

## Social Media Optimization

### A Popular New Trend that Breaks from Search Engine Optimization

Social media optimization is similar to search engine media optimization. The goal of social media optimization is to drive huge amounts of people to a specific website. Social media optimization can also be used to determine whether or not a startup website will be successful or whether it will fall flat with the consumers. Social media optimization uses new to encourage traffic to a website.

Social media optimization was a name created by Rohit Bharagava, the vice president of Interactive marketing.

Social media optimization is online tools and platforms that can be used to share opinions, insights, and perspectives. It cant take many forms such as text, images, audio, and video. Popular forms of social media optimization are currently blogs, pod casts, message boards, vlogs, and wikis. Social media optimization is anything that builds a community where people can rendezvous. Social media optimization normally includes websites that can be used as a platform to send out a marketing message.

Social media optimization is not something that can be forced. It is considered a type of pull marketing; it only works if people are drawn to it. Search engine optimization has clear goals. Webmasters who use search engine optimization want to have a website that ranks well with the search engines.

The goals of webmasters who are trying to use social media optimization are; an increase in linkabilty, easy book marking, mash-up, inbound links, and helping content travel.

The rules webmasters who are using social media optimization need to live by are, rewarding valuable (helpful) users, and they need to make sure they are a user resource.

Webmasters who are using a social media optimization technique should make sure they participate with their users. You need to be a part of the blogs and the message boards.

Webmasters that are employing a social media optimization technique must know their target audience. You need to know what appeals to that particular group of people. It is important to remember that not everybody will love you.

Make sure you have created content. One of the words typically associated with

social media optimization is mashup. The origins of the word, mashup, gets its start in the pop music world. Mashup is a website of application that works to combine content from more than one source into an integrated experience. A mashup is sometimes created as a way to gather feedback on an existing project or body of work. Most companies use a third party via public interface. Google, Amazon, Yahoos! APIs, eBay, AOL, and Windows Live are some of the companies currently experimenting with mashups.

Despite the fact that social media optimization is a relatively new concept, some people believe that social media optimization will be one of the top seven marketing trends of 2007 along with; sharing corporate personalities, widget marketing, auto tagging, human filtered searches, content casting, and online identity shifting.

Social media optimization is something that encourages a fun social environment. Enjoy it.