

## Google Caffeine Implementation. Changes Already Visible. No Hold Up.

*Google Caffeine 'Real Time' search is being slowly introduced. However, many of Caffeine's 'under the hood' changes have already occurred*

**Online PR News – 14-January-2010** SEO Internet Marketing firm Irbtrax has been closely monitoring the progressive introduction of the Google Caffeine update. And based on research, it's apparent that many of Google's 'under the hood' changes have already taken place.

These changes have effected the ranking of some websites, increased search speeds, and created enhanced Search Engine Result Pages. However, it's believed the full implementation of Google Caffeine hasn't yet occurred. And this slow but steady process makes sense from both a search user experience and business stand point.

For more information read this previously published release:

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

The most intriguing 'outside the hood' feature within Google Caffeine is it's inclusion of 'Real Time' searches. 'Real Time' searches integrate live Twitter feeds along with enhanced Blog options into standard organic SERP's. Which will allow Caffeine to provide up to the minute search related information, instead of the standard hourly or daily results. This feature will greatly benefit Social Media Marketing users.

According to Irbtrax founder Scott Moir-

"Having witnessed 'Real Time' search in action on several occasions, it's obvious that Caffeine is going to increase the demand and value of strong Social Media platforms"

For more information on Caffeine's anticipated impact on Social Media Services visit the Irbtrax website displayed below the Media Information section of this release or read this previously published article:

[Google-caffeine-inspiring-social-media-marketing-strategy-revolution](#)

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.

## Media Information

Scott Moir

[smoir@irbtrax.com](mailto:smoir@irbtrax.com)

<http://www.irbtrax.com>

PO Box 362

Wilbraham

MA

01095

United States