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Study Which Social Networking Sites To Use For Marketing Your Websites

Social networking has become quite popular with Facebook and Myspace leading the charge. Hundreds of other sites have cropped up as well, which makes it difficult to know which sites to spend your valuable time on, especially if you're using the site to market your products and services. br /

Most of these websites are beneficial when you're trying to find old friends and colleagues, but are difficult to crack for commercial purposes. Facebook is largely private, which means that the content you add there does not show up in any search engines. Myspace is good if your target audience largely consists of children, but it's generally not considered a professional or serious website. LinkedIn is useful to find old work associates, but it is also largely private and doesn't help much when trying to promote your websites, products, and services to your entire target audience.br /

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In each case, you can find people that you already know, but how do you market to the masses using professional or social networking services while not breaking your budget? br /

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The answer is ProSpotlight. This is a new a href=http://www.prospotlight.com/ target=_blanksocial network/a that caters to entrepreneurs, business people, retailers, brokers and agents, service providers, and self-starting, career building professionals. With a free account, a professional has the ability to create a 5 page website, blog, profile, and contact form. The broker is listed in a local directory specific to their location and occupation. In each of these cases, they are allowed to create dofollow links to their own websites. A dofollow link is one where the rel=nofollow html attribute has not been added. This makes it possible for search engines to follow the link, which helps boost search engine rankings.br /

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The directory is sorted by the number of points a business person has earned. Points are earned by doing things on the site such as adding content to their prosite and problog, by commenting on other people's blog posts, by creating and joining groups, and many other activities. The more effort is put into the creation of the content, the more points will be earned. Another great way to earn points is by referring people to their pages on the site. When their webpage is the first one viewed, and then the visitor registers, the referring person receives bonus points based on the amount of points the other person earns.br /

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By writing original content without excessive outbound links, a page will be look at as a valuable addition to the web community and the service provider will be rewarded by Google and the other search engines as well as direct traffic.br /

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Search engine marketing via social networks can be rewarding if you use the right websites. a href=http://www.prospotlight.com/info/psl/about.html target=_blankProSpotlight/a has been designed from the ground up with your marketing needs in mind.br /

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Find practical tips for a href=http://www.freetrafficsystem.com target=_blankfree traffic/a - your personal knowledge pack.

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