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How to Optimize Facebook for SEO? by [Varun Bihani](#)

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Social media has become a very important part of search engine optimization. The most popular search engine Google has launched its own social network "Google+". "Facebook" and Bing have become partners in personalized searches. But how can businesses take advantage of it? If you want your search engine optimization strategies to win the ranking game, start integrating social media elements in your SEO campaign. Here is how you can put together search engine optimization and social media networks:

Content popularization

Content has always been the king. Both social media and content marketing needs promotion. If you post a blog or article on the web, don't let it sit there. Audience will not find it until you popularize it. Post a small piece of content snippet on Facebook. This way you can drive traffic and get backlinks from there. Post information about your latest blog or article on your Facebook page. If your fans will find it interesting, they will visit your blogs for details.

Cross linking other social profiles

Undoubtedly Facebook is one of the most popular social media sites. It has more than 450 million users, but it's not the only platform where your target audience is. On your Facebook page you can provide link to your other social media profiles like Twitter, Google+, and YouTube. Motivate users to join you on other social networks as well. Provide information on different platforms and inform user about it. They will more likely be going there for details. For instance, you can post a video of your product on YouTube, you share with users on Facebook. If users will find it interesting, they will go to YouTube to watch that.

Optimize it

Facebook enables you to create custom URLs for your Facebook page. This is the place where you can implement target keywords. You can make yourself easy to find by users on Facebook. Custom URLs will help users recognize your brand among the several brands that are similar to you.

Optimize your Facebook business page accurately. It contributes a lot in your search engine rankings. This is a place where you can get your potential customers. It helps you drive traffic to your site. You can get backlinks for search engine optimization program. Your Facebook presence will help you achieve high rankings and increase your online popularity.

At Galaxy Weblinks we create custom Facebook apps for businesses. Our experts have strong experience in developing custom Facebook applications and integrate them with websites. For details please visit us at <http://www.galaxyweblinks.com/services/facebook-apps/>.

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