How Can You Make Your Website Social Media Friendly?

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Social media is a buzzword these days. Everyone is spending a considerable amount of money in SMM (Social Media Marketing to the lesser known) as a part of their Internet Marketing budget.

Social media marketing has become a very popular strategy to hold the customers who have visited your business website. Through social media sites, you can continue to communicate with your customers who have left your website without making any acquisition. Your business website can encourage communication between the customers and your products by giving links to your social media sites on your website.

The main aim of social media marketing is to drive visitors to your website and to take them from conversation to conversion. There are many tools of social media which helps in marketing of your products. Here are three basic tips that you can keep in mind while making your website social media friendly.

1. Check different publishing tools like Hootsuite and many others before using them as a publishing tool for your website. When you share your website through these tools, some of the website content seems off the page. So before choosing any publishing tool, try them and see how your website is looking while shared on social media sites.

1. Do not forget to label the â€œshareâ€• and â€œfollowâ€• button clearly. It is very important to have both buttons in your website. Make sure you keep them clear at a visible place. You can put â€œshareâ€• buttons below your copy. You can put â€œfollowâ€• buttons in a fixed place throughout your website. You can label â€œfollow us,â€• â€œlike us,â€• and â€œfriendâ€• buttons.

1. Do not use icons that take your visitors off the page. This way you may not only lose your visitors but also distract them by opening pages. There are many icons available that you can use for following and sharing your content/website. These icons open in a new screen and disappear and your visitors will not leave your website.

Some websites make it difficult to share their content and information. It is relatively simple to make some changes to your companyâ€™s website by keeping above points in mind. These points will be helpful in making your website social media friendly. You can attract many customers and encourage them to follow you on different social media profiles.

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