

SEO FROM SCRATCH

VIDEO #4, PROMOTION

How to get as many people as possible to see your content, with minimum effort, and track your success

GET THE SNOWBALL ROLLING

- **When great content gets attention, it creates links, and that's how the snowball works**
- **“The rich get richer”**
- **Starting link-poor sucks, so start doing something about it**
- **I assume you have created the GREATEST content you can conceive of!**



HOW IT WORKS



A UNIVERSE OF OPTIONS

- **Social media**
- **Link building**
- **PR**
- **Email**
- **Anything else you can think of...**

SOCIAL PROMOTION



- **Passive social promotion is great**
- **Make it easy for people to promote your content**
 - **“visit/follow us on Facebook/Twitter” are OK**
 - **But “Tweet / Like / share / +1” this is better**
- **Key to social is INFLUENCE (quality over quantity)**
- **So set out to build RELATIONSHIPS and REPUTATION**
- **There are no shortcuts to integrity**

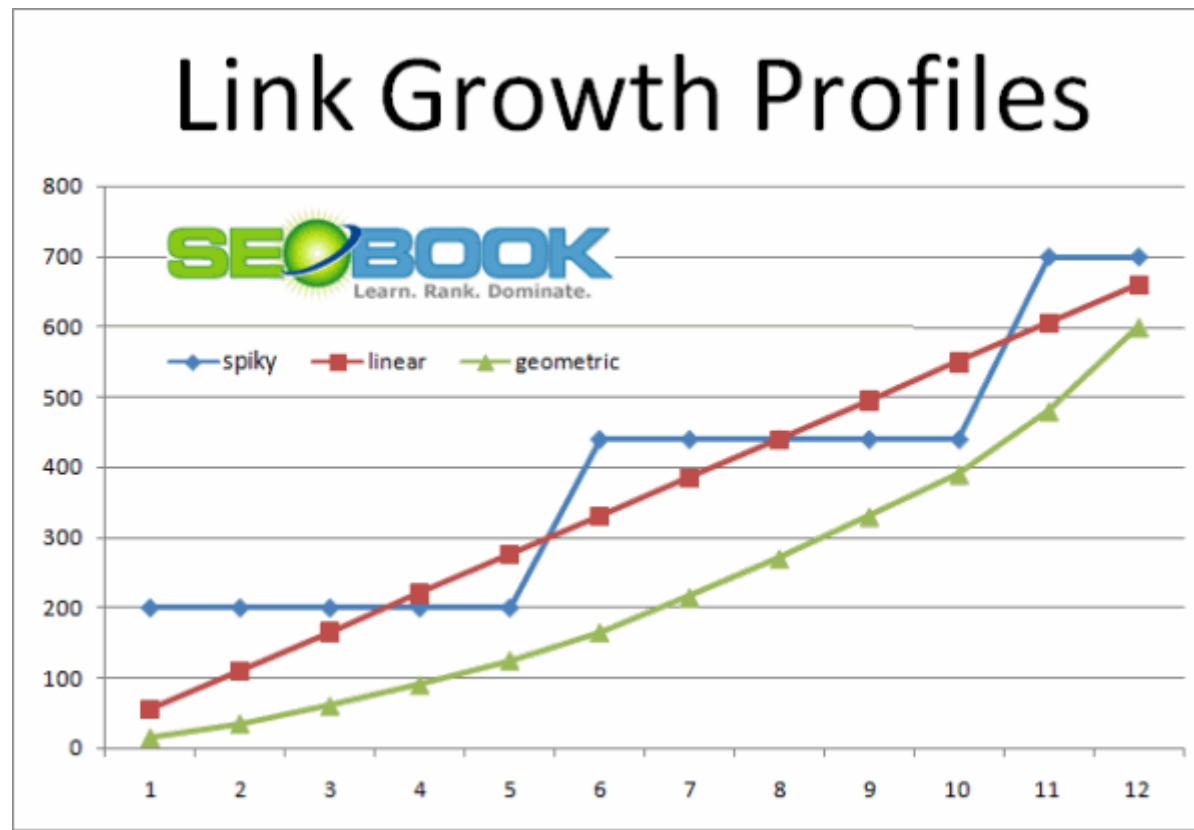
BE MORE LIKE THIS GUY



SERIOUSLY

LINK BUILDING

- **Google wants to see NATURAL growth (link velocity)**



<http://www.seobook.com/link-growth-profile>

LINK BUILDING TIPS

- **Building crappy links is rolling the snowball uphill**
- **Go for links that will bring VISITORS**
- **Look for the most appropriate, relevant, visible, likely-to-be-clicked links**



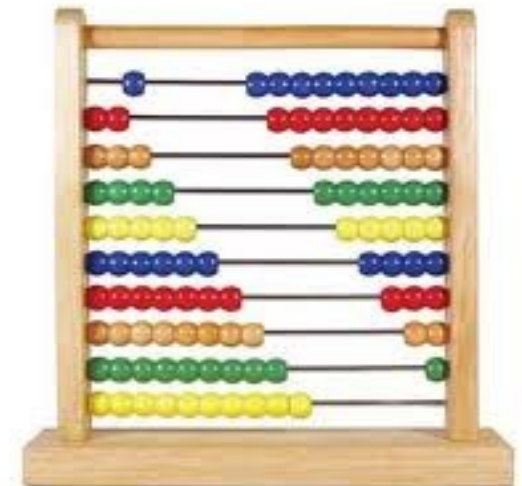
LINK BUILDING - OUTREACH

- **Simply asking the right people for links!**
- **Ask, “Whose job is it to tell people about (great) stuff like this?”**
- **What's in it for them?**
- **Be BOLD**



LINK BUILDING ROI

- **Maybe only 1 email in 20 will generate a link**
 - **But great links are worth FAR MORE than crap ones**
- **Buying links (text ads, directories) can give great value**
- **Reciprocal links are less valuable, but better than no link at all**
- **Guest blogging can be excellent**



COPYING YOUR COMPETITION

- **OpenSiteExplorer**
- **SEO spyglass**
- **“link:competitorsdomain.com” in Google**
- **copying is OK, but better is better**
- **Don't forget to copy yourself!**



EMAIL

- **Remember, what we need first is EYEBALLS**
- **Email lists can be a quick way to get acceleration**
 - **Have an offer that requires opt-in**
 - **Approach a list owner with an affiliate deal**
 - **split revenue 50:50**
- **Your email list is your #1 asset**



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Name

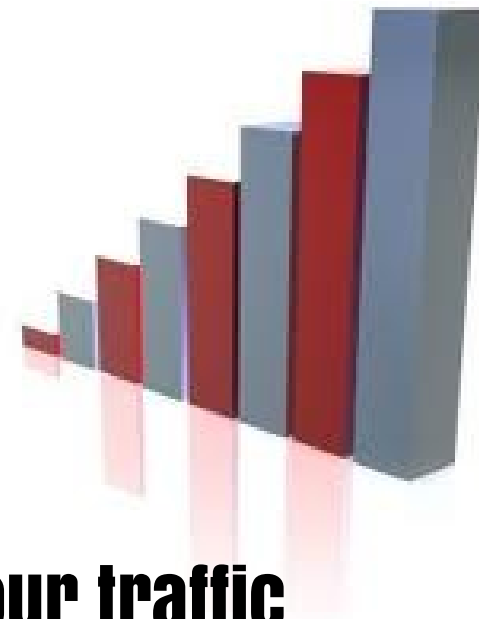
Email

[Sign Me Up!](#)



TRACK YOUR RANKINGS

- **What really matters?**
- **Traffic, not rankings!**
- **You only need to know**
 - **Which ranking changes most impact your traffic**
 - **Where to focus effort for most positive impact on traffic**



SUMMARY

- **create GREAT content**
- **Give it a push**
- **share, give, make friends**
- **Track progress & respond**
- **Don't stop**

