
Google Buzz as an SEO Opportunity, JM Internet Commentary Announced

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Fremont, CA ([prHWY](http://www.prhwy.com)) February 11, 2010 - The JM Internet Group, a leader in providing Search Engine Optimization (SEO) courses online, has posted detailed commentary on the new Google Buzz social media platform. Google Buzz allows Gmail users to post and receive updates as well as follow other Gmailers automatically. The SEO implications range from Google's real-time indexing of Buzz posts to possible priority of Buzz posts in Google search results.

"Google Buzz was announced to great fanfare," said Jason McDonald, SEO Director of the JM Internet Group. "While it isn't directly an SEO tool, the fact that it is sponsored by Google and Google promises to index public Buzz posts in the Google search engine, means that smart SEO practitioners should keep their eye on Google Buzz." Twitter is the leader in microblogging, and both Google and Bing have begun to index Twitter posts in what is called 'real-time search.' Buzz posts will no doubt follow.

BUZZ SEO IMPLICATIONS

Social media, in general, and Buzz in particular contribute to the industry trends towards faster and faster search results. Dr. McDonald explains in his commentary that there are two very different benefits from social media platforms like Twitter, Facebook, and Buzz. First, followers can directly follow a company and thereby engage in a direct relationship, often proceeding from a Buzz or Twitter post to the company's website. And second, beyond this direct benefit, there is a benefit that the Buzz or Twitter posts can gain access to page one results on the Google search engine. "Social media posts are link building 2.0," said McDonald. "That's why we are more and more teaching social media as part of our link building training."

The complete commentary can be found at <http://www.jm-seo.org/3/1.html>

ABOUT JM INTERNET GROUP

The JM Internet Group provides SEO training and courses for busy marketers and businesspeople. Online search engine optimization training helps explain keywords, page tags, link building strategies and other techniques needed to climb to the top of search engine rankings for Google, Yahoo, and Bing. The teaching methodology is hands on, with live examples and discussions, taught from the convenience of each student's computer.

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