

Now that Google has officially launched its real-time search, SEO will become a new ballgame. Recent partnerships with Twitter and Facebook mean you will now see tweets and soon Facebook posts in line with search results under the "Latest" search setting.

What Users See

Google keeps the content streaming so that it is updated continuously, scrolling as new tweets arrive. No real-time results will appear for subjects no one is tweeting about, the scrolling box starts below the fold and for some searches. Many consumers may not notice the new feature right away.

Why it Matters

So why is this such a big deal? We will see a mishmash of changes in 2010 to the way Internet marketers strategize their SEO campaigns and search engine marketing. The change presents several opportunities and some concerns.

Opportunity Knocks

Because Internet marketers can now see their search positions immediately and take action to remedy poor positions on critical promotions. If a link is not getting the kind of action they want, they'll start tweeting and posting like mad to give the link a boost.

Keyword Research

The scrolling feed also represents an opportunity for keyword research that is much more powerful than the tedious keyword research tools available on the Web. For instance, a search for "Internet marketing" returned no scrolling box, but a search for "SEO" was scrolling right along at a good pace. Which keyword would you want to use?

Spamming Twits

The change will also mean that frequent tweeting will become an internet marketing strategy. Get ready for tweet spam explosions. Twitter has already faced criticism for poor spam filters. Will Google pick up the slack in its search results? That remains to be seen.

Those Left Behind

Google's real-time search is just rolling out, but will include feeds from Facebook, MySpace, FriendFeed, Jaiku and Identi.ca, according to Google's official blog. Because some of these sites integrate others, the full list will be as follows:

Twitter

Facebook

MySpace

FriendFeed

Jaiku

Identi.ca

Digg

Tumblr

Flickr

What will become of TwitPic, YouTube and Delicious? Clearly, those strapped for marketing time will focus efforts on the sites that are included in Google's feed, and no one can afford to be left in the dust when Google takes the ball and starts running with it.

What happens to those other sites remains to be seen. Perhaps Bing will take an opportunity here or the others will come on board with Google soon. Whatever happens, Internet marketing and SEO will see many strategy changes in 2010.