Hashtags, Keywords, and You: Oh My!

What Is Social Media Today: Hashtags, Keywords and You, Oh My! by Catherine Carrigan

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Hashtags and keywords are two essential elements of social media marketing. But what are they, and how do you use them effectively? This article will give you a comprehensive overview of hashtags and keywords, and show you how to use them to reach your target audience and grow your business.

What are hashtags?

Hashtags are words or phrases that are preceded by the pound sign (#). They are used to categorize content on social media, and to make it easier for users to find content that is relevant to their interests.

For example, if you post a photo of your breakfast on Instagram, you might use the hashtag #breakfast. This will help other users who are interested in breakfast to find your photo.

What are keywords?

Keywords are words or phrases that are used to describe the content of a web page. They are used by search engines to index web pages, and to determine which web pages are most relevant to a user's search query.

For example, if you are looking for information about social media marketing, you might search for the keyword "social media marketing." The search engine will then return a list of web pages that are relevant to your search query.

How to use hashtags effectively

Here are some tips for using hashtags effectively:

- Use relevant hashtags. When choosing hashtags, make sure that they are relevant to the content of your post.

- Use specific hashtags. Avoid using generic hashtags like #love or #instagood. Instead, use more specific hashtags that describe the content of your post.

- Use a variety of hashtags. Don't use the same hashtags over and over again. Instead, use a variety of hashtags to reach a wider audience.

- Don't overuse hashtags. You don't want to overload your posts with hashtags. A good rule of thumb is to use no more than 10 hashtags per post.

How to use keywords effectively

Here are some tips for using keywords effectively:

- Use relevant keywords. When choosing keywords, make sure that they are relevant to the content of your web page.

- Use specific keywords. Avoid using generic keywords like "social media" or "marketing." Instead, use more specific keywords that describe the content of your web page.

- Use a variety of keywords. Don't use the same keywords over and over again. Instead, use a variety of keywords to reach a wider audience.

- Use keywords in your title and headings. Your title and headings are two of the most important places to use keywords. This will help search engines to index your web page, and to determine which web pages are most relevant to a user's search query.

- Use keywords in your body copy. Your body copy is the main content of your web page. This is where you should use keywords to describe the content of your web page.

- Use keywords in your meta tags. Your meta tags are the HTML tags that provide information about your web page to search engines. This is where you should use keywords to describe the content of your web page.
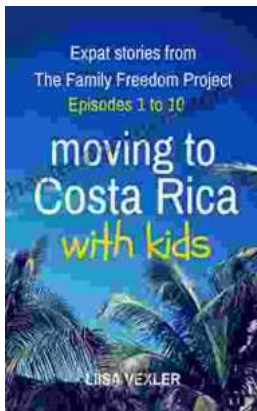
Hashtags and keywords are two essential elements of social media marketing and SEO. By using hashtags and keywords effectively, you can reach a wider audience, grow your business, and improve your website's ranking in search results.

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