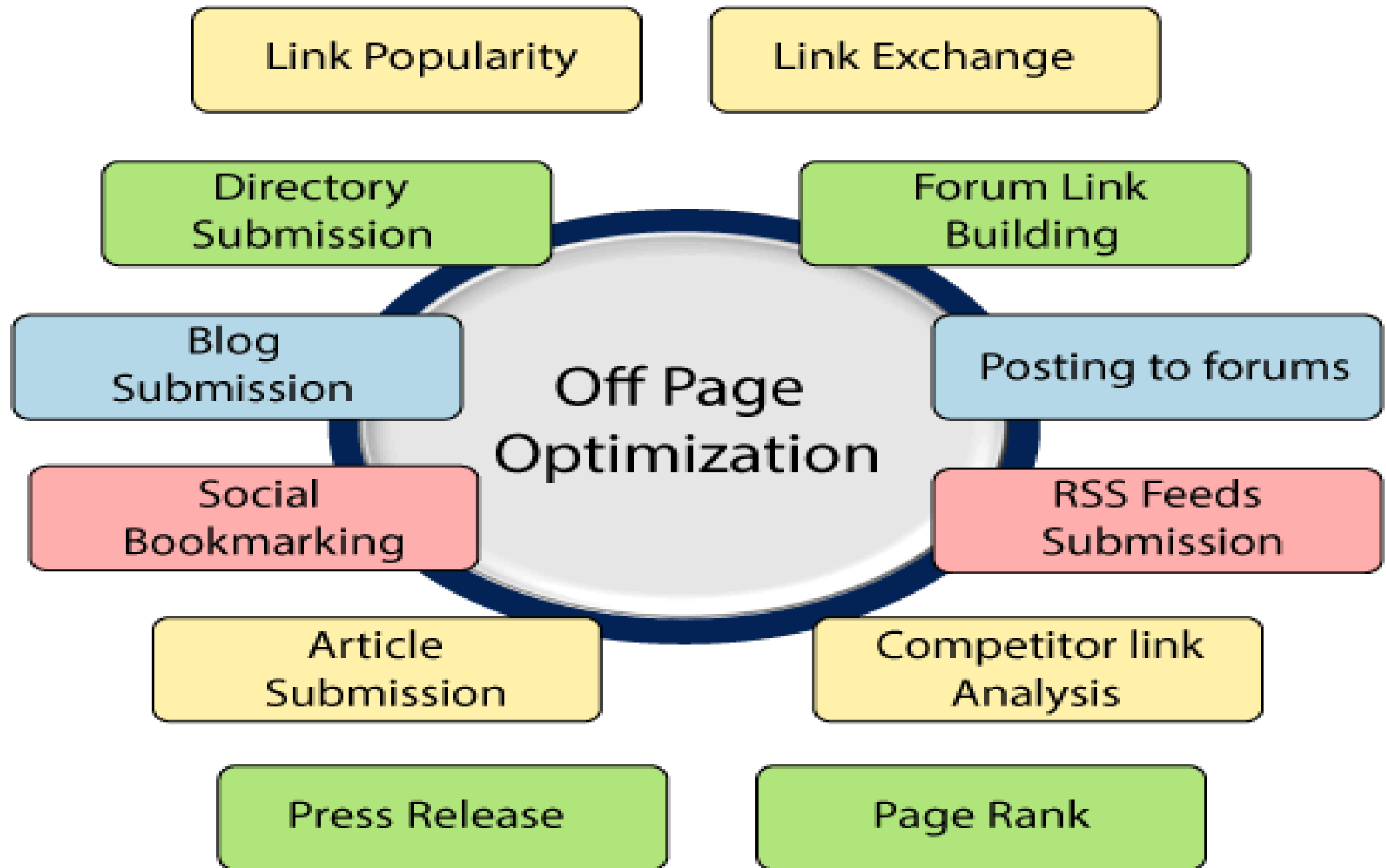


Off Page Optimization and Toxin

Off Page Optimization: Introduction; Local marketing of websites depending on locations; Promoting Subsequent pages of the website.
Introduction to organic SEO vs non-organic SEO; Social Media Optimization Techniques and Page Rank Technology.[CO2]



Introduction to Off-page Optimization

- Off-page optimization refers to all the measures that can be taken outside the website to improve its ranking on search engine result pages. Unlike on-page SEO, it does not deal with the optimization of your site or content itself. So, off-page optimization factors are not in the direct control of the website owner.
- Off page optimization is as important as On Page optimization. Without applying off page factors, your website site may not rank as higher as it could be.
- Off page seo factors such as link building, social media, videos, blogging, etc., are very important for the seo of your website. It helps you get more clicks, more visits, and more exposure on social media. It is a chain of events that occurs one after another.
- So, it is a long-term process, which is mainly focused on acquiring backlinks to your webpages from social media, authority sites, and social bookmarking.

Types of links for off-page SEO

- Building links is an important part of off page seo. You must be aware of the type of links and the factors that influence the quality of a link to your site before you start building backlinks. There are three types of links, which are as follows:
- **Natural Links:** This type of links come to your site naturally. You don't have to put effort or make strategies to earn such links. For example, a blogger has written a blog about technologies, and he has mentioned your website link in his blog.
- **Built Links:** These links are generated through outreach. You have to earn such links by reaching out to webmasters, publishers, or journalists or by promoting the content with an ad campaign.
- **Created Links:** These links are generated for your website from self-submissions on directories, forums, or press releases.

Off page optimization techniques

Off page optimization techniques

- **Creating Shareable Content:** Quality content is always the king in SEO. Creating meaningful, relevant content that can be shared is a smart way of generating natural links to your website. So, keep researching and updating your content.
- **Influencer Outreach:** If you think your content is valuable and is worth to share, don't hesitate to reach out to influencers in your industry. If they like your content, you can get links from them. However, make sure the links come from relevant websites.
- **Guest Author:** You can post your content as a guest post on other blogs that are open for a guest post from various authors. You are required to write quality content that relates to their blog. If your content does not add value to their blog, they may not allow posting in their blogs.

Off page optimization techniques

- **Social Media Engagement:** It is also an important off-page SEO technique that allows you to make your website or business popular by interacting with people on multiple social media platforms such as Facebook, Twitter, etc. It will help you get more backlinks.
- **Social Bookmarking Sites:** These sites offer you a platform to promote your website. You can upload your webpage or blog post on these sites with a link to your site. Thus, you can gain high traffic to your site.
- **Forum Submission:** You can participate in forums that relate to your website and business and make connections with these communities. It allows you to reply to threads, answer people's questions, and give suggestions. Use "Do-Follow" forums for better results.

Off page optimization techniques

- **Blog Directory Submission:** It allows you to submit your pages in directories to build backlinks. You are required to choose a popular directory and then select a proper category.
- **Article Submission:** You can also submit your articles in a high PR article submission directory. Your content should be unique and of high quality. Select a relevant category and give a good title to your content.
- **Question and Answer:** You can also get traffic to your site from question and answer websites. Join popular question and answer sites and answer the questions that are related to your business, blog, or website and answer these questions correctly. Include a link to your site in the answers which will bring you more visibility.

Off page optimization techniques

- **Video Submission:** Find the popular video submission sites. Create impressive videos with proper title, description, tags and reference links and submit in these sites. It is a smart way to get backlinks as most of the video sites have high PR.
- **Image Submission:** There are many image submission sites where you can share your photos. Optimize your images with the relevant URL, title tag, description, and alt tag before submitting.
- **Infographics Submission:** You can create infographics, which is a visual representation of information or data such as charts, graphs, etc. Users like infographics. Find some popular infographics submission websites and submit infographics with reference links to your webpage or blog.

Off page optimization techniques

- **Document Sharing:** There are also various document sharing sites that allow you to submit documents either in pdf or ppt formats. Create attractive, relevant documents and submit in those sites that relate to your business, work, etc.
- **Web2.0 Submission:** It is also an off page seo technique that allows you to create sub domains in high domain authority website. For example, blogger, wordpress, medium, etc.
- **Google My Business:** It is a free Google product that can be optimized for best local SEO ranking.

PageRank

Introduction to Page Rank

- PageRank is an algorithm used by Google for link analysis. It was invented by Larry Page and Sergey Brin; the owners of Google. It was developed by Google to rank pages on their merit and not on meta tags as people had started misusing meta tags to improve their rankings. It evaluates the quality and quantity of links to a webpage and accordingly assigns a score on a 0 to 10 scale based on the page's importance and authority.
- It is an important off-page optimization factor. It decides how easily and quickly your users can find your webpages on the world wide web. If your PageRank is good the user will find you easily as the search engine will keep your site higher on the search engine listings.

How is PageRank Determined?

- It is calculated by a proprietary mathematical formula that considers each link to a website as a vote. A website is compared with every other website with similar content and keywords in a popularity contest. The website with most links including the most valuable links gets a higher rank in popularity.
- So, to improve the pagerank of your site, your website is required to have backlinks from other websites. Each link or vote to your site adds value to your site. Google also evaluates the websites who offer the link to your site.

Some important link building strategies to improve your Google PageRank

- List your site on renowned and popular directories and stay away from link farms that are not useful.
- Be a part of online forums and share valuable comments with backlinks to your site.
- Publish relevant articles on trusted and popular article submission sites like EzineArticles and Associated Content.
- Find out popular sites and encourage them for link exchange
- Be active on social media; use different techniques like Social Bookmarking, Twitter profile links and Google+ shares for building links
-

Link Popularity

Link Popularity

- Link Popularity is an important Off-page SEO strategy. It refers to the total number of links that point to a website.
- These links are of two types; internal and external. Internal links are the links from your own webpages and external links are from other webpages or websites.



Link Popularity

- The high link popularity shows that more people are connected to your site and it contains useful content and information. So, it is one of the important factors for the search engines to rank websites in search engine result pages, i.e. if there are two websites with same level of search engine optimization, the site with higher link popularity will be ranked higher than the other by the search engine.
- However, the links to your site should be quality backlinks. A quality backlink is a link that has content that relates to your site as well as has high popularity.
- Anchor text also helps in determining the quality of a backlink. It tells what the link is all about. There are few guidelines you may follow before you look for link partners.
- The site should related to your content or information.
- Keep your site and its links focused.
- Share unique and relevant information.

Directory Submission

Directory Submission

- Directory submission is an off-page optimization activity.
- It involves submission of your site to a specific category of a web directory, e.g. if you have a tutorial website then you are supposed to submit your site in the education category of a web directory. Some directories are free and some charges a fee to list your site in the relevant categories.



Benefits of Directory Submission

- **Fast indexing:** The search engines can easily find your site for crawling and indexing.
- **Higher link popularity:** You get two additional links; contextual category link and unique directory listing link.
- **Higher page rank:** Quality directories are used in Google Algorithm to calculate Google PageRank.
- **Social Media Sharing:** Most of the popular directories have social media sharing buttons. It allows users to share your link with other users.
- **More traffic:** The heavy traffic of popular directories can be diverted to your site.
- **Brand awareness:** Your brand gets more exposure that helps increase brand awareness.

Types of Directory Submission

- **Paid or Featured Web Listing:** In this type, the directory owner charges for submission and approves your link after sometime or within 24 hours. Some websites offer yearly or lifetime packages for submission.
- **Free Web Listing:** In this, you don't have to pay for submitting in a directory. But, there is no guarantee that the administrator will approve your site. Also, it takes time for getting websites approved.
- **Reciprocal Regular Web Listing:** In this, you have to submit a reciprocal link to your site when you submit your website.

Method of Directory Submission

- The first step is to choose best directory submission sites.
- Out of the list choose one site that you think relates to your business, site.
- Then select the most appropriate category for your post that relates to your post.
- Click on the selected category.
- Select the relevant sub-category and click the submit link to submit your content or click on add article in the section.
- Provide the required details like URL, title, description and you are done with the submission.
-

Social Bookmark Submission

Social Bookmark Submission

- **Social bookmark submission** is an off-page optimization activity that enables you store your links on online bookmarking sites. These links or bookmarks are the tagged pages on the web that can be accessed from any computer with internet access. Thus, every such bookmark acts as a backlink that helps improve SEO of a site.
- These stored links are considered quality backlinks as in most of the bookmarking sites you can give a title to your URL and can also add related description and keywords. Thus, title is stored with the link which acts as an anchor text for the backlink. You can also incorporate your main keywords in the title to transform your social bookmark into a keyword-anchored backlink.
- Some of the popular social bookmarking sites are twitter.com, pinterest.com, digg.com, delicious.com and reddit.com.

Social bookmark submission benefits

- **Increases website traffic:** It helps you get lots of free website traffic as bookmarking sites are visited by hundreds of visitors daily. If your content is good these visitors will click on the link and visit your site for more information.
- **Free online promotion:** You can promote your products or links free of cost as social bookmarking sites do not charge for their services.
- **Quality Backlinks:** It helps build permanent and quality backlinks as most of the social bookmaking sites allow webmasters to create backlinks for their sites.
- **Improve Google PageRank:** The backlinks generated by bookmarking your webpages on social networking sites help improve your Google PageRank.
- **Faster indexing:** Social bookmarking sites are known for fresh and useful content and are frequently visited by search engines. So, if your content is useful and users are sharing it then the search engine will index you link quickly.
- **Portability and Security:** It enables you to secure and remember your favorite webpages. You can access your stored webpages online from anywhere with any computer. Thus, you will not lose important information that you have stored in social bookmarking sites.

Blog Submission

Blog Submission

- **Blogging** is an important off-page optimization activity in which you submit blogs in blog submission sites, blog search engines, etc. It enables you offer fresh content to your users on a regular basis so that users keep visiting your site. Today, it has become an important SEO activity for the website owners who want to convert their visitors into actual customers. It not only helps you gain backlinks, earn profit, but also to build a good rapport with potential customers. Blogs are also popular as weblogs.
- Blogging is a continuous process. You need to write and post the blogs at regular intervals. Your blogs should offer unique and useful information so that they could attract users as well as the search engines.

Benefits of blogging

- **Improves SEO:** You can offer your users fresh and meaningful content by blogging consistently. The search engines also love to index fresh content where you can incorporate your keywords to get more exposure on search engine result pages.
- **Improves relationship:** It helps you connect with your readers by asking relevant questions, feedback or comments at the end of the blog. You can also share your product and business updates with your clients and potential customers to maintain relationship.
- **Free marketing:** If your blogs are useful the readers will share it with others. They can share your link, tweet it or email the information to others. Thus, indirectly they are doing the free marketing for you.
- **Helps Build authority:** It gives you the opportunity to share industry related news and information which helps you establish authority in your niche.
- **More Inbound links:** Blogging is one of the smartest ways to generate authoritative links to your website. Your meaningful blogs are resources for other writers who can mention your website in their articles which will generate inbound links.
- www.alltop.com, www.blogcatalog.com, www.ontoplist.com, www.blogarama.com, www.blogadda.com, www.bloghints.com, www.blogflux.com, www.entireweb.com, www.seoheights.com, www.bloggerspassion.com

Article Submission

Article Submission

- Article submission is an off-page optimization activity. It refers to attracting traffic by submitting SEO optimized articles to popular article submission directories. It is a long term SEO activity which helps increase backlinks and boost pagerank of your website or blog.
- In this off page SEO technique, you are required to write articles and submit it on the third-party websites regularly. You need to make sure that articles should be submitted in the relevant categories of popular article submission websites. You are also required to produce quality articles only then you can reap maximum benefits of this activity. **You can consider the following points to produce quality articles;**
- The article should be unique and informative.
- Incorporate main keywords in the article but not to the extent of keyword stuffing.
- The article should have optimum length; between 500 and 700 words.
- Title should be unique and must have the main keyword so that web crawler can easily identify and index it.
- Write short paragraphs and use subheadings and bullets to make your article more presentable.

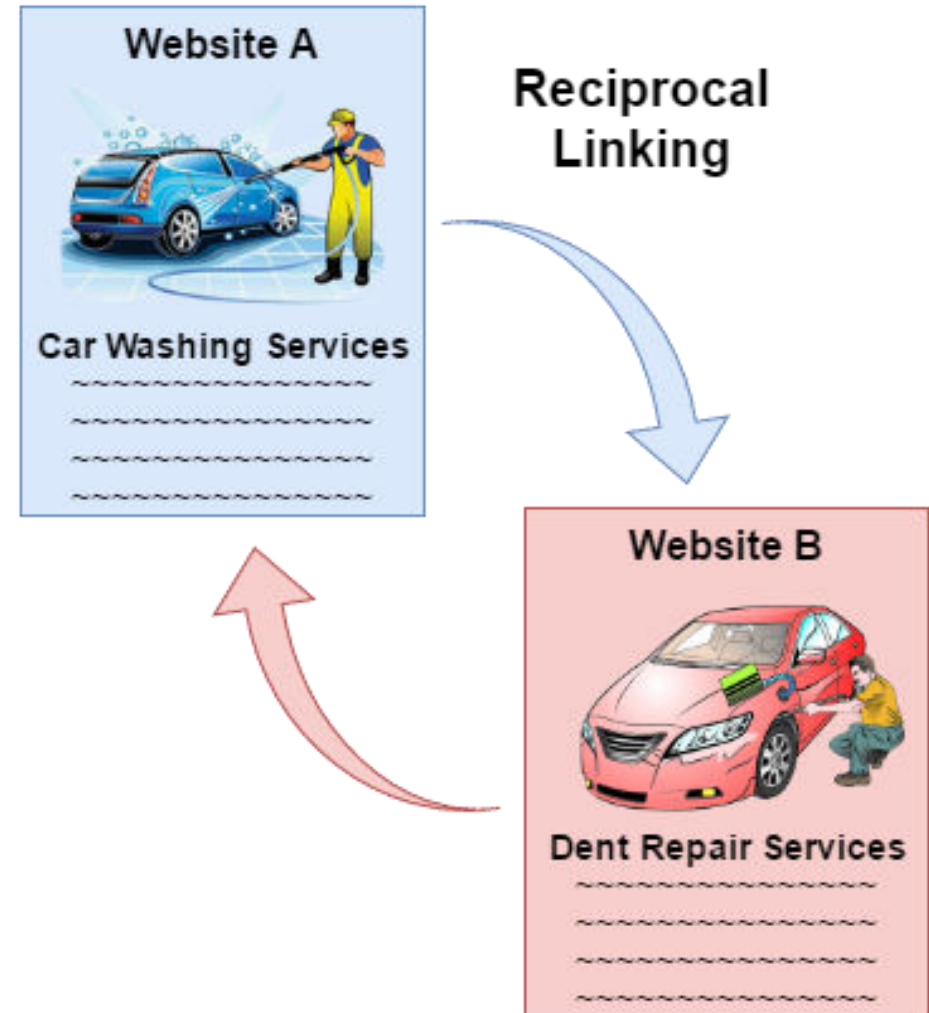
Article Submission Benefits

- It is a simple yet effective way of building backlinks.
- It helps generate long term backlinks from popular websites.
- It boosts the marketing results and popularity of your product or brand on the World Wide Web.
- It helps you establish yourself as an expert in the industry.
- It allows you provide valuable information to customers that helps build trust of your potential customers.
- Your articles can be viewed by thousands of readers who visit article directories every year.
- It allows you get continuous traffic to your site.
- Popular website : www.hubpages.com , www.articlesfactory.com

Reciprocal Linking

Reciprocal Linking

- Reciprocal Linking refers to creating reciprocal link between two websites, i.e. it is created when a website 'A' links to website 'B' which in turn links to website 'A'. It is an agreement between two websites where each website is hyperlinked to another website.



Reciprocal Linking

Benefits of Reciprocal Linking:

- It allows you to pass link equity from a high authority site to your site.
- It helps you build a diverse link profile.
- It helps you get more referral traffic.

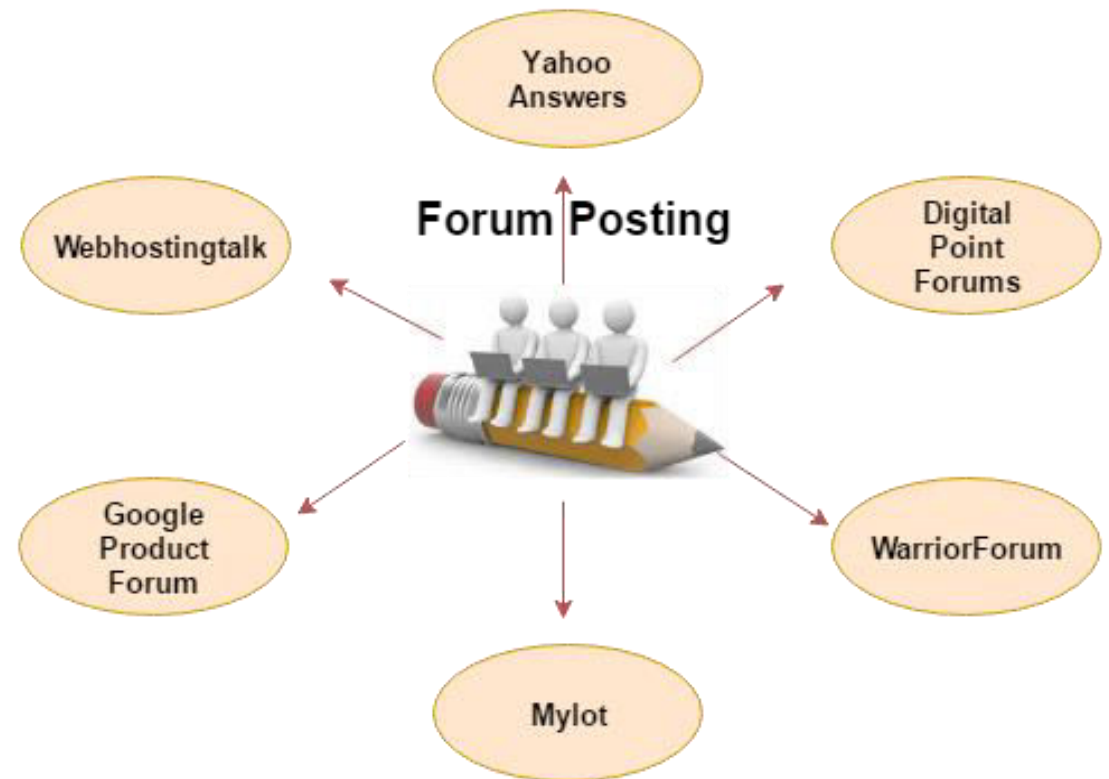
Points to remember for reciprocal linking:

- The link should come from a site that is relevant to your niche. For example, if your site is related to automotive niche, obtaining a link from a high authority site in the weight loss niche will not benefit much.
- The site you are getting the reciprocal link from should be a non-competing site.
- You should shortlist those sites for reciprocal linking that have good ranking on search engine result pages.

Forum Posting

Forum Posting

- **Forum posting** refers to generating quality inbound links by participating in online discussion forums. It allows you to post new posts and reply to old ones to drive traffic to your site.
- There are a number of forum websites which offer a platform for online discussion, i.e. message board, discussion groups, discussion forums and bulletin boards are some of the popular types of forum websites. You need to sign up on these websites only then you can submit topics for discussion.



Popular forum discussion sites

- Yahoo Answers
- Digital Point Forums
- WarriorForum
- Mylot
- Webhostingtalk
- Stackoverflow
- Google Product Forum

Search Engine Submission

Search Engine Submission

- Search engine submission is an off-page optimization strategy in which a website is directly submitted to a search engine for indexing and to get it listed in search engine listings. It is considered an initial step for website promotion or to get search engine traffic.
- There are mainly two methods for search engine submission. The first method allows you to submit one page at a time by using a webmaster tool like Google Webmaster Central or Bing Webmaster Tools. The second method allows you submit the entire site by submitting the homepage.

Search Engine Submission Benefits

- It allows you to inform search engines about your presence and the product or services offered by you.
- You can get your webpages indexed in multiple search engines like Google, Yahoo and MSN.
- It helps your site to be discovered quickly by web spiders and you don't need to wait for the web crawler to find it organically.
- It is cost effective as you do not have to pay to get your site listed into search engines.
- Thus, it improves your ranking in the search engine result pages.
-

RSS Feed Submission

RSS Feed Submission

- RSS feed submission refers to the submission of RSS feeds to RSS submission directory sites to boost your search engine ranking. RSS stands for Rich Site Summary and sometimes also for Really Simple Syndication.
- The RSS feed contains updates of your website, i.e. updated content, videos, images, links, etc. The users who are interested in these updates can subscribe your RSS feed that helps get more free traffic and backlinks. Thus, whenever a visitor visits your blog or page and wants to be notified when it is updated on your site then RSS feed is an ideal option.
- RSS feed can be a blog, article, news headline, audio or video, and is submitted to several recipients in the form of web feed formats, a summarized text. An RSS document is also known as a feed or a web feed. In this off page SEO technique, the same article is submitted to several article directories for publication.
- RSS feed is an XML file that contains your site's information in the form of URLs. It is displayed in the form of a summarized text to the users. You can subscribe to an RSS feed by entering the URL of the feed into the feed reader and providing the required details. So, this information is automatically submitted and updated and you are not required to manually add your pages. For example, receiving reports and news updates as the events occur on a mobile phone while doing something else.

RSS Feed Submission Benefits

- The updated content or information quickly reaches the interested users. It helps retain your readers and increases credibility of your site.
- The content would also attract new readers who are searching updates related to your content.
- You can incorporate your main keywords or phrases in the RSS feeds that can improve ranking of your site.
- Your site gains more popularity if you keep providing fresh and relevant content by submitting RSS feeds.
- All these benefits are directly linked to quality backlinks and quality website traffic.
- The content is automatically broadcasted to the subscribers. In this, you don't need to submit articles manually to article directories.
- It allows web users to get updates automatically when new content is posted.

Popular RSS submission sites

- www.feedage.com
- www.rapidfeeds.com
- www.feedspot.com
- www.plazoo.com
- www.feedlisting.com
- www.rss6.com
- www.blogflux.com
- www.blogrollcenter.com
- www.blogtoplist.com
- www.blogarama.com

Press Release Submission

Press Release Submission

- Press release submission refers to writing about new events, products or services of the company and submitting it to PR sites. It is an off-page SEO strategy that helps popularize your events, products or services on the web to improve SEO of your site. A press release should be keyword-optimized, factual and informative so that it could generate interest in the readers. Furthermore, it should be used to share newsworthy content with the targeted users.

Steps to submit Press Release/How to submit Press Release

- Find the press release sites.
- Visit the site and provide the required details like username, password, and email id to create the account.
- Verify the account.
- Provide the headline, summary, keywords, contact information and other details as required by the site for PR submission.
- Now, you have to wait for the approval, once it is approved by the site, it will be published.
- Some sites may ask you to buy a package for their services.

Popular press release submission

- www.newpressrelease.com
- www.briefingwire.com
- www.bignews.biz
- www.prlog.org
- www.pressbox.co.uk

Press Release Submission Benefits

- **Improves link popularity:** It is one of the quickest ways to build backlinks to your site.
- **Boosts traffic and sales:** Keyword optimization in the content of PR helps increase traffic and sales.
- **Reduces marketing costs:** It enables search engines easily find your site; you don't need to spend much on other online marketing activities.
- **Online recognition:** It helps you build online reputation and trust of the visitors.
- **Long-term benefit:** Online press releases have a long lifespan, so they can work for you for many years to come.
-

Local marketing of websites
depending on locations

What is Location-Based Marketing?

- Location-based marketing allows organizations to target consumers at a granular, [person level](#) with online or offline messaging based on their physical location. Using location data, marketing teams are able to reach consumers based on qualifiers like proximity to a store, events happening in their region, and more.
- Location-based marketing has proven effective across customer lifecycles – from discovery and purchase, to engagement and retention. When used properly, location-based marketing allows marketers to hone in on specific customer segments with targeted offers, while improving customer experience for a population that increasingly values instant gratification. For example, location-based marketing may alert a prospect that a product they have been considering is stocked in a nearby store, allowing them to pick it up right away.

Types of Location-Based Marketing

- **Geotargeting**
- **Geofencing**
- **Beaconing**
- **Mobile Targeting**
- **Geo-Conquesting**

Geotargeting

- Geotargeting is used to determine the location of a user, to then serve them personalized messaging based on their location. If a consumer has opted in to let an app access their location, they may get messages in the app or push notifications based on region or proximity to a store.
- How it works
 - Geotargeting is based off IP addresses. Every connected device has a unique IP address making them identifiable. From there, device IP addresses can be matched to country, zip code, etc. to determine where users are located.
- Benefits
 - The key benefit of geotargeting is to increase customer experience through personalization. For example, marketers can target users based on needs specific to their location, such as weather or local news and events.
- Examples
 - A popular example of geotargeting is Google search results. If a user searches “coffee shops,” Google will use location data based on the IP address of the device the search is conducted from to return information on coffee shops in the area.
 - Another common example of geotargeting is done by Uber. When a user is traveling and touches down in a new city, upon opening the app they will get a notification about available cars in that city.

Geofencing

- Geofencing is the creation of a boundary within a specific region. When [target audiences](#) enter that boundary, they will become an active target of the marketing strategy. This might mean they receive content, offers, or some other form of messaging from the brand. An example of a boundary is an area that encompasses a popular shopping center at which the company has a store.
- How it works
 - Geofencing utilizes GPS technology to create a border. Whenever a target user crosses this border, they receive a notification or piece of messaging.
- Benefits
 - Geofencing allows marketers to cover large areas, such as malls or event spaces. With this method, marketers can target all users that are within a certain perimeter. While less granular than other tactics, geofencing can be a great tool if you have a large convention or if you want to capture traffic right in front of your store.
 - Geofencing is based on real-time location data, which allows marketers to encourage users to engage with their products, or divert consumers from engaging with competitors.
- Examples
 - Retailers can use geofencing to target users near their stores to encourage them to stop into a shop. For example, if a customer has been reviewing a product online, they may get a notification that the product is in stock at a nearby store.

Beaconing

- Beacons are connected devices that use Bluetooth or WIFI to connect with predetermined applications that are operating within range of the beacon. Beacons work well to target existing customers within a small geographic area.
- How it works
 - Beacons send a signal to your device that prompt a server to send content to your device. This could be a push notification, email, etc. For example, say a sports stadium encourages attendees to download their app for ticketing, concessions, etc. The venue would set up beacons to recognize when a device with that application installed is in range.
- Benefits
 - Users have to be opted-in and have Bluetooth on in order for you to take advantage of this. However, this medium of location-based targeting does give you a more [direct communication channel with customers](#).
 - Organizations can track users indoors in a more precise manner. This not only allows for more specific targeting, but helps marketers get a more complete understanding of customer behavior.
 - Users don't need to be online in order to receive these notifications.
- Examples
 - Stores can place beacons in aisles around the store to send offers as consumers browse. For example, a grocery store may use beacons to see when a consumer is in the ice cream aisle, and then send them a deal on ice cream cones.

Mobile Targeting

- Mobile targeting occurs when marketers target consumers with ads on their mobile devices. Because consumers typically want to avoid advertising, marketers aim to make their ads context specific, which can be based on time, device, or location.
-
- How it works
 - Create segments in your mobile ad platform that define who you want to target and what qualifications to target them by (when they enter a certain area, or are in proximity of your store).
- Benefits
 - This allows marketers to target users directly on their devices for a more personalized connection.
 - Marketers often see greater returns on ad spend using a more targeted approach.
- Examples
 - Social media ads that target based on location data can help encourage visits to a store, restaurant, or event nearby.

Geo-conquesting

- Geo-conquesting uses location data to divert prospects away from competitor locations. For example, car dealerships might create a boundary around a competitor's lot. When a target consumer comes within that boundary, they will be sent an offer to users that encourages them to visit the other dealer.
- How it works
 - Geo-conquesting uses GPS technology to target users in the proximity of your competition.
- Benefits
 - Organizations can win market share and new customers by encouraging users they know are already shopping for a product in the space to purchase from them over a competitor.
- Examples
 - Burger King used geo-conquesting to great effect, diverting would-be McDonalds customers back to their own restaurants. Consumers were encouraged to download the Burger King app. When they came within 600 feet of McDonalds, the Burger King app sent a promotion for a [1 cent whopper](#), and navigated customers to the nearest location.

Organic vs Non Organic SEO

Organic SEO

- Organic SEO is a natural way to rank a site in the first search engine result pages (SERPs) without paying for it. It is considered a trustworthy and best way to secure a high rank on SERP.
- Some of the best practices and techniques used in organic SEO are website onsite optimisation, link building, keyword manipulation, backlinking, and Meta tags to increase your website link popularity and writing content relevant to your company so your potential customers can find you online.
- This type of SEO attracts organic traffic. Organic traffic results when an internet user visits a site after searching for a product or service using a keyword and the search engine brings up a site and then click on it.

Organic SEO

- There are several benefits of organic SEO including organic results, more normal clicks by internet users, trustworthy results, long-lasting results on SERPs, and affordability.
- Organic SEO techniques depend on content relevancy. There are several benefits of organic SEO including building trust among the users, as a result of content relevancy the search engine results produce last long time and generating more clicks.
- If you are on tight budget, organic SEO will be best for you. Most SEO professionals recommend organic SEO. Many people follow the same techniques but might not be aware that it's organic SEO.

Inorganic SEO

- Inorganic SEO is about paid search. It includes banner ads, cost per click (CPC), cost per acquisition (CPA), pay per click (PPC), and classifieds.
- It is expensive and is best for businesses and site owners that need immediate results. It is strongly recommended that you have a marketing budget.
- Inorganic SEO brings inorganic traffic to a site. Inorganic traffic refers to site visits that come from social sites, paid ads, and affiliate marketing.
- The benefits of inorganic SEO include more visibility, quick results, and more traffic within a short time.

Inorganic SEO

- As much as non-organic SEO yields quicker results and bumps up your initial placement and ranking, its influence is less effective in the long run when compared to organic SEO. If you would like to have longer lasting effects, you should contact an expert to help you with organic SEO.
- Inorganic SEO is risky and its cost is calculated based on clicks. This means competitors can click on a site unnecessarily just to make your business pay more.

Social Media Optimization Techniques and Page Rank Technology

What is Social Media Optimization?

- Social media optimization (SMO) is the process of optimizing your website to make it more “sociable.” In other words, SMO makes it easier for your business to get discovered online by all the right people.
- SMO bridges the gap between your site and your social presence (meaning, your Facebook-Twitter-LinkedIn-Instagram-whatever accounts), making you more visible on the web, and giving your audience more ways to connect and interact with you.
- When done right, SMO keeps your brand messaging consistent across all networks, improves your site rankings on search, drives traffic from social sites and organic search, and boosts awareness of you and your brand.

How to DO?

- **Engagement.** That means talking to your fans on social media, and through blogging, writing guest posts on other sites, and even doing informational videos or podcasts!
- **Quality content.** Keywords are just one part of the picture – sharable, quality content builds your IRL reputation *and* your online reputation. The better your online reputation, the better your [domain authority](#) (which is kind of a big deal for driving traffic to your site).
- **Strategic social.** [Know where your audience is and meet them there](#)! If you see conversations mostly on your Facebook page and never on LinkedIn, don't force it! Prioritize your Facebook presence instead – you don't have to be everywhere at once.
- **Thought leadership.** You may not think of yourself as an industry expert, but you're the only one like you! Your perspectives, experiences, and advice are unique and valuable, so don't be afraid to share!
- **Automation.** You don't have to do everything from scratch! Good SMO combines [time-saving tools](#) with your authentic voice. (It's as close to push-a-button SMO as you'll get!)

Social Media Optimization Techniques



1. Strategy Optimization

- A lack of an effective social media strategy has been quite the hurdle for some time for companies. The lack of strategy is one of the top reasons brands might fall behind in the social media world.
- Around 28% of the businesses feel that the shortage of a strong strategy is the main reason that is stopping them from turning into a social enterprise.
- To do that perfectly, you need a social media optimization strategy with a fixed goal and objectives.
- An ideal strategy will focus on growth and measurable results.

2. Keyword Research

- Out of all the things you require for [SEO](#), keyword research is one of the most important ones. Keyword research is all about finding the words and phrases that will help you [rank on search engines](#). When you know what your target market is searching for, you can create content based on those results.
- Keyword research will also enable you to identify industry-relevant [hashtags](#) to use within the content. Here's an example, let's say you run a store that deals in organic food products. People searching for #OrganicWholeFoods or other such hashtags are more likely to be your customers than others.
- So naturally, you want to appear in such searches. But how would you know how many people are searching for it and which ones would be the most important to your brand? The answer is simple, use multiple SEO tools to find the best ones!

3. Profile Optimization

- Here are a few pointers that will help you out while creating a winning profile:
- **Profile picture:** A user would always check out the image before moving on to the name. Ensure that your profile picture has the company's logo to build brand identity and start company recognition at the earliest.
- **Username:** Usernames are one thing that you should be consistent about. Consistency across all social profiles will enable a user to find your brand's profile easily.
- **Bio:** Many people don't care about what they put up on their bio, which is honestly one of the biggest mistakes they can make. State clearly what your company does with focus keywords integrated into the text. You also want to redirect users to your business's website; therefore, include a CTA link.

4. Use Existent Influences

- It is challenging for startups to make a place in the digital market, especially if you are just starting. Even if you have an incredible [social media marketing strategy](#), it might take a whole lot of effort.
- This is where you should consider taking help from some industry influencers and asking them to help you optimize your social profiles. Choose niche-specific [influencers](#) and bloggers to get reviews and mentions and ensure that your brand voice is heard.

5. Content Optimization

- You can't succeed in social media marketing if you have subpar content on your website. There are two main types of content that you put on social media:
 - Original content that your team produces
 - Curated content that you take from other resources
- In an ideal social media optimization world, you need a mix of the two.
- Original content is the content you produce yourself, and it can include relevant infographics, texts, reports, pictures, and other such things.
- For example, Pandora's #VoicesOfPandora was a part of their Valentine's Day campaign, and they created original content around the idea and graphics to make this campaign a success.

6. Concrete Posting Schedule

- Posting timings have a significant effect on the engagement of the posts. However, the optimal time is different for different groups of audiences. The best time is highly dependent on the audience.
- Apart from the time to post, you should also focus on the frequencies of the posting. It is best if you track when you get the maximum reach and post on those timings.
- You don't want to bombard your followers with a million posts a day, and you don't want them to forget about you either by not posting for days on end. According to a research by [constant contact](#):
- Facebook: 3-10 posts per week
- Twitter: 5+ posts per day
- LinkedIn: 2-5 posts per week
- Pinterest: 5-10 posts per day

7. Social Media Analytics

- Tracking your Social Media Optimization is essential, as it explains how well your strategy is working out. You can use Google Analytics to track the URLs using Bit.ly.
- Aside from tracking the traffic, you need to keep an eye on the social media metrics. This would show you the engagement on all posts.
- All social media platforms have different metrics to track engagement, such as likes, shares, retweets, comments, etc.

8. Test Headlines

- When you post on social media networks, you are not just putting up a random post. A lot goes behind a viral tweet or a highly shared [Facebook](#) post. You need an optimal design with a catchy headline and an engaging crisp caption.
- Your headlines should be stunning enough to capture attention almost instantly. Make sure that you use a variety of headlines so that it does not get boring or repetitive. Use a fresh one for each post, or set a few that you recycle at all times.
- Similarly, you can set different headlines for [multiple social media platforms](#) so that you don't post the same thing thousand times in a row.

9. Relevant Hashtags

- Hashtags are as crucial as the content itself, especially when it comes to social media optimization techniques. No matter what the platform is, including Facebook, Instagram, Twitter, and others, all have their hashtag integrations in some form or the other.
- Hashtags honestly make the content so much better and increase visibility. They make the content easy to track and categorize. And let's face it, they are quite fun to use.
- Hashtags optimize your social media by enabling your posts to reach a greater audience, even if they seem random. Use Hashtag Manager by Social Champ to find industry-specific and relevant hashtags. You can also make your hashtags and group them to save in the composer to reuse later.

10. Engaging Visuals And Text

- Too much text and no visuals will kill your social media profile faster than a bullet. This is why you need to strengthen your brand's image on social media by creating useful content that other channels would be willing to share.
- You need to make sure that your audience will react positively to the content. Use highly engaging content, such as memes, tutorials, videos, infographics, and other such things. Ensuring that your content is visually appealing will provide one of the best social media optimization techniques. Here are a few techniques that will make a difference:
- Include user-generated content to portray your work and get free content, which can be shared within the page.
- Use hashtags to increase engagement, but make sure you don't overuse them and clutter your posts.
- Create live streams for the highest levels of engagement.

