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The Complete SeoCustomer Guide 2011

SEO, SEM, Social Media Traffic
and Link Building

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Welcome to my SeoCustomer Guide

I am very proud to give you this guide with tips and tricks about SEO, SEM, Social Media Traffic and Link Building.

My goal with this guide is to help you and your business. So please give me a comment on www.SeoCustomer.com.

The articles in this book are all posts from www.SeoCustomer.com but putted together in one book so you can site back and read them carefully.

To get the newest articles go and visit www.SeoCustomer.com. Remember to like us on Facebook and sign up for our newsletter.

Yeah yeah yeah I know – all the misspellings are mine. But if I wrote it in Danish not many of you would understand me right?

Well no more small talk. Lets get to business. You have your favorite music on and coffee or tea in your cup?

Okay lets go into the magic world of SEO, SEM, Social Media Traffic and Link Building.

Welcome to my world :)

Henrik

SEO and what to call your website

You got an idea for a business on the website but you are not sure what to call it?

Well the name of your homepage is very important for Google and the other search engines. You wanna get a high ranking on your main keywords and the name of the website tells Google and the other search engines what is important to you.

In other words - if you wanna get high on the word "SEO" you better be sure that this word is in your name too. But I tell you there is a big competition for that word. So another way to find your name for your business and your website is to choose 2 or 3 main words.

Then go to www.bustaname.com. Add your 2 or 3 keywords and check out the different combinations that are available :)... Yes I know... its REALLY AWESOME. Try it.

I got my name for this website this way. Let me know if it works for you too.

Yours
Henrik



The Secret Google Ranking Algorithm is here

So you wonder how Google makes its ranking right?

Well here it is - its for your - and the best part is that its FREE.

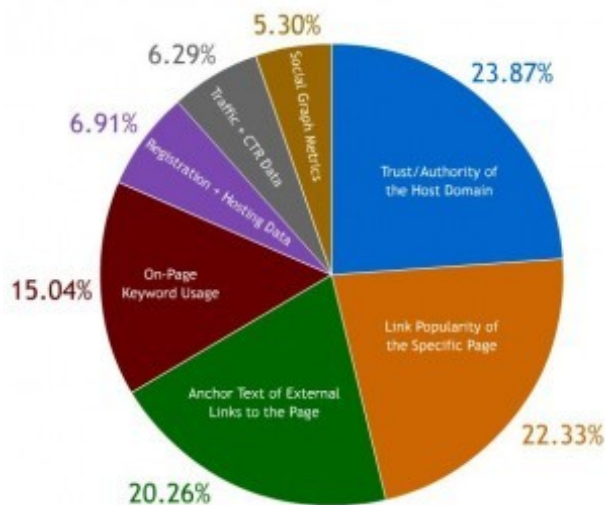
Well I have to be honest to you - I don't have it from Google. The percent is taking from a 72 SEO's surveyed for SEO most biennial search ranking factors. But its getting very close to the real thing.

So lets run though the algorithm because its so very important to everything we are going to do in SEO.

First of all did you see that "Link Popularity of the specific page" and "Anchor Text of External Links to the Page" together makes up for around 42 percent of the ranking. Yes you read it right. That's why link building is so important. That's why all the SEO people keep running around shouting about getting links to your page. And that's why we will pay high attention on links and getting those back links. I will tell you much more about what to do later on.

Components of Google's Ranking Algorithm

(According to 72 SEOs Surveyed for SEOmoz's Biennial Search Ranking Factors)



How Google calculate the ranking of websites

And did you also see the growing important of social media. The links coming from social media are very important for the ranking. Here its over 5 percent. And that is also links. So over half of the ranking on Google is about links.

Onpage keywords usages

Another interesting thing is the on-page keywords usages is only 15 percent of the ranking. So no matter how much effort you are doing to write your keywords into the text, make the

picture tag making extra pages with the keyword - it only count for 15 percent.

Of course 15 percent is a lot too - and if your keywords is not on the page you will have a problem. So we still have to work with the on-page keywords.

Traffic and CTR data

And yes - traffic is important. Websites with a lot of traffic must be more important then websites without or with less traffic.

And the CTR (click through rate) its important. How many times are your website shown in searches compared to how many time people are clicking on your link.

That's why you have to work with the meta description even though its not really important in the ranking - but make people curious so they just have to click on your link.

Well.. now its time for some coffee..

Tools for SEO

Here I will collect the most awesome tools you can use to optimize your website.

So PLEASE HELP.. tell about the tools in your comments and I will slowly build this page better and better.

Yours
Henrik



Page checker

www.seocentro.com (Free) - Search engine optimization tool for checking the current PageRank from (multiple) sites.

www.prchecker.info (Free) - also a PageRank checker, fast and easy

Do you wanna check if Google has indexed your pages - well here is the tool www.1pagedesign.com/google_page_index_checker

Keywords

www.webconfs.com (Free) Keyword Density Checker - really awesome tool

Google Keywords Tools (Free) If you only wanna use one tool. Then its this one. Write a keyword, get ideas, check traffic estimates. There are 2 kind of people in this world - those who love Google Keywords Tools and those who are lying.

www.ranks.nl/tools/spider.html (Free) Really cool site with an awesome Keyword Density analyzer. Great tool. Try it....

<http://www.getrank.org/tools/keyword-extractor/> (Free) Extract keywords from any website and create a list of single, double, and triple word key phrases.

<http://www.getrank.org/tools/multiple-keyword-se-position/> (Free) Check a website's search engine position for multiple keywords.

Links

www.backlinkcheck.com (Free) Wanna check your backlinks, their PR, the score. Great tool

www.seocentro.com (Free) How popular are your site and you can also compare it with 2 other sites.

Social Media

www.urlmetrix.com (Free) Amazingly fast tool. Analyzes everything from Alexa to Technorati to Compete.

<http://backtweets.com> (Free) This tool finds you all the backlinks from Twitter to your site. Amazingly quick.

www.sitemention.com (Free) Where are your site mentioned in the social media. Information is gathered from Google blog search, Twitter, Friend Feed, Youtube, Myspace, Flickr, Yahoo Answers, Digg, Delicious, Furl and Reddit.

SEO reports

www.ibusinesspromoter.com/ - this program will give tell you exactly what to do to get on the first page on a search engine. Awesome report (but not free).

You have a Twitter account but no traffic from Twitter?

Well I will tell you about a strategy that works. A strategy that will give you traffic. This is all about how to get Twitter followers and targeted traffic from Twitter.

It's no good just to have a Twitter account and maybe post something from time to time. You will need this – A Twitter Strategy.

Okay ... I will stop writing about what I am going to write about ... and get to the point.... Are you ready? Okay here we go...



First of all.. why do you need Twitter?

First of all it can give you maybe the largest referral traffic source.

Your competitors – I am sure – are already using it. So if you are not using it you are behind already.

But it can also potentially help you to get higher ranking in Google and Bing for the regular organic searches - yes it's true :)

First thing first... how to get followers

You will need to get not only traffic – but you also need to get the right kind of traffic. Relevant traffic.

The best way to get followers is to follow the same kind of people. So type in your keywords and check out the people and start to follow them.

Take another keyword and do the same again.

After you have done this with some of your interest and keywords – check out your competitors. Who do they follow? Then start to follow your competitors' followers too.

Very easy right?

But but but but

There's always a but – lol. The maximum number of followers you can follow is 2000. When you get to 2000. You will have to wait until your followers also reach 2000.

After that you can get 10 percent higher. That's it 2200 – and then wait again until your followers reach 2200.

There is no limit of maximum number of Twitter followers, who can follow you.

So when you reach 2000 you will have to unfollow the people that don't follow you back !!

This way you get the relevant traffic.

So here is a working plan for you

One of the most important things in the Twitter strategy is to do it the professional way. So... the first week you will add about 300-400 every day. But in weekend you will remove those people that don't follow you back.

Just to add people is easy – but its important you remove the people that don't follow you back.

There are some tools you can use – check out TweetAdder. With this program you can use to unfollow, but you can also use to scheduling your tweets, search for potential followers and a lot more. Try it :)

Next step in your Twitter strategy is to get more accounts

This way you can get 5 times as many followers then just with one account. So do it.

If you are selling used cars – you can have an account about used cars, one about cars, one about ford cars, one about Toyota etc..

Now its time to tweet

If you have been on Twitter you know the problem – how to get noticed. There are so so so many tweets out there right?

Okay a good strategy is to tweet in blocks. So every time you are going to tweet make 4 tweets. Your first 3 tweets can be quotes from experts, ideas, news – but in the last of the 4 tweets you make a link to your own blog.

Because its the last one – its the one that people will see first.

Do yourself a favor – don't just do a tweet – have a twitter strategy – and you will get your traffic.

7 reasons for social media or ...

... what to tell your boss

Perhaps you know the situation?

You want your company to use Facebook or twitter, but the CEO or marketing manager thinks that social media is a waste of time.

"Why should we waste time and money on Facebook? We don't have time to keep up with what customers are saying. We do not have time to respond to blogs."

Hmmm .. I've heard this many times.

Let me tell you a secret - which is not really a secret. Social media is here to stay. And you might as well start to use them. Remember when marketers thought about the internet in the 90s - just something for IT freaks? .

And here is another secret - within very very short time, the website as we know it today is gone. Users will have the rights to comment on what they read and see. This is like going from print to web.

eMarketer expects in 2010 that BtB industry spending will increase by 60 percent. Okay - your boss is still screaming ?



Well here are 7 good reasons for companies to be on social media

1. We all want to involve our customer in our company and products. To involve customers we have to get a dialogue with the customer right? Could you imagine that you involve yourself privately with someone with an one-way dialogue? No. Involvement requires dialogue. Social media is dialogue.
2. "We do not have time to read what it says on our blog and Facebook". Wow - I'll tell you a secret. Those who write to you on your blog are either customers or potential customers. They have taken their time to write to you. Don't you have the time for customers?
3. Maybe they write negative things about your company and you don't know what to do about that. Well whether you have a blog or your customers may comment on your pages - they will write about you. Maybe on their private blogs or Facebook. When customers comment on your page you can enter into dialogue with customers and heard some negative things too. But hey - the customers can actually point out important problems which must be addressed.
4. The cost to get started with social media is low. It is free to open a Facebook page, a twitter account, etc. The biggest cost is the time consumption afterward.
5. Most companies writes in their strategy that they wanna be leading, innovative, dynamic - well now is your chance there.

6.Social media is a whole new channel in your marketing portfolio. And yes you need it - some of your competitors are using it so you will have to use it too - or loose customers to your competitors.

7.You can dramatically increase traffic on your website using social media. The important of links are very very high in searches such as Google. With social media you can spread your links out and get many back links to your website. Your boss knows that traffic is money?

Social media is not only Facebook and twitter. Social media could be..

- Microblogging (Twitter)
- Photo sharing (Flickr)
- Video sharing (YouTube)
- Social bookmarking (Digg)
- Wikis (Wikipedia)
- Podcast (iTunes)
- Social communities (Facebook, MySpace)

So kick your boss in the ass and lets get this going ..

Yours
Henrik

Getting those damn backlinks..

Okay I admit it – getting theses backlinks can be very very very annoying and frustrate. Why don't we have a program to click on – and then we have 10.000 backlinks... hmm

Maybe the most important single issue in SEO is backlinks. Links are making up around 50 percent of the ranking. So no excuses – are you ready for this? 1-2-3 here we go...

And by the way – there is no easy way folks. Sorry for that :)

I will tell you and show you different things you can do to get those damn backlinks.



Blogs

1. Start a blog. You probably know much more about your product than your viewers and customers. Post regularly and be sure its great content. Sorry folks I told you – no easy way right
2. From your blog you gotta link to other blogs. That's the way to be noticed on the internet. Be active.
3. You can get your blog listed in some of the best blog directories (<http://blogs.botw.org/>). In the end its about getting attention out there.
4. Be active on other blogs. When other bloggers are reading your article and post some of them will link to your blog.
5. If you link to other blogs remember to write a mail to them telling them – some of them will link back to your blog.
6. Remember to tag your posts. It will help some of the search engine to notice what its all about

Free linking

1. Get onto Google Groups (<http://groups.google.com/>) search for your service or product and answer some questions – and yes remember to answer with links to your website.
2. Do the same with Yahoo! Answers (<http://answers.yahoo.com/>). Again remember the links every time you post an answer.
3. Do you know the Squidoo page (<http://www.squidoo.com/>). Set up a topical page and link to expert documents and useful tools. And yes remember to create a link back to your site.
4. I love number 4 here – if you have a good advice or another free website to use pls send

the link back to me and I will update this post. Thx

5. Remember to go to Wikipedia (<http://www.wikipedia.org/>) and write about your company. You can also go to other articles that is related to your industry and company and try to make links to your website from there too. If you are in the Energy business go to search the organizations your companies are involved with and try to make links to your company from there.

6. Put up an article on your website and submit your story to Digg (<http://digg.com/>) with links back to the story on your website.

Wow folks... I haven't even got started yet. Grab some coffee. Ready? 1-2-3 lol

Pay Per Click

1. When you use PPC like Google Adwords you will get peoples attention. Some of the people would never had visit your site without the add. So grab the attention, maybe try to make them sign up for a newsletter. Maybe some of them will link back to your site or blog. YES YES YES I know... I really don't like PPC so much – but sometimes it can be useful – right?

Freebies and giveaways – Contests

1. In my younger days (yes I have been younger) I didn't like contests. But now I love them – and why? Because they works. A good 200 or 300 dollars prize can generate thousands of links. Make your contest so people will share your link – use a Facebook contest or ...

2. Make yourself an expert by providing a lot of tools for your customers. They will return to you when they need a link. Some will link to your page because they wanna show everybody where to find the good tools. (oh boy I need to do that too on this blog).

3. Tell your viewers that if they give you some feedback they will get something. Maybe a whitepaper ... or a 7 steps to book.

Do you want me to stop now? No? Okay ... the coffee is still hot?

List lovers

1. We are all listlovers. No no no not all – I know. But most people love lists. So build a top 7 list, or top 10 list or 100 ways to.... People love to list to those. (hmm should I have made this as a huge list? - damn when will I ever learn)

2. Build a 99 or a 101 list

3. Build a list with 10 myths for your category

4. Get a guru or expert to show your authority

Local links and business links

Get link from your local chamber of commerce

Find relevant city and state governmental site where you can submit your link

Sometimes the local library has a useful web site

Check if your business partners wanna put a link on their website to your site

Sorry folks now its time for the coffee... but there are plenty more possibilities regarding getting links back to your site.

How to find your keywords... hmm



Well.... so many potential keywords. Where to start... Well if I was Columbus (do you know that TV show?) I would follow the money.

Let me go step by step in showing you what to do in getting the right keywords for your website. Okay did you get your coffee? If yes.. lets start...

1. First of all find the most relevant keywords for your business. If you are in the business of selling cars. Your relevant keyword is car. But if you can make it more clear - it will work much better for you. Maybe your real business is Used Cars. So be as precise as possible.

One way to find keywords and get ideas is to go to Google Keywords Tool. Try it now. Type in the words Used Cars - and suddenly you will get over 100 new ideas. Easy right?

Now take away all the keywords that is not relevant for your business. Google dont know everything (wow did I write that - lol).

2. Second be sure that your SEO keywords get enough traffic. Maybe you have found your perfect SEO keyword but nobody is really looking for that. You could have found "Used hybrid cars for families with dogs" (yes I know its long - but I had to come up with something).

The traffic for that phase is just to small. So how do you check the traffic? Well the Google Keywords Tool is helping you here too. You can check how much traffic there is on the internet.

3. Competition is important. Many you have found that the best keyword is "Used Cars" - very very relevant and tons of traffic. But I am afraid you will get a problem. There are a lot of companies selling used cars - and a lot of them already have a lot of traffic, backlinks and so on. So it will be very hard for you to get on the first page when people are seaching for used cars. So you will have to check out the top 10 companies using that word phase.

There are different programs on the internet that can tell you about the competition. I use a program called Market Samurai. Here you can quick check out if there are companies on the market that are relative new, who has few backlinks, low page rank and so on. In other words - can you make it for the first page on Google (or other seach engines).

Another could be SEO Power Suite. (please write back to me if you know other programs and the best are FREE programs of course).



check competition, market samurai

Try the Market Samurai for free by clicking on the banner below here :)



Now we are almost there. We only need to check one more thing. Do you still have coffee in the cup?

4. The last good thing to check is Commerciality. And why? Well maybe you have found a perfect relevant keyword with a tons of traffic and you can see that you can make it to the first page - BUT ... (yes yes I know there's always a BUT also in this world lol).

Is the word worth anything. What are companies paying to get high on Google Adwords. If you have found a word that people would pay a lot of money for you have found you Gold. And why is this important. Because companies will never pay for a word then they can sell and make money for. So if people are buying a word for ... hmm.... 10 dollars (yes I know that was high) they must make more money then 10 dollars for a click right?

I wasn't going to write this much... I hope I didn't lost you ... lol..... yes yes I know your coffee is cold - sorry for that.

Yours
Henrik

How to get into top 10 of Google

How you ever wondered what to do to get on the first page on Google. Well you don't really have to wonder anymore. I will tell you what to do.

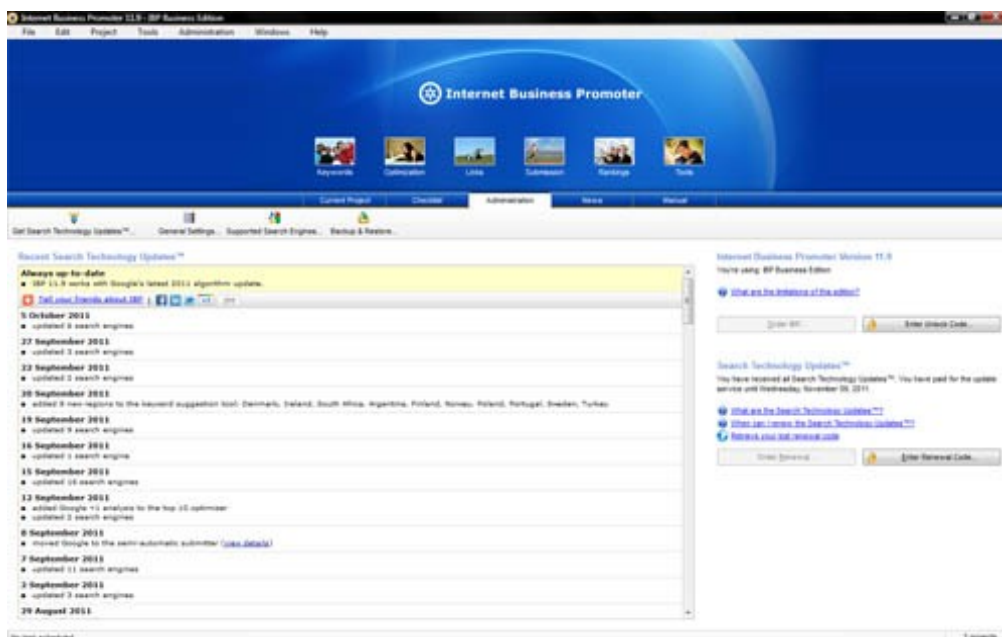


SEO is all relative right? You can be very bad at it – but if your competitors are worse – then all is good. So for a start you have to check out the top 10 list. How many times do they write your keyword, how many times do they use the keyword in the headlines, how many inbound links do they have with the keyword in the anchor text and so on ... pyhaa

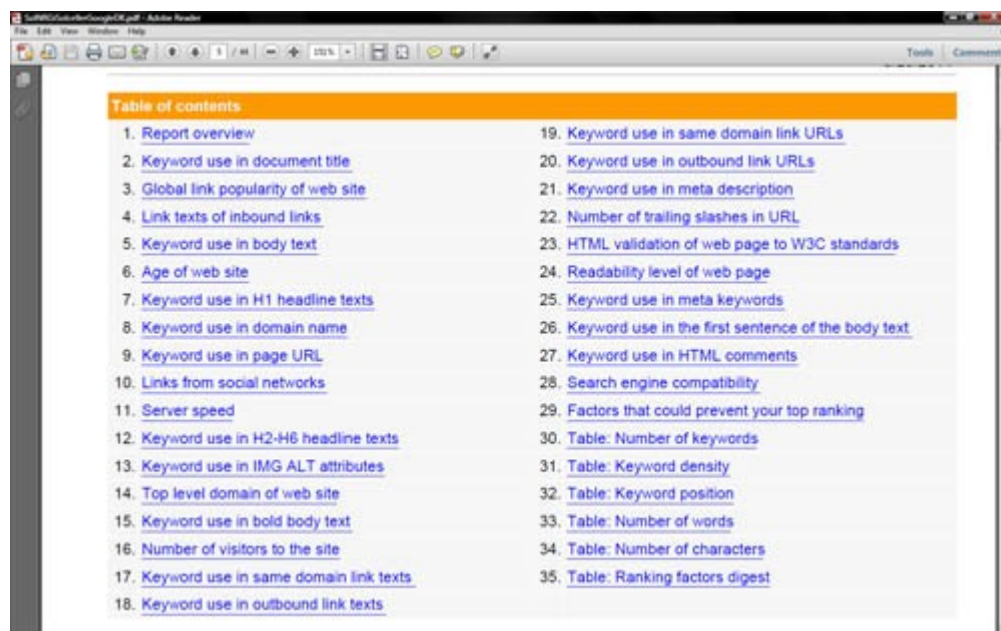
Its all about being on the first page. Make more text with your keywords? More headlines with your keywords? Hmm... or maybe you have enough text. You have to compare your site to the first 10

webpages on the top 10 in Google (or another search engine).

There are a lot of free tools around – but it will take you so much time to check it all out. So I will tell you my secret. I am cheating. I am using a program from Internet Business Promoter. The program is not free – and I know you can find free programs on the internet to tell you the same things. But this one will put it all together for you – make the analyzing – write a report – and tell you exactly what to do.



I will compare your site to the top 10 on the list. It will tell you what are the important things to change, where you don't have to do anything and so on. You will be amazed.



The screenshot shows a PDF document with a table of contents. The items are listed in two columns, numbered 1 through 35. The items include various SEO factors such as keyword use, link popularity, server speed, and readability.

1. Report overview	19. Keyword use in same domain link URLs
2. Keyword use in document title	20. Keyword use in outbound link URLs
3. Global link popularity of web site	21. Keyword use in meta description
4. Link texts of inbound links	22. Number of trailing slashes in URL
5. Keyword use in body text	23. HTML validation of web page to W3C standards
6. Age of web site	24. Readability level of web page
7. Keyword use in H1 headline texts	25. Keyword use in meta keywords
8. Keyword use in domain name	26. Keyword use in the first sentence of the body text
9. Keyword use in page URL	27. Keyword use in HTML comments
10. Links from social networks	28. Search engine compatibility
11. Server speed	29. Factors that could prevent your top ranking
12. Keyword use in H2-H6 headline texts	30. Table: Number of keywords
13. Keyword use in IMG ALT attributes	31. Table: Keyword density
14. Top level domain of web site	32. Table: Keyword position
15. Keyword use in bold body text	33. Table: Number of words
16. Number of visitors to the site	34. Table: Number of characters
17. Keyword use in same domain link texts	35. Table: Ranking factors digest
18. Keyword use in outbound link texts	

Report overview

The program will analyze all this for you. But of course you can get most of it free on the internet too. But use this list as a checklist for yourself too when you do SEO for your website. With or without this program.

- Keyword use in document title
- Global link popularity of web site
- Link texts of inbound links
- Keyword use in body text
- Age of web site
- Keyword use in H1 headline texts
- Keyword use in domain name
- Keyword use in page URL
- Links from social networks
- Server speed
- Keyword use in H2-H6 headline texts
- Keyword use in IMG ALT attributes
- Top level domain of web site
- Keyword use in bold body text
- Number of visitors to the site

- Keyword use in same domain link texts
- Keyword use in outbound link texts
- Keyword use in same domain link URLs
- Keyword use in outbound link URLs
- Keyword use in meta description
- Number of trailing slashes in URL
- HTML validation of web page to W3C standards
- Readability level of web page
- Keyword use in meta keywords
- Keyword use in the first sentence of the body text
- Keyword use in HTML comments
- Search engine compatibility
- Factors that could prevent your top ranking
- Table: Number of key words
- Table: Keyword density
- Table: Keyword position
- Table: Number of words
- Table: Number of characters
- Table: Ranking factors digest

Heres what you do

You have to tell the program what the keyword you wanna analyze. Lets take "used cars". Then you will have to tell what search engine you wanna optimize for. Lets take "Google.com".

Then you run the report – yes ... I know ... to easy. But thats all.

Of couse it sometimes can be a little difficult to get on top 10 still. What if the other websites have 200.000 backlinks each.. hmm.... but with this tool you know what you are up against :)

The result is that you will be on the first page on Google :)

Get the program here IBP and get a good start with your SEO. Its really worth it :)

Get **top 10** rankings on **Google!**

IBP is a top rated SEO software tool that helps you to get **top 10 positions on Google & Yahoo!** You'll get more customers and more sales.

You choose the search engines and the keywords for which you want to have high rankings.

[Click here to download your copy now!](#)



Good advice before you start doing Google Adwords

Google Adwords is a great way to get some traffic to your website and of course reach your goals for the website.



But before you start doing Google Adwords read this first. Good advices before starting doing Google Adwords. You will get a much higher result. But no more talk – ready for business?

1. Always to split-test of your ads. A lot of people forget this. When you split-test your ads you try different words – different headline, different 2nd line etc. Run them simultaneously. You will be surprise how even small changes make big changes in the respond. I really love this split-test – you should too.
2. Turn your optimize ad serving off !!You can much faster see who the winner of the split-test is. But when you turn it off remember to check your campaign every day or every 2nd day. (I am so curious so I do that anyway – what about you?)
3. One of the most important thing in Google Adwords are CTR = click though rate. If you improve you CTR you will get lower click prices and therefor more traffic. So you will have to work with the CTR rate. But remember in the end there is something even more important for you – your conversion rate.
4. Try to have your keyword in the display URL. So if you are selling used cars and your normal website is called www.abc.com. Try to make your display URG www.abc.com/usedcars. Remember that Google Adwords will write the search word in bold.
5. If you have like 200 Adwords you can do 200 ads with one keyword for each. (well you can – but you have a life outside of Google Adwords too – right?). So the answer is creating ad groups. But remember to make it tight ad groups based on a narrow set of related keywords. Don't put to many keywords in one ad group.
6. Remember the headline much be a killer. You have to get the attention of your potential customers. The 2nd line much be a great advances for the customer. And 3rd line much be why they should be buying from you.
7. Every week – or whenever you have enough statistic go though your keywords and take the bad performers off the list. By taking of the bad performers off the list the rest of the keywords will get a high CTR. But again – remember to check if some of the bad CTR performers do good in conversion.
8. Don't be to slow declaring a winner. If you are not sure if the best performing ad is the winner go to www.splittester.com. Here you can enter the numbers of clicks and the CTR for your 2 competing ads – and check out if you have a winner.
9. Don't be to quick declaring a winner. Again check – check – check. Use the www.splittester.com.
10. Remember to use the negative keywords. If you are selling something take away all the

people who are looking for FREE stuff. Make free a negative words. If you are selling something new – take away the searches that are looking for second handed and so on. All this is to make your CTR higher.

And I have my best secret advice for last.

11. You can put in a code so that the headline will show exactly what the people are writing in the search bar. You will get much much higher CTR with this trick. Promised. At least try it out.

Well good luck with your Google Adwords... And remember to have fun and enjoy it.

Yours
Henrik

Get backlinks now - in 2 minutes



Henrik

This post is very very small... because I just wanna tell you about a very easy way to get backlinks to your website.

Go down here below and give me a comment. Write your website address and here you go. You have a back link. And of course you can do that in a lot of different blogs. So hit it and get going..

Wow my shortest post ever.

Yours

Facebook SEO



People has asked me about Facebook. Almost every company has a Facebook page theses days. But how do you best use it for marketing? Well here is some guidelines for you all. Use them and it will work for you.

The name of the Facebook page title

Its very important to get the right name of your Facebook page. If you choose a name like – cheap cars – some people would think of you as a spammer – and less people will wanna share it with their friends. Also Facebook has recently been disabling updates for generically named pages. Therefor – use your company name as the name of the website. And stick to it

Select the best URL (Facebook user name)

Facebook is showing your pages's URL like this – www.facebook.com/yourUsernameHere. You can select a user name at www.faceook.com/username. This is a very important SEO opportunities on Facebook so use this.

So it here you will use your keyword – or combine your name and your keyword. If you are selling used cars – your Facebook address could be www.facebook.com/UsedCars. Facebook has black listed some generic user names but there are a lot of possibilities.

By the way – you facebook username/URL cannot be changed ever. So be carefull when you pick it. And – you will need at least 100 fans before you can select a user name. Do you have less than 100 fans you will have to wait.

About text box

Use the about text box to write keyword dense text near the top of your page. You have 250 character limit, so choose your words wisely. Search engines loves keywords close to the top of your page.

Info tab

You can use the info tab to write much more about your company. And of course remember

to use your keywords, text and links. Address, city, State, and Zip code are important for local searches. Company overview, mission and products are important for product searches. Include your website address. Also remember to pick the right category of your business.

Create extra boxes and tabs

Facebook allows page owners to create extra boxes and tabs where you can write any kind of static content – text, images and links. This can be a great way to boost the content density score of your page. Use them :)

You can use the Static FBML application to create more boxes or tabs to your Wall. Look up Static FBML application on Facebook.

Status updates with links

Google loves pages that links to relevant sites. So when you post a link to your website in a Facebook update – Google will love that. And when Google loves it we all do ... right?

Remember you can write the URL link in the text – or you can attach the link.

Add photos with captions, events with descriptions, and a discussion forum

When you add photos in your use verbose and keyword dense descriptions. So take your extra time (1 min. to include text and keywords in the description field that you want to rank for.

When you are making events – yes again – make a description of it using your keywords. And make a discussion forum for your page.

Inbound links and more fans

Use your normal website to get more links to your Facebook page. You can try to use the – Find us on Facebook – badge.

Its pretty simple right? The more fans or likes – the more links to your Facebook page. The more links the higher ranking. It all works together.

So yes – you have to take your SEO glasses on when you are working with Facebook.

All the best to you all...

Yours
Henrik

The perfect SEO page is right here



People has asked me – how do I make the perfect optimized page. How do I write for web?

How do we put it all together. Well lets take it step by step. Then its not so difficult.

Remember I love to hear your comments on this :)

HTML head Tags

the title. One of the most important elements on a page. Of course your keywords has to be in the title. But also remember to the keywords as the number 1 or maybe 2 word in the title.

Meta description. The meta description is not used by the major search engines. But the better you make the description the higher the click though rate you get. And high click though rate will get you higher in searches.

Meta keywords. Yahoo used this in the good old days. But now Bing is doing the Yahoo searches. So don't waste your time with the meta keywords. Well it will not hurt you – but it will not help you either.

URL

Keyword location. The closer the keywords are to the domain name, the better. That means if you site is called www.cars.com/usedcars are much better then www.cars.com/privatecars/usedcars. Get my point?

Length. Its seams that shorter URLs performs better then the longer ones. Hyphens are much better then underscores. But remember that www.usedcars.com are better then www.used-cars.com

Okay that was the HTML head tags and the URL. Ready for more? Okay grab your coffee and get ready for the..

Body tags

How many time can you write the keyword on a page with Google think you are a spammer. Well – try with 2 - 3 times on a short page and 4 - 6 times on a long page. Don't be to aggressive when you write :)

The keyword density. The fewer words you are using compared to you keyword the higher is your keyword density. But again don't be to aggressive.

Variation. Remember to use your keywords in different variations. Don't just say cars – if cars is your keyword. Write cheap cars, fast cars, quality cars and so on.

H1 headline. Yes you should write your keyword in the H1 headline. And if your headline is short or relative short you will get a higher keyword density in your H1 headline. H2 to H4 have lower importance than H1 – so try to make your keywords as high in the headline ranking as possible.

Image tag. Remember to tag your images. Evidence has shown that this is a very important for the search engines.

Image file names. Use your keywords in the file names of your images.

Bold. Bold text show the search engines (and the reader) what you want them to remember. So remember to bold your keywords (not all of them of course).

Italic. It seems that italic has a higher correlation with high ranking than bold – so remember to use this tool.

Internal link anchors. When you link to other pages in your own website use your keyword in the anchor text.

pyhaa... this perfect text will be longer than I first thought. Lol. But well we have to make it perfect right?

Internal links and the site architecture

Your main keyword should be as close as possible to your homepage. Meaning as few clicks as possible to get there. So are you selling used cars – don't do www.cars.com/private/finansiel/bigcars/usedcars do instead www.cars.com/usedcars.

If a page is important for your keyword rank, you will have to link from as many pages as possible on your site to this page.

Remember that Google only counts the first link to a page that Google sees in HTML.

Page Architecture

regarding the keyword location – you should put the keyword in the first few words. Of a page's text content.

Well show me you are alive – hit me a comment :) Did I forget something?

Yours Henrik

Get inspired - 20 best social media campaigns



Sometimes its great to get inspired.

So take a look of these 20 best ever successful social media campaigns.

Let me here if you like them. And let me hear if you have made some great campaigns too.

Give me a comment and show me you are alive.

Forbes list of the 20 best-ever social media campaigns:

- 1."The Blair Witch Project"
- 2.Blendtec: ill It Blend?
- 3.Old Spice: "Smell Like a Man, Man."
- 4.Burger King: "Subservient Chicken"
- 5.Pepsi Refresh
- 6.VW: "Fun Theory"
- 7.OfficeMax: "Elf Yourself"
- 8.Evian: "Roller Babies
- 9.Ikea: "Facebook Showroom"
- 10.Hotmail
- 11.Whopper Sacrifice
- 12.Target: "Bullseye Gives"
- 13.Vitaminwater
- 14.Smirnoff: "Tea Par-tay"
- 15.The Dark Knight: Why So Serious?
- 16.Quicksilver: "Dynamic Surfing"
- 17.Cadbury: Gorilla
- 18.BMW: "1 Series Graffit Contest"
- 19.Bing/Farmville
- 20.CareerBuilder: Monk-e-Mail

Yours

Henrik

Boost your conversion rate NOW



When you are using Google Adwords ads its very important to have relevant landing pages for your ad. But may you have 100 or 500 keywords or adgroups. And creating so many unique pages can be a challenge. You have a life outside of Google Adwords right?

But there are a lot you can do to make it work and improve the conversion rate. Many companies only have one standard landingpage – and it could even be your normal homepage.

Well let me tell you about this 4 steps strategy.

Step 1 Review your landing pages best practices

First get to know the best practice of landing page design. Remember to check out

- Minimal navigation
- Picture use
- Clear headline
- Great compelling copy
- Use the search keywords
- Minimum number of fields to enter
- Call to action

Remember you only have one purpose - to get your conversion.

Step 2 build a template

For each product or subject build a unique landingpage.

If people are looking for used cars Toyota – remember to take them to a landingpage about Toyota right?

This will give a stronger connection between what the people are searching and what they will be seeing on your landingpage.

You can use the same layout – like where are the image, how big is the headline, how much compelling copy. And the same kind of call to action.

So when you have the template ready – you can handle the many landingpages much quicker and better.

Step 3 Optimize the single landingpage

Like you should always use A/B testing in your Google Adwords – you should always use A/B testing on your landingpages. You can use a free program like Google Website Optimizer.

Test on selected pages – normally I would use the ones that get most hits – so you can run the test faster.

Test the following:

- headline and remember to included the visitors search keyword (great tip)
- Different sale arguments
- Different image

Step 4 Chance all the other pages to your findings

So if you find that a images of a woman salesperson is better then of a man salesperson – use it on all pages.

If you find that you sell much more when you write – time limit offer – use that call to action on all pages and so on.

And the result

You will be amazed. Let me give you an example.

You are selling books with Google Adwords. Here lets say you only sell one book and your selling price is 25 dollars. The cost for you is 5 dollars. So you earn 20 dollars for each book.

Your hitrate in Google Adwords are 5 percent. And your conversion rate right now is 2 percent.

So lets say you have 1000 customers on your website from Google Adwords. So 20 people will buy the book. There for you will earn 400 dollars.

Now you work with the conversion rate and you manage to get it to 2,5 percent. Now you will have 25 people buying your book. And you will earn 500 dollars.

So just a little increase in your conversion rate from 2 to 2,5 percent will here get you 100 dollars more. Amazing right?

And by the way 2,5 percent is still a low conversion rate. You can bring it much higher :)

Yours
Henrik

Why a high bounce rate doesn't have to be bad



and get it as fast as you can.

We all like to keep the visitors on our site or blog (yes so do I – so please STAY :)).

There is an awesome tool that can help us keeping track on the visitors. Some of you might know it already – its called "Bounce Rate". If you are have been working with Google Analytic you probably know it. And if you haven't Google Analytic on your site – go

Okay ready for the definition – taken from Google Analytic ?

Bounce rate is the percentage of single-page visits or visits in which the person left your site from the entrance (landing) page.

So is a high bounce rate bad? No – it doesn't have to be. Maybe your visitors came because of a search on Google and clicked on your natural link or your Google Adwords and found what he or she was looking for. Maybe your visitors stayed 2 hours on a single page or maybe the visitor stayed only for 2 second. You cant really tell. So it doesn't have to be bad with a high bounce rate – BUT. (yes I know .. theirs always a but!)

Normally you would like a low bounce rate. You want your visitors to see more pages, maybe go and sign up for something or maybe buy something. And then you have to work with the bounce rate (I like the sound of the word Bounce – don't you?)

So what is a good bounce rate?

It really depends on your line of business. Many blogs has like 80% bounce rate. So if you blog has that – don't worried. With blogs – many visitors read a post and then move on.

In business like hotels and motels its normally with a bounce rate around 30%. The reason is that people are looking at the hotel, try to read about it, looking pictures and so on.

But – you are in trouble if the bounce rate suddenly increases or decreases dramatically. What did you change that made that happened? If one page on your site has a very high or very low bounce rate you might wanna change that page, or change your other pages to get the same higher bounce rate.

The bounce rate on your site depend a lot of your site architecture and industry. But let me tell you some good advices to get it lower.

How to get a lower bounce rate

Okay there's in fact a lot you can do to lower the rate. So I will take you on a "lower-your-bounce-rate-tour". Ready?

Yes yes yes... I will make it as a list. I am a list lover :)

How you write

1. Motivation. Your visitors has been curious enough to click on a link to your site in the first place. So if you can offer something else, something interesting or compelling, maybe a block of related articles or recent user comments – then he will probably stay longer on your site.

2. Content Format. Don't write to lengthy paragraph. Instead use bullet points, a few pictures (yes I know I have to be better with that) to break up things Specific topics. Stick to your topic. If your blog is about hmm... dogs dont write about fast cars.

3. Important information and call to action first. Get to the point, what do you want the reader to know. And remember to put a call to action near the top too.

4. Provide Relevant Content. Yes I know that sounded simple – well something things are simple right? Most people has been searching on Google, found your link interested. So maybe you should work a little more on the copy :). Yes I know the old saying – content is king.

5. Language. Use the language of your target audience. I tell you guys my danish is much better then my english. But I wonder how many of you can read danish? You don't write the same way if you are writing for kids or for business people right? Let a customer read your text though.

6. Update Your Content. If your text is 6 years old. Take it away or update it. Nobody wanna read old stuff on internet.

Sites architecture

7. Search box. A search box is always great to let the visitor find other relevant pages on your site.

8. Page load time. Are your page slow at loading. Do you have to big pictures to heavy pictures. If iso many people will move away.

9. Design. How is your aesthetically design. A good aesthetically design shows trust. If it looks homemade you will loose some visitors right away.

10. Clear Navigation. Don't make it hard for people to find his way around on your website.

11. Traffic sources. Check out your sources. Sometimes people from Twitter or digg with get much higher bounce rate then people from Google Adwords. Maybe you need new specific landingpages for some of your traffic sources (you really should try that out)

12. Pages check. Check out your different pages. Do they have different bounce rate? What is the different content, copy, design of theses pages?

13. Test test test. Every time you change something to lower the bounce rate – remember to check out the rate. You will have to know what is working for you.

Okay that was the writing... the fun part is to higher your bounce rate - so go out and kick it :)

As always yours

Henrik

Lets get practical - no more talk



Okay so you think we SEO guys are just talking and talking and no action right? We.. lets get some action going. Let me show you have I got a lot of thousands of followers from twitter - while I was drinking coffee and was watching videos. Sounds awesome?

Before getting started I gotta tell you something about twitter. The maximum number of followers you can follow is either 2000 or 110% of your followers. Sounds good to me, if you have 10,000 you can follow 11000 twitter users. There is no limit of maximum number of Twitter followers, who can follow you.

So I will tell you my secret... but shh..... lets keep this between us - right?

How to get started

In twitter quantity is great - quality is great too. So if you can get a tons of traffic with people that is interested in your subject. Then its all perfect right. So that's what we are going to do.

Okay - you make a twitter account. So the first thing is to search for somebody who do the same as you. So if you wanna make twitter account writing about used cars - you gotta find another twitter who are making tweets about used cars. So just search for that.

Find somebody with a lot of followers. You can now see who is following him and you start to follow them. Of course you are hoping that the ones you are following will follow you back right?

Well until now its all been standard stuff. the problem is when you reach 2000 and you only have 500 who is following you - then you cant follow anymore. And then you will get no new ones following you back. So what now?

You will have to unfollow the people that don't follow you back. But its much easier to say than to do .



My secret

I use a program called "Tweet Adder". In this program you can put much of your twitter work on auto pilot. If people don't follow you back. The program will delete them and start to follow other people. Its really is an ongoing story. The good part is that is all done automatic.

Is it that simple - yes it is :)

And the result is you get a tons of followers.

Well I am controlling 5 account right now - and in a couple of weeks I will have 2.000 followers for each account. So I will have 10.000 followers while drinking my coffee - not bad right?

If you are interested in Tweet Adder click here to get to the Tweet Adder website

Autopilot

Well its get even better than that. I can put the program on autopilot - meaning I can plan when I want the program to send out my tweets, I can do automatic retweet.

I have one main account and the 4 other accounts are retweeting my tweets. I can do an automatic thx for following messages.

Let me show you some of the demo videos of Tweet Adder on www.SeoCustomer.com (I can't show you videos in a PDF – right?)

So - that's how I do - and it really works for me :)

If you want the program click my affiliate link here .. on the picture thx.



Yours
Henrik

Would you like some juice – yes link juice



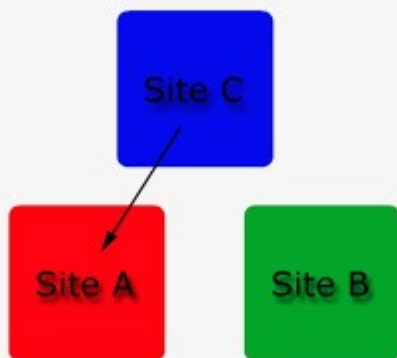
Links are very important for your ranking on Google. So you have to know about link juice. Link juice will make you beat your competitors. Because you don't want your competitor to beat you right?

So I will try to explain it very carefully what link juice really is.

Other sites would like to get some of your juice because then their sites will rank higher, and you should get some of the juice from other sites to higher your ranking on the web. So it's all about getting the juice - you follow me?

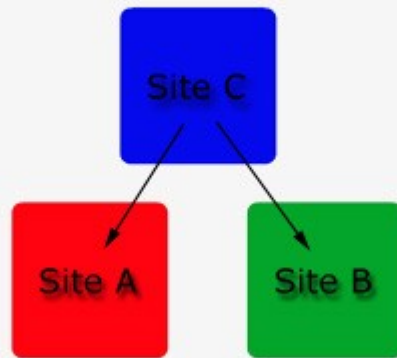


So let's start with 2 sites. Site A and Site B. The 2 sites are fighting about the ranking for the same keyword.

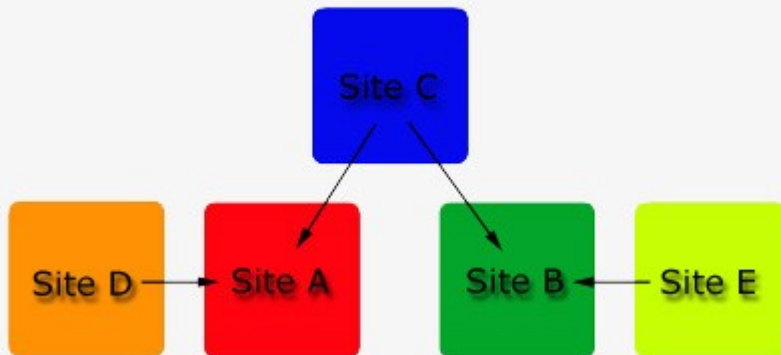


So to decide which one will get the highest ranking Google will look at the links to the two sites. Here site A gets a link from site C – while site B doesn't get any links. You can say C is giving some juice to site A. So site A will do best in the Google ranking.

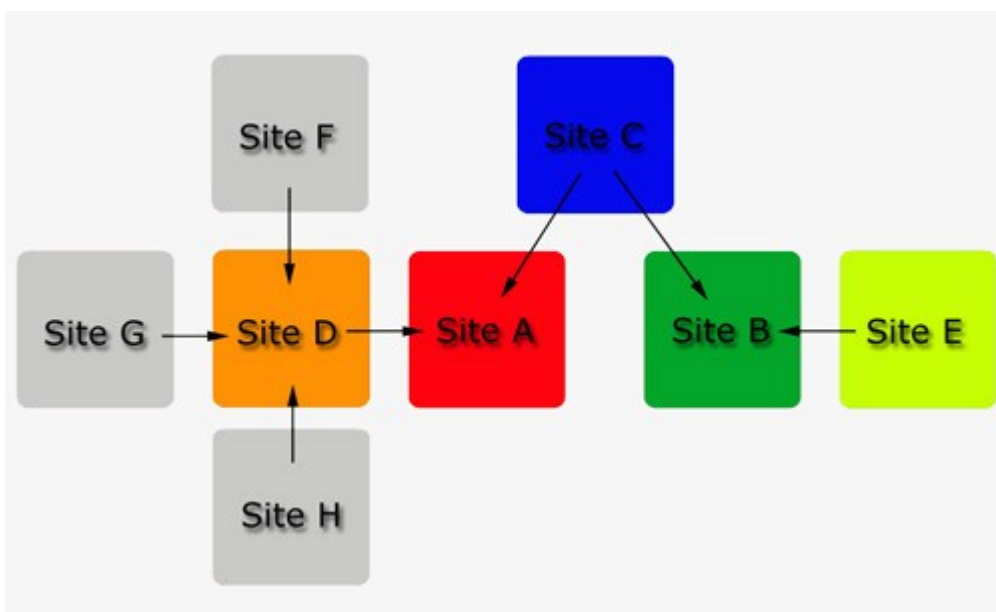
Now both site A and site B get a link from site C. They are sharing the juice. So they will rank on the same level. So to decide which one will get the highest rank Google will have to look at other normally not so important things (See How you get into top10 of Google).



Now site A get another link from site D and site B get a link from E. So now Google has to decide – which one the two new sites are most important site D or site E. Who has most juice to give.



Here you can see site D get much more juice than site E... so in the end site A will have the most juice.



And we all love juice right? This is really important guys... most of the ranking on search engines like Google is about getting links to your site.

Have fun out there ... and remember to get your juice :)

Yours
Henrik

Welcome to my SeoCustomer.com



Thanks for visiting my site. Let me get strait to the point. How you can get traffic to your site from here.

First of all when you are reading my blogs leave a comment. Then you will get a link back to your site. Very easy to do. And you have made a start of your own promotion too. Tell me a little more about yourself what you doing.

Second – if you are in the business of link building, SEO, SEM, Social media traffic send me an article. If I like it I will publish it on this website and of course with a link to your blog too.

Please be free to read here on this website what else you can do. How to do SEO of your blog, how to get tons of followers from twitter from Tweet Adder and a lot of other things.

I will keep on writing about getting traffic here on the web. So stay in touch with me on www.twitter.com. You can also keep in touch with me on www.facebook.com/SeoCustomer www.facebook.com/seocustomer or on www.linkedin.com.

To follow or not to follow - that's the question



There have been a lot of talk about the differences and benefits of dofollow links and nofollow links for search engine optimization.

Of course its good with dofollow because you will get the link juice from one site to the other site and also because of the anchor text for keywords relevance.

But what about nofollow links. The nofollow links was created by Google. The idea was that Google would not follow the link to crawl its content. The nofollow links would not count the link in calculation Page Rank and Google would not count the anchor text to determining what the keywords the target page was relevant for.

So all this means that you will not get any link juice if a website makes a nofollow link to your site right? But (yes I will say it again ... there is always a but).

Its all about traffic

This was invented by Google – but all the search engine are not treating the nofollow links the same way. But of course if the target nofollow page is being linked to from another website – that doesn't have the nofollow attribute – they would follow that link.

Yahoo – will crawl and they will index the content, but no juice will be passed on.

Ask – they don't recognize the nofollow link meaning and they will completely ignore the nofollow attribute.

You need both kind of links

If you do some researching on the blogospher you will some conflicting results. But all together you need both kind of links. And why?

Getting only dofollow links would look unnatural and that might cause alarms. We all want out links to look natural for the search engines. Getting a high Page Rank nofollow links is always good. If not in Google then in the other search engines

Remember all links can brings traffic – and that's what its all about.

When should you use nofollow?

- If you don't trust a website but still would like to link to it for some reason. Why would you pass link juice to a website you don't trust?
- If you have a blog, you should consider removing the nofollow on links to serious contributors who provide useful content to you.
- If people just write a brief message on your blog, you might want to make a nofollow. Do not give value to them.
- When planning your site and its menu structure, you should consider putting nofollow on pages that do not serve any purpose in Google's index or pages that have to occur several times with different URL's. Search engines don't like to see the same content on different URLs
- Why spend effort to allocate value to your contact page? Make prefer to place value from your contact page to one of your other important pages.

I hope this article has giving you some info. Give me a comment. When do you use nofollow links?

Test test test ... you better love it



Well .. okay I admit it. I love the internet. I am a marketing, I love strategy and I love that you can measure everything you do on the internet.

Because no matter what we are selling, or wanting people to sign up for – we all want higher conversions. And I will tell you here what you can do to raise it.

So when you boss tells you that he loves a picture of a woman and a dog, but you would rather have a picture of a chocolate, then you no longer have to have a fight about what will give the best return.

Everything you do on the internet you have to test. Yes say it... test, test, test, test. Use split testing software and you will get some powerful technique for increasing your conversion rate.

Split testing software provides a powerful technique for increasing your website's conversion rate (that's its ability to turn visitors into customers). It is used by many of the web's most powerful companies, including Amazon and Google.

So if you have 2 headlines and you are not sure which one will make the best conversion rate.. the answer is split testing. The same with pictures.

The great thing is also that while you are testing which headline to use, you can also test – text, images, prices, offers, buttons etc... and all at the same time. When you get a visitor to your site, the visitor will see different combination of theses elements. And then your split testing program will work out, which combination that will do best.

Programs to use

Well – start with Google Optimizer. Here you can make a simple A/B testing. And its FREE.

Another program is Visual website optimizer. Also a very easy to use program for testing. Try it NOW.

World's easiest
A/B testing tool



Visual Website Optimizer

Start now for free!

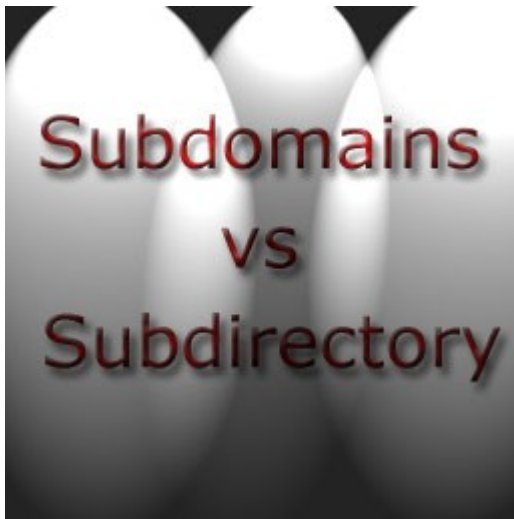
30 day free trial, no credit card required

And before testing you can get a lot of tips and tricks from 43 split tests.

So good luck with your testing :)

Yours Henrik

Sub domains vs Sub directories strategy



What should you use sub domains or sub directories? Sometimes its almost like a religion when people are talking about it. But maybe its not a question about choosing but a question about combination.

So what is a sub domain and a sub directory. Well a sub domain could be www.red.cars.dk and a sub directory could be www.cars.com/red.

So a sub domain is in fact a separate site while a a sub directory is a group of pages. And the question is of course which one will work best.

Which one will get you most traffic and the best profitability.

When to use sub directories

- When search engines looks at sub directories (sub folders) they think its a simply matter of cosmetic that can help the URL to look more structured and logical. Sub directories are a good way to make your URL look good and meaningful.
- If your site is small then a sub directory can help you keeping your authority and not spreading it too thin with sub domains. Remember that when you spread out your sites they cant help each other.
- Remember that authority takes time. If you keep your content in a sub directory it becomes easier to rank new content for related keywords.
- Easier to manage. Yes we have to think of that too. Its easier :)
- Geo targeting. Using Google Webmaster Tools you can set a geo-location for a sub directory. So if you have a site call www.cars.com. You can make the www.cars.com/france to a France location and so on.

When should you use sub domains

When using sub domains you have separated sites. So you will need each sub domains to be positioned separated. Remember its a good idea to use sub directories when you are organizing your content on each sub domain. So sub directories and sub domains still go hand in hand.

- If your content is very different. So if you are selling cars on one site and then you wanna sell bikes. Then it might be a good idea to make two sites. Remember that you are competing against people and companies who are very dedicated to bikes. So its not just an add on.
- On the other hand if you are selling red cars and now wanna sell blue cars you don't

really need a new site right?

- If you wanna be competitive in many related areas. So if you wanna be the best in blue cars and in used cars. You might end up having to build 2 separated sites. Then each site can compete much better again and win the separated searches. Its a different search looking for used cars then it is for blue cars. So if you going to win both markets you will have to build 2 sites. Its very popular to search for used cars but also blue cars get many searches.
- Use more sites to push out your competitors from the top 10. If you have a strong position on Google building a new site and get a high ranking for the new site can push out a competitor.
- Multiple listings. Its possible – but not always – to get more then two listing limit for a given query using sub domains in Google. So more sites will get more listings.
- If you are targeting different regional markets. It can be more effectively to get separated site when you can assign an IP address to a separated sub domain – and set a geo-location for each sub domain.

Let me hear what you think :)

Yours
Henrik

The Bloggers Guide to practical link building

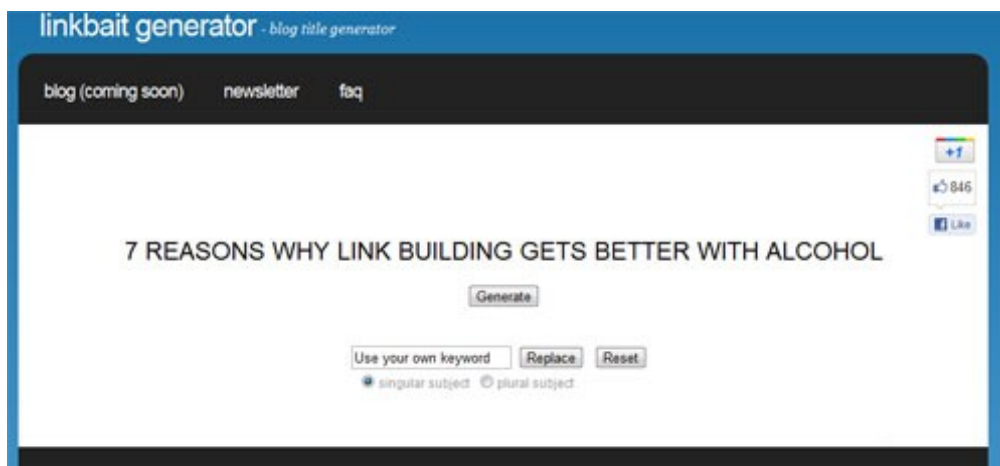


Lets do some practical link building. We all know we have to do link building – but how do we start? Okay let me tell you what to do to get started. Are you ready? I hope you have some coffee in your cup? Okay – 3 2 1 go...

First thing first

Understand your own site first. Why does somebody wanna link to your site. If you don't know that, you will get into trouble very soon.

So a catchy blog post title is very important. So start going to www.linkbaitgenerator.com and get yourself a catchy title for your post.



So lets start with the people that are already linking to you. Go to Google and type in `link:domainname.com`



Write down on a paper (yes I said paper lol). What kind of sites are linking to you, why do they like your posts, check out the anchor text they use, do they link to other sites too (they are your competitors).

Now its time for your strategy

Now its time to understand who is linking to our competitors. Who is your main competitors. Who are making backlinks to them, get their anchor texts and compare the anchor text to yours. Do you miss some catchy titles?

There are many free websites on the web that can help you checking backlinks. You can try www.backlinkwatch.com

BACKLINK WATCH!

*"Search Engine Optimization now revolves around link building".
Inbound Links make your website stand out prominent in the SERPs. In today's
SEO world, more than 95% of the focus is on building quality backlinks.*

Buy 45 PR5+ Backlinks \$295	3,000 Backlinks for \$10	Quality Deep Links
Affiliate programs	1000 visitors GUARANTEED @ \$12.99	PR5 Links For Only \$35
Links From PR9 Sites	PR-7 links on Actual PR pages	One Way Links
Web Hosting Reviews		

Enter URL:

please non-firefox users

First check out the websites that are linking to both you and your competitor – that will make your list a little shorter and more manageable.

So now you know about your own site and about your competitors sites. Do you still have some hot coffee in your cup? Ready for more?

Time to get the links NOW

Now go though your lists. Your competitors, your link opportunities, who is already linking to websites like yours, who else are they linking to. Make a top 10 list or top 20. Write them down on a piece of paper. Not in a word file or excel file. I want you to see them on your desk.

Now its time to do some keyword research. If you are selling used cars. To get high ranking you need to get links for websites with high page rank, high traffic sites. I would do a search in Google and write down which sites you want links from.

You will have to think as the customer looking for something. So if you are selling used cars

– what are the customer searching for?

I would think – used cars – max 3 years old cars – Ford – Toyota – blue cars – cheap cars – quality cars.

You see a lot of opportunities. To get ideas for keywords you can use Google Adwords Keyword Tool (we all love Google Adwords Keywords Tool don't we) or maybe Wordtracker.



Now make the link building plan

Okay now you know your own site, you have to catchy titles, you know your competitors, you know your link opportunities.

I would do 1 hour a day making link building. So every day from 9 to 10 am you are going to take out your piece of paper. Go to the website you want links from. Get in contact with them and make it impossible for them not to link to you.

It can be sending them an article, writing on their blog, let the webmaster know about something you can offer to the sites customers etc..

And you will see in a month time you work will pay off.

This is tomorrows marketing guys :)

Wish you all well... have a great day all

Best regards Henrik

6 Shockingly evil things about what to do



Now easy guys – don't be too shocked.

Okay maybe you are like me. Maybe you have a website or a blog. Like me you are writing an article and really love your stuff – right?

But .. now what. How do you tell people around the world that you have just made this amazing text.

Well I will tell you what I am doing. (and by the way I will keep this article updated – so if you have any good ideas for me let me know :))

But remember writing your article is just half the job. If nobody is reading your post it's not so funny – right?

Writing the post

Write something awesome. Something interesting. I am using www.LinkBaitGenerator.com. It gives me a great headline. Something that will make the people curious (I hope).

Tell the world

Okay first use the social media. I am using groups that are interesting in SEO on www.linkedin.com. So join some groups on LinkedIn.

Then I go to twitter. Post your article on www.twitter.com. Let people know you have made a new post. Of course you have to get a lot of followers and get into some lists. Go to my article about the piratical stuff called "Let's get practical – no more talk" where you can get some good advice.

Also remember Facebook.

By the way I hope you have a share bar on your blog or post. If you don't have that – make it NOW.

Do you know other social groups then use them to tell about your new post :)

Article Marketing

Submit your article to directories like E-zine Articles <http://ezinearticles.com> and Go Articles <http://goarticles.com>. I will do a longer post about Article marketing later on. It's a great way to get your messages out and to get backlinks :)

I have found this list – please let me know if you know other great directories. Thx. Choose the ones you like. But get your post out :) Don't spend all your energy submitting to

directories - but pick out 4 or 5 of them and send your article to them. Remember to send to both do follow directories and no follow directories.

Do follow directories:

www.triond.com
www.infobarrel.com
www.evancarmichael.com
www.upublish.info/
www.articledirectory.com
www.snipsly.com
www.sooperarticles.com
www.abcarticledirectory.com
www.articlenexus.com
www.articlecompilation.com
www.articlerich.com
www.articlewheel.com
www.thefreelibrary.com
www.ezinemark.com
www.selfgrowth.com
www.vnrao.net
www.amazines.com
www.guidemegreen.com
www.articleclick.com
www.flixya.com
www.ezinearticlebarn.com
www.work.com
www.ideamarketers.com
www.articlebiz.com

No follow directories:

www.bukisa.com
www.associatedcontent.com
www.searchwarp.com
www.seekingalpha.com
www.articlemonkeys.com
www.americanchronicle.com
www.americanchronicle.com/spool/login
www.thefreelibrary.com
www.ezinearticles.com
www.knol.google.com

That should give you work for an hour or two :) But again don't spend all your time on directories. In the good old days (read 3 years ago) it was a little more important then now. But on the other hand don't forget to do it - right?

Guest Blogging

Go to other websites like yours. Make comments. Get into some discussion about your topic. Remember to link back to your article where it is relevant.

Guys I need help here... Give me some advices did I forget something? If you know any good directories for article submissions let me know – thx..

Wishing you a great day.

Best regards Henrik

Top 25 SEO Blogs



I wanna share this article with you. Its the 25 top SEO blogs.

Yes I know – there is one mistake in it. www.SeoCustomer.com is not on the list. Well my blog is still very new lol.

Maybe I should call it the top24 so I can put my blog in it. No I better be good.

The Top 25 SEO Blogs list ranks the blogs according to their Google Pagerank, Alexa rank, number of Bloglines subscribers and Technorati authority. Okay no more talk – let me show you.

		Google	Alexa	Bloglines	Technorati	Total
#1	<u>Search Engine Land</u>	7	10	9	10	36
#2	<u>SEOBook</u>	6	10	10	10	36
#3	<u>SEO Moz</u>	5	10	10	10	35
#4	<u>Matt Cutts</u>	7	10	8	10	35
#5	<u>Search Engine Watch</u>	7	10	10	7	34
#6	<u>Search Engine Roundtable</u>	7	10	8	8	33
#7	<u>Search Engine Journal</u>	7	8	9	8	32
#8	<u>Online Marketing Blog</u>	6	7	7	10	30
#9	<u>Pronet Advertising</u>	7	7	5	10	29
#10	<u>Marketing Pilgrim</u>	7	8	6	8	29
#11	<u>SEO Chat</u>	6	10	4	6	26

#12	<u>Search Engine Guide</u>	7	8	4	6	25
#13	<u>SEO Blackhat</u>	6	8	6	5	25
#14	<u>Stuntclub</u>	6	6	6	6	24
#15	<u>Graywolf's SEO</u>	6	7	4	7	24
#16	<u>SEO by the SEA</u>	6	4	5	5	20
#17	<u>Link Building Blog</u>	5	5	5	4	19
#18	<u>Jim Boykin</u>	5	6	4	4	19
#19	<u>SEOpedia</u>	6	5	4	4	19
#20	<u>DaveN</u>	6	5	4	4	19
#21	<u>Bruce Clay</u>	5	7	3	3	18
#22	<u>Blue Hat SEO</u>	4	6	3	4	17
#23	<u>Tropical SEO</u>	5	5	3	4	17
#24	<u>SEO Refugee</u>	5	6	1	3	15
#25	<u>Small Business SEM</u>	5	4	3	3	15

I got the list from www.dailyblogtips.com. Super blog. Dailyblogtips.com has made the list this way.

The blogs they considered were blogs with a high percentages of SEO related content.

This is how they made the list

Google Pagerank from 0 to 10. This pagerank was used on the algorithm.

Alexa rank from 0 to 10. The ranges were determined based on the Alexa Rank. So 100k and up, 80k-100k, 60k-80k, 40k-60k. Then each rank was assigned a number from 1 to 10.

Bloglines Subscribers from 0 to 10: They took the number of subscriber of each site. And then the number of subscribers ranges were determined into 10 groups.

Technorati Authority from 0 to 10: Ranges were determined based on Technorati's Authority

rank putted into ranges and each range was assigned a number from 1 to 10.
The total was the 4 numbers in a total. So the maximum total is 40.

Enjoy the list. Wishing you all a great day.

Best regards Henrik

The Latest Google Search Quality Rating Guidelines



I have just learned that the Google Quality Rating Guidelines handbook has been leaked. Last time that happened was over 3,5 years ago.

It was back in April 2007. Now the blogger Pot Pie Girl found a copy from March 30. 2011 version 3.18 of the Google Search Quality Rating guidelines handbook. Its a 125 page long book.

Google said it is a copyrighted document, so I can't link to it. But if you go to Pot Pie Girls blog you can read tons af very important information.

Wow .. a short article.. but a very important one. Because if we are understanding how Google Quality Raters are working we can do a much better job with the SEO - right?

Wishing you all a great day....'

Best regards Henrik

Get a PR7 linkback to your blog or website in 10 min

In 10 minutes time you will learn how to get a PR7 link, dofollow backlinks to your blog. I just learned this technique and wanna share it with you guys. Ready for it?



The key for all this is Tumblr. Do you know Tumblr – its a blogging platform where you can post text, videos, quotes, images, audio. A short form blog. You can follow other users, or make your private blog. And its very easy to use. The good thing about Tumblr (among other good things) is that its do follow links. That means the search engines will follow the link back to your site.

So first go to www.tumblr.com and sign up for an account.

Here are some advices when you sign up for the account. When you are going to enter the URL field enter your keywords with dashes between them. This will be your later tumblr address so be careful doing this.

When you are done with signing up for the account – click on "Untitled" and then pick a free theme. You can choose among many themes – but start choosing a free one. Then go to settings. Are you still with me? Go and click "Use custom domain box". Add your domain name without http or "/". Now this was the hard part...

Ready for the next part. Please please please take some coffee. In 5 min. you are done.

And you go to www.google.com and you gonna search for precise this tumblr.com "liked this". Check out the pageranks for the sites that are showing up. Pick a site with a high PR - and who do follow links back.

When you are on the page you just found. Click up in the upper right corner on the "Reblog". Refresh the page (F5) to make sure your link is on the page. And YES you are all done :)

Now you have a backlink on a high PR website. Okay maybe it took 12 min. I am not sure. Advice: be careful and do not reblog or like very often because your account could be disabled.

Google and PageRank

Google is trying to encourage SEO practitioners to stop to consider the PageRank. PageRank is a measure of authority and credibility of a website - with the big sites, international news, as the New York Times, is a mecca for the first page ranking.

However, Google now says that the PageRank in the search algorithm is almost useless. Instead, developers want to focus on results, CTR, and bounces, which provide the user with fuel gauges how effectively the site.

Apparently, the results refer to the user visited the page and decided to buy the product, while the CTR measures how many people click on links, when to raise the results of the search engine. Bounce rate is how many people leave a site visit.

Bounce can be an important indicator of the value of a site - the higher the bounce rate, the website less efficient or useful. Conversions clearly shows that users appreciate the site, where they commit to buy.

Google wants to stress that sites with high Page Rank does not necessarily come from higher up in search results to a lower PageRank. Small sites can improve their performance, but to make the content more relevant and useful.

So the conclusion is that even though you can get a high PR linkback - you have to think of your results, CTR and bounces :)

Let me know what you think of this – show me you are alive. Would you rather have a video of this?

Best wishes
Henrik

I just learned that even spam sites aren't being penalized for having duplicate content though. They are being penalized for being spam. Search engines don't penalize people just for having duplicate content – BUT...

(check it out on www.SeoCustomer.com).

Henrik

The best kept secret of Google Adwords



Okay guys – I know you will hate me after this article. And why? Because I am going to give you some homework lol.

Ready – you have your coffee? Okay...

I have done a lot of Google Adwords and I have done all the usual stuff. A/B testing, different headlines, different text, putting the keyword in the url... and some of that was working. (You do A/B testing by the

way? If not remember always to do that). But I must admit that my CTR didn't change that much.

But there is something that really can make a big change in the CTR. The trick is called Dynamic Keyword Insertion.

Lets say you are selling used cars. So one of your keywords is "used cars". With the dynamic keyword insertion, you will put the search term – in bold – in the headline of your ad. That will give you a huge change in the CTR – promise.

Here is what you should do

Here's what the syntax looks like:

- {keyword:} – will display the search term or not if there is not a match
- {keyword: Default} – will display the search term or "Default" if there is problem displaying the search term. Of course, you can replace "Default" with whatever you like. If people search for something that is much to long, it would be cut in half – so with this syntax you could do a nicer headline.

Remember also these codes:

- keyword – No capitalization, all word(s) are in lower case
- Keyword – The first word is capitalized
- KeyWord – Every word is capitalized
- KEYword – Every letter in first word is capitalized
- KEYWord – Every letter in the first word AND the first letter of the second
- KEYWORD – Every letter is capitalized

Here is how your ad could look like

Headline: {Keyword: Used cars} - Quality
Description line 1: Buy our super {keyword: Used cars}
Description line 2: 5 free car checks
www.UsedCars.com

Notice that use of the {KeyWord: Default} in the Headline and Description line 1.

So the user who are searching for used cars will see the headline exactly matching his or hers search. In the second line he will see the search term in bold. He will think that this ad will get him to the page he is looking for. This is why it works.

So if somebody is searching for "used cars" the ad will look like this:

Used cars - Quality
Buy our super Used cars
5 free car checks
www.UsedCars.com

If somebody is searching for "used blue cars" the ad will look like this (you have different keywords for the same add)

Used blue cars - Quality
Buy our super Used blue cars
5 Free car checks
www.UsedCars.com

This is the best kept secret of Google Adwords.

Now its yours turn

Put the dynamic keyword insertion in your Google Adwords ads and give me a comment about your CTR. I can't wait till I hear from you.

If your CTR is getting higher go to www.facebook.com/SeoCustomer and give me a like. Thx guys.

Best regards
Henrik

14 Tips To Reduce Your Site's Bounce Rate

14 ways

What Is Bounce Rate?

Bounce rate is the percentage of visitors that hit a page and don't visit any others within the same site.

So bounce rate is a way for you to measure the quality of your site. Do your visitors like your page or do they run away from you. Your goal will be to make people stick around a little more and look more than one page on your site.

Bounce rate stats will differ depending on the type of sites and pages you're measuring. In Google Analytics, there is a page that allows you to compare your site's bounce rate and metrics to other sites based on size and category.

Why Is Bounce Rate Important?

Think of it as your potential girlfriend or boyfriend – we would love to have her/him stick around a little more – right?

That's why I will show you how to engage your visitors so they stay with you :)

Google now says that the Page Rank in the search algorithm is almost useless. Instead, developers want to focus on results, CTR, and bounces, which provide the user with fuel gauges how effectively the site.

Google wants to stress that sites with high Page Rank does not necessarily rank higher than sites with a lower Page Rank. Small sites can improve their performance by making the content more relevant and useful.

So the conclusion is that you have to think of your site's results, CTR and bounces.

What is a high or a low bounce Rate?

Well there is no simple answer for that. It depends on which kind of website you have. Websites like online forums will have a much lower bounce rate compared to blogs. And why? Because when you go to online forums you will click around but when you go to a blog – it could be because you have got a link with an interesting headline. Blogs have many subscribers, and those are users who might visit the blog only to read the latest post.

Read also my post about why a high bounce rate might not be a bad thing.

I know – you wanna hear some numbers about the bounce rates so there they are.

If you have a blog a high bounce rate is one above 70%. If you have many ads on your blog the bounce rate could be higher up to 80 or 85%. If you don't have many ads on your blog and low traffic you bounce rate could be between 40% and 70%. My bounce rate right now (and my blog is only 1 month old is 67%)

If you do a lot of marketing on social networks – you will probably get much higher traffic but also a much higher bounce rate. If you have a website with engaging content and a very user friendly design you bounce rate can be below 40%.

How to get a lower bounce rate

Okay lets get practical. We want your visitors (or girlfriend/boyfriend) to stick around. But what can you do.

Theses advices will help you to make your readers click on more then one page on your site.

1) Layout and design

Theme Selection is maybe the most important to reduce bounce rate on a blog website. Most of the readers who bounced off, do not stay more than few seconds on blog, which means they didn't even read your content.

A cluttered, disorganized theme can put your readers off, where a clean, professional looking theme can force them to at-least read your content. I changed my theme to a professional one rather than a free theme.

If your blog look creepy your bounce rate will get high. So choose your theme wisely.

2) Stay to your niche - Content

Content is king. So make sure you also publish quality content. Don't copy content from other websites or blogs.

If your blog is about how to sell used cars make sure that you drive only those people to your blog who are really trying to sell their used car. Stay to your niche. So your ads or links much be relevant for your target audience.

Don't write an article about Formel 1 cars if your target audience what some good advice about selling their own car. Make your content relevant.

3) Font Size and Selection

Font Selection depends on the size of the font as size can change a way font looks. So you need to choose it based on your theme and size of your blog's font.

In general you need to be sure your text is not to small. If you make it to big it will not look good either. But remember to make it readable.

Fonts with small feet (the small lines on the letters) will help the reader to read smaller font sizes.

4) Related Articles

I have just learned that the position of the related articles is very important too. First of all you have to show related articles of course. I put the at the bottom of the post. But I might

change it to the top of the right sidebar or top of the post.
It will give you much more clicks and therefor lower bounce rates.

5) Loading time

Your loading time is an important factor in SEO. But also for your bounce rate. Do you have heavy pictures or videos on your site. Your audience might not have the patient to stick around but will leave you right away.

6) Image Sizes

Image size can also be a factor in bounce rate. Nice and good size images attract readers.

Do a test. I hope you love to test things. Remember to experiment and see what your readers like. It can be very different what kind of website you have. How important are your images, show there be more, fewer, larger, smaller...

Photos are a way to engage your visitors so they stay a little longer. When they stay longer its more likely that they will click on other pages on your site.

7) External links

Be carefull to show links to external pages where people can read more information. This can create an exit point to your user. Maybe you can put the external links at the bottom of your page. Maybe you can put your external link on another page. So when people read your article tell them to click here to get more information about the subject.

Remember by the way always to open external links in a new window – and why? Because that will give your reader a chance to get back to your site.

8) SEO headlines - keywords

Its tempting to use an important keyword in your headline, because it will help your SEO. But if the article is not about that subject your reader will leave you right away.

9) Search bar

Remember always to have a search bar. And make the searchbar visible for your readers always. In that way then can find other contents on your blog or website.

10) About me

Many people would love to see who is behind the blog. With a About Me page you will get people clicking and therefor lower your bounce rate.

11)Tags

Use more tags so your readers know what they are going to read about. This way you will not disappoint your reader.

12) Make it easy for people to make a comment

Depending on your system – when people make a comment often it will refresh your pages and that means that your visitor has seen more then one page :)

13) Internal linking

In your article do some internal linking. I have one here in the article too. You probably have another article about something that is close to the content of the article you are making. So in the content do a linking.

14) Sidebar

Put useful data in the sidebar rather than just ads.

Please make a comment – how high or low is your bounce rate. Remember to tell me what kind of site write for.

Wishing you a great day.. enjoy
Henrik

Search Engine Market Share (November 2011)



When we are talking SEM - we often only think of Google and Google Adwords. But remember there are more search engines where you can put your ads.

So even though Yahoo has a marketshare at around 7 to 9 percent - its still a lot of people coming there. And most of the time you can get a much cheaper click price at the other other search engines.

Let me hear from you .. have any of you ever used Yahoo Search Marketing? Hit me a comment and show me you are alive :)

First the global marketshares...

Global:

Google	84.72%
Yahoo	6.42%
Baidu	4.67%
Bing	2.14%
Ask.com	0.56%
Other	0.49%

And here are the marketshares in US...

United States:

Google	83.18%
Yahoo	8.23%
Bing	5.15%
Facebook	1.43%
Ask.com	0.78%
Other	1.13%

7 steps away from having your social media plan done

PLAN FIRST!

I know what you all want – and what I want. I want a big huge button that I can press on. Then I am on all the social media with a lot of traffic and a big social media success.

I want 50.000 followers on Facebook (please go and check out www.facebook.com/SeoCustomer and like it lol). Then my business will grow and everything is great ... yes yes yes.

Well I have to tell you. Its not that easy on the social media. So lets take first thing first... lets make a plan so you can have the success you deserve on the social media. Its not all just about getting a tool and automatic followers.

Its really not that different from a marketing plan. You have to have a goal, check out your resources, make activities right? You do have a marketing plan... pyhaa good don't scare me like that. Lol.
Okay ready? Lets make a game plan.

1) Resources

How much time to you have? How much time do you wanna spend on the social media? Do you have staff who has experience writing to the social media? Do you have industry knowledge and expertise?

2) Your market

Make some research on how you are doing right now. You can try websites like www.SocialMention.com or www.Search.Twitter.com. This will tell you about your company, your brand, what people are talking about.

3) Goals

Why are you on the social media? What is your goal? Is it high ranking on Google, to take care of your brand? To involve your customers and make them more loyale? Define your goals.

4) Explore the social networks

Time for you to get to know some of the social media networks. Which ones could work for you? The business kind of social media networks or the fun and relaxing ones? Do you wanna be involve every day? Do you wanna share pictures and videos?

5) Make the plan

Your plan should include the network you want to start with, who should do most of the work, how often and on what subjects. What is your main message on the social networks? Be ready to change your plan – because things can happen fast on the social networks. Suddenly a new player is in the game.

6) Get going

Give it a try, make some errors, see what is working for you and what is not working for you. Try, try and retry...

7) Use your ears – and eyes

Remember to listen to what the people are saying about you, about your brand, about the market.

So I am afraid you have to forget the social media on autopilot :) But its still the place to be. The marketing of tomorrow is on the social media networks. So get in touch with your potential buyers NOW :)

Wishing you all a great day – enjoy.

Henrik

Link building on autopilot



Pinch yourself in the arm. I have been looking for something like this for years lol. Imagine to put your link building on autopilot.

And now your dream (or mine at least) is going to come though. And one more dream... its free :)

So if I can show you a free social bookmarking tool wouldn't you just love it. You just enter the URL that you would like to bookmark, this program will extract the title, description and tags, and then you submit it and forget it. Let me show you a video so you can see how it works.

(check it out on www.SeoCustomer.com)

There's a lot going on behind the scenes - but you don't have to worry about that. This program sets up a submission schedule for your bookmark to all the supported sites in the list. And then it quietly submits them all on autopilot.

So all you really have to do is this

- Works on autopilot - submit & forget!
- Easy to use - just enter your URL and hit submit!
- No accounts to create, the program does it all for you
- Grab the title, description & tags with a click of a button
- Spread your submissions over time, you choose the schedule

Well ... don't pinch your arm to much.. it is real. Go and check it out at <http://www.imautomator.com/>

Best wishes to you all - enjoy your day

Henrik

Time to do SEO of your PDF's



When you are searching on Google you might have seen that you can also find PDF documents. We all know that Google is really good ranking web-pages. But Google (and other search engines) is also awesome reading PDF's. In fact it can do more than just rank the PDF documents. It can also index and rank them in the search engines results. And thats why we have to do some SEO of our PDF documents.

As long as the PDF contains text and is not password protected or encrypted. Google will love your PDF document and read it and index it. Google will follow your links in a PDF the same way as it follow links on a page.

But but but... there is always a but. The rule about duplicate content still rule. So don't submit the same PDF more then once. Remember to read my article about "What you didn't know about Tiger Woods". It will tell you how to do free article spin :).

And by the way – you can use most of theses advices working with ALL documents, not just PDF's. This applies to Word, Excel, PowerPoint and/or any publishing software.

So why use PDFs when you can use pages

Well you might have a lot of documents about your product. So why not use it active on your pages. Lets take the PDF to our advantages. Its a matter of diversity. Google loves likes and if Google can get links from a lot of different sources Google will love it.

Also remember you have a lot of free directories where you can submit your PDF's to.

Here is a list to get you started:

<http://www.scribd.com/> (PR8)
<http://ebookdirectory.com/> (PR6)
<http://www.memoware.com/> (PR6)
<http://www.docstoc.com/> (PR6)
<http://www.free-ebooks.net/> (PR6)
<http://www.ebookjungle.com/> (PR5)
<http://www.sharewareebooks.com/> (PR5)
<http://www.e-booksdirectory.com/> (PR5)
<http://www.getfreeebooks.com/> (PR4)
<http://www.ebook88.com/> (PR4)
<http://e-library.net/> (PR3)

So how do you optimize you PDF

First you have to go to your description tab. This is where most of your optimized content are placed.

1) PDF document properties – description

1. file (if there is no title, the file name will be used by default)
2. Title (this is the single most important element of your PDF document properties. The title is used in the SERP's, Remember if you don't write a title the file name is used by default)
3. Author (you can use your company name here)
4. Subject (the subject serves as the META description for your PDF document. This is the second most important element)
5. Keywords (remember to use your keywords here. The dialog is here for a reason right?, write 3 to 5 keywords)

2) PDF document properties – additional Metadata

When you have done the description information, you can now write the additional Metadata into your PDF document. Just click on the additional Metadata button and you are in a new dialog. The additional Metadata you can enter are:

1. Author title
2. Description writer
3. copyright status
4. copyright notice
5. Reference to your copyright info URL

3) Links to PDF

Just like optimizing for a page you will need to link to your page. The more links from different sites and pages the higher the ranking of your PDF file. So the same rule for the PDF.

Remember to use your keyword in your anchor text.

So remember to use your PDF active. Optimize them and submit them to PDF directories. And get some links to your website :)

Give me a comment - have you ever done SEO on one of your PDF's?

Enjoy your day

Henrik

12 ways to get subscribers to your blog



We all want traffic to your blog right? More traffic means more page views, more visitors, higher ranking. Higher ranking means more traffic. If you are selling something higher traffic means more sale... okay you get the idea – I better stop now... I need more subscribers too. So I better listen to myself too lol.

- 1) Remember to **tell people to subscribe**. Make it easy for people to find your subscribe button. Many people don't have much time to browse your website so its important that your readers know that there is a way to subscribe to your blog – and then you will be amazed to see the results.
- 2) **Placement**. Place your subscribe icon where its very visible. Don't make people scroll down the page. It should stay at the top.
- 3) **Write great content**. If you focus on writing great useful content you will get subscribers :)
- 4) **Action**. Do a call for action. Tell them to subscribe now before its to late. Before you are closing your e-mail free entering. A strong call for action.
- 5) **Why**. Tell the people why you want them to sign up. What will they gain. Will they get the news before other people. Free testing. Free PDF of the articles. A free giveaway to people that sign up – will do wonders for you.
- 6) **Get traffic**. Oh yes. You will to get a lot of traffic to your site. The more traffic the more people will sign up on your mailing list.
- 7) **Big is beautiful**. Or size matters. Lol. Make the icon you what people to sign up for biggest. So if you are mostly interested in getting people to like your Facebook page make that icon biggest. If you want people to sign up for your mailing list make that one biggest. Don't be afraid to use graphic to get peoples attention. Its not all a matter of great design. Its a matter of getting people to sign up.
- 8) **Make it easy**. Make it easy for people to sign up. No matter if people are on the frontpage or reading your latest article – make it easy for them to sign up.
- 9) Have a **dedicated subscription page** and focus your promotion on that page. Instead use your internal linking. That will lower your bounce rate too.
- 10) **Use the Elvis trick**. If you have 50.000 subscribers tell people that 50.000 subscribers

can't be wrong. If you have 1.000 tell the same. Make it visible that people like to subscribe and that they get value from you.

11) **Use your normal email effectively.** When you are writing an email to somebody – remember to say “PS – you can subscribe to my blog here www.seocustomer.com/maillinglist” or whatever your sign up page is called.

12) **Use your social media.** Remember to tell your Facebook likes and you Linkedin friends that they can sign up for your newsletter. Use all your contacts.

pyhaa... I have to get my mail list going now I can see. One more cup of coffee and then I will do a mailing list too. Doing this week I will make a subscribe list for www.SeoCustomer.com so come back and check it out later on :)

Yours
Henrik

Does Google+ really help in your search ranking?



Yes we have all heard about Google+ right? Some of you have a Google+ account already right? I have a Google+ account. But is it really helping you in your search ranking at all?

The short answer is yes it does :)

Google has confirmed that the number of your +1 clicks really influences your position of your website in the search results.

So if you go above this article you can see a Google+1 button. So if you click it – well you have to have a Google+ account to make it work – you will help me in my ranking here. Its really that simple. You treat it the same way as with your Facebook like. Same thing. But yes – of course Google like Google+

in the ranking right.

A webpage that has many Google+ tells Google that people like that site. And so Google will show that webpage higher then the average ranking it would have had.

So what will this mean for your site?

If you haven't got the Google+ like on your page GET IT NOW. Many websites don't use it right now. So you will get an advantage if you add the button before your competitors.

So get the Google+ on your site NOW and get some better ranking :)

Best regards
Henrik

PS .. remember to like me on the Google+ button above ..

Free traffic generator with Social Bookmarking



Okay I admit it – I should have learned about social bookmarking a long time ago. But well.. better late than never right? Okay if you don't know anything about Social Bookmarking take some coffee and get ready.

What is this social bookmarking

Well in short – social bookmarking is the exercise of saving your favorites of public websites and tagging them with keywords. When we talk about bookmarking on the other hand, it is the exercise of keeping the address of a website you wanna visit later on – on your computer.

When you create a collection of social bookmarks, you register with a community bookmarking website, which lets you store your favorites sites and you can add add your tags. Some of the social bookmarking websites will check regularly if your favorites websites are still working, and they will inform you when/if a URL is no longer working.

Visitors to social bookmarking websites can search for resources by keyword, persons, or popularity and see the community favorites and tags that other people have created and saved.

I am sure you see my point already – right? We have to register our blog or websites to all theses social bookmarking websites.

Who is doing social bookmarking?

Social bookmarking goes many years back (sorry I just learned about it a few weeks back), when websites like Furl, Simpy, and del.icio.us began operating. Other public bookmarking websites include de.lirio.us, an free version of del.icio.us, and citeulike, a social bookmark submitting site for academic documents. Anyone can engage in social bookmark.

Using a folksonomy-based software for research let us take benefits of the information from other people to find information relevant to the topic you are looking for, even in places that are not obviously attached to the major matter. If you are looking for details about cars, for example, you might find that other people saw a association between cars and camping, taking you in new, possibly useful guidelines. These types of resources also motivate people to keep returning because the folksonomy and the selections of resources are never stand still. It's easy to think about determining a value for individual resources, creating a ranking system that features as a collaborative filter.

Where is social bookmarking going?

The technological innovation behind social bookmark is not complicated, which means the limit to sign up is low, both for websites providing such services and for people. The thoughts that social bookmarking is designed on are working their way into other applications; the exercise of adding details is being prolonged to other kinds of resources, such as multimedia files and e-mail. This switch away from professional taxonomies may have essential effects for how customer areas are blessed and how they operate.

The top 15 most popular social bookmarking websites

Let me show you the 15 most popular social bookmarking websites. They are derived from eBizMBA Rank, Alexa Global Traffic Rank and U.S. Traffic Rank from Compete and Quantcast.

- 1) Twitter
- 2) digg
- 3) StumbleUpon
- 4) reddit
- 5) delicious
- 6) tweetmeme
- 7) FARK
- 8) Slashdot
- 9) friendfeed
- 10) clipmarks
- 11) newsvine
- 12) diigo
- 13) Hacker News
- 14) blinklist
- 15) Faves

Later I will tell you exactly how you can work practically with Social Bookmarking - so stay in touch :)

Best regards
Henrik

Submit 25 links every day for FREE



Well if I saw a headline like that – I would go OMG. But its really true. And yes it is free. You will submit your link to 25 social bookmarking sites every day for free.

I just found this site and wanna share it with you guys. there is a Social Bookmarking site where you can go and submit to 25 social site for free every day. And you know what - it will take you about 5 min :)

Let me tell you have it works. First you go to www.SocialMonkee.com. You sign up (very easy promise), and then you submit your URL, give your page a title, make a short description, write some tags to your page. And you are done. You don't have to sign up individual for the 25 social bookmarking sites.

Check out how it works here in the video...

(see the video on www.SeoCustomer.com)

Now if you wanna do a little trick on the SocialMonkee you can spin some of the words.

In the title you can use at least 3 but up to 20 Versions in the format {title1|title2|title3}. Your description must be Spun, use at least 3 but up to 20 versions with 160 characters long in the format {description1|description2|description3}. And at last the keywords must be spun, use at least 3 but up to 20 versions in the format {tags1|tags2|tags3} . This way you will have unique titles, descriptions and tags for the social sites.

This video will show how to do it...

(see the video on www.SeoCustomer.com)

So no more talk guys. click www.SocialMonkee.com and sign up for free and get 25 free links every day. And if you click this link you will help me too. Cause if I get 12 people to sign up for free, I can do 125 links every day. And you will get the same offer.

Best of luck to you guys

Henrik

8 Free Social Bookmarking Software



I have been looking info how you guys can get Social Bookmarking Software – and for free of course. So take a look at this software – with this you can do everything automatically. So get your backlinks and traffic automatic NOW.

SocialMonkee.com

This is the social bookmarking software that I use. So yes I really love it. What is good that is that it will automatic sign you up at 25 different social bookmarking sites for you. You don't ave to to sign up individual to all those sites. With Social Monkee will allow you to create 25 backlinks every day for FREE. And if you refer 12 people, you will be able to upgrade to 100 URLs 3 times a day. So click the headline "Social Monkee" and you can help me too. :)

Social Marker

Social Marker will help you to distribute your bookmarks to 50 online social bookmarking

sites. So that is good. What is not so good is that its only semi/automated solution. Meaning you have to sign up for each individual account at all the services involved.

IMAutomator

With IMAutomator, you can submit to 15 social bookmarking sites, and you will have a limit of 10 submissions daily. The good thing is that you don't have to create your own accounts. It will happen automatically.

OnlyWire

OnlyWire is another free software. Again you will have to create your own accounts and then enter them into OnlyWire. OnlyWire use a desktop application that will run in the background of your computer and not in your browser.

Empire Marketing Tool

Empire Marketing Tool will allow you to get bookmarks from over 10 social bookmarking sites. You just have to enter your URL and off you go.

SocialAdr

SocialAdr has another concept then the other ones above. SocialAdr will automated do link exchange using social bookmarks. You will have to sign up for your own accounts. You will bookmark other people's sites, and then in exchange you will earn credits and other people will bookmarking your site.

So take a look at all theses bookmarking sites and get your thing going :)

Remember to show me you are alive and give me a comment. Which one of the above free software do you like?

Best regards
Henrik

The New Social Media Decision-Making Process

We all know the old school decision/making process right?

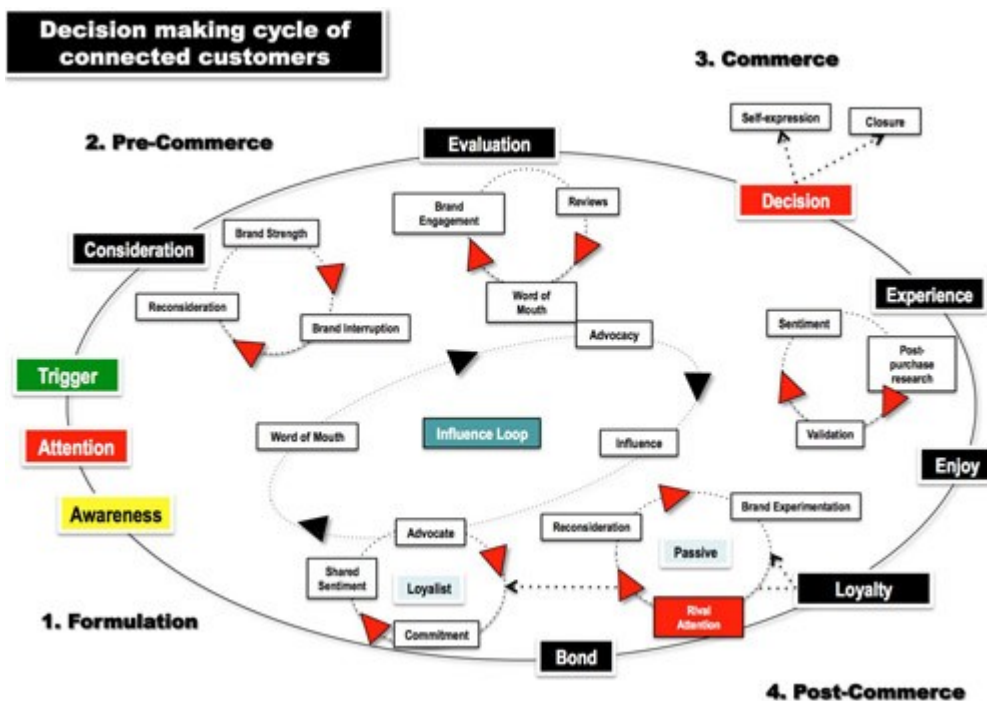
- Need Recognition and Problem Awareness
- Information Search
- Evaluation of Alternatives
- Purchase
- Post-Purchase Evaluation

This model is important for anybody making marketing decisions. It will help the marketing to consider the whole buying process and not just the buying. This model implies that customers pass through all the stages in the buying process. Even though – in the case of more routine purchases – people often skip one or two of the stages. This is old school right?

The new decision model

So how does the new decision making take place when we talk about Social Media. I came across this awesome decision making cycle of connected customers. This is the new funnel: The Decision Ellipse (www.endofbusiness.com).

[Click here to enlarge the picture](#)



This is not a straight forward model. You have to earn your customers trust, you have to involve people, you have to get into the conversation on the social media.

First make your Formulation – what are you selling, get the customers awareness, attention, trigger.

Then the Pre-Commerce where your customer will consider and evaluate your product. The consideration is a circle going round with Brand Strength, Brand Interruption and Reconsideration. How strong is your brand.

Now you have the Evaluation. Here you have a circle of Brand Engagement, Reviews and Words of Mouth. What are your friends saying, what are other people saying about your product.

After your evaluation you will do the commerce. The purchase will show the customers self-expression and the customer will do the buying.

When the customer gets the product he or she will get into the post-commerce. Get experience. The customer will (hopefully) enjoy the product, and if we are lucky (and do a great job), the customer will be more loyal. And in the end we will get a bond to the customer.

The Influence Loop

And in the middle of all this there is the Influence Loop – Word of Mouth, Advocacy and Influence. What are the customers friends saying, what are the networks and the groups saying about your brand? What is the reputation of the brand?

The buyer is not doing the purchase alone. He will use his network, friends, family, groups, word of mouth in the social network. He will still use his close friends and family and

colleges. But theses days he will make good use of the social media.

The good part of all this is, that we as a company can take an active part in the process. So get the social media for your company started. Get into the conversation. This is the new marketing.

Best regards
Henrik

How to Measure your Social Media ROI

ROI

Okay we all love Social Media right? Well I do. And when we start social media its fun to watch how many people like your page, how many fans you got, how many follower. To see how many retweets your are getting, how many people who are commenting on your Facebook posts. I admit it – I love that too.

But when all this is done – its all about sale. The social media has to fit into your overall marketing plan. We have to measure how good we are doing. If we don't know that we can't do it better. So lets me show you 5 ways to measures your Social Media ROI.

1) Measure your social media networks together AND separately. First you look at your Social Media altogether. But remember also to measure it separately. You might find only one or two of your social media are doing good. How much do you engage your customers on the social networks, how much traffic do they get, how many visits to you get to your website, how many sales to you get from the social media. Remember together AND separately.

2) Track visit-to-lead conversion. Where is the money. Many you get 1 million visits from twitter but its only the 150 visits from LinkedIn that brings sale to your company. How many leads generation are you getting? Is twitter better then Facebook? How is Google+, LinkedIn and tumblr doing? When you are doing your campaigns you will learn how many leads each social network can bring to your company. This will make you able to make better plans and yes – better ROI.

3) Track lead-to-customer conversion. Now you have your leads and the nest step is to convert theses leads to customer. You have to know from which social network your customers comes from. This can help you to allocate your marketing budget to optimize your sale.

4) Score leads and monitor the sales cycle. Score each social media. How long time does it take for people from reading your posts to make the sale. The sales cycle can be very different. Some social media has much shorter sales cycle then others. What can you do to shorten the sales cycle for social media leads.

5) Monitor site behaviors from your social media traffic. Get to know your customers. In a store you will watch how they are walking around in the shop. Do the same on your website. Listen to your customers by the way they act. Are the worrying about something, what are they checking before buying, what are their comments? If you can quickly show them the information they need you will shorten the sales cycle and you will get a higher ROI.

Social Media traffic is getting more and more important for more and more companies. If your company is not active on the social network and your competitors are you will loose leads and sale. When you are doing marketing in the REAL world, you will monitor how the add is doing separately. When you are doing PPC online you will monitor them separately. So start monitor your social network and do it separately.

Enjoy your day
Henrik

How to use Google Trends as a Keyword Selection Tool

When you are looking for a way to find your keywords for your SEO or for your PPC you have a lot of free tools you can use for your research.

If you are searching for "used cars" you can get information about how many people are conducting a search for that special word or words.

Use free tools like Google Keyword Tool Google Keyword Tool. Or you can use WordTracker.

You are not only getting information about how many times a phrase is searched for, but you will also get information about words or phrases that are very close to your target keyword. So in our example you will maybe get information about "blue cars" or "new cars"

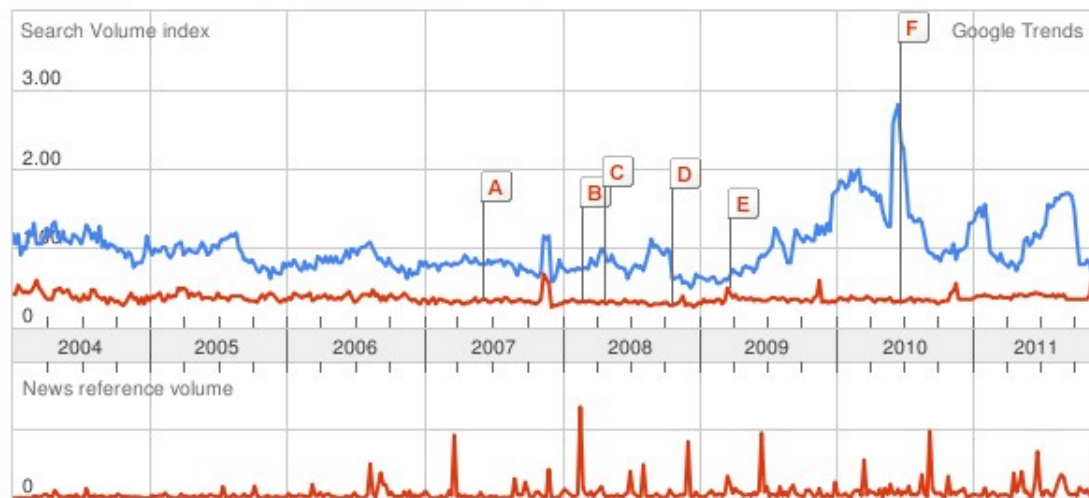
But with Google Trends you can go much further. First of all it will show you how popular the keyword is over time, showing if your keywords popularity is rising, falling or staying steady.

So lets say you are not sure if you wanna do SEO for the term "blue cars" or "black cars". Go to the search" and you will see this picture. Don't write the quote marks, you just write the the phrases with a comma between the search phrases. You can compare up to 5 different words or phrases.

Searches Websites

- Scale is based on the average worldwide traffic of **blue cars** in all years. [Learn more](#)
- An improvement to our geographical assignment was applied retroactively from 1/1/2011. [Learn more](#)

blue cars 1.00 black cars 0.38



So the

black cars phrase is very steady and the blue cars phrase is rising and falling but is always higher than the phrase black cars.

Google Trends is a very quick way to get information about singular or plural version of your searched keyword or phrase. Here I will compare "blue car" or "blue cars".

So here we can see that there will be much more traffic for the word car than for the word cars.

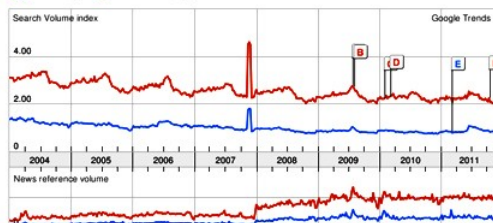
Searches Websites

All regions

All years

- Scale is based on the average worldwide traffic of **cars** in all years. [Learn more](#)
- An improvement to our geographical assignment was applied retroactively from 1/1/2011. [Learn more](#)

cars 1.00 car 2.58



- A [Police: Texting, talking NY trucker hits car, pool](#)
Seattle Post Intelligencer - Jul 31 2009
 - B [Pedestrians hurt in police car crash](#)
ABC.net.au - Aug 7 2009
 - C [Sheen's car crashed in ravine](#)
Belfast Telegraph - Feb 5 2010
 - D [What to do if your car suddenly accelerates](#)
San Jose Mercury News - Mar 10 2010
 - E [Retail sales rise for 8th straight month as shoppers spend more on cars, clothing and gas](#)
CanadianBusiness.com - Mar 11 2011
 - F [US race car driver Dan Wheldon dies in 15-car crash](#)
Xinhua - Oct 17 2011
- [More news results »](#)

Rank by cars

Regions	Cities	Languages
1. South Africa	1. Dublin, Ireland	1. English
2. Ireland	2. Brisbane, Australia	2. Dutch
3. Australia	3. Birmingham, United Kingdom	3. Arabic
4. New Zealand	4. Brentford, United Kingdom	4. Spanish
5. United Kingdom	5. Sydney, Australia	5. Polish
6. United States	6. Melbourne, Australia	6. German
7. India	7. Poplar, United Kingdom	7. French
8. Philippines	8. Manchester, United Kingdom	8. Italian
9. Canada	9. Houston, TX, USA	9. Portuguese
10. Belgium	10. Atlanta, GA, USA	

Export this page as a CSV file

To the right you will see the volume of news stories related to your keyword. These stories breaks down the result by selected cities, selected world regions and by selected world languages.

Google Trend can't tell you everything

Use Google Trend as a keyword tool. But you will need more research. Google Trend can't tell you how many time a keyword has been searched. You can compare two or more graphs but not the actual number of searches.

Even though you found the most popular keyword or phase it doesn't tell you how competitive the marked for that keyword is. Maybe you will have no change at all to get into top10 for the phrase "Blue Cars" but you will have a great change for the phrase "Black cars" even though the popularity is much lower. And therefore you can get more traffic that phrase.

Use Google Trend as a inspiration

Start using Google Trend and get inspired. And when you have found a word or two you will need to go to tools like Google Keyword Tool. But Google Trend is a great tool.

And yes.. its FREE.

Wow now I need my coffee. Have a great day all.

Henrik

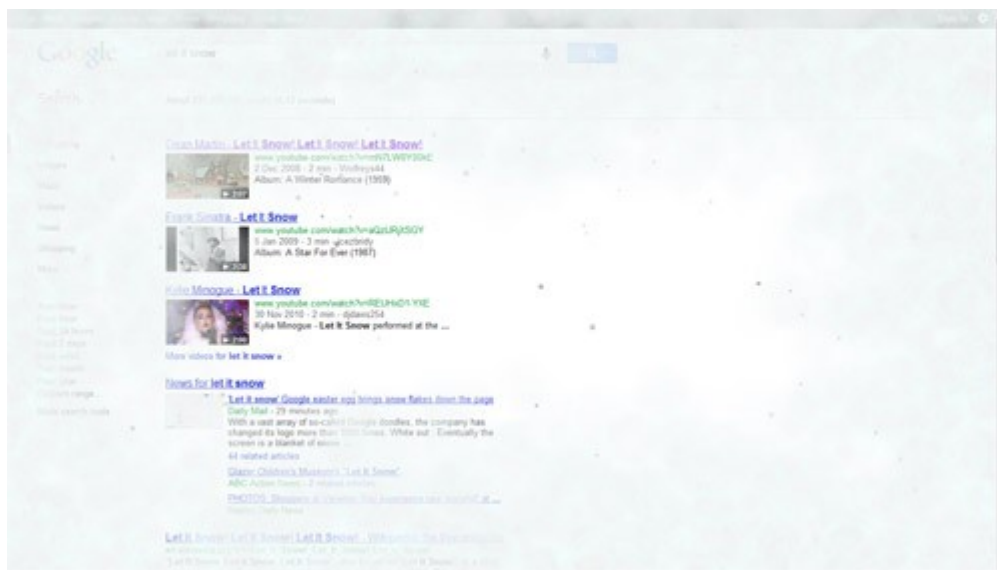
Let it snow

I am getting more and more into Xmas theses days – so I am very happy that Google is getting into Xmas mood too.

When you go to www.google.com try to search the words “let it snow” and wait and watch.

You will still get the search results with video and all of the old favorite song. But after some seconds something is happening. Snowflakes is falling in your browser window. Then you will frost on the Google bar.

But don't worry you will also get a defrost button. So if you wanna start all over – click the defrost button and try again. Ho ho ho...



I am afraid there is no SEO in this article – but a lot of fun. Remember to share this whit your friends.

Merry Xmas
Henrik

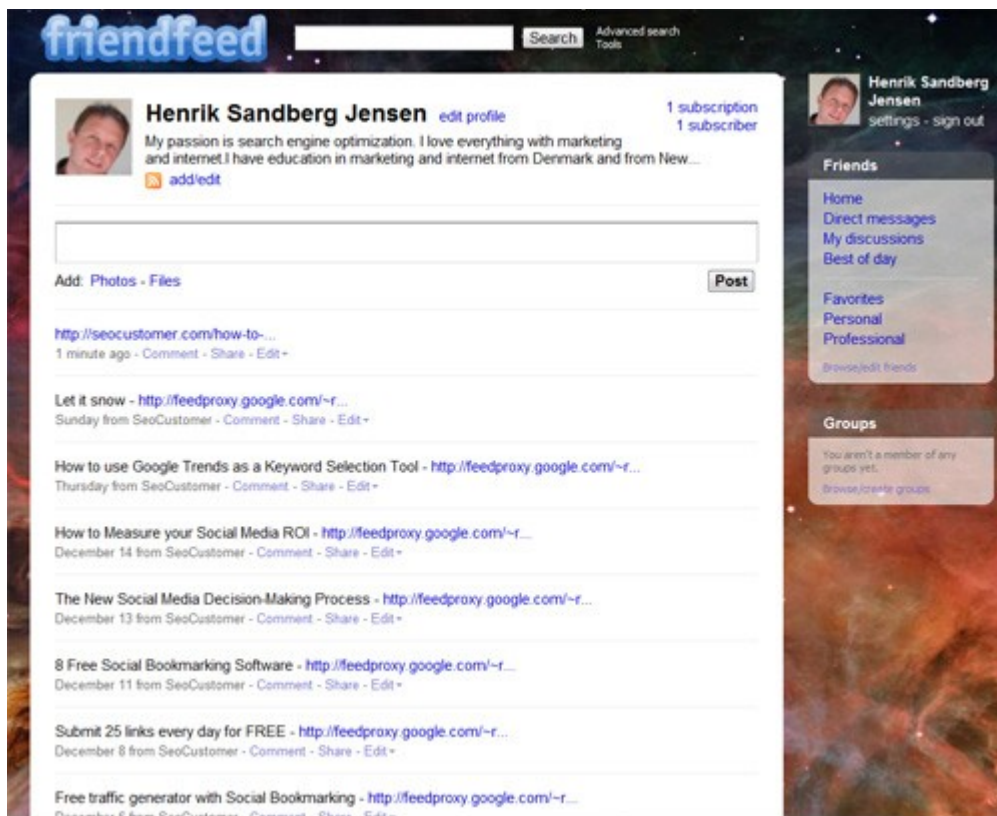
Link Building The Smart Way

Take control of your link building

Let me show you 10 hot websites where you can build links back to your juice loving homepage. This will be a fun tour – so get your black coffee, put the music on and enjoy the ride :)

Ready?

I have been working on this last weekend and I will finish it next weekend – so yes it do take some time – but its also worth it.

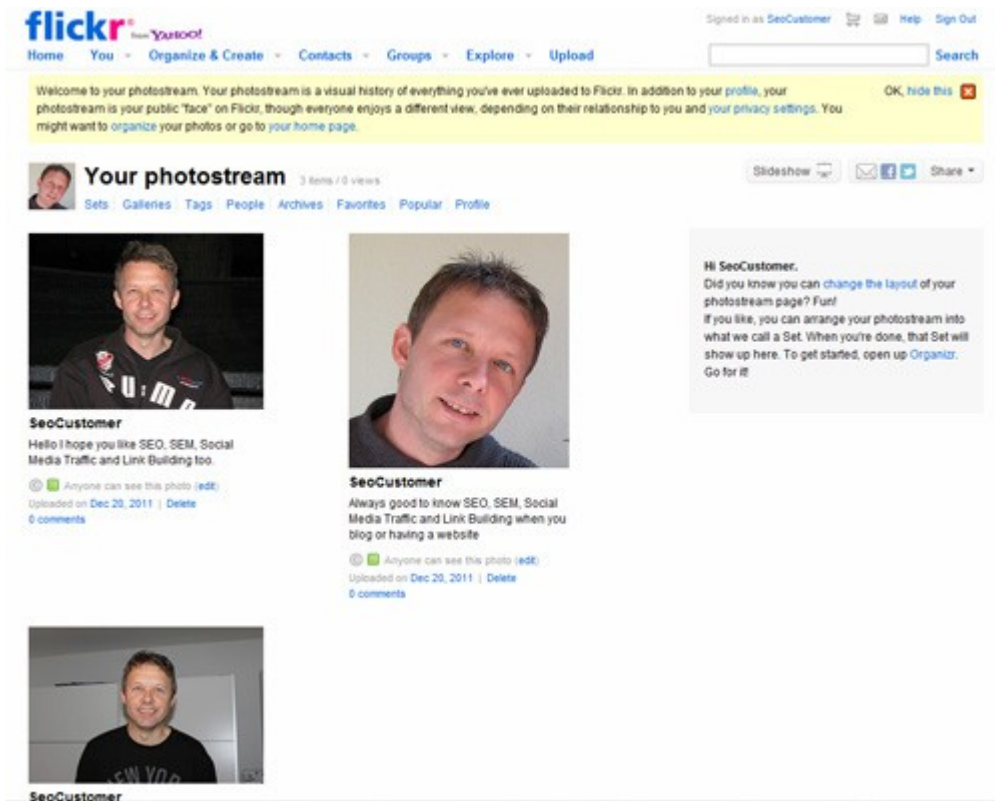


1) Friendfeed.com

Sign up for a free account on Friendfeed.com. Remember to register your main keyword phrase as your username.

FriendFeed is a real-time feed aggregator that updates from social media and social networking websites, social bookmarking websites, blogs and micro-blogging updates. Its a powerful feeder site where you can create backlinks to your homepage. If don't have a account right now – go and do it – NOW.

On Friendfeed you can show 5 of your feeds. Just click on the add/edit and add all the URLs feeds that you own. You can use all kind of URL feeds from the web. Go and add the URL feed there to the assigned category feed or the custom feed field. When you refer back to you Friendfeed account from all your other feed URLs, your profile will automatically be updated :)



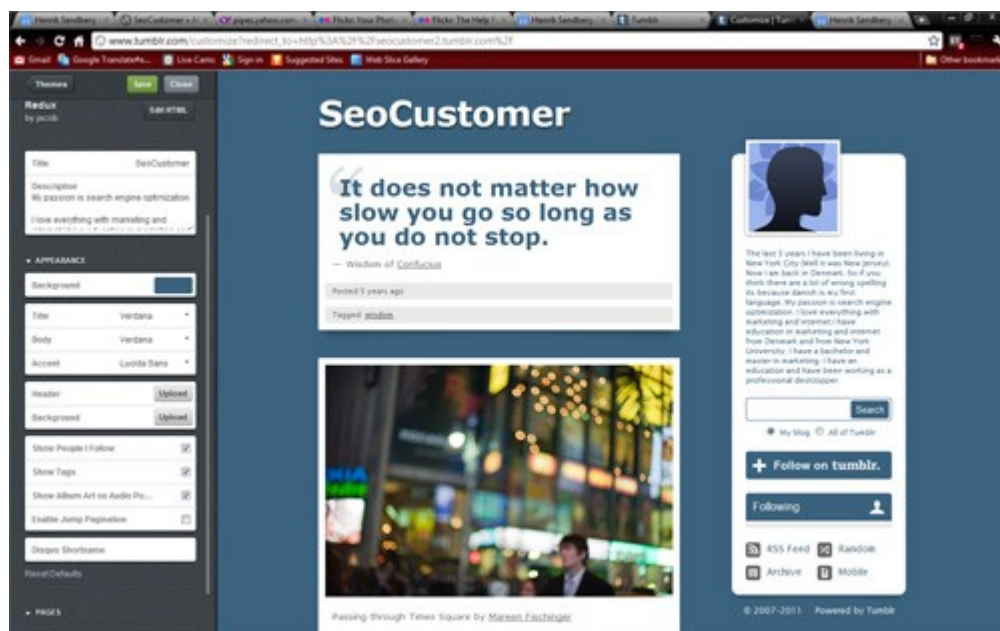
2) Flickr.com

sign up for a Flickr.com account. Again use your main keyword phrase as your username. Post some pictures on flickr and tag them all with your main keywords and also remember to include them in the short description. Remember to fill out the Tags description too at your pictures or videos.

And when its done – remember to grab your Flickr.com feed and add it to your Friendfeed account.

Remember to custom your Flickr URL to include your main keyword. You find you r RSS feed when you click to "Your Photostream". Scroll down and copy the latest to the right of the RSS icon. Something much more easy is to go to Friendfeed – click the Flickr icon and add your username from Flickr :)

Awesome right? And remember we just got started.

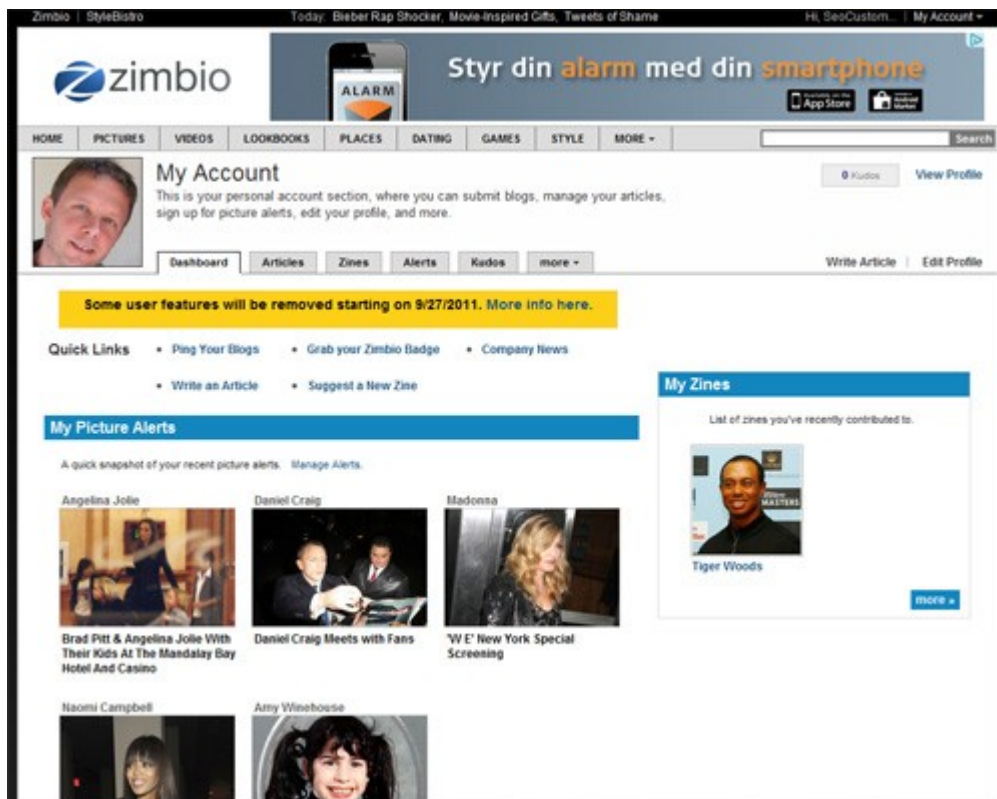


3) Tubmlr.com

The next website we are gonna sign up for is Tubmlr.com. Again when you sign up use your main keyword phrase as your username. When you are done making your profile, make a post related to your blog, remember to use your main keyword in the title, the body text and tags.

Now click on your user URL – something like <http://yourusername.tumblr.com> (just write your username tumblr writes the rest) and right click on the RSS Feed and Copy Link Location. Then go back to your Friendfeed account paste your URL in the Feed category.

You get my point now right? Make some buzz around your site and copy the RSS Feed into Friendfeed.com. I know – I feel it too – we are getting closer and closer to putting the link building on autopilot right?



4) Zimbio.com

Okay you get my point now. Go sign up for Zimbio.com and use your main keyword as your username. Edit your profile and include your website URL in the box made for it.

You can also submit your blog, publish your existing articles and write new post – while linking back to your website – with a desire anchor text. It sounds like music in my ear.

5) Gather.com

Again a free account. Again use your main keyword as your username. Again create a profile and post a link back to your homepage with your desired anchor text, to your desired web pages. Gather.com has a PR6 (yes I know – Google doesn't care much about this theses days).

6) About.me

Well .. I don't really have to write what to do now ... right? Okay I do it... Sign up, use your mail keywords as your username, add your blog's URL to your About.me profile.

Okay time for some new music. I love Paul McCartney, Sting .. and everything from 80s.

7) AboutUs.org

Same – set up your profile at AboutUs.org and do it all over... :)

8) Qondio.com

I only became aware of Qondio.com a few weeks ago. Qondio is an incredibly powerful resource for driving web traffic to your websites efficiently. Remember that your content on Qondio.com must be 100% unique, at least 500 words, you are allowed to include a keyword rich anchor text back to your homepage within your profile information. You must submit your blog and confirm you are the owner by Qondio's verification process.

Qondio will ask other users to screen your article to make sure its high quality. So remember to do unique posts here. Very important..

Wow now we are almost done. I wanna do a list of 10. So here are the 2 last ones.

9) Flixya.com

On flixya.com you can upload videos, photos and submit unique blog post. So again don't just copy and past a post. A least to some article spinning :)

10) OnTopList.com

Get yourself a OnTopLlist.com account. And yes its FREE. Here you can submit your blog or website to the the assigned category and write articles. Again unique and you can include up to 3 keywords. Like at the other sites use your main keyword as your username. And btw you can also add your feeds here.

I know to sign up on all theses site will take some time. I have done it. It took me 2 hours. So now I have a lot of automatic linkbuilding back to my site. You can do it too.

And as long as your have your music and coffee you will be fine .. promise :)

Good luck and all the best to you.. as always

Henrik

How to use social media for B2B



How to use social media to influence B2B group buying decision.

Often when we talk about social media and to get traffic, its all about the consumer – the individual. But how can we use the social media to influence the group buying decisions in the B2B marked?

The biggest different in the B2B marked is that it is a group decision. In most cases you will have a buyer, potential team of people who will review the potential buy and often a senior level person who has to approve the purchase right?

B2B marketers mostly use the BIG 3 – with LinkedIn (73%), Facebook (71%) and Twitter (67%). Right behind theses BIG 3 you have YouTube (48%), blogging (44%) and online communities (22%). So get in the game guys.

Let me present to you 5 different things you have to consider as you create social media content targeted to the B2B group buyers.

Unique Benefits

Be rock steady to how you stand out from your competitors. What makes you and your product unique, and what will make a difference if the B2B buyer choose your product.

Competitive information

Don't fool yourself and think that the buyer won't check out the marked. He will get information, he will find the other products, he will find the prices. So provide your information and highlight the areas where your company is better then your competitors. Position yourself ahead of your competitors.

Value

Tell the potential buyer why your company and product will save money, time or other resources for the buyer. Maybe your product is easier to use, maybe the buyer can get the product tomorrow and not next week, maybe your product requires less training. Make sure your potential buyer know the value of your offer.

Need to share

Your potential buyer need to share the information with others in their organization. So provide them with great materials, so you are in control of the presentation and you make sure they will know all the benefits of your products. You can provide them with one/sheet takeaways, PowerPoint slides or video.

The Sales cycles is longer in the B2B marked then in the B2C marked because its a group decision. So get in the game, and be sure your potential buyers know the benefits of your product.

Give me a comment.. how do you use social media in your B2B marketing?

Best regards
Henrik

Choose the right Social Network

If your goal is to sell on internet, you will know that selling is much more then just getting backlinks. Selling is much more then just getting visitors.

You will have to engage your customers. So its not enough "just" to do SEO. Think about it – if you build a community on a social media platform – like Facebook or Twitter – you can engage your community, will it not help you to persuade a visitor to buy your product? It will help to engage your visitor, to get a response from your visitor and yes – get your product sold.



THE CMO'S GUIDE TO: THE SOCIAL LANDSCAPE

2010 IS THE YEAR CMOS WILL HEAVILY INVEST IN SOCIAL MEDIA. HERE'S A GUIDE TO HELP YOU UNDERSTAND HOW BEST TO LEVERAGE MAJOR SOCIAL MEDIA SITES.

GOOD!

OK.

BAD!

WEBSITE



A microblogging site that enables users to send "tweets," or messages of 140 characters or less



A social networking site where users can add friend, send messages and build their own profile



An image and video hosting website where community members can share and comment on media



A social networking site for business professionals



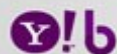
A video sharing website where users can share and upload new videos



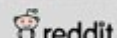
A social news site where users can discover and share content



A social news community where members discover and share webpages



A social news site where community members can vote on stories



A social news community where users post links to the site's home page



A social bookmarking site used for sharing and storing bookmarked pages

CUSTOMER COMMUNICATION

Use keyword search monitoring through a program such as Hootsuite, Tweetie or Radian 6 to track what people are saying about you and your competitors.

Great for engaging people who like your brand, want to share their opinions, and participate in giveaways and contests.

Unnecessary to spend too much time on this, though properly tagged photosets of company events can help customers put a face on the team behind your brand.

Not the primary focus, but customer engagement opportunities are possible by answering industry-related questions, establishing yourself as an expert in the field.

Whether you seek to entertain, inform, or both, video is a powerful channel for quickly engaging your customers, responding to complaints, and demonstrating your social-media savvy.

Not the site's primary strength, though occasionally an objective third-party writeup as a PR effort, perhaps to counteract bad press or customer sentiment, can be promoted.

Paid StumbleUpon traffic can be a very targeted method of communicating, but whether you're reaching your existing customers is purely random and costly to determine.

Editor-driven and moderated, so this shouldn't be your primary focus.

The community is fickle, and anything perceived as spam will be destroyed. However, look deep into the categorized "subreddits" to unearth small niche communities, and you could get valuable feedback.

Site is intended for people to bookmark content. You can see what people tag with your brand name, but communication with them is nonexistent.

BRAND EXPOSURE

Offers unique opportunities for Web site integration and to engage with customers in a viral way, helping your company stand out from the masses.

Facebook brand pages are great for brand exposure. Jump-start your brand exposure through the ad platform, or hire a Facebook consultant to help you grow your brand presence.

Participation in industry-related groups might get your photos, and thus your brand, viewed by people with similar interests, but numbers will be small.

Effective for personal branding and demonstrating your organization's professional prowess. Encouraging employees to maintain complete profiles to strengthen your team's reputation is advisable.

One of the most powerful branding tools on the Web when you build your channel, promote via high-traffic sites, and brand your videos.

Opportunities are huge, especially for promoting objective press/blog coverage of your brand. Make sure content doesn't read like an ad, or your site might be banned for being overly commercial.

A paid campaign can be good for brand awareness, especially following efforts to get free, organic traffic to your home page. Targeting is very accurate, but keep in mind you're paying 5 cents per visit (\$50 CPM).

Noncommercial sites are heavily favored by moderators, so business sites should not waste time in this uphill battle.

Unless you're a bacon company, don't try to build your brand here. You'll end up banned from the site without even realizing what happened.

Not enough ongoing brand recognition to make it worth your while unless you want to be known for providing reference content for later retrieval.

TRAFFIC TO YOUR SITE

Potential can be large, but promotion is an art form -- promote your brand too heavily and turn off followers, yet don't promote enough and receive little attention.

Traffic is decent and on the rise thanks to share buttons and counters, but don't expect massive numbers of unique visitors to go to your site.

Even if you get tens of thousands of visits to a photo hyperlinked with your URL, click-through rates are among the lowest around.

Unlikely to drive any significant traffic to your site, though you never know who those few visits might be from -- perhaps a potential client or customer.

Traffic goes to the videos. If the goal is to get traffic back to your site, then add a hyperlink in the video description, but don't expect traffic to correlate closely with video views.

The grandfather of traffic spikes, so become active in the community or find someone who is. If your site is corporate, then consider launching an industry blog on a noncommercial Web domain to establish yourself as a thought leader.

Enables a diverse range of people to discover your content and share links via the su.pr link shortener on Twitter. Tagging helps, but you don't want the same people repeatedly giving you a thumbs-up.

Get in the moderators' good graces, and you have a chance to hit absolutely massive numbers -- but it's a long shot.

If Reddit loves you, then traffic is often right up there with Digg and StumbleUpon. Be careful: Push too hard for votes from your friends and risk being banned, but don't push at all and you'll wind up with nothing.

Not as big as it used to be, but informative, massive reference pieces bookmarked for later use can net you a few thousand recurring monthly visitors.

SEO

Value to your site's SEO is limited, but tweets will rank high in search results -- good for ranking your profile name and breaking news, though shortened URLs are of little benefit.

Little to no value, aside from blogs picking up and featuring your posted links. Not worth the time expenditure.

Heavily indexed in search engines, passing links and page ranks. Also helps images rank higher in Google Images and in building inbound links.

Very high page rank -- almost guaranteed on the first page of search results -- especially for your company name or individual employees' names, but that's about it.

Very good for building links back to your site because videos rank high. Also a tried-and-true way for your brand to gain exposure.

Very good because even if your story doesn't become popular, then your page will still be indexed quickly. If your story does become popular, this is likely the best site in terms of getting linked to by bloggers.

Very good if your story makes it to the top page for its tag. StumbleUpon's large user base enables many people to find and link to your stories. For vanity name searches, profile pages rank well, too.

If you make the front page of Yahoo, then you will get a ton of backlinks, but chances are unlikely unless you are a large, established brand.

Make the front page and many reputable sites will pick up your story, generating valuable backlinks and extending trust to your site.

Pretty much everything about the site helps. When your page is bookmarked, it's a direct link back to your site. When you're on the front page of the site, the big category tag pages are full of trust, which will pass directly to your URL.



So get into the social media network. Try some different once and see which ones that is working for you. Remember that social media is not one thing – is a whole variety of medias. Its like saying in the old days – if an add doesn't work in one paper choose another paper right? (source)

I stubble across the information made... Its really awesome. What is your goal being in the social network and can a specific network help you. I just love this and wanna share it with you guys. (source)

Give me a comment and show me you are alive :)

Best regards

Henrik

