TRAFFIC TACTICS VOLUME #4:

The New Wave of Traffic Tactics

Special Report (B):

Social Networking Traffic Tactics

Go where the people are

Use a social network that is busy. You want to go where other people are going to get the most effect from your efforts.

Optimize for best results

Do everything you can on your page to make it stand out and be memorable. You want to optimize it to the max so you will get the most benefit.

Add friends carefully

On most networks you can choose to screen any friends before they are added. You should choose this option and make sure that you are friends with people who represent your values and support your overall message. Take the time to check out each request and just don't approve everyone who asks.

Add content with care

Make sure that anything you put on your page represents you. Make sure it is professional and will not tarnish your image in any way.

Use multi-media

Make use f the video and audio features most of these sites give you. Add your own video and audio for a truly unique experience that represents you.

Be aware of your audience

Make sure you understand that you are dealing with the general public. That may include children. You should always take the high road and never put anything questionable on your page.

State your purpose

Make it clear why you are on the site. You need to make sure people know you are there for business and not for finding a relationship. This is important or else you will be bombarded with offers from the opposite sex to chat and get to know each other which can be a he time waster.

Follow the rules

Make sure you know and follow all the rules. These sites can be strict and if you break the rules you can get banned.

Keep it updated

Visit your page often. Everyday would be ideal so that you can keep everything up to date. Plus it shows up that you are visiting the site and so people will know you are an active member.

Use photos
Have your photo on there. It has been shown that pages with photos get more traffic and interest than those without photos.

Try social media sharing sites
Try out sights where you can share your stuff. These sights are like the social networking sites, but they actually let you submit things like photos and writing to them that remain on their network and are shown off to visitors.

Customize
Customize your page to fit you. Add in backgrounds and other fun stuff to show off your personality. Remember these sites are for networking and getting to know others. People want to meet a friendly and fun person so be that.

Watch for hackers!
Hackers are common on these sites and you have to be alert. If you get hacked chances are they will spam through your account. This could cause problems for you. If you see you are hacked notify administration and make sure that you let all your friends know you were hacked.

Choose a reliable service
Make sure you choose a site that is trusted and proven. You do not want to go with a site that is questionable in any way.

Understand the network
Know what the atmosphere is like. Understand the type of person who frequents the site and make sure you are a good fit.

Take advantage of groups
Join groups. It is a great way to reach your target market. It is also a great way to build up your friends list.

Fill out your profile

Make sure you completely fill out your profile. You do not want blank space on your page. Plus filling it in gives people information about you and helps them get to know you.

Use all the features
Take advantage of all the features like HTML and special fonts. Use every option they offer. If they have a blog then use it. Make comments, too.

Don't sell
Avoid outright selling. This is usually not allowed and could get you banned. Instead put up your link and tell about what you do. That is allowed.

Be professional but friendly
Always be professional, but also be a friendly person. If people ever get the vibe that you are there to sell they will likely back off.

Go public
Most of these sites allow you to make your profile private. That will defeat your purpose so you need to make sure your profile is public for everyone to see.

Visit others pages
Travel around the site. Look at other people's pages. Learn about them and seek out friends.

Stay active
Make sure you participate in groups, make comments and post new information often. Do not let people see you are neglecting your page.

Add target content
Make sure that you still think about your target market. Make sure that you stay targeted. You can still pick up search engine rankings through this page so think smart.

Link your site
Do not forget to put up your link. You can easily get caught up in meeting people and fixing up your page that you forget to add in your link.

Choose a theme

Try not to make your page too flashy or cluttered. Go with some theme and make everything coordinate. It will be more pleasant to view and people will be more likely to stop and read what you have to say.

Learn how the site works and how to use it
Make sure you explore the site. Find out all the features. Visit the FAQ page and make sure you understand everything before getting started.

Don't be afraid to share
Be open. Let people really get to know you. Do not be afraid to share, but at the same time know what is proper to share and what is not.

Be honest
Do not lie about yourself or post a false photo. Be honest because people will find out when you are not and that can hurt your reputation.