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Sharing on social media so it brings visits to your site

E-mail, SMS & Promotion

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Sharing on social media so it brings visits to your site

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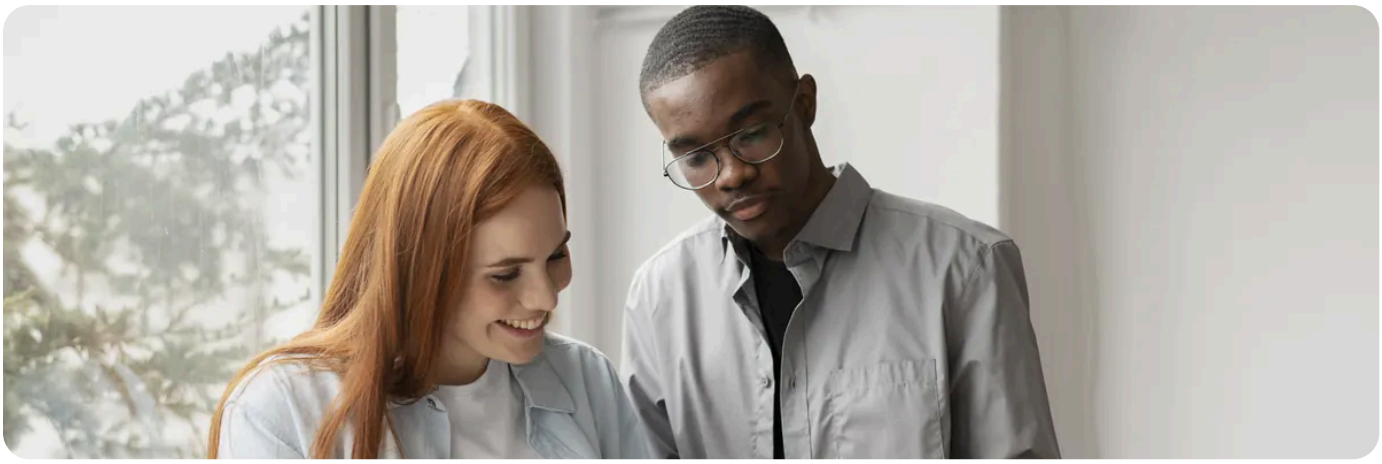

Social networks are not a replacement for the site, they are a **shop window that leads people to it**. What you post only pays off if it takes people somewhere of yours: a page, a form, a contact. This article is about sharing well, and measuring whether it worked. It promises no reach: each network changes its rules, and what brings visits today may not tomorrow.

Before you post

1. **Put the site address on every profile** (in the bio or the dedicated section), and use the same business name on all of them, so it is easy to recognise. See **appearing in near me searches**.

2. **Choose the right page.** Link to a page that answers what the post promises: the offer, the article, the product. Sending someone who clicked the offer to the home page loses them.

3. **Check the preview.** The network reads the site's title, description and image. If the wrong image appears, or none, see **the wrong preview when sharing**.

4. **Tag the link** so you know how many visits each post brought. See **UTM links**.

What usually works

Do	Avoid
Posting something useful (a guide, an answer, a before and after) and linking to the rest	Posting only "buy now"
Showing real people and real work	Generic images nobody tells apart from the rest

Do	Avoid
Answering comments and messages	Posting and vanishing
Using the format the network favours at the moment	Copying the same post, identical, to every network
Measuring: seeing what each post brought to the site	Counting only likes

Measuring what came

The networks themselves show reach and clicks. What matters is what people **did on your site afterwards**: how many read, asked for contact or bought. With UTM links and Google Analytics you see that per post. See **what Analytics and Search Console tell you**. Without that measurement, it is easy to spend hours on a channel that brings no customers.

Do not use the networks as your only place.
The account belongs to the network, not you: it can be suspended, lose reach, or the network can close. The site, with your domain, is yours. So is a list of e-mails or contacts. See **building an e-mail list legally**.

Sharing on social networks does not raise the site on Google
by itself. The visit that comes from there is a separate benefit, and sometimes a widely shared post leads other sites to link to you. That does help, but as a consequence, not a promise. See **links from other sites**.

NEED A HAND?

Does the site open slowly when many people arrive from a post? Tell us the address and the time, and we will see what the server shows.

Open a support ticket →

SEE ALSO

- **The wrong preview when sharing** →
- **UTM links** →
- **Landing pages** →

Hosting plans and what each includes →

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