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Social Media Optimization: Gaining Momentum as an Internet Marketing Tool by Abigayle Soderstrom

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Social Media Optimization (SMO) is a relatively new term introduced by popular marketing keynote speaker Rohit Bhargava. He defines SMO as the process by which your content is easily accessible across social networks. It involves driving traffic to a website through new channels because search engines are no longer the only sites that drive big traffic.

In real world terms, the process of SMO can best be described as word-of-mouth. Any site that can help build a community around it can be considered social media. Examples are sites like Facebook, Myspace and Twitter. These are all websites that can be used as places to spread your marketing message.

SMO promotes a more pragmatic shift from driving as much traffic to a website to ensuring as much people see the website. The difference is convincing visitors to sift through the websiteâ€™s content rather than unknowingly lead them to it, which can turn a lot of potential customers off. Of course, youâ€™ll still want to drive more people to visit your site. If SMO is done right, they will.

So why should you care about SMO? You should know that social networks are driving an increasing amount of traffic to the websites they are connected to. Humor sites like Cracked, 9gag and Comedy Central are getting more traffic from social networks than they see from Google.

The performance of social referral traffic depends on two factors: how interesting your content is, and how easily it can be shared across a variety of networks. In simpler terms, SMO can lead more people to your site when people encourage their friends to digest your content. If you are targeting a specific audience, their friends are likely to be interested in the same thing, so you will be reaching a well-targeted, receptive market.

SMO is effective because your websiteâ€™s content is not shoved down their throats. Instead, they are meant to be passed around in the social media, with a nudge to read through your website. This is what San Diego SEO internet marketing call â€˜pull marketingâ€™, which is a far cry from â€˜push your message onto someoneâ€™ marketing that many unscrupulous SEO companies employ.

Although SMO is increasingly becoming important, that doesnâ€™t mean you should forget about good old Search Engine Optimization (SEO). Any San Diego SEO internet marketing company will tell you that search engines still drive enormous amounts of traffic so you shouldnâ€™t ignore them. It will be good to know that SMO leads to improved SEO because major search engines count links as if they were votes for your site.

You can easily find an internet marketing company San Diego provider for your SMO needs. Learn more about SMO at visibilitymagazine.com/internet_marketing/social-media-optimization/1.

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