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Link building is a very important part of search engine optimization program. The number of quality links a website receives the high ranking it gains. If your website gets links from trusted and authorized resources, it will contribute in your website's ranking. You can get backlinks from directories, blogs, and articles and from social media sites. Also you can get reciprocal links and paid links.

According to search engine, it will give authority to links from social media sites like Facebook, LinkedIn and Twitter. Now you should identify what types of links are useful for you. While improving your social backlinks you should keep these strategies in mind:

Share, Link, +1 (Plus One)

Having Facebook, Twitter and Google+ buttons on your pages is one of the link building techniques. In this link building technique your customers, fans and followers promote your website. Probably your business page on social media networks will not get as much attention but over the time it will gain popularity. Provide social media sharing buttons on your email advertising campaign and business pages to improve popularity and traffic to your website.

Use different accounts

on social media sites; you share information about new products, upcoming events, sales and discounts. But search engines can recognize when you share links with your business account. Search engines consider amount of links shared from different authorized accounts. You can share links with relevant target keywords. Implement keywords from your website content that you want to share with users. Use 301 redirects. It is the most effective and search engine friendly method for webpage redirection.

Sponsored Tweets and Public relations

With SponsoredTweets.com you can create sponsored conversations on Twitter. You need to pay an agreed upon amount to promote your products, services and website. These paid tweets are kind of paid advertising or paid links. It includes hashtags (#).

Use your public relation skills to get in touch with reporters and bloggers. These people may have social media presence. Ask them to share information about your business. You can also suggest target keywords that they can include in their post.

Call to action

Include call to action in your social media link building campaign. In your email marketing campaign you can add call to action like, "Share it with your friend" or "Recommend this to your friend." provide them social media sharing buttons. It would be great to promote your current offerings.

Link building is one of the important parts of search engine optimization program. At Galaxy Weblinks we offer SEO services. Our program consists of on-page and off-page optimization. It includes keyword research, website content optimization and link building. We make sure your website get quality backlinks and achieve top ranking in search result. For details please visit, <http://www.galaxyweblinks.com/services/internet-marketing/search-engine-optimization/>.

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