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Maximise the potential of virtual marketing platforms for ultimate Search Engine Optimisation by [Arrow Internet](#)

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So what is the latest buzz that internet marketing managers and executives need to watch out for to optimise both, their own business as well as that of their clients? For starters we recommend familiarising yourself with the continuously changing trends of the virtual world and staying up to date. The key to success in the virtual world is staying with or ahead of the times. So if you are a specialist in SEO in Melbourne and want to be the leader in providing the best Search Engine Optimisation solutions to your clients, it is important for you to be abreast with all these trends.

Here are just a few recent trends that are important for you as a specialist in SEO in Melbourne to be aware of:

Google algorithms: Google has planned 500 changes in this year to its algorithm. So expect changes each and every day. In fact, in the last month itself, Google made 40 changes to its algorithms. Optimising and utilising these algorithmic changes to your client's utmost benefit will play an important role in you being the leading provider of specialist services of SEO in Melbourne. More coverage in the related searches, more site links (up to 12), consistent thumbnail sizes, are just some of the tweaks that were made to the Google algorithms this last month. As a marketing expert it will be important for you to utilise these changes to your maximum benefit.

Facebook "Timeline": Social media marketing is an integral part of Search Engine Optimisation. So it is hard to ignore the changes in the features and function of social media platforms like Twitter and Facebook for SEO. As an SEO company, you should make optimum use of these features to promote your clients social rankings on search engines. Facebook's new offering the "timeline" is used for promoting one's business through its many unique features including cover picture and administration options.

YouTube: YouTube is a search engine in itself and as an SEO company, you should have the ability to utilise this media platform for increasing your client's business presence online. So if your SEO strategy involves use of videos to divert traffic to your client's website, then it is time you pull up your socks and pay attention to the tags, titles and description that you use.

These three platforms will play a vital role when you as an SEO company are looking to increase traffic to your client's website. Thus, for ultimate Website Optimisation it is important to stay up to date and make maximum use of the features that the virtual marketing platforms have to offer.

Check out <http://www.searchenginerrankings.com.au/> to know more about search engine optimisation.

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Jasmine and Anup Batra, the founders of the company Arrow Internet Marketing have extensive

experience in a [SEO](#), advertising, a [online marketing](#), web application development and a [website optimisation](#) services. With the marketing environment undergoing a change, conventional methods like telemarketing and direct mail are no longer providing the competitive edge.

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