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Social Media and its Growing Impact on SEO Marketing by [Julia Roger](#)

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All of us spend a great deal of time online using social media, don't we? When we are so hooked on sites like Twitter and Facebook, it's so natural that companies and vendors come looking for us there. After all, that is where their potential customers are, and strategically positioning themselves on such social media sites will get them both visibility and money. Needless to say, marketers are now shifting their focus to social media sites as a way of SEO marketing.

Social networking sites, aggregation sites and video sites all together form social media. Social networking sites like Facebook and Twitter connect people and also connect them to their favorite brands. Many SEO services specialize in this area to showcase and promote products and/or services. Aggregation sites such as Reddit and Digg gather and publish content by means of RSS feeds or posts from users. Visitors can vote for these posts and subsequently affect the ranking within the website. This is a very effective method of getting noticed and facilitating interaction among users. The third category is Video sites like YouTube that keep potential customers engaged and updated. Of course, the content has to be both interesting and relevant. With the right content, it is easy to create backlinks to the website by embedding the video on your page.

Social media has changed the face of Internet marketing and has opened a new avenue for corporations worldwide. Social media gets your company the much needed publicity to thrive in the online world. It's the perfect platform for SEO marketing, something which every company is trying hard to perfect. The best part about marketing through social media is that there are a myriad of SEO services and professionals to do that. They have all the tools and resources to make your SEO marketing campaign a success. Social media is the future of advertising and you could be a part of it right away.

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