

## Google Caffeine 'Real Time' Not Live Yet Update. Hold the Presses

*Google Caffeine's 'Real Time' search feature is not fully launched yet. It's just slowly being introduced. One data center, one hour at a time.*

**Online PR News – 07-January-2010** According to SEO Internet Marketing firm Irbtrax there have been many Google Caffeine 'Real Time' search sightings recently, but the full launch is still not completed.

Many of Google's 'under the hood' changes have already taken place. And these changes have impacted some website rankings, search speeds, and SERP's themselves. However, the full launch of Google Caffeine hasn't yet occurred across the Globe. But is expected very soon. And when it does come, the new look should be pretty obvious including it's very appearance.

For more information visit the Irbtrax website displayed below the Media Information section of this release or read this previously published article:

[Google-caffeine-update-under-hood-partial-launch-completed](#)

According to Irbtrax founder Scott Moir-

"Google has been flashing their full launch of Caffeine on and off at different data centers for a several weeks now. However, as quickly as they appear, they vanish. This is Google's way of slowly introducing it's new service. And we believe it's a very shrewd business move."

While no one except Google knows the exact date Caffeine will enter full launch across all 50 acres of their sophisticated servers, companies should be making every effort to be pro-actively prepared. According to a recent independent survey, Irbtrax discovered the opposite. Of the 100 websites analyzed, at least 85% were not optimized to take advantage of Caffeine. And those that are optimized will have a distinct marketing advantage over those that aren't.

For additional information on how to 'Caffeinate' your website visit the Irbtrax website displayed below this release or read the below article:

[Google-caffeine-is-coming-new-year-update](#)

About: Irbtrax.com provides specialized Internet Marketing, Search Engine Optimization, and Market Research Solutions for business's seeking a competitive advantage. Including optimizing your Web Marketing efforts for Google Caffeine. After all, being cutting edge is good, but being leading edge is far better.

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