

The Market Leadership Plan

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V *ideo and Video Submission*

Video Marketing is being more commonly used by small and medium businesses to promote their products and service. We work on short, catchy and informative videos with the main purpose of building your brand awareness online.

You can [click here](#) to view a sample video. We have an expert team that researches your website and creates a unique motion graphic video with relevant information that you would like your website users to know about! We are essentially working on creating an online brand for your website and then marketing this.



We optimize your video with suitable titles, meta tags and description. So your videos are made SEO ready before submission by our video submitters. We do the submissions manually to sites like Youtube, Meta cafe, Google video and more in the most relevant categories providing you with a Backlink from authority sources.

*P*ress Releases

Press Releases are back post the Penguin update. It is again considered an efficient way to drive traffic to your website, generate sales leads, make an announcement, or promote a new product. We help you deliver the online presence that you require.

Traditional media press releases are supercharged with multimedia, social media, and search engine optimization, to give you the most visibility for your news releases.

We create an announcement about your organization. This is essentially a unique well written informative article about your website or product. We have a new team of qualified content professionals who will be working on this.

Post this your press release is then distributed over various relevant channels to get maximum visibility to your website or your products along with authority Backlinks.

*L*ink Building

Post the Penguin update what remains clear is that Link Building is still going to be around for awhile and this has been well integrated into the Market Leadership Plan. It takes into account:

- Sustainable SEO Practices
- Focus on Obtaining Advanced Links
- Number of Links built

SEO Pyramid

















Authority Links: 10 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

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

Squidoo Lens/Hubpages Hub : 1 per month



Squidoo

It is a known fact that links from authority sites are more valuable than links from non-authority sites. Squidoo is one such authority site, and helps you achieve a higher ranking. Authority sites are simply credible online resources on a given topic, which have other websites linking to them on the strength of that credibility. When Search Engines notice links from an authority site like Squidoo, the credibility of your own site increases. This is what makes a Squidoo lens so valuable for creating quality links.

We have content writing experts who will create a unique Squidoo Lens for you.

A minimum of one unique 500 word article will be included in your Squidoo lens along with a Backlink to your website. Related pictures will be inserted in the Squidoo lens that we develop.

HubPages Statistics

- Published Hubs: 402,237
- Forum Posts: 247,989
- Total Users: 647,505
- Published Users: 80,673
- Hubs with 1,000+ hub views in the last month: 5,291
- Hubs with 100+ hub views in the last month: 39,403
- Hubs with 10+ hub views in the last month: 152,218

Hubpages

Hubpages is a popular social networking site which gives a venue for your website to get noticed to millions of users and more and more hits to bring in potential clients and prospects.

A hub-page is a free, simple website you can build as a means to add exposure to your web presence and business. Hubpages creation services leads to several SEO benefits for a website including opportunities for interlinking websites which has a good impression on search engine ranking.

Yahoo Answers : 3 per month

With Yahoo answer submission, you get directly connected with online audience seeking information about products and services in which you expertise or deal. Giving effective answers give you better exposure, increase your brand awareness and help you interact with prospects directly.

It becomes to not only answer corrected and targeted information but also initiate topic of discussions by posting interesting questions that engage online users and drive to your website. We have a team of professionals distributed geographically who will be working on this platform.

Social Signals

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; Google +1s and now Pinterest.

Types of Social Signals

Quantitative Signals:

Google +1

Facebook likes.

"Up/Down votes"

Share/Spread Signals:

Retweets

Facebook shares

Google+ shares

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

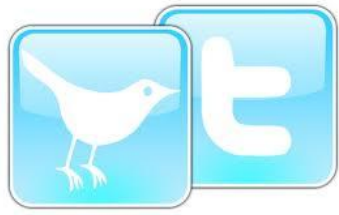


Google counts this as a quality vote to your website

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

10 Pinterest Pins



We provide 10 pins on your pinterest board.

Harness the power of Pinterest early to get maximum benefit

Leverage Pinterest to attract the right traffic to your website

Penguin Update

Essentially on the 24th April, Google rolled out an update named Penguin, with the intended function being to penalize sites that engage in 'keyword stuffing', participate in 'link schemes' and when the websites are of low quality.

The Penguin also seems to be looking at three major factors:

- If the majority of a website's backlinks are low quality or spammy looking (e.g., sponsored links, links in the footers, links from directories, links from link exchange pages, links from low quality blog networks).
- If majority of a website's backlinks are from unrelated websites.
- If too many links are pointing back to a website with **exact match keywords in the anchor texts**

According to early analysis relevancy of links and diversity of anchor text may be two prime factors of penguin.

Anchor Text Diversity:

Use of these anchor texts and money keywords is just opposite of the natural use of anchor text for optimization of the website. Research shows that websites which have seen a drop in their rankings have been using money keywords in anchor texts in as many as 65% of their inbound links.

The sites with money keyword for anchor text for less than 50% if their backlinks weren't penalized as they had natural looking back link profile.

The Market Leadership Plan rotates the 3 keywords that you provide us so there are no more than 50% of optimized keywords. We also provide you an option for Zero optimized anchor text.

Link Diversity

Penguin has also penalized the sites that have links from websites and domains in the same niche. Google is trying to look for signals which cannot be manipulated effortlessly like anchor text which can be manipulate very easily. It is difficult to manipulate links from relevant sites in similar niche.

With Google Link quality and relevance are key so by being able to attract quality links from authoritative domains in the same niche would be a clear sign that your site or page is relevant. 10% - 15% of the links generated in the Market Leadership Program will be relevant links.