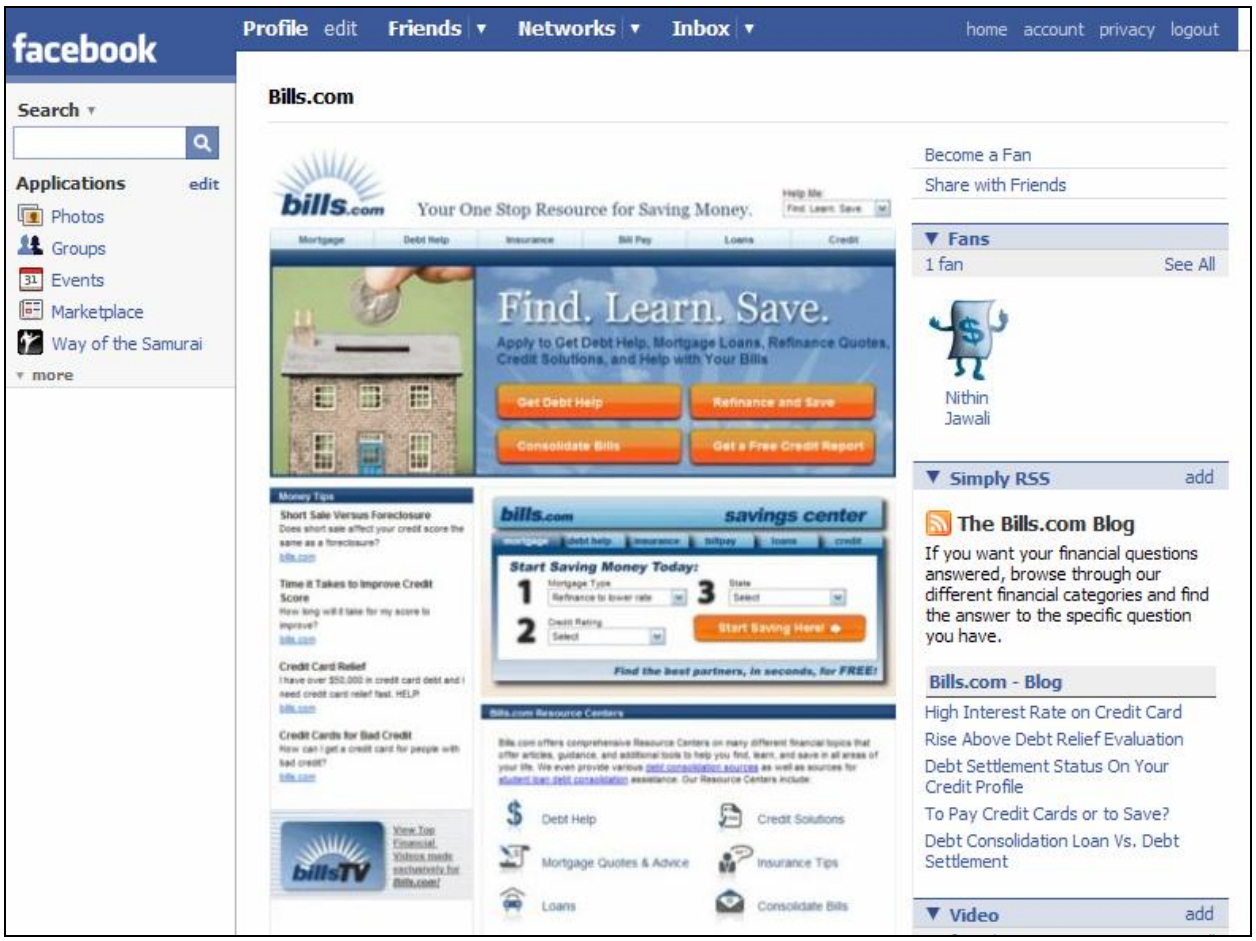
SEO via Facebook.com

With 66 million registered users and 50% of users logging in each day, Facebook offers opportunities for increasing search engine optimization of your website. This brief outlines ways to use Facebook to achieve higher rankings in organic search results.

It is important to note that Google and Yahoo! index websites that host currently updated information and hence the popularity of Facebook with millions of members updating pages daily, ensures this website is highly ranked.

In addition to creating an individual Facebook member page and linking to this page to your website and from your website to the Facebook page, or building a Facebook application, organizations can set up a Facebook group page for their organization.

An example to this is found below for Bills.com.



Source: http://www.facebook.com/pages/Billscom/6637551148?ref=s

For further information, contact:

Richard Andrus
San Francisco
Email: richard.andrus@searchforecast.com
Telephone: 925.465.1221

Marc Phillips
Email: marc.phillips@searchforecast.com
Telephone: 415.606.0900

Disclaimer

This report is provided for your general assistance and information only. SearchForecast does not make any representations or warranties (express or implied) as to the accuracy or currency of the information contained in the materials nor does it accept liability whatsoever for any reliance placed on this material, including any liability in negligence for reliance on any information in these materials or any products, services or information which may be provided by the companies and organizations referred to.