

## Best Practices

### Know about social media sites

Sites built around user interaction and sharing have made it easier to match interested groups of people up with relevant content.

**Avoid:**

- attempting to promote each new, small piece of content you create; go for big, interesting items
- involving your site in schemes where your content is artificially promoted to the top of these services

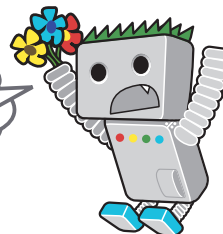
### Reach out to those in your site's related community

Chances are, there are a number of sites that cover topic areas similar to yours. Opening up communication with these sites is usually beneficial. Hot topics in your niche or community could spark additional ideas for content or building a good community resource.

**Avoid:**

- spamming link requests out to all sites related to your topic area
- purchasing links from another site with the aim of getting PageRank instead of traffic

Is your site doing OK?



#### Links

**• Google Places**

<http://www.google.com/local/add/>

**• Promoting your local business**

<http://www.google.com/support/webmasters/bin/answer.py?answer=92319>