Social SEO Bootcamp
Part 2

Don Crowther

Create And Market
Infographics

Types Of Infographics

- Simple Lists

- Steps - Flowcharts

- Explained Lists

- Dressed-up Text

- Explained Point

- Argument "Proof"

- Survey Results

- Tell A Story

Create Infographics About:

- Survey results
  - Yours
  - Your angle on someone else's
  - Compilation of studies

Create Infographics About

- Step-by-step to accomplish a task

Create Infographics About

- Lists
- Great way to show longer lists

Create Infographics About

- FAQ's
- If someone's wondering about it, more people are

Create Infographics About

- Facts that support your point
- Why they should listen to/hire you!

Create Infographics About

- Do-it-yourself guides
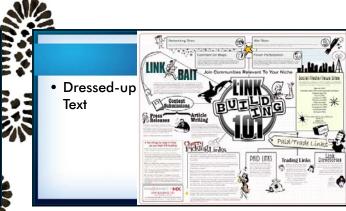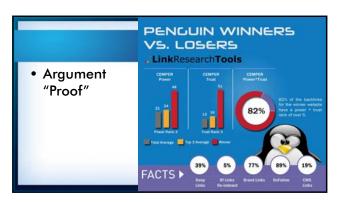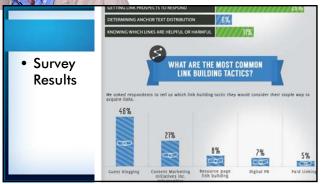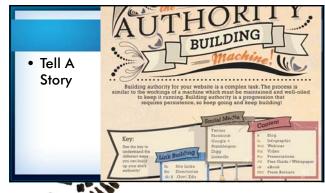
Don Crowther's

SOCIAL SEO BOOTCAMP

Create Linkbait About

- Recommended Resources
- People love to know what you use

Create Linkbait About

- Your system/theory

Create Infographics About

- Anything that people don't all understand
- Explain it to them in simple pictures

Action Time

• Make a list of infographic ideas you could create

How To Create Infographics

1. Have someone else do it
2. Do it yourself
3. Do something in-between

Steps

1. Decide the point you want to make
   – Decide your objective in creating it
2. Outline the key elements to be communicated
3. Add pertinent data to support your points
4. Get down to designing!

Hire It Out

• College/trade school classes
• Craigslist
• ODesk

Do It Yourself

- Free tools out there – google Infographic creation tools

Do It Yourself

- Buy templates
- Powerpoint
- Adobe Photoshop
- Adobe Illustrator

Do It Yourself

- NOT right for everyone

Post To Your Site

- Use an embedding tool
- Include optin information/offer
- Infographic embedder
- Make sure you build a backlink into your embed code!
- Change that backlink regularly

What URL To Link To?

- The Infographic page
- A different page that contains the infographic + other information

Promoting Your Infographic

- Post to your blog
- Post to social media
- Mail on it, specifically ask people to post it to theirs
- Add a permission box to the infographic

Promoting Your Infographic

- List on key infographic sites
- Google Infographic Promotion

Infographics Last

- If evergreen, could still be getting links months later
- Will periodically raise its head again
- Don't forget to periodically repost yourself!

Action Plan

- What are you going to be doing regarding InfoGraphics to improve your SEO?
- This week?

TIME FOR QUESTIONS