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# Social Media's Instant Impact on Search is Focus of Moosylvania's XL Marketing Trends Report



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ST. LOUIS--(BUSINESS WIRE)--A new Moosylvania report shows how Organic SEO gives a natural boost to a website's ranking and lands it on the first page of major search engines. It is available for free at [www.moosylvania.com](http://www.moosylvania.com).

Moosylvania, the digital, branding and promotion agency that recently launched Buzzhound Learning Lab, a national service dedicated to training professionals on ways to improve online marketing performance, released today its definitive XL Marketing Trends Report: Chapter 4 – Organic SEO (Search Engine Optimization).

The fourth installment of Moosylvania's six-chapter study shows marketers how organic SEO – when combined with great content – creates a high level of trust that can:

- defend and elevate social media's impact on search results;
- offer a natural boost to rankings; and
- provide links on the coveted first pages of search engines.

"Social Media can change a brand's search profile in an instant," said Rodney Mason, Moosylvania's CMO. "The information gap to simply understand the correlation of search and social media has never been in more need of closing. We share our best solutions to promote the positive aspects of search and ways to deflect the negative using easy-to-understand terminology and live links to bring the information to life."

Highlights include:

- How to manage Twitter, Facebook and social sites' recent upgrade in relevance by search engines
- Why Organic SEO trumps traditional search
- Why it's vital to check out your competitors' SEO techniques
- Which keywords are hot and how to befriend them
- Why big businesses need local search
- Why search will continue to grow

"Organic SEO is number four on our top-10 list of XL marketing trends," said Gus Hattrich, Moosylvania's president. "Social media is changing the landscape of search and every brand marketer must have a response strategy."

To get a free copy of the Moosylvania XL Marketing Trends Report Chapter 4 – Organic SEO, go to [www.moosylvania.com](http://www.moosylvania.com) and click on "Insights."

To see how Moosylvania can help to identify and fulfill all your search and marketing needs, shoot your questions, comments and suggestions to Rodney Mason at 314-644-7987, [rodney@moosylvania.com](mailto:rodney@moosylvania.com) or [www.twitter.com/rodmoose](http://www.twitter.com/rodmoose). You can Nudge, Friend and LinkedIn with him, too.

For information about Buzzhound Learning Lab's schedule of SEO and Pay-Per-Click classes, visit [www.buzzhoundlearninglab.com](http://www.buzzhoundlearninglab.com) or call 314-951-9600.

### About Moosylvania

Moosylvania is The Great State of Design, where insights are hatched in a globally-ranked research facility and nurtured by experts in the fields of Digital, Branding and Promotion. Great design is more than the extraordinary composition of creative elements; it is a process of originating and developing a concept from insights and a carefully constructed strategy designed to achieve measurable results. For more information, visit [www.moosylvania.com](http://www.moosylvania.com) or contact Rodney Mason at 314-644-7987, [rodney@moosylvania.com](mailto:rodney@moosylvania.com) or [www.twitter.com/rodmoose](http://www.twitter.com/rodmoose). Follow Moosylvania on [www.twitter.com/moosylvania](http://www.twitter.com/moosylvania).

### About Buzzhound Learning Lab

Understanding how search engines find your website and effectively increase traffic is the mission of Buzzhound Learning Lab. Buzzhound utilizes a proprietary hands-on learning system to teach Search Engine Optimization (SEO) and Pay Per Click (PPC) techniques and management. All classes have a five-to-one student/teacher ratio. For information, visit Buzzhound Learning Lab at [www.buzzhoundlearninglab.com](http://www.buzzhoundlearninglab.com) or call 314-951-9600. Follow Buzzhound on Facebook, Twitter and LinkedIn.

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