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Social media optimization (SMO) is a set of techniques for generating exposure through social media, online communities and community websites. Processes of SMO include adding RSS feeds, social news buttons, blogging, and incorporating third party community functionalities like images and videos. Social media optimization is connected to search engine marketing, but differs in some ways, mainly the focus on driving traffic from sources other than search engines, though improved search ranking is also an advantage of successful SMO. Social Media optimization is measured an integral part of an online reputation management (ORM) or Search Engine Reputation Management (SERM) strategy for organizations or individuals who think about their online presence.

For web design and development SMO is in many ways connected as a practice to viral marketing where word of mouth is created not through friends or family but through the use of networking in social bookmarking, video and photo sharing websites. In a similar way the engagement with blogs achieves the same by sharing content through the use of RSS in the blogsphere and special blog search portals. We know, getting yourself noticed on the internet and standing out from the crowd of sites is not easy and that is why Zoom Web Media comes in. Experts make products and services more personal that everyone can predict in their lives and they do it by connecting with each and every one of your web visitors on a delicate basis. There are potential customers still desire to know who we are and why must join us. Experts give visitors what they want by taking advantage of the power of the different social media outlets.

They take the distant nature of the internet and make it into a one on one experience for web users. As result; this is vastly increasing leads and sales. Social media optimization is much like organic search engine optimization but now targeted towards achieving advanced brand visibility and generating viral buzz, inbound links and more website traffic from social networking web sites. Social media tools include: blogs, podcasts, wiki, online forums, user reviews on review sites, but also community based web properties such as social networks. SEO services are the methods of implementing share links and other tools on websites and blogs to aid tagging, content voting, content sharing, data exchange and adding exclusive content. This makes it smart for visitors to link the site, interrelate with each other and use the website as a platform to virally spread content, opinions and insights all through the social web. For more details visit: www.zoomwebmedia.com

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