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## Cheryl Waller Announces Social SEO Packages

PORT SAINT LUCIE, FL – MAY 11, 2011 - Cheryl Waller today announced the addition of [social media optimization packages](#) for small business owners, real estate professionals and attorneys. Social media optimization (SMO or Social SEO) is the process of optimizing and improving a company's social presence on the internet with the intent of increasing business, traffic, visibility and overall internet presence.

Unlike [social media marketing](#) (SMM), where the focus is on a marketing message, social media optimization (SMO) has the goal of optimizing a business' social profiles with content to draw a larger audience and generate more traffic for a website. It is also used in reputation management and for online identity management. When done correctly, social SEO can have a dramatic impact on search engine rankings, website traffic and conversions.

"I am very excited to be able to offer these bundled packages for small business owners, real estate agents and law professionals. People are really just beginning to realize the power of social networking in their marketing strategies and now with these all-in-one packages, they can have all of their social networks optimized all at one time!" stated Cheryl Waller, Internet Marketing Consultant. "With the SMO package, clients benefit from a uniform professional look across four major social networks, search engine optimized content and an automated blog that speaks to their audience for them."

By using online networks such as Facebook, YouTube, Twitter and LinkedIn, businesses can [increase online visibility](#) to search engines and humans. When optimizing the content provided on these networks, businesses create a strong and long lasting web presence. As stated best by Cheryl Waller, "Businesses that learn to leverage these powerful mediums and provide informative relevant content to potential clients will truly dust their competition. But, it has to be done right. Internet marketing is like a game of chess and there is no cheating in a game of chess."

About Cheryl Waller

[Cheryl Waller](#) is an experienced SEO, SEM, SMM and SMO consultant. She has authored several Internet and direct marketing manuals for small business owners and real estate agents around the world. She is a contributing author to several websites and offers free advice on dominating Google search results. More information is available about Cheryl at [facebook.com/cherylwaller](http://facebook.com/cherylwaller) or on her website at [cherylwaller.com](http://cherylwaller.com).