

Published based on [Using Social Marketing to Increase Your Website's Search Engine Rankings](#)

Using Social Marketing to Increase Your Website's Search Engine Rankings

As an internet marketer, your main objective is to make as many sales as you can. If your site is a high-ranking one in the search engines, your chance of making a sale doubles up. Thus, you must concentrate on search engine optimization (SEO).

Some are unaware that social marketing is one of the most effective SEO tools. This is ironic, since basically, you are after increasing your traffic. To increase your traffic, you need to have more visitors to your site. To get more visitors, you need as many people as you can to know about and be interested in your site. And where is the most obvious place online where you will find a lot of people? Social networking websites! What's more, some of these sites have a feature wherein their members are already "filtered" according to their interests, so finding your target market is as easy as eating vanilla ice cream!

One of the things you can do to assist your SEO efforts is to join a forum with members in your niche. As said earlier, this will not be much of a difficulty. The great thing about this is that aside from getting back links from a website related to yours, you will also get to share information with an audience who would likely be interested in your business.

You might also want to join a microblogging website like Plurk and Twitter. You can connect with individuals in your target market and post updates about new releases of your products or new posts in your blog. The more members you go after and the more that follow you, the better it will be for your search engine rankings and website traffic.

There are many other social media tools which you can use for SEO like social bookmarking tools, blogging networks, and online profile websites. You do not need to be an expert to learn how to use them. Start today! Who knows, you might walk out with not just a new friend or buyer but also a new business partner.



You can also find this article published on [Using Social Marketing to Increase Your Website's Search Engine Rankings](#), and on the tag pages [blogging networks](#), [search engine optimization](#), [search engine rankings](#), [SEO](#), [SEO tools](#), [social bookmarking](#), [social marketing](#), [social networking](#).