

SEARCH links and Being Found

About 741,000 results (0.21 seconds)

[Link Building & SEO - Get More Inbound Links To You](#)

Free Website Competitive Analysis
www.crazendo.com

[Building Backlinks: Techniques You Should Use](#)

Jul 21, 2010 ... Delicious is a bookmarking service that is being used by Yahoo!
is my favorite bookmarking service. [Backlink Builder - Building Quality Backlinks](#)
you enjoy this article and found it helpful? ...
www.1stwebdesigner.com/designing-backlinks-blog/

[Ultimate guide to building backlinks - Real Estate Agent](#)

Oct 18, 2006 ... Building a quality backlink campaign over 5-8 months
to quickly increase pagerank. I let my articles posted on Netscape
estate website for Sherman O'Connell and after being ...
www.realestates.com/ultimate-guide-to-building-backlinks - Cached - Similar

[Building Backlinks](#)

Building Backlinks - What are backlinks? Back links are places on the web ...
advantage of being able to spend what you're getting for your money. ...
www.buildingbacklinks.org/ - Similar

[Building Backlinks | Paul Hooper.com Internet Marketing Blog](#)

Aug 12, 2010 ... As you will see in my post, building backlinks can be a
flow of new backlinks to your site being sent all the time. ...
paul-hooper.com/?tag=building-backlinks - Cached

[Efficiently Building Backlinks - Techgeeks Blog](#)

Let's talk about building backlinks. How can we get them more ... We have
being a site where backlinks are picked up very quickly. I still haven't found
where I can keep posting yet but I'll keep my ...
techgeeks-online.com/2010/efficiently-building-backlinks

[How to Really Build Backlinks and Dominate Google](#)

Feb 23, 2010 ... I've found Ezine Articles a good source of traffic too. ... It's still

SOCIAL

BUILDING AN ONLINE MARKETING SALES FUNNEL

Sean Nelson, socialmediasonar



5 MOMENTS THAT ARE STUCK IN MY MIND



EVENT

THE REAGAN SHOOTING

DATE

March 30, 1981

WHERE

9th Grade Civics Class



EVENT

OPERATION DESERT STORM

DATE

January 17, 1991

WHERE

In college at work at Wal-Mart



EVENT

SEPTEMBER 9, 2011

DATE

September 11, 2001

WHERE


Second Day of Work at PFG

LinkedIn [Go to LinkedIn Ads](#)

Home Profile Contacts Groups Jobs Inbox 570 Companies News More

Social Media for CPAs - Accounting Today Institute 2.0 CPE web seminar

Edit Profile View Profile

 **Sean Nelson** (YOU)
Co-Founder and Chief Communications Scientist at Surge Labs
Greater Atlanta Area | Marketing and Advertising

Sean Nelson Why I shouldn't do a video w my wife checking my hair. 5 to Thrive on #LinkedIn video. >> <http://bit.ly/8hCaw5> -PLZ RT via Twitter

1 hour ago · Like · Comment · See all activity

Current

- Co-Founder and Chief Communications Scientist at Surge Labs
- Owner at Social Media Sonar

Past

- VP of Operations/Marketing at SONARconnects
- Owner at Atlanta Health & Life
- Producer at MyPoints, Inc.

[see all...](#)

Education

- Georgia State University - J. Mack Robinson College of Business
- Georgia Southern University - College of Business Administration
- University of New Orleans

[see all...](#)

Recommendations 37 people have recommended Sean

Connections 500+ connections

Websites

- ★ Surge Labs ★
- ★ Social Media Sonar Blog ★
- ★ LinkedIn Books I've Written


Twitter SeanENelson


Public Profile <http://www.linkedin.com/in/seannelson>

Share PDF Print



Groups You've Joined

 **Linked GEORGIA**

 **NORTH ATLANTA 400 CONNECTIONS**

AT&T 12:06 PM

Search **LinkedIn** BETA Invite

Updates Contacts Profile

A

Mikko Alasaarela
NewTech Entrepreneur, Marketer and Business Developer
San Francisco Bay Area

Adi Alurkar
Data Architect at LinkedIn
San Francisco Bay Area

Byron Alvarez
Senior Systems Administrator at LinkedIn
San Francisco Bay Area

Clary Alward
Managing Editor, Pregnancy
San Francisco Bay Area

Alex Arkhangelskiy
Software Quality Assurance Manager Team Lead
San Francisco Bay Area

A B C D E F G H I J K L M N O P Q R S T U V W X Y

EVENT

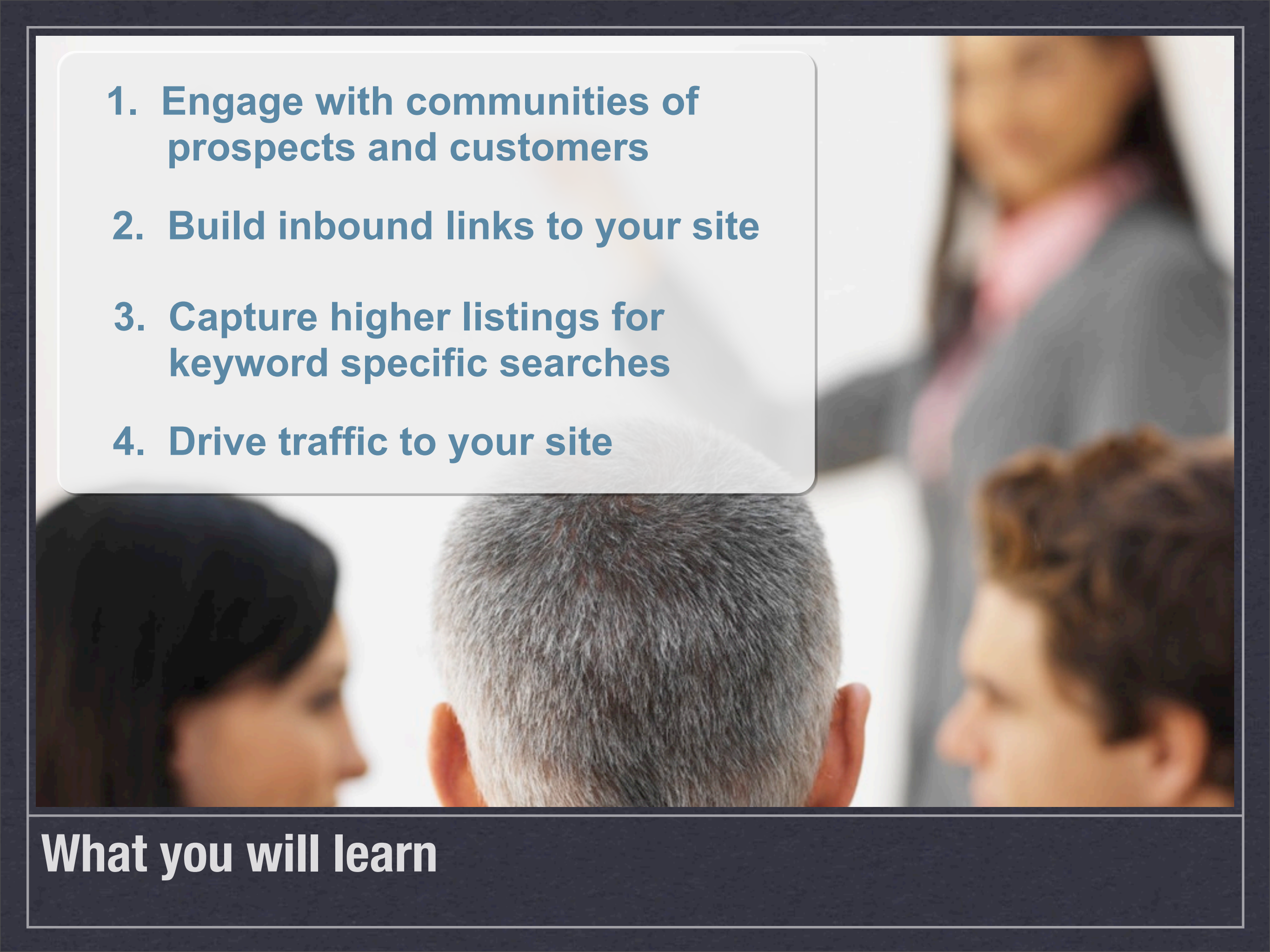
LINKEDIN DRIVES BUSINESS

DATE

December 17, 2007

WHERE

In office at Acquity Benefits

- 
- 1. Engage with communities of prospects and customers**
 - 2. Build inbound links to your site**
 - 3. Capture higher listings for keyword specific searches**
 - 4. Drive traffic to your site**

What you will learn



9 Step Process

WITHOUT SETTING GOALS AND OBJECTIVES, HOW DO YOU IF WHAT YOU ARE DOING IS WORKING?

In every journey there is a first step. Rather than moving forward, though, often the best first step is to “take a step back” and truly consider what it is that you are looking to accomplish, who it is that you serve, what problems they are trying to solve, how you can provide the solution, and how to communicate to them that you have the answer to their problem.

Many social media campaigns fail because they are initiated without any thought. Often the downfall can be attributed to a lack of understanding of the medium. Still some fail due to taking a shotgun approach or by taking too narrow of a view. There are far more ways to fail than there are to succeed.

Developing a strategy is the surest way to improve your chances of success. There are many factors to consider in developing a strategy so we won't try to cover every conceivable option, but here are some things to consider.

Components of an Online Marketing Strategy

- Goals & Objectives
- Buyer Profiles
- Match Solutions to Need
- Create Communication Objectives
- Develop a Tactical Delivery Plan
- Define Success

1. Develop an Online Strategy Incorporating Social Media

BUILD A CONSISTENT BRAND IN TERMS OF IMAGE AND TONE OF COMMUNICATIONS

There are thousands of social media and networking sites and you could drive yourself crazy trying to sign up for everyone. You should focus on establishing a presence on the major sites and then utilize some specific sites that fit your niche. On each site where possible you should use similar color schemes and design elements so that they are cohesive in look and feel.

1. **Blog:** Your Blog is one of the most important components of your online strategy. It allows you to generate content to share across all of your networks to engage your communities. You can use Wordpress, Blogger, or any number of blogging platforms. My personal choice is WordPress but you choose whichever works best for you.
2. **Facebook Micro-site:** Facebook is the 800 lb. gorilla these days in social networking, its too big to ignore. Simply creating a business page is the minimum, but you need to take it a step further. Turning your page into a micro-site allows you to move beyond simple wall posts.

You can create a Welcome page, an offer page that shows people that have not liked your page your offer details and to people that have liked your page how to fulfill that offer, and additional pages that highlight products, testimonials, etc. Of course Facebook also includes standards such as Discussions, Photos, Videos, etc.

3. **YouTube:** Google loves video and so should you. You have the option of customizing your YouTube skin to match your cohesive look and feel.
4. **Twitter:** As a continuous stream Twitter works best for me as a way to share my blog content and to find other content based on a topic search. You can add a custom skin so make sure that you carry over your brand elements to your custom skin.
5. **LinkedIn:** LinkedIn is a great tool to enhance your networking and an even better tool to prospect for new clients, vendors, and referral partners. I love the new enhanced LinkedIn company pages and groups have always been a key resource.

2. Build a Cohesive Social Brand



GREAT CONTENT SETS YOU APART; REPURPOSED CONTENT WILL KEEP YOU SANE!

In developing your strategy you identified specific buyer profiles, which solutions you offer that solve the problems your buyers have, and the keywords they search to find information to solve their problems. Using this information you can now begin developing content to engage these prospects. Regardless of whatever product or service you offer, people are searching out content to help them make more informed decisions.

Two Ways Creating Content Helps:

1. Allows you to share value and educate others helping you build credibility.
2. Creates additional content for search engines to index

People learn in various ways and by producing content in multiple formats you are ensuring that regardless of an individual prospects learning style you can engage them. Search engines also love new content and by repurposing your content you'll ensure that you always have fresh content to be indexed.

Types of Online Marketing Content:

1. Written: Blog Posts, News Articles, White Papers, eBooks, Online News Releases
2. Video
3. Audio: Podcasts, Webinars
4. Social: Tweets, Wall Posts, Discussion Posts

3. Create and Repurpose Content



DO YOU SELF PROMOTE OR DO YOU ADDRESS THE ISSUES YOUR PROSPECTS HAVE?

There is a lot of time, money, and effort that goes into driving visitors to your website. What do you do when they get there?

Do you simply hand them a brochure or do you address the problems they are seeking to resolve? Do you start broadcasting your sales pitch or do you start engaging in a conversation?

Is your site about you or about your prospects?

For many companies, their website is designed with input from multiple departments ...technology, creative, marketing, sales, human resources, each with their own wants and needs. The end result is a site that is focussed internally rather than externally. There are times when based on your strategy the goal of your site is to act as an online brochure. In most cases though, focussing on your potential buyers will lead to a lower Bounce Rate, more time spent on site, and an increase in leads.

Components of a Solutions Oriented (buyer focussed) Website include:

- Educational Content to address common problems.
- Relevant and Informative Content that builds on the educational content.
- Dynamic Content (fresh not static) that captures search engine attention and provides a reason for a return visit. Blogs are an example of this.
- Interactive Features to engage your reader. Examples might include a poll, online tools, forms, etc.

4. Customer Focussed Website



ITS MORE THAN JUST KEYWORDS. ITS ABOUT PRESENCE.

There are different levels of search engine optimization that you can engage in from simply ensuring that your site is tagged properly to ongoing efforts reacting to changes in search engine algorithms. We find that many people miss even the basics of SEO so we are briefly going to talk about some basic things that you can do to impact SEO.

On the next two pages we will discuss On Page and Off Page SEO. Optimization also extends to your social networks as part of building a Cohesive Social Brand.

5. Optimize Your Online Presence

On Page

Compliant Code

A site improperly coded will still be displayed in and indexed by search engines (SE's) so it appears that this might be better placed under the website step. But as search engines continue to tweak their algorithms we can foresee a time when compliant code impacts relevancy. For now reducing the amount of code on your page places a higher priority on your content which should include keywords. Compliant code also makes your site easily spidered and allows you greater control over which portions of your content are given more weight by the search engines.

Optimized Tags

This includes your Title tags so SE's know how the page is distinct from the others on your site, the description tag informs SE's what the page is about, image alt tags in case your photo doesn't display (plus if the image is linked the alt tag act like anchor text), heading tags to create a hierarchical structure for your content, and finally blog tags to help categorize your posts for indexing by SE's.

Keyword Rich Content

Rich Keyword content helps you in two ways. First, it allows your website or blog post to convey information and content to the popular SE's helping your content be indexed and linked to. Second, it provides clarity to readers interested in your site or blog topic. Just be sure not to overdo it or you will come off as spammy.

Frequently Updated Content

Frequently updated content can impact your SEO, but you need to ensure that the content offers value to your target market. In Google's SEO Starter Guide it states "Creating compelling and useful content will likely influence your website more than any of the other factors listed in this guide"

A couple of the benefits are that over time Google will index your site more frequently, each new article or blog post adds a new page to be indexed by SE's, and good content is shared driving new traffic which can affect Page Rank and search related traffic.

Site Map

Creating an XML Site map file for your site helps ensure that search engines discover the pages on your site.

5. Optimize Your Online Presence

Off Page

Inbound Links

One of the most important measures for your website is how many Inbound Links your site is getting. The number of inbound links acts as a scorecard for SE's and the more you have the more likely your site is relevant. Just remember all inbound links are not equal.

Quality of Inbound Links

A single high-quality link can be far more valuable than dozens or even hundreds of low-quality links. Some factors that affect quality include the age of the domain linking in, the authority of the page linking in, and the anchor text used to link in. Reciprocal links are usually less valuable than one-sided links.

Relevance of Inbound Links

If your site or blog focuses on the automotive industry and you receive links from sites that focus on pets there is little relevance to the inbound links. SE spiders are known to scan the content of the back links before grading their category.

Domain Age

Older domains have a distinct advantage over new domains. There's not much you can do but be patient and work on those factors you can control. If you do change your url just be sure to properly redirect your old url's to your new site.

Page Rank

There are questions about whether Google Page Rank has any SEO importance and I've yet to see a definitive answer. But that being said I would rather my Page Rank be higher than lower.

5. Optimize Your Online Presence

A group of people, mostly women, are shown from behind, embracing each other in a warm, golden light. The scene is intimate and suggests a supportive community. The background is softly blurred, focusing attention on the people in the foreground.

IF IT EXISTS, JOIN IT. IF IT DOESN'T, BUILD IT.

Its a cliché. We know its a cliché, still we're going to use it. If a tree falls in the woods and no one is there to hear it does it make a sound? Yes it makes a lot of noise but no one is there to react or respond, so it happens and is done.

The same goes for tweets, wall posts, and other social media communications. Your messages still can be communicated, but without building significant or relevant communities, not much is likely to happen. Maybe someone steps over your communication and you get lucky, but thats not much of a strategy.

If you want to effectively communicate you have to speak to someone else other than yourself.

Building Social Communities allows you to communicate and share relevant content of value to market to community members under the radar. Your communities can also be a valuable source of feedback.

6. Build & Engage in Communities Where Your Prospects Engage

CONTENT THAT BUILDS LINKS AND DRIVES TRAFFIC

Most people think of RSS feeds when they hear the term web content syndication. In our strategy we expand the definition to publishing content in multiple formats and in multiple locations. We outline many of the types of sites we syndicate content to in Step 2, creating online content.

Within those sites we classify five categories to syndicate content to:

1. Social Networks: Including Facebook, Twitter, LinkedIn and other social networks. Here we share the content to drive engagements, conversations, and traffic back to the original content source.
2. Social Content: Including YouTube, Flickr, and Podcasts sites such as iTunes or Podcast alley.
3. Controlled Channels: Our primary channels include our blog and website.
4. External Channels: We also want to ensure that we use resources that we don't control to share content. Opportunities include guest blogging, article sites, social bookmarking sites, and online news release sites.
5. Social Advertising: The final category is using advertising on social networks. Facebook and LinkedIn provide great opportunities to engage targeted prospects.

Later we will review how content syndication fuels your online strategy.

7. Syndicate Content to Multiple Channels

KPI ARE KPI & ROI IS ROI, BUT KPI ARE NEVER ROI!

Can you track social media ROI?" is a simple yes or no question. Unfortunately the answer isn't so Black and White. It seems the more people think about it the more mis-construed things become.

One problem with tracking social media ROI is that people often start with a flawed definition. If the words engagement, traffic, bounce rate, retweets, comments, Digg's, Stumble's, etc are included in your definition you are already off track. I'm not saying that you should not track or measure these items. Some of these measurements may be defined as key performance indicators and indicate whether or not you are on the right path. They just don't belong in the ROI equation.

Defining Investment

ROI = Return on INVESTMENT. So lets look at the definition of "investment".

in·vest·ment : Property or another possession acquired for future financial return or benefit.

You'll notice that in the definition I have underlined the words "financial return or benefit". If you're into social media for "social reasons" then you are spending time, not investing. As a business person you only spend (waste) or invest dollars (time is money), which will result in more or less dollars being returned to you. Dollars out vs. dollars in.

ROI Formula

$$\text{ROI} = (\text{Gain from Investment} - \text{Cost of Investment}) / \text{Cost of Investment}$$

The components of the ROI formula are all dollar based. Suppose at the end of the day I made \$10 by investing \$7, I would have an ROI of 42.8%. It doesn't matter whether I had 100 visitors to my website or 1,000. Traffic has nothing to do determining ROI. Now if I paid \$1 to drive the 100 site visitors then that would factor into ROI as a component of cost.

8. Track and measure results

Cost of Investment

If you're looking to track the cost of your social media initiatives it should not be that difficult. If you are paying someone else to do the work for you then whatever you pay them is your cost.

If you are doing it yourself then you need to calculate the value of your time (opportunity cost). While you can guesstimate these numbers the more accurate they are the better your decision making capability will be.

Gain From Investment

Tracking social media related sales is a difficult and in some cases impossible task. You will never be able to directly attribute every sale that resulted from social media initiatives back to social media. So what?

If you ran a television or radio ad could you track every sale that they generated? No. So what do you do? You track what you can and move on. Its easy to add a specific url, drive people to a landing page page, or use coupon/promotional codes to track sales. The same techniques that have traditionally been used in online marketing and email marketing will work.

Where most people get bogged down is worrying about the value of social mentions, retweets, comments etc. If you're tracking ROI then these are currently irrelevant because from an ROI perspective their value is \$0 until they translate into a sale. I'm not saying that these social engagement metrics are worthless, in fact they could be extremely valuable. They just are not part of our ROI conversation.

Wrap Up

When I look at a new campaign my initial focus isn't on ROI. I'm more concerned with are our communities growing, is traffic increasing, are more people engaging with the brand, are we starting to generate leads, and are we driving revenue. These are the stepping stones to driving ROI.

Positive trends here do not guarantee a positive ROI but based on experience they are key indicators of whether or not we are moving in the right direction.

8. Track and measure results

A man in a white dress shirt and a blue striped tie is sitting in a meditative lotus position on a paved surface. He has his eyes closed and a calm expression. The background shows a vast ocean under a soft, hazy sunset sky. The overall mood is peaceful and contemplative.

IT TAKES TIME TO BUILD CREDIBILITY, BACK LINKS, KEYWORD RELEVANCE.

9. Be Patient



2 Key Components to Engage 360



95% of new media users believe companies or brands should have a social media presence.

89% believe that they should interact with their consumers in this space.

78% of consumers trust peer recommendations.

51% of respondents say that social media has influenced their online transactions.

Companies that blog get 55% more website visitors.

57% Have acquired a customer through their company blog.

SOCIAL MEDIA STATISTICS TO SNACK ON



Sharing the Conversation & Sharing Content



BUILDING YOUR COHESIVE BRAND
KEY COMPONENTS OF A SOCIAL STRATEGY



78% Of Internet Users Conduct Product Research Online.

70% of the links search users click on are organic and not paid.

79% of Adult Americans Use the Internet.

11.1 Billion Searches in the U.S. are conducted every month on Google; 16.9 billion total searches.

ONLINE STATISTICS TO WHET YOUR THIRST



SYNDICATE CONTENT

CONTENT SYNDICATION CHANNELS

Social Media

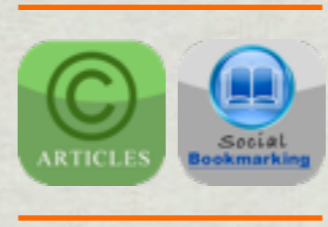
Content to Syndicate

Website

Blog

Drive traffic to website and blog

Email Newsletter



Feed content to Social Sites

Search engines index content; Back Links built

Search engines index content; Back Links built



Keyword Search



LET'S RECAP

1. Engage with communities of prospects and customers
2. Build inbound links to your site
3. Capture higher listings for keyword specific searches
4. Drive traffic to your site

9 Step Process

How it all works together

WHAT'S NEXT?



Cohesive
Social Brand



Syndication
Channels

Landing Pages

Conversion Rate
Optimization

Mobile

OUR SERVICES

Ready. Set. Go!: Includes creating and optimizing social accounts:

- Facebook page customized microsite
- Twitter account with customized branded skin
- LinkedIn profile review and optimization
- YouTube with customized branded skin
- Create and build Wordpress blog
- Custom email newsletter template

Engage 360: Includes managing above accounts and syndicating blog, video, and audio content to:

- Up to 10 Article sites
- Up to 5 Video directories
- Up to 3 Podcast directories
- Up to 7 social bookmarking sites
- Social networks including Facebook, LinkedIn, and Twitter
- Monthly email newsletter
- One press release per month

Conversion Optimization: Improve conversions of your Landing Pages, Website, Shopping Cart, Email, and Pay-Per-Click Campaigns by testing all page elements using:

- A/B Testing
- Multivariate Testing
- Usability Studies
- Heat Mapping and Eye Tracking Analysis
- Analytics Analysis

For more Information

SocialMediaSonar.com

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Read the Social Media Sonar blog at: <http://socialmediasonar.com/blog>

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Read the Surge blog at: <http://www.surgelabs.com/blog>

Download the Surge Conversion Optimization guide at
<http://www.surgelabs.com/conversion-optimization-guide>