

What is Social Media Optimization?

Social Media is one of the fastest growing sectors of online services and hundreds of social networking sites exist today. Millions of internet users regularly visit these sites and use them to connect with their friends. Platforms like Facebook, Twitter and Google+ have facilitated the creation of better business marketing methods, and hundreds of businesses have profited from using social media marketing services to increase the reach of their brands, and connect with consumers.

Social Media Optimization is the process of creating social media profiles for a business, setting up the profile, linking it with the official website of the brand, and enabling seamless integration of content between the website and the many social media services which the company has a presence on.

Why Social Media Optimization is important to your business

In absence of Social Media integration, the visitors to your websites are just IP addresses without a name or a face. Social Media Optimization helps you connect the faceless numbers from your website visitor statistics to real people. Social Media Optimization makes your brand more trustworthy and gives your customers a chance to connect with you personally. Your consumers can use your social media profiles on services like Facebook and Twitter to tell you what they like about your service, or the problems that they have faced with it. A loop of information exchange is created between your consumers and you, and proper utilization of this information can yield terrific results.

Some of the steps involved in social media optimization are:

- Increasing linkability by improving the content on the website
- Making it easy for your users to bookmark and tag your website
- Making it easy for your customers to talk about your brand
- Making it easy for people to share your content across the internet
- Making it easy for people to use your services in unique ways

Benefit from Social referral

Social referral is the digital form of word-of-mouth publicity. People now use their social media profiles to talk about everything, and brands like Comedy Central and Netflix now get more traffic from social media websites than from search engines. The primary aim of an online business is to attract the maximum possible traffic and converting them into customers. Social media evens the playing field as you can build a loyal user base even if you are new to your business vertical.

Social Media Optimization at SEOTask

SEOTask provides social media optimization services that are fast and effective. Our SMO professionals will set up widgets and badges for your website and making them easy to share. We will integrate sharing tools into your content and services, so that your fans can give you a shout out and promote your brand in their social circle. We will setup up social sign-in which eliminates the need for users to manually register for your service. SEOTask provides a wide range of optimization

and integration features as a part of its SMO services, and you get all these services in a single place when you pick us as your SMO expert.