

Alternative To Social Networking Google Social Networki...

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These days, Google seems to have its hand in every aspect and facet of the internet. While Google previously did not have anything to do with social networking, but now they are building a presence in the social networking arena as well. Soon, google social networking will be the standard for social networking, as Google has become the standard for many things, including searching through search engines, paid advertising, e-mail, calendar and even web applications and web documents. We all are aware that social networking websites are beginning to take over the world, at least online. The big social networking websites like Facebook and MySpace are excellent places where people can connect to other people and even market their companies and reach new customers. There are millions of people using these social networking sites, and businesses are beginning to use them as well. Leveraging a social networking site to its fullest potential is a great way for a business to reach out to new target markets and garner larger customer bases.

Just when you thought that the community networking thing may have completely reached its maximum threshold, Google social networking shows up at the party with a completely new project. Google has shown up at the party with a social networking site of its very own, one that is known as Orkut. Orkut may be a strange word, but it is appearing to be a serious contender when it comes to comparing Orkut to other social network websites on the internet.

Orkut has already gained a serious amount of popularity in Latin America and in Asia, and now it is beginning to make a splash in the United States as well. Google social networking is trying to become a very large giant online, and dominating the social networking market is one of the ways that this can be achieved. They want their own piece of a pie that MySpace and Facebook have been capitalizing on for a good long time. The following behind Orkut in China and Japan alone has tripled over the past year to include more than 11 million visitors in a single month.

Time is really going to have to tell when it comes to whether or not Google's Orkut will get as big as the other social networking giants like Facebook and MySpace in the United States. What is known is that Google does have a good idea of what they are doing, and they have proven themselves to be strong players in a lot of very large markets.

If Google can figure out how to offer more than what the other social networking sites are offering, then they can certainly get in on the action that these other social networking sites are already capitalizing on. If you are not already using Orkut by Google, log into your Google account today and check it out. You are already halfway through the registration process if you have a Gmail account or another account with Google, so jump online and start putting your profile together today for Google Social Networking.