

Commission Blueprint Evolution

Week 3

Schedule

- DONE - Introduction and overall strategy
- DONE - Traffic, the site(very basic) and the offer
- TONIGHT - Site promotion (other traffic), may also need to revisit KW research
- Week 4 - Deep dives into Adsense, Amazon, thin and passion sites - More detailed site design and CONTENT IDEAS!
- Week 5 - Putting it all together and the “work” plan

Quick CC Site Update



Making this an “easy”
week!

Site Promotion - Getting Noticed, Getting Visitors, Keeping them

Agenda

- SEO - Have some fun!
- PR - Public Relations
- Social Networking strategy
- Customer interaction
- Repeat customer traffic



SEO - Establishing the Beach Head

No Link Plan...But I
Encourage You to Have
One!

See MMO for SEO
Basics!

SEO - Powerful Tools

- Blog Blueprint
- Article Blueprint
- Link Blueprint
- This should be enough for the base of the pyramid links

SEO - Link Juice Machines

- Part of a network - Our Link Juice
- Roll your own
 - Buy high PR domains
 - Host privately on different class c's
 - Direct links to money sites

High Value Links - Find Them...Get Them

Who Should I Get to
Link to ME? 2 Answers

LinkBox - High Value Targets Independent of Competitor's Links

LinkBox

- Keywords
- Footprints
- List of footprints

footprints

- “submit site”
- “submit url”
- “directory list”
- “add url”
- “suggest url”
- “suggest a url”
- “add a url”
- “add a site”
- “add listing”
- “add your listing”
- “submit a listing”
- “submit your website”

“enable commentluv”

Cue “Evil Laughter”

"Powered by
Drupal"+inurl:"edu"

"osTicket.com. All rights reserved"+inurl:"edu"

Looking at Your Competitor's Links

Competitor's Links

- Yahoo Site Explorer - free
- Majestic SEO
- SEOMoz

Great..I Found
Them...How do I Get
Them to Link to Me??

Getting The Links

- You're going to need to barter
- Look for facebook and/or LinkedIn and approach site owners
- Avoid e-Mail
- SEO is the currency most site owners want/need

Bartering Currency

- 100 Facebook likes - \$10
- 100 Profile backlinks - \$10
- 3 PR links - \$15
- Article written and published on Go Articles - \$10
- Guest article/blog post - \$10
- Service or product review - \$5
- 20 Social bookmarks - \$10
- Google places Setup - \$50

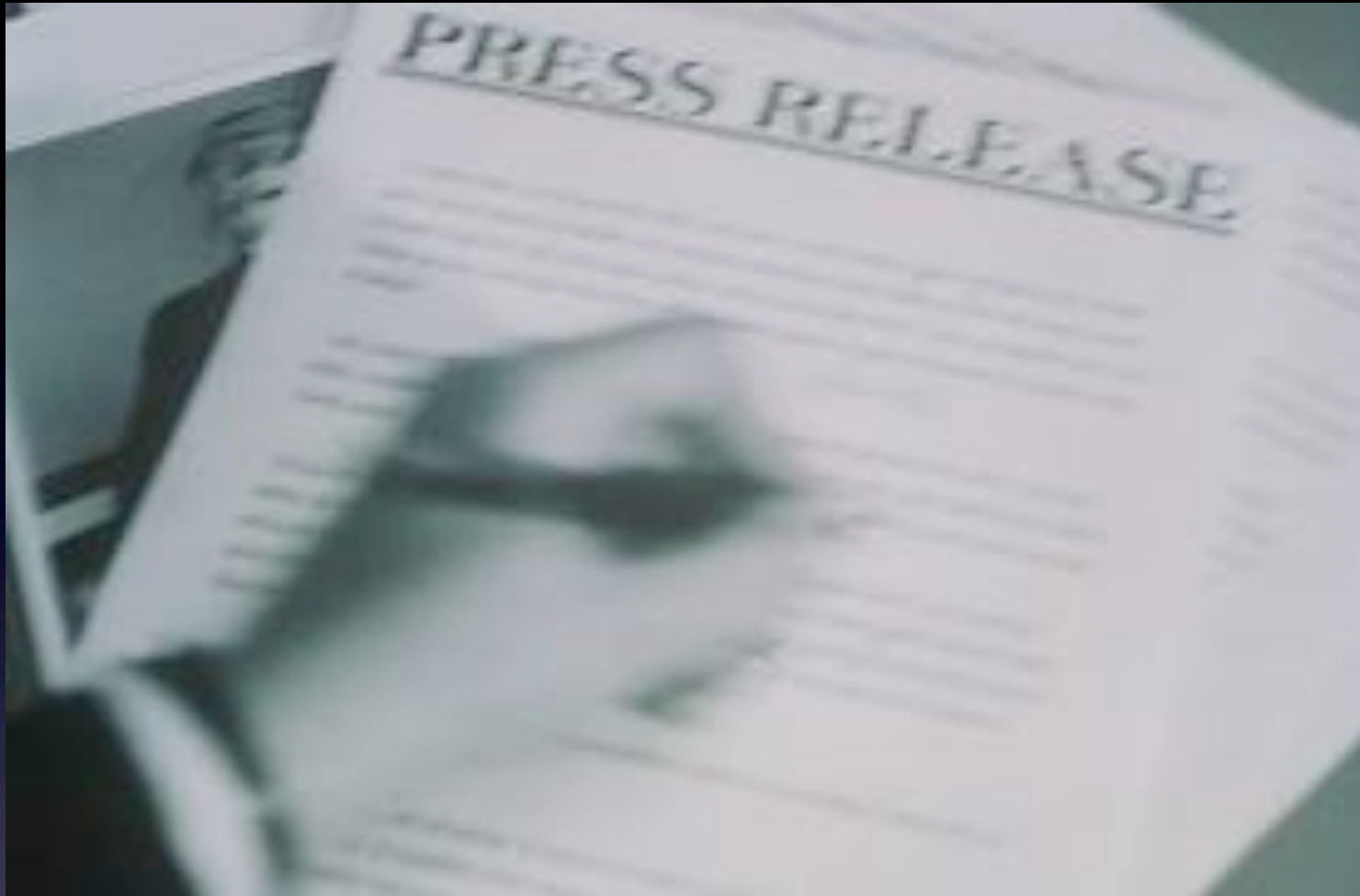
SEO Secrets

- BUILD FRICKIN' LINKS - :-)
- have a weekly/monthly goal for IMA tool links, high quality links, competitor links
- Participate in multiple link juice machines...if project fails, recycle these

create some buzz!



Public Relations!



Press Releases CAN Work

Press Release Case Study

- Military Benefits Report
- Used ereleases.com
- Tons of local TV news stations
- CNBC, TheStreet, Breitbart, biz.yahoo.com, Reuters, TheStreetInsider
- HUNDREDS of VERY high Quality backlinks
- Exposure and traffic

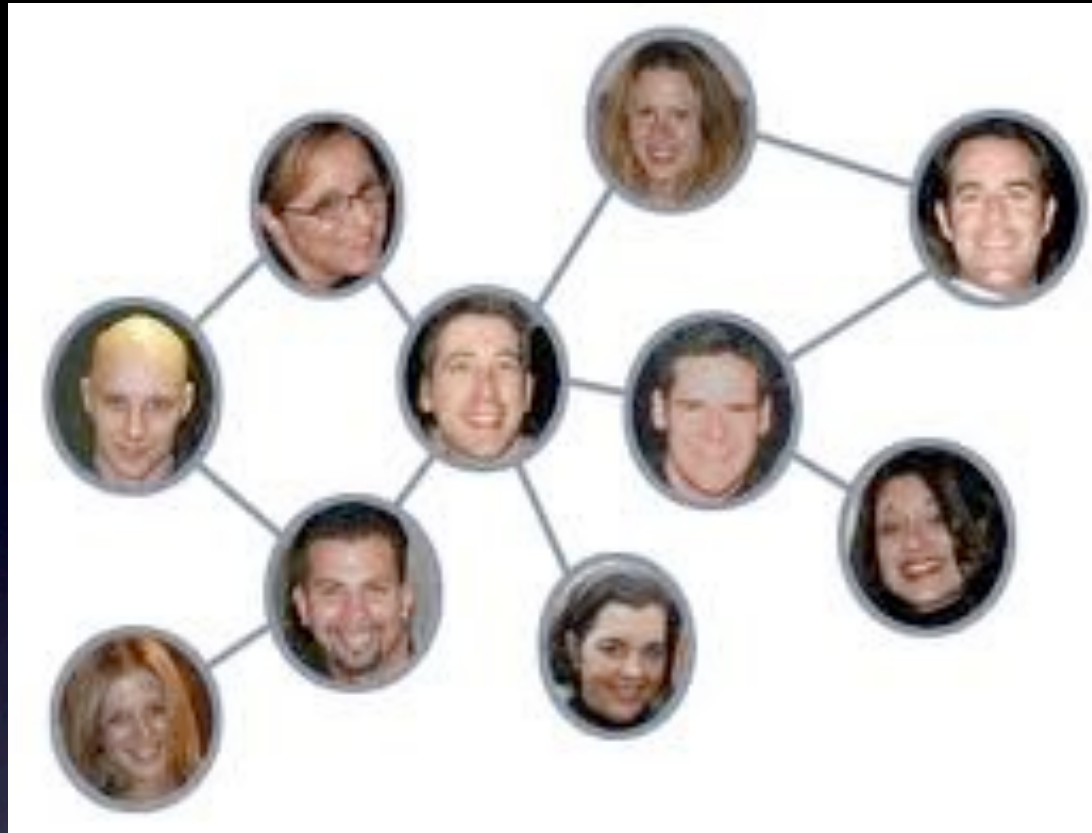
Press Release Case Study

- Reporters from Stars and Stripes writing a piece on us
- Lots of other media inquiries
- Inquiries from state/local institutions
- Inquiries from non-profits for sponsorships etc

Press Release Do's

- MUST be interesting
- MUST be news worthy
- NO SPAMMING
- WELL written
- Compelling
- Confident and professional
- HAVE SITE DONE COMPLETELY

The Example in More Detail - The Links and The Release



Social Networking Strategy



Twitter

Twitter - Two Pronged Attack

- Get others' followers
- Build up your own followers from traffic

Getting Others' Followers

- tweetadder.com
- All these tools work the same way
- Find followers of a “thought leader”
- Follow THEM
- Hope they follow YOU back
- Set up different twitter account for each project/website
- Use this CAREFULLY

Build Your Own
Followers With Calls to
Action AND Customer
Loyalty

What the Hell do I
“Tweet”

Tweeting

- At the VERY least tweet your content updates
- News stories (Google Alerts)
- Other items of interest
- Catch the web doing something interesting that relates to each following



FaceBook

Studies Have Shown
that Paying For Fans
Sucks

Develop a Fan Page That Aggregates Your Content

http://
www.facebook.com/
RSS.Graffiti

FaceBook

- Simple content aggregation is enough
- Want to drive traffic to your money page
- Highlight unique information, offers, rewards!
- <http://www.techipedia.com/2011/build-facebook-page/>
- <http://blog.hubspot.com/blog/tabid/6307/bid/9469/20-Examples-of-Great-Facebook-Pages.aspx>

Make Sure the Other
Direction Feeds Too

[http://wordpress.org/
extend/plugins/social-
media-mashup/](http://wordpress.org/extend/plugins/social-media-mashup/)

Customer Interaction

Customer Interaction

- Forums - double edged sword
- Polls, Surveys - <http://wordpress.org/extend/plugins/polldaddy/>
- User upload content - pics, stories etc - <http://wordpress.org/extend/plugins/photosmash-galleries/> and <http://wordpress.org/extend/plugins/fv-community-news/>
- Guest Blog posts

Customer Interaction

- Comments - double edged sword
- Tweet followers tweets - Tweet of the week kind of thing? <http://wordpress.org/extend/plugins/twitter-blackbird-pie/>
- Build a course - <http://scholarpress.github.com/buddypress-courseware/>

- ✓ More traffic
- ✓ Increased sales
- ✓ Repeat customers
- ✓ Lots of word of mouth



Repeat Customer Traffic

Customer Loyalty Program - A Proven Model

PunchTab

- Developed by the guys behind usendit.com
- Get People to
 - Visit everyday
 - Leave comments
 - facebook likes
 - tweets
 - etc

PunchTab

- Airline Frequent Flyer model
- They earn points for doing what you want them to do
- They spend those points on gifts
- VIRAL recipe
- MUCH better tell a friend script

TOTAL Game Changer and the Answer to the Problem

This is How We Leverage the SEO Beach Head

[http://
blog.punchtab.com/
index.php/2011/08/
punchtab-loyalty-
program-setup-video/](http://blog.punchtab.com/index.php/2011/08/punchtab-loyalty-program-setup-video/)

An Update On MBR

Action Items - Things You CAN Start Now

- Keyword research for up to 3 different projects
- The keyword testing
- Initial research and content creation
- The monetization / offer strategy for each project

New Action Items

- Craft press release(s)
- Figuring out rewards for punchtab
- Create Facebook fan pages
- Set up twitter accounts

Discussion