

## Google Caffeine Forcing SEO and Social Media to Partner for Best Results

### Image Gallery



SEO Social Media Internet Marketing Solutions

***Trends forecast that Google Caffeine will push SEO and Social Media Marketing firms to form mutually beneficial arrangements for optimal client results***

***Online PR News – 19-January-2010*** While not publicly announcing it at this time. Many SEO Internet Marketing companies and Social Media firms are taking cues from each other. The catalyst behind this positive trend is Google Caffeine and its emphasis on 'Real Time' search results.

Search Engine Optimization and Social Media Marketing have long been considered by many to be polar opposites. However, according to Irbtrax founder Scott Moir that's about to change-

"Google Caffeine and its 'Real Time' search feature uniquely combines the science of SEO with the art of Social Media. This trend is not only a good business move by Google, it's a great outline for Internet Marketing companies seeking to achieve optimal results for their clients."

Irbtrax realizes that at their core, Social Media Marketing and SEO have a lot in common. Social Media (SoMed) and SEO both strive to increase traffic. Both aim to expand Internet Visibility. And both endeavor to improve website visitor user experience. The difference is in the platforms they use.

An analysis by Irbtrax of some basic fundamental differences include:

- SEO seeks to increase traffic by improving a company's organic Page Rankings. Or enhancing their Search Engine Results Pages (SERP's) for a particular keyword phrase. Social Media aims to increase traffic using third party platforms like Facebook, Twitter, and 'Real Time' Blogging.
- SoMed focuses on outbound content. SEO emphasizes quality inbound links.
- SEO strives to optimize a website for search engines while enhancing visitor experience. SoMed endeavors to optimize website content sharing while improving visit portability.

Irbtrax strongly believes that SEO and SoMed can play a combined role in achieving optimal client results. And is in dialogue with select Social Media companies to form a mutually beneficial business relationships.

For more information on the impact of Social Media on Caffeine visit:

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

For tips on optimizing your website and related SEO Internet marketing efforts visit the Irbtrax website below the Media Information section of this release or view:

[Seo-firm-provides-google-caffeine-tips-for-optimizing-your-website](#)

About: Irbtrax provides specialized Internet Marketing, Search Engine Optimization, and Market Research Solutions for businesses seeking a competitive advantage. Including optimizing your Web Marketing efforts for Google Caffeine, and using traditional methods in non traditional results oriented ways.

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