

Entering the Blogosphere!

MRIA 2007 LUNCH AND LEARN SERIES

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» Session Part 2 of 2

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» Agenda

- Promoting Your Blog
 - Getting Attention & Traffic via RSS
 - Social Media Optimization (SMO)
- Advanced Techniques: Using Blogs as Linkbait
- Tracking the Blogosphere
- Stories from the Blogosphere
- Q & A





» Who is Epiar?

- Founded in 2002 by Ken Jurina & Bob Vaasjo
- International Experts in Search Engine Optimization/Marketing (SEO/SEM)
- Focus on Organic/Natural Search vs Paid Search
- Speak at International SEO & Marketing Conferences
- 11th Fastest Growing Company In Alberta (AB Venture Feb 2007)
- Know a little about Blogs
 - Approx 7000 visits to Epiar Market Research Blog/day
 - www.epiar.com/market-research-blog/



» Promoting Your Blog

If a blog post falls in a forest and no-one's there, does it make any sound?

- Basics for bringing in traffic:
 - Link to other blogs, and invite them to link to you
 - Use your own blogroll (<http://searchengineland.com/>)
 - Leave meaningful comments on other blogs
 - Post on interesting topics regularly to keep existing readers engaged
 - Include pictures, multimedia, top-10 lists, and other catchy items that are focused, brief, and worthy of attention
 - Don't make a Splog!



» Blogs and RSS

- Really Simple Syndication (RSS)
 - RSS Readers (also “feed readers” or “feed aggregators”)
 - Allow people to track multiple blogs in real time
 - www.google.com/reader
 - <http://www.bloglines.com>
 - RSS Feeds
 - Allow **people to receive** your new blog content in real time
 - Allow **sites to republish** your new blog content in real time
 - www.epiar.com/seo-news/
 - RSS Promotion
 - www.feedburner.com
 - <http://feedshark.brainbliss.com>



» Social Media Optimization (SMO)

- Several popular Social Media sites:
 - Digg (www.digg.com)
 - Del.icio.us (del.icio.us)
 - Reddit (www.reddit.com)
 - Netscape (www.netscape.com)
 - Stumbleupon (www.stumbleupon.com)
 - Wikipedia (www.wikipedia.org)
 - Flickr (www.flickr.com)
 - YouTube (www.youtube.com)
 - Facebook (www.facebook.com)



» Is SMO Worth Your Time?

- Reasons to participate with blogs and SMO:
 - Rule the SERPs (Search Engine Results Pages)
 - Control your brand
 - Build traffic from alternate sources
 - Get link love
 - Show the community you're a participant
 - Influence traditional media



» How Social Sites Rank Content

- Factors important to some Social Media sites:
 - Number of votes
 - Period of time the votes happened in
 - Who the voters were (their reputation*)
 - Who submitted it (their reputation*)

*Reputation is EVERYTHING!

- How to game the system for “evil”:
 - www.wolf-howl.com/grayhat-seo/how-to-be-a-dirty-digger/



» SMO Do Not's

- ***Don't self-promote*** - Get a friend to submit a story for you if it's on your own site.
- ***Don't add self-biased information.***
- ***Don't buy votes*** - It may work once or twice, but it will come back to haunt you eventually. Remember, your reputation is all you have in these communities.
- ***Don't break community rules.***
- ***Don't spam the sites with irrelevant content.***



» SMO Do's

- ***Actively use the "friend" mechanism*** - Friend everyone in sight.
- ***Participate in the community*** - Build a reputation as a contributor.
- ***Write great titles and descriptions*** - Most Diggs occur based on the title and description alone, and many people don't actually look at the article at all.
- ***Link out generously*** - Some of these people will link back, and get other people to link to you.
- ***Become a top user*** - It takes effort, but there is a big payoff.
- ***Submit articles at the right time*** - midday on weekdays.





» Using Blogs as Linkbait

- **Linkbait** is any content or feature within a website that somehow baits viewers to place links to it from other websites:
 - **Informational Hooks** - Provide information that a reader may find very useful. Some rare tips and tricks or any personal experience through which readers can benefit.
 - **News Hooks** - Provide fresh information and garner citations and links as the news spreads.
 - **Humor Hooks** - Tell a funny story or a joke. A bizarre picture of your subject or mocking cartoons can also prove to be a link bait.
 - **Evil Hooks** - Saying something unpopular or mean may also yield a lot of attention. Writing about something that is not appealing about a product or a popular blogger. Provide strong reasons for it.
 - **Tool Hooks** - Create some sort of tool that is useful enough that people link to it.



» Tracking the Blogosphere

- Tools to get you started:
 - Technorati (www.technorati.com)
 - Social Media site categories
 - Social Media sites search features
 - Buzzmetrics (www.nielsenbuzzmetrics.com)
 - Google search “puppy food scandal **blog**”
 - Google blog search:
<http://www.google.ca/blogsearch?hl=en>



» Tracking the Blogosphere

- What to track:
 - Brand
 - Products
 - Models
 - Keywords
 - Competitors
- How to use the information? Ask yourself:
 - What sparks passion in my customers?
 - Is it new? What details are commonly discussed?
 - How can I use this knowledge to benefit my customers?





» Stories from the Blogosphere

- Success stories:
 - SEOmoz
 - Epiar (www.seomoz.org/blog/exceptional-strides-in-the-automation-efficiency-of-seo-campaigns)
- Those who wish they'd been blog savvy sooner:
 - Starbucks
 - Sony PSP false blogging
- Blog stories still waiting to be told:
 - **(insert your name here!!)**





» Your Tuesday Night To-Do List:

- Get RSS savvy
- Build profiles on several Social Media sites
- Build your online reputation and networks
- Make liberal use of linkbait
- Track your impact in the blogosphere

(persevere for several months)

- Be in greater control of your online (and offline) destiny!



Thank You!

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