

Advanced SEO + Social SEO

Our Advanced SEO package takes into consideration all the different types of links: Value Links, General Links, PR Links, Authority Links and Social Media Signals

It is an overall SEO Package taking into consideration all the following points:

- Sustainable SEO Practices
- Focus on High PR Links
- Focus on Obtaining Advanced Links
- Social Media Optimization

Each month we perform the following link building:

10 facebook likes

10 Google +1's

10 Tweets/re-Tweets

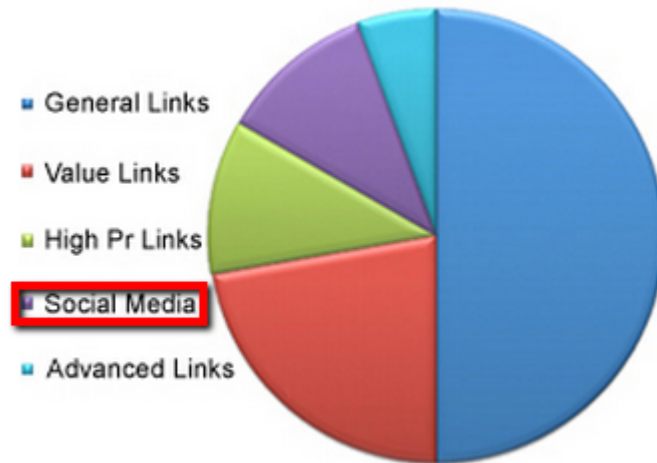
12 Advanced SEO links

2 Article blueprint or Go article submissions

150 "general links"

Check out the following pages for more detail on each of these link types

Social Media



Social Media

Google's Recent Algorithm Changes Impact both Back linking and Social Signalling

Social signals now account for 8 to 10% of both Google's search algorithms. This will only increase over time.

Social signals include: Facebook Likes and Shares; Twitter activity such as number of followers, tweets, retweets; and now Google +1s

Types of Social Signals

Quantitative Signals:

Google +1

Facebook likes.

"Up/Down votes"

Share/Spread Signals:

Retweets

Facebook shares

Google+ shares

Social Signals included in the upgraded Advanced SEO Plan :



Facebook Likes

Google +1s

Twitter Tweets + Retweets

Facebook Likes : 10 Monthly Likes



Harness the Power of Viral Marketing

Promote your page on a regular basis

Real Facebook likes which will push you into the social spotlight and raise your brand recognition.

Build your social exposure

Google +1s : 10 Monthly Google +1s

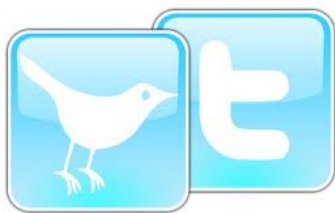


Google counts this as a quality vote to your website

Similar to “likes” on Facebook, visitors can give you a +1 for each post they like. The more plus 1’s you have, the more relevant your content is deemed which can improve your Google ranking.

If one of your web pages appears on a search engine results page (SERP), the number of plus 1’s that page has will be included with your listing.

Tweets : 10 Tweets and Retweets



Gain immediate exposure with your target audience

Engage your followers with tweets and retweets

Drive traffic from highly targeted visitors

Advanced Link Building

SEO Good to Great Pyramid

















Advanced Authority Links: 12 per month

Authority links make up for the tip of the SEO Pyramid. An advanced link is a Backlink from a site already trusted by search engines in terms of trust rank or hub rank in topic sensitive page rank.

They can have one or more of the following characteristics:

- High Page Authority
- High Domain Authority
- High PR on the web page where link is placed
- Theme Bound Content

Getting Advanced SEO Links

 Reviews and Testimonials	 Articles and Content Outsourcing
 Guest Articles	 SEO services
 Payment	 Videos + Submissions
 Subscribe for services	 Google Places
 Content Pages	 Press Releases
 Widgets and Applications	 Donations
 Blogs	 Link Blueprint Exchange

Chiropractors USA:

<http://www.chiropractor-pages.com>

Objective: Getting a listing on the above website which is a PR 3 domain

Incentive Examples:

1. Blog: You could request them to work on a Wordpress Blog for their website
2. Donations: You could contact them implying that you would like to make a donation for a link in exchange.
3. SEO Services: You could offer them SEO services to help them rank higher in exchange for a backlink

Lawyers California:

<http://www.lawyers.com>

Objective: Getting a listing from the above PR 7 domain.

Incentive Examples:

1. Payment: They do have marketing services that they charge a small fee for. This would work well in exchange for a backlink.
2. Widgets and Apps: If you have the right expertise you could work on building a Facebook App for this website in exchange for a link.

General Links : 150 per month

General Links are essentially of 2 types:

1. Links pointing back to your money site. This makes up about 2/3rd of the total links that we build. These links are generally lower in quality and we get them from Blog Comments, Forums, Profiles etc.
2. These links add more quality to the higher authority links that we build. This essentially means building Backlinks to the Backlinks

Article Submissions: 2 unique articles per month

Well written content is important for three primary reasons:

- Engages the reader
- Increases search engine rankings and traffic
- Promotes the likelihood of quality links from other sites

The upgraded plan provides 2 unique articles submitted on Article Blueprint.