

What is *Social Media Optimization*?



<https://boluda.com/files/curso-redes-sociales.jpg>

When making an online marketing strategy to achieve our goals, we can bet on several elements that will help to position within the network, some are well known as SEO positioning, another well-known is the SEM, but ***Social Media Optimization*** is a very important consideration to start making a strategy point.

Social Media Optimization refers to the actions taken on social media such as social networks or blogs, in addition to optimizing these to achieve the objectives of marketing and communication raised in your digital marketing strategy. The head of SMO is the Social Media Manager or Community Manager, as both are responsible, by nature, to handle all the channels to give action and start giving results.

This is basically to create own content on sites of my brand or company (Twitter, Facebook, blogs, website), as well as create content on other sites where we detect that our target or target audience are, can be forums, blogs, groups, etc.

This type of positioning provides some advantages: we can attract traffic to our web faster, it is easier to check whether what we do is running the following days with the number of visits we have. Moreover, the more interesting is the information, the easier it is broadcast.

The 7 Pillars of *Social Media Optimization* (SMO)

If the SEO serves to increase your visibility in the top 10 ranking of a search engine like Google, ***Social Media Optimization*** has the same goal but in a context of social networks like Facebook or Twitter. That is why we must take into account these 7 pillars:

1. Create viral content in formats that can... ESTA ES SOLO UNA MUESTRA DE CONTENIDO WEB.