Whitehat SEO States Social Media Optimization Important

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London, UK, OCT 22, 2015 ? When people are online, they are on social media. According to Pew Internet research, 67% of all Internet users also use social networks and comScore estimates that one in six minutes spent online is on social networks. These days, if a business is wanting to engage with their customers, they must use social media. In keeping with their mission to educate website owners, White Hat SEO (www.whitehat-seo.co.uk) has just published a new blog post entitled 'Why is Social Media Optimization Essential to Your Success?'.

The article discusses social media amplification. According to the article, 'Social networks are growing steadily and they are providing small businesses an opportunity to reach out to a bigger audience. In today?s online world, businesses would need to be thriving socially if they want their business to get more customers and crush their competition'.

?What makes social media powerful is amplification,? states Clwyd Probert, author of the article and founder of WhiteHat SEO. ?The more engaged your friends and followers are, the bigger your amplification factor grows. This is turn results in more reach, deeper engagement, and again, bigger amplification. The social

cycle goes on and on, and is similar to the buying cycle: awareness, interest, desire, action, loyalty, and advocacy. Amplification, however, makes the difference as it broadcasts the advocacy to a bigger audience, amplifying the number of leads and customers you can reach and engage.?

The article continues to relate how 'customer acquisition through social networks has been increasing. In 2012, 62% of businesses using LinkedIn said they acquired a customer through the world?s largest professional network. This is up from 57% in 2011. Customer acquisition through Facebook and Twitter also went up from 48% to 52% and 42% to 44%, respectively'.

?To get more sales, you need to adjust your approach on the online social realm,? stated Probert. ?To make social work, you need to reach and engage your audience with custom content that is in line with the category of your business, as well as with the culture of your prospects.?

Whitehat SEO Ltd. personalises their approach to SEO projects allowing them to provide guidance, clarity and the opportunity to move their clients far ahead of competitors while drawing from established systems in delivering services, as well as keeping up with recent trends and developments in the industry.

To read the article, visit www.whitehat-seo.co.uk.

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Whitehat SEO Ltd

Our company Whitehat is a full service agency with a team of experienced experts with knowledge of every aspect on online marketing: SEO (both local, national and international), reputation marketing and management, social media, PPC and web design.

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