The Growing Power of Social Media Optimization by Michael Vick

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Social Media Optimization (SMO) is perhaps the best kept secret these days in the field of search engine optimization. But what is, and how you can harness its power?

Loosely defined, Social Media Optimization is a form of search engine optimization that focuses on user-driven increasingly popular bookmarking sites content such as digg.com traffic sources and linking entry. This type of SEO strategy can be described in more traditional terms, as an aggressive viral marketing campaign, in which user content driven by the forms of "buzz" necessary to create a buzz in the online community on a particular website.

Huh? We will address some of the key terms one by one.

The media can be defined, for our purposes in line, as any web site in which the content of this site is mainly driven by the user. In other words, site owners do not create the content, users do. Familiar examples could be blogger.com, myspace.com, facebook.com, and similar sites. Also included are social bookmarking sites, which are becoming increasingly popular these days, especially by users in their 20 and 30.

A social bookmarking site is a site like digg.com. There are many of them. These sites usually operate as a way to store Internet bookmarks online. Think of the familiar "Favorites" folder in your browser. Thus, social bookmarking sites do the same thing, but take a step further. First, social bookmarking allows a user to your favorite post articles, news, web sites or online instead of on your local machine. Second, these markers are public, so anyone can search and find sites that other people have made. Finally, many of these sites offer additional functionality such as user-driven ranking or vote and the addition of public comments for each marker.

So how can this be used for search engine optimization? Well, it is important to rember that the proper goal of search engine optimization is not just ranking, traffic, and not only, but all the traffic but qualified traffic. It serves no commercial purpose to be # 1 for a period not relevant to your site, or to receive loads of qualified traffic to your site will not result in a conversion to sale. When SEO is considered in this context, that is right, things start to make more sense.

Social Media Optimization is a series of things, to be detailed in later posts. However, in general, markers of the contents of your site to social bookmarking sites creates both input linking, traffic, and a "buzz." It is a wonderful way to "spread the word" out of place in the short term.

The other advantage of social media is that it creates its own kind of internal quality control. Those who choose to spam a site with low-quality messages usually voted against the social community. Of course, bad publicity is better than no publicity, but we would all rather have a positive buzz about us gives you the option. The creation of quality, usefulness, information content is crucial to generate a positive buzz about your site.

Social Media Optimization involves more than just the act of bookmarking your site, however. It also involves making your site easier for other markers as well. This is usually accomplished through a series of icons markers placed somewhere within each page that allow users to post their content on a social networking site with a simple click of your mouse.

Optimization of social ethics media also requires the creation of quality content, as mentioned above. The online community simply will not tolerate useless messages, banal and user model-

driven social network fosters a spirit of creativity and originality, all of which contribute to the "mashup" of Internet content. Mashup theory centers around the concept words in an aggregate site, in which content is drawn from a variety of sources to create a quality, relevant information and experience for the surfer.

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