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The best SEO company has to now look for new SEO strategies for their clients as Indian govt is not happy to see the exercise of all users of social media sites where the govt is suspecting the usage of illicit content to drive mass in a wrong direction for which the mass may be derailed from the mainstream. The best SEO company has to find a good solution for which their on-going work may not get hampered. As the Telecoms and information technology minister Mr. Kapil Sibal met executives from Facebook, Google, Yahoo and Microsoft on Monday and he had discussed this point with all these search giant delegates to find a good solutions for that.

Kapil Sibal said on Tuesday with regard to govt annoy against social media, "We have to take care of the sensibilities of our people, we have to protect their sensibilities. Our cultural ethos is very important to us. We are taken from the Internet and would likely offend religious communities. Our ministry is working on guidelines for action against companies which do not respond to the government's requests, but do not specify what action could be taken. We'll certainly evolve guidelines to ensure that such blasphemous material is not part of content on any platform."

It has been observed that Indian govt is highly strung about the power of social media despite the rules in place, India's Internet access is largely unrestricted. However, India-based cyber security expert Vijay Mukhi said to Reuters with regard to control this issue, "The idea of pre-screening is impossible. How will they do it?...There is no technology currently that determines whether content is 'defamatory' or 'offensive'."

In addition to this Microsoft is going to start CRM with in-built social network and that may also create other way of different attraction among the users soon. As Microsoft Dynamics India Group Director Subhomoy Sengupta said with regard to this, "CRM R7 2011 integrates social capabilities into Microsoft Dynamics CRM and further strengthens service and marketing processes for businesses. Its integration with Office 365 makes the value proposition for customers even more compelling."

However, Google said with regard to this, "But when content is legal and doesn't violate our policies, we won't remove it just because it's controversial, as we believe that people's differing views, so long as they're legal, should be respected and protected," the company said in a statement. India now has 100 million Internet users, less than a tenth of the country's population of 1.2 billion. It is the third-largest user base behind China and the United States. It is seen swelling to 300 million users in the next three years."

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