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According to a recent survey it was come to the light that Facebook, based in Menlo Park, California, spent \$1.35 million on lobbying last year, up from \$351,390 in 2010, which is really considerable. A spokesman for the Center for Responsive Politics, Mr Michael Beckel recently said with regard to this, "Facebook has really increased its lobbying and also started raising cash to make friends of its own in Washington politics. These are the traditional tools that companies and interest groups utilize, so it's not surprising to see Facebook jumping into that game." However, SEO company services have now greater business phase through Facebook as it is estimated a good growth while using social media optimization along with Facebook. SEO company services can now develop a new attitude in online marketing to have greater business phase.

According to the survey, Facebook had \$500 million in non-cancel written agreement as of December 31, 2011, which in the first place related to instruments and supplies for their data center operations, and to a lesser degree, creating from raw materials of their data center sites and this information really attracts worldwide notification.

It is of course important to figure out that Facebook has grown from a project hatched in a college dorm to the largest social networking site in the world in last seven years and now it has around 1 billion users worldwide. The concerned survey said, "The company's costs have increased each year and it expects going forward to have increased costs in particular for servers, storage, power, and data centers, to support our anticipated future growth."

However, Facebook says, "We began using data centers last year that had been designed specifically on our behalf. (The first one, located in Prineville, Ore., began serving data last April). We plan to keep growing our infrastructure primarily through the creation of our own custom data centers. With this move, we expect to see an increase in energy efficiency and a decrease in operational costs. It's easy to see why we want to cut costs in this area."

The concerned survey has covered more factors in its research to have a good consideration from all sides for the development of Facebook as it further denotes, "One thing about tech employees as they don't like to buy a home near the employee of a rival company." While supporting this issue by the survey a real estate agent Carol Rodon said, "You get a Yahoo guy against a Facebook guy against a Zynga guy against an Apple guy against a Google guy, then it's not just about the house. It's about the egos."

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