



[Fast Growing Social Media Optimization](#)

Social Media Optimization is quickly becoming the fastest growing segment of online advertising, online marketing and search engine optimization.

Online PR News â€“ 10-March-2010 â€“ Social Media Optimization Atlanta or SMO Atlanta is fast becoming the new Search Engine Optimization Atlanta or SEO in major cities like Atlanta, Jacksonville and Charlotte. As websites like Digg, StumbleUpon and Propeller become the next evolution of the search engine for many users more traditional search engines like Google are finding ways to index this information. SMO goes well beyond having a Facebook or Twitter account and requires careful planning to ensure social news sites and social bookmark sites are used in concert. Where traditional SEO methods could take several months to provide indexed results, SMO can have your website indexed in less than 48 hours.

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Many of the same strategies like content, link building and press releases will continue to pay off but making SMO a larger focus in the next year will become critical for Search Engine Marketing Atlanta, or Local SEO. Service contractors like roof contractors, plumbers and painters will find that SMO provides the long tail search phrases that convert and are much less competitive. Competing for the phrase "roof repair contractor woodstock ga" as compared to "roof repair" is a more effective use of SMO.

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Using the right platform for SMO is another new wrinkle for SEO companies to figure out. Social media sites seem to prefer blogged info over the more traditional HTML sites. This means either creating a whole new website using a platform like WordPress or using an existing blog for indexed results.

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Media Information

Millard Calrk

millard@atlantawebpros.com

<http://internetmarketingatlanta.org>

2897 N Druid Hills Road

Suite 257

Atlanta

GA

30329

United States