

# Social Media Site Optimization Traffic Tactics

## **SMO-**

To survive in any business, it is essential that one use the latest technologies that are available. The same hold good for the promotion and publicity business. The market has found out a solution for this which is the 'SMO' or Social Media Optimization.

## **Nickname**

Whenever you are creating an account at the numerous book marking web sites, it is important that you use the same nick name. Use that nick name that you have found to be interesting. It is important that you give priority to those that have a high traffic.

## **Build your name**

Once you have created your account, it is important that you build a name for yourself in the chosen field first. Once you have made a niche, you should go ahead and interact with other members. It is important that you export your personal bookmarks to that website.

## **Be organized**

Make sure that your tags are organized. Make the websites user friendly; make it simple for the users to locate you with the help of bookmarks.

## **Cross bookmarking**

You can use cross book marking to promote other similar and relevant services.

## **Social relationship**

Try and maintain a social relationship with the users, keep the lines of communication open and keep in touch with the users.

### **Research**

Research is the first and the most media strategy. You should keep a record of which sites work well for which industries.

### **Trust and relationship**

Trust and relationship are the two building blocks of a successful media strategy. The link baits and the url should not be posted till a certain level of rust has been maintained.

### **Link bait**

The release of link bait should be postponed till the time, when one is sure of association and trust.

### **Posting links**

When you post the link baits and the urls, traffic should start moving in the landing page or to the client's site.

### **Natural links**

As a result of the strategy followed, natural links will be generated.

### **Interesting content**

While writing content for your site, make it interesting. People want to know what you are feeling, so make sure that you give this to the people.

### **Know your customers**

It is important that you know your prospective customers, it helps to have an idea about the taste and preferences of your customers so tat you can serve them in the best possible manner.

### **Arouse interest**

It is important that your product and content are both very interesting. This is necessary because it helps to attract a large number of audiences.

### **Don't be panicky**

It is important that you do not panic if some of the visitors are not very keen on your views or they have different opinions and do not agree to what you have to say.

### **Have patience**

In case such a situation arises it is best not to respond immediately and to wait for a while.

### **Proper reply**

It is important to remember that if you have to reply to a person who does not believe in what you have written or has certain hard objections on your beliefs, then it is important that you reply or attack the argument and not the person.

### **Crisp responses**

Try and keep your responses crisp, simple and also professional. When you are replying to a controversy it is important that you do not get highly excited and emotional. Quote exactly what the person had written and then explain your point and what you think is wrong in what was written. Although you have to be plain and simple with your responses, but still it should not be devoid of all emotions, no body like to get a reply that sounds like a legal notice.

### **Yahoo answers**

It is a good idea to become a part of Yahoo! Answers. This is a great site and with the help of this sit you will have the benefit of flaunting your expertise and your authority.

### **Videos**

Take out the time to make videos that can be used on YouTube, your blogs and on your website. Doing this should not be a costly affair as cameras these days so not cost much and making a short video does not require much editing work. You can use Camtasia to record your computer screen and audio.

### **Using pictures**

It is a good idea to use pictures to help your marketing. You can try out sites like flicker, the cost as well as the effort involved is negligible.

### **StumbleUpon**

Try out the social site stumble upon. This is a great site that can give you return for your investment, make sure to join groups and make friends that are directly related to your field.

### **Digg**

Try out Digg, which is said to be one of the best social book marking site. This website is one that combines social book marking, blogging and RSS.

### **De.li.cious**

De.li.cious keeps links to your favorite articles, music, blogs etc. it can access these stuff from any computer on the web and also share it with friends.

### **Listible**

Listible is a technology web site that can help you to share links with friends and also to add links of your product and services.

### **Technorati**

Technorati is the authority on the world of blogs. This is the site that combines social bookmarking, tagging and blogging.

### **Get into groups**

Try to get in to groups through which you can get in to the mailing lists of your customers. There are high chances that your current customers and the potential customers use things like Google, face book etc. it is wise to join these groups to get new customers.

### **Traveling content**

Traveling content is a relatively new concept. Here all you will have to do is to submit your content to web sites that will showcase them to a number of people. Here YouTube; flicker and other such sites are being talked about.

### **Inbound links**

Inbound links are the parameter that can help judge the success of blogs. If you wish to raise your overall ranking as well as search results, then inbound links are crucial.

### **Upload your videos**

Mash up is the code through which you can add videos to YouTube.

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