

Google Caffeine Inspiring Social Media Marketing Strategy Revolution

Image Gallery



SEO Social Media Internet Marketing Solutions

SEO firm witnesses Google Caffeine 'Real Time' in action and projects huge surge in the use and benefit of Social Media marketing strategies.

Online PR News – 12-January-2010 SEO firm forecasts a tremendous surge in the use of Social Media Marketing services as an effective Internet Marketing strategy once the value of Google Caffeine's 'Real Time' search is fully grasped. 'Real Time' search is a feature within Google Caffeine, Google's latest major algorithm update, that provides up to the minute announcements from Social Media feeds like Twitter.

According to SEO Internet Marketing firm Irbtrax it's obvious that major players like Twitter are going to greatly benefit. However, Google 'Real Time' search results will also have a tremendous trickle down impact on the various Social Media platforms and practitioners positioned to take advantage of this leading edge technology.

The increased benefits of Social Media Marketing as a strategy that will emerge from Google Caffeine include but are not limited to-

- 'Real Time' search announcements
- Funneling additional traffic to a website
- Helping create inbound links using a different 'channel'
- Wider Internet visibility and enhanced Branding techniques
- Quality content being retransmitted by Social Media networks

For additional information on Google Caffeine and its impact on Social Media view this previously published release:

[Google-caffeine-real-time-search-increases-value-of-social-media](#)

Irbtrax SEO Internet Marketing founder Scott Moir, who has personally observed Google Caffeine's 'Real Time' search on several occasions states-

"It's an intriguing feature that will lead to a variety of new marketing possibilities. However, based on what I saw it appears many companies are still waiting to see what happens, instead of taking a more pro-active forward looking approach."

For an update on the measurable progression of Google Caffeine visit the Irbtrax website displayed below this release or read:

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

About: Irbtrax provides specialized Social Media 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 and using traditional methods in non traditional ways.

This release was SEO, Social Media, and Google Caffeine enhanced by Irbtrax

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