

## Twitter Creates New Profile Page and iPad App

*Advances in social media can help drive business goals*

September 19, 2012 (FPRC) -- Mankato, MN., September 2012— SEOwhat.com, a national leader in internet marketing, web design, and search optimization, specializes in both on-page and off-page optimization. Social media marketing is done through many social media websites like Twitter. Twitter's website has launched an exciting new look that will be visible online at twitter.com, mobile apps and the rebuilt iPad app.

Twitter allows businesses to customize a profile page in order to help increase engagement across devices and drive business goals. The new design focuses more on visual, with a huge header image running across the top. Other visuals are also a main focus; an individual's avatar that once was tucked in the corner will now be displayed on the center of the profile page. The upgrade for Twitter mobile apps are a "mobile-first strategy" allowing images to appear whenever anyone views someone's profile. These new Twitter advances online and available through mobile apps will help professionals engage more through visuals. An online marketing company gives businesses the opportunity to influence conversations about their company, the products produced and problems that customers are trying to solve. Social media engagement is a key component in getting a business's name and products known.

Social media marketing is a gradual process of building awareness about products and creating customer loyalty. SEO services are extremely important for online marketing strategies. Social media connects individuals with products and ideas by a click of a mouse. Continuing modification of social media sites like Twitter will enhance online marketing for business professionals.

About SEOwhat.com

SEOwhat.com is an online marketing company that helps companies navigate the dynamic world of internet marketing, integrating search engine optimization (SEO), search engine marketing (SEM), social media optimization (SMO) and Web site design to increase a site's visibility and overall global presence. Specializing in Yahoo! and Google optimization, SEOWhat.com develops search friendly Web sites on a variety of platforms including Yahoo! Stores, Volusion, BigCommerce, 3DCart, Wordpress and custom built sites. In addition to Google SEO, SEOWhat.com provides organic search results, rich content management solutions and dynamic designs that appeal to the human eye and search engines alike. SEOwhat.com is proud to be woman owned and operated.

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### Keywords

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