

## Social Media Marketing Strategy: SEO plus SoMed Maximizes Results

### Image Gallery



SEO Social Media Internet Marketing Solutions

***Study reveals a Social Media marketing strategy in combination with Search Engine Optimization techniques will yield greater potential results.***

**Online PR News – 08-April-2010** Independent study reveals that a Social Media marketing strategy combined with Search Engine Optimization techniques can significantly increase a company's online results. For the purpose of the study businesses that depended solely on one strategy were compared against businesses that integrated both. To enhance the comparison the businesses that were analyzed offered the same services to the same market. The businesses that combined a Social Media marketing strategy with Search Engine Optimization techniques benefited from greater Internet exposure, website traffic and were less affected by market fluctuations.

Search Engine Optimization (SEO) and Social Media Marketing are considered by many to be polar opposites competing for the same budget. However, according to [Irbtrax SEO Social Media Internet marketing](#) founder Scott Moir this is currently changing-

"The greater emphasis on Real Time uniquely combines the science of SEO with the art of Social Media. As a result, aggressive companies are integrating these two practices in order to maximize their online results and return on investment."

Irbtrax understands that at their core Social Media Marketing and Search Engine Optimization have a lot in common. Including but not limited to the fact that Social Media (SoMed) and SEO both strive to increase traffic. Both aim to expand Internet visibility. And both endeavor to improve visitor experience. The difference is in the methods and platforms they use.

The Irbtrax founder summarizes their basic fundamental differences as:

- SEO seeks to increase traffic by improving a company's organic Page Rankings or enhancing Search Engine Results Pages (SERP's) for a particular keyword phrase.
- Social Media aims to increase traffic using third party platforms like Facebook, Twitter, or Blogging.

- SoMed focuses on the quality of outbound content. SEO emphasizes quality inbound links.
- SEO strives to optimize a website for search engines while enhancing visitor experience resulting in higher conversions.
- SoMed seeks to increase the sharing of content while improving visitor interactivity to generate business.

By combining these practices a business that depends on the Internet for all or part of their prosperity will put itself in a position to maximize its return on investment, increase Internet visibility and gain a competitive advantage.

To view a release pertaining to Search Engine Optimization tips visit:

[SEO-techniques-tips-for-google-bing-yahoo.com](http://SEO-techniques-tips-for-google-bing-yahoo.com)

To view a release outlining the benefits of Facebook vs. Twitter for business visit:

[Facebook-vs-twitter-social-media-marketing-analysis.com](http://Facebook-vs-twitter-social-media-marketing-analysis.com)

To learn how Irbtrax can assist in improving your SEO efforts, developing a results oriented Social Media strategy or optimizing your existing campaign browse the website attached below the 'Media' section of this release.

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About: Irbtrax provides results oriented Search Engine Optimization, Social Media Internet marketing, online Public Relations and Market Research Solutions for businesses seeking a competitive advantage. Irbtrax specializes in using traditional methods in non traditional but highly effective ways.

This release was SEO and Social Media enhanced by Irbtrax

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