

BEST PRACTICES

SOCIAL MEDIA

1. KNOW YOUR AUDIENCE
2. CREATE A CONTENT STRATEGY
3. ENGAGE & INTERACT
4. USE VISUALS EFFECTIVELY
5. LEVERAGE ANALYTICS
6. INCORPORATE SEO FOR SOCIAL MEDIA
7. USE PAID ADVERTISING
8. BE CONSISTENT
9. STAY TRENDY BUT AUTHENTIC
10. DISCLOSE SPONSORED CONTENT

WEBSITE

1. FOCUS ON USER EXPERIENCE (UX)
2. DESIGN YOUR VISUAL APPEAL
3. PRIORITIZE SEO
4. PROVIDE CLEAR CALL-TO-ACTIONS
5. MAKE NAVIGATION EASY
6. OFFER VALUE WITH CONTENT
7. INTEGRATE SOCIAL MEDIA
8. ENSURE WEBSITE SECURITY
9. TEST FOR ACCESSIBILITY
10. ANALYZE & OPTIMIZE

FOLLOW US ON OUR SOCIALS:

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