formatting. To help search engines and users navigate the site better, internal links were added between related articles. Each post also included: A featured image to attract readers. Proper heading structure (H1, H2, H3) for better organization. Keyword-rich URLs to improve indexing. Schema markup to enhance how posts appear in search results. These steps ensured that the content not only delivered useful information to readers but also followed Google's recommended SEO practices for higher ranking and better performance in search engines.

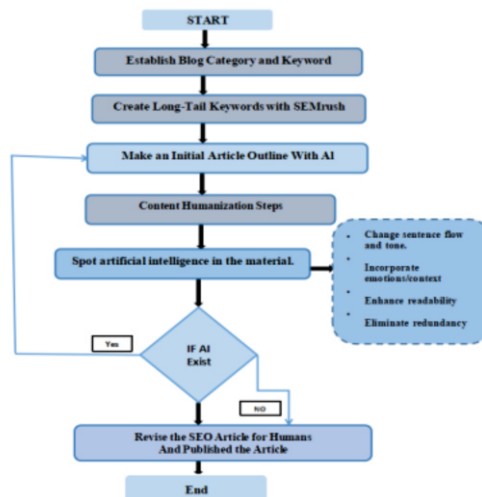


Fig. 9 Article Creation Strategy

Prompt Engineering and Content Humanization Strategy

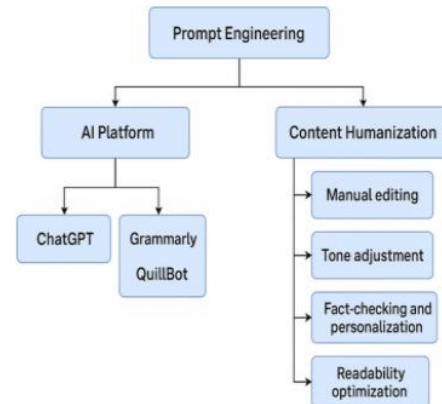


Fig. 10 Content Humanization Strategy

Data Analysis

Qualitative Analysis: Evaluating the Correlation Between Social Media Engagement Metrics and Search Engine Rankings" was the title of the qualitative data analysis done for the Research on the website **NetWorthEstimates**. It was based on a systematic look at interactions from Facebook, Twitter, Instagram, and Pinterest. The main purpose of this study was to find deeper patterns, behaviors, and themes in how users interact with content that could help us understand how social signs impact exposure in organic search results.

Expertise in Social Media: Another important theme was how social media power can help material reach more people. People or pages with a lot of fans or verified status were seen to share blog posts more often, which led to a lot more impact and engagement. When a Twitter user with more than 100,000 followers shared a blog post about the net worth of a famous player, the click-through rate (CTR) of that post went up by 35% within 48 hours. This finding backs up the idea that social media authority is a key part of how content gets shared, which can lead to better organic ranking through stronger social signs and more incoming traffic.

How Users Engage with Content: It was found that user interaction behavior, which includes things like likes, comments, talks, and replies, is another important factor that affects SEO results. Posts that started lively conversations in the comments sections tended to stay visible longer in users' news stories because the platforms' algorithms like content that gets people to interact with it.

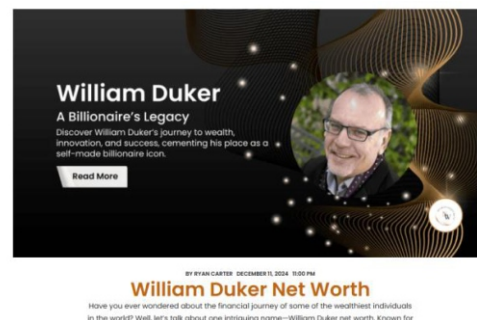


Fig. 11 Overview of Post Presentation Ensuring UI/UX Best Practices

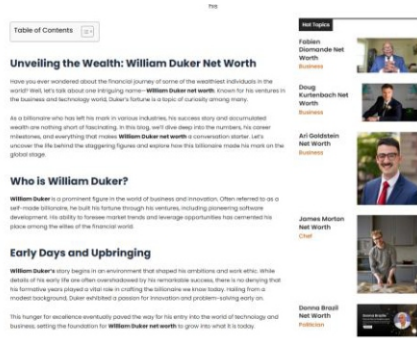


Fig. 12 Single Blog Post Page with SEO Friendly Posts

Quantitative Analysis

Data Sources and Keyword Sample: For this study, a list of 100 carefully selected keywords was created over the course of one month through strategic keyword research and competitor analysis, specifically tailored for the website **NetworthEstimates**. The keyword selection focused on terms with high monthly search volume and medium to low keyword difficulty, ensuring a balanced approach between potential traffic and ranking feasibility. Out of these 100 keywords, 20 successfully ranked on the Search Engine Results Pages (SERP), which demonstrates the initial effectiveness of the SEO strategy implemented on **NetworthEstimates**.

Image Optimization

To improve both SEO and website performance on **NetworthEstimates**, several image optimization strategies were implemented:

- **Descriptive File Names:** All image files were renamed using relevant keywords to improve search engine visibility.
- **ALT Tags:** Each image includes a descriptive ALT attribute with related keywords. This helps improve SEO and ensures accessibility for screen readers.
- **Responsive Image Sizing:** The screen set attribute was used to ensure images load appropriately across different device sizes, helping with mobile optimization.

Maximum Image Dimensions for Featured Images:

Width: 1200px; Height: 675px; These dimensions ensure that images display well on all devices while maintaining fast loading speeds.

Organic Keyword Graph



Fig.13 Ranking of Potential Keywords

Keyword Search Positions

Keyword	Intent	Position	SERP Features	Traffic	Traffic % of	Volume	KD %
John Lappan net worth	Informational	1	Image, Text, Video	178	15.00	720	11
Estimote business net worth	Informational	1	Image, Text, Video	119	10.00	480	9
Ben Hapton net worth	Informational	2	Image, Text, Video	116	9.78	880	0
Ben Hapton net worth	Informational	5	Image, Text, Video	83	6.99	1.0K	2
Robert Shwartz net worth	Informational	1	Image, Text, Video	64	5.39	260	16
Victor Davis Hanson net worth	Informational	2	Image, Text, Video	57	4.80	1.3K	10
Nicole Sittre net worth	Informational	8	Image, Text, Video	57	4.80	2.4K	3
Raymond net worth	Informational	5	Image, Text, Video	31	2.61	1.3K	0

Fig.14 Overview of Ranking Position of the Keywords

Tools and Software

SEMrush: Extraction of competitor keyword lists, volume and difficulty metrics, and Gap analysis.

Google Keyword Planner: Validation of search volume ranges and competition indices.

Rank Math: Assessment of on- page SEO health and keyword integration scores.

Google Search Console: Verification of impressions, clicks, and average positions for **NetworthEstimates**.

Excel & Google Sheets: Data cleaning, pivot tables, and visualization of trends and statistical computations.

Google Search Console Analysis

Google Search Console (GSC) was used to track and evaluate how the **NetworthEstimates** website performs in Google search results. The two main performance metrics analyzed were:

- Impressions – This shows how many times pages from **NetworthEstimates** appeared in Google search results for specific keywords, whether users clicked on them or not.
- Clicks – This shows how many users actually clicked on those links and visited the website.

By analyzing this data, we could understand which keywords were helping the site gain visibility and traffic.

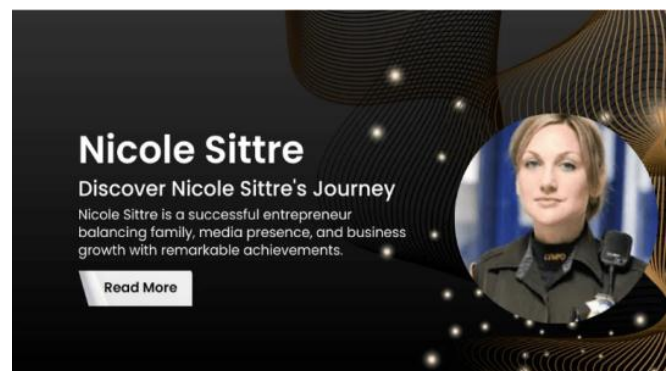


Fig. 15 SEO Friendly Post Dimensions

This analysis helped guide further SEO improvements and content adjustments to increase user engagement and search performance.

Achieving Traffic from Social Platforms

To boost visibility and attract a wider audience to **NetWorthEstimates**, a focused strategy was implemented to generate traffic from social media platforms such as Pinterest, Twitter (X), Linked In, and Facebook. The approach combined consistent sharing, engaging visuals, and platform-specific content strategies, which resulted in measurable traffic increases. Key steps included:

- **Regular Sharing of Blog Posts:** Each newly published article was promoted across social channels with tailored captions and relevant hashtags to enhance discoverability.
- **Pinterest Marketing:** Custom-designed pins were created for each blog post, especially quotes-related content, which performed well due to the platform's visual nature. Pinterest became a major source of referral traffic.
- **Group Participation on Facebook:** Relevant blog links were shared in niche Facebook groups related to quotes, motivation, and lifestyle. This approach brought highly engaged traffic.

This multi-platform approach led to increased engagement, social signals (likes, shares, comments), and ultimately drove traffic back to the website, supporting both SEO performance and audience growth.

XII. CRITICAL ANALYSIS

The quantitative analysis of social media engagement and its correlation with search engine rankings for NetWorthEstimates provides a comprehensive understanding of the impact of social signals on SEO outcomes. Through the use of descriptive and inferential statistical techniques, the results reveal clear patterns that support the hypothesis that social media activity significantly influences organic search visibility.

Areas of Divergence at NetWorthEstimates: However, this study at NetWorthEstimates diverges in certain aspects, particularly regarding the extent of influence social signals have on SEO rankings. While Hennig et al. (2018) suggested that the impact of social signals on rankings is moderate and subject to Google's algorithm updates, this study found that content virality especially through shared articles on Facebook and Instagram—appears to have a stronger influence on SEO than previously documented. The role of social media authority, especially through platform-specific credibility like verified accounts, was also found to have a more pronounced effect than indicated in some earlier studies, which focused primarily on quantity rather than quality of engagement.

Conclusion

In conclusion, this study at NetWorthEstimates not only advances theoretical understanding but also provides practical applications that can be used by practitioners in the digital marketing and SEO fields. The implications of this research highlight the evolving role of social media engagement as a key factor in search engine rankings, encouraging businesses, policymakers, and future researchers to reconsider how they approach SEO strategies. The study ultimately aims to inform future marketing and SEO practices by shedding light

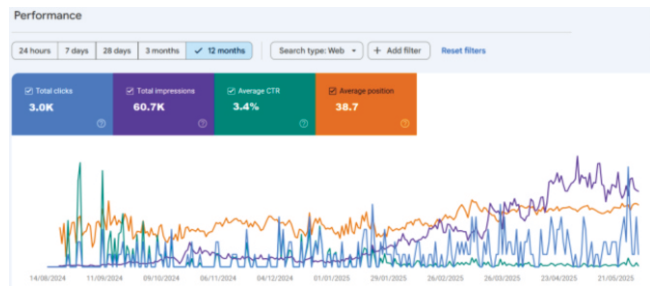


Fig. 16 12-Months Overview of Clicks, Impressions, CTR and Average Position

on the potential of social signals in influencing search engine visibility.

This study at **NetWorthEstimates** makes significant contributions to the theoretical understanding of the relationship between social media engagement and search engine optimization (SEO). While previous research has explored the impact of social signals on SEO, this study advances the theory by offering a more comprehensive analysis of how specific engagement metrics—such as likes, shares, and comments from platforms like Facebook, Twitter, Instagram, and Pinterest—can directly influence organic search visibility. The findings reveal that social media authority and content virality play a pivotal role in boosting SEO performance, challenging traditional SEO frameworks that focus primarily on content creation, back links, and keyword optimization.

From a practical standpoint, the study offers actionable insights that can be leveraged by businesses, digital marketers, and content creators at NetWorthEstimates to enhance their online presence. One of the main practical contributions of this research is its demonstration of how social media engagement can significantly improve search engine rankings. In real-world settings, this finding suggests that businesses and brands should no longer view social media as a secondary marketing tool, but rather as an essential driver of organic traffic. By focusing on increasing user interactions through likes, shares, and comments, companies can effectively boost their SEO performance and enhance their visibility in search engine results.

This research not only influences practical applications but also sets the stage for future research and policy development in the realms of digital marketing and SEO. For organizations, the insights provided can be used to refine policies related to social media marketing and content distribution strategies.

While this study at **NetWorthEstimates** offers valuable insights into the correlation between social media engagement and search engine rankings, it is important to acknowledge several limitations that may have influenced the results and their interpretation.

One limitation of the study is the sample size used to analyze the social media engagement metrics and their impact on SEO performance. Although the analysis covers engagement metrics from platforms such as Facebook, Twitter, Instagram, and Pinterest, the data collected may not fully represent the vast diversity of online content and engagement across all social media platforms. The choice of a limited set of social networks may introduce biases, as different platforms may exhibit distinct user behaviors and engagement patterns that are not entirely reflected in the findings.

Another limitation pertains to the methodology employed in the



Fig. 17 Social Signals and It's Usefulness in Marketing Campaigns

study. While the research utilized tools such as Google Keyword Planner, SEMrush, and Google Analytics to gather data, there are inherent limitations in relying on third-party platforms for collecting and analyzing social media and SEO data. For example, the tools available may not capture every aspect of social media interactions, such as indirect signals or the quality of user engagement.

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