

For Immediate Release

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Contact: Shannon Bradley

[shannon@mitsocial.com](mailto:shannon@mitsocial.com)

847-579-9764

## **MINT SOCIAL RECOGNIZED AS ONE OF THE “TOP 10 SOCIAL MEDIA OPTIMIZATION COMPANIES IN US” BY TOPSEOS.COM**

**Scottsdale, Arizona – August 9, 2010** – [Mint Social](#), a social media marketing and online branding company based in Scottsdale, Arizona, has been named as one of TopSEOs.com’s [Top 10 Social Media Optimization Companies](#) for the month of August 2010. TopSEOs.com is the independent authority on search vendors and recognizes and ranks the best social media optimization service providers in the industry.

Mint Social and the other Top 10 social media optimization service providers were selected over thousands of other companies after being evaluated through a comprehensive process by a qualified and experienced team of researchers. The Top 10 providers showed a clear-cut understanding of the groundwork behind social media optimization.

“In order to find the best among the thousands of social media optimization companies, our team has designed an evaluation system to identify the leading social media optimization firms. All the top ranking social media providers displayed a thorough knowledge in social media optimization. These companies were able to achieve successful results that have often involved visibility and expertise on the wide range of techniques that makes their clients’ brand name available and within reach by web visitors,” said Jeev Trika, Managing Partner of topseos.com.

The rankings are based on an evaluation process involving feedback from three (3) of their clients about their services and over-all performance. The research team has provided these clients with a list of questions. Questions include both general and project-specific queries such as, “What type of needs analysis was conducted before work initiated?”, “What type of a ROI were you anticipating, what was achieved and in what time frame?”, “Rate your overall experience (1-10; 10 being the highest), “What types of social media optimization techniques has your agency implemented on your project?”, “What was the process of implementation of those techniques? Did you implement them all and launch all at the same time or was it implement a technique, roll it out, and then evaluate it, then go on to the next one?” and “What has been the impact to your conversion rates from the implementation of SMO techniques?”

“We are very honored and humbled to receive this award,” said Matthew O’Brien, Founder & CEO of Mint Social. “This is an impressive list of social media optimization businesses to be included with and we are especially grateful to our customers who helped make this award possible.”

## **About Mint Social**

Mint Social is a [social media marketing](#) and online branding company that accelerates online marketing by building content engines that increase visibility and reputation in search engines (Google, Yahoo, Bing) and in social networks. Mint Social helps businesses understand (through implementation) why social media and online branding is critical to online marketing success and provides the tools for delivering measurable results along the way.

Mint Social takes a unique approach to online marketing by creating a content marketing and syndication engine which connects your prospects and customers with your business. Mint Social empowers businesses with the resources and the understanding of why social media marketing, search engine optimization and online branding is critical to online marketing success as well as providing the delivering measurable results along the way. **More at [www.MintSocial.com](http://www.MintSocial.com)**