



Don Crowther's

SOCIAL SEO BOOTCAMP



Social SEO Bootcamp
Part 2

Don Crowther



Create And Market
Infographics

WATCH THIS SPACE 'INFO' INFONFIGRAPHICS ARE

100% OF BUSINESSES EVERYONE SHOULD CONSIDER THE POTENTIAL ADVANTAGES

INFOGRAPHIC PRODUCTION INCREASES BY 1% EVERY DAY

THEY CATCH THE EYE OF JOURNALISTS AND STAND OUT FROM TEXT-BASED CONTENT

90% OF PEOPLE VISUAL IS

INFOGRAPHICS HELP TO VISUALIZE RELATIONSHIPS & STATISTICS SIMPLY & EASILY

40% OF PEOPLE WILL SHARE INFOGRAPHICS

≈ 13 INFOGRAPHICS

IS THE WEBPAGE PUBLICALLY VIEWABLE?

NO

YES

CAN THE SPIDER READ THE PAGE?

NO

YES

OF LINKS TO

Types Of Infographics

- Simple Lists

SEO Ranking Factors 2013

IF LINK BUILDING IS A STRATEGY GAME, HERE ARE THE IN-GAME DISPLAYS OF ITS COMMON TACTICS



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- Steps - Flowcharts

Known Panda Triggering Signals

Signal	Percentage
Thin content	~45%
Low quality content	~35%
Low domain authority	~25%
Low page authority	~20%
Low inbound link volume	~15%
Low inbound link quality	~10%
Low inbound link diversity	~5%
Low inbound link velocity	~5%
Low inbound link diversity	~5%
Low inbound link velocity	~5%

Flowchart Steps:

```

graph TD
    Start([Start Here]) --> Q1{Do you have a Google Webmaster Tools account?}
    Q1 -- No --> A1[Create a Google Webmaster Tools account]
    Q1 -- Yes --> Q2{Do you have a Google Analytics account?}
    Q2 -- No --> A2[Create a Google Analytics account]
    Q2 -- Yes --> Q3{Do you have a Google+ account?}
    Q3 -- No --> A3[Create a Google+ account]
    Q3 -- Yes --> Q4{Do you have a Twitter account?}
    Q4 -- No --> A4[Create a Twitter account]
    Q4 -- Yes --> Q5{Do you have a Facebook account?}
    Q5 -- No --> A5[Create a Facebook account]
    Q5 -- Yes --> Q6{Do you have a LinkedIn account?}
    Q6 -- No --> A6[Create a LinkedIn account]
    Q6 -- Yes --> Q7{Do you have a YouTube account?}
    Q7 -- No --> A7[Create a YouTube account]
    Q7 -- Yes --> Q8{Do you have a Dribbble account?}
    Q8 -- No --> A8[Create a Dribbble account]
    Q8 -- Yes --> Q9{Do you have a SoundCloud account?}
    Q9 -- No --> A9[Create a SoundCloud account]
    Q9 -- Yes --> Q10{Do you have a Last.fm account?}
    Q10 -- No --> A10[Create a Last.fm account]
    Q10 -- Yes --> Q11{Do you have a MySpace account?}
    Q11 -- No --> A11[Create a MySpace account]
    Q11 -- Yes --> Q12{Do you have a LiveJournal account?}
    Q12 -- No --> A12[Create a LiveJournal account]
    Q12 -- Yes --> Q13{Do you have a Blogger account?}
    Q13 -- No --> A13[Create a Blogger account]
    Q13 -- Yes --> Q14{Do you have a WordPress account?}
    Q14 -- No --> A14[Create a WordPress account]
    Q14 -- Yes --> Q15{Do you have a Joomla! account?}
    Q15 -- No --> A15[Create a Joomla! account]
    Q15 -- Yes --> Q16{Do you have a Drupal account?}
    Q16 -- No --> A16[Create a Drupal account]
    Q16 -- Yes --> Q17{Do you have a Magento account?}
    Q17 -- No --> A17[Create a Magento account]
    Q17 -- Yes --> Q18{Do you have a Shopify account?}
    Q18 -- No --> A18[Create a Shopify account]
    Q18 -- Yes --> Q19{Do you have a WooCommerce account?}
    Q19 -- No --> A19[Create a WooCommerce account]
    Q19 -- Yes --> Q20{Do you have a Magento account?}
    Q20 -- No --> A20[Create a Magento account]
    Q20 -- Yes --> Q21{Do you have a Joomla! account?}
    Q21 -- No --> A21[Create a Joomla! account]
    Q21 -- Yes --> Q22{Do you have a Drupal account?}
    Q22 -- No --> A22[Create a Drupal account]
    Q22 -- Yes --> Q23{Do you have a Magento account?}
    Q23 -- No --> A23[Create a Magento account]
    Q23 -- Yes --> Q24{Do you have a Shopify account?}
    Q24 -- No --> A24[Create a Shopify account]
    Q24 -- Yes --> Q25{Do you have a WooCommerce account?}
    Q25 -- No --> A25[Create a WooCommerce account]
    Q25 -- Yes --> Q26{Do you have a Magento account?}
    Q26 -- No --> A26[Create a Magento account]
    Q26 -- Yes --> Q27{Do you have a Joomla! account?}
    Q27 -- No --> A27[Create a Joomla! account]
    Q27 -- Yes --> Q28{Do you have a Drupal account?}
    Q28 -- No --> A28[Create a Drupal account]
    Q28 -- Yes --> Q29{Do you have a Magento account?}
    Q29 -- No --> A29[Create a Magento account]
    Q29 -- Yes --> Q30{Do you have a Shopify account?}
    Q30 -- No --> A30[Create a Shopify account]
    Q30 -- Yes --> Q31{Do you have a WooCommerce account?}
    Q31 -- No --> A31[Create a WooCommerce account]
    Q31 -- Yes --> Q32{Do you have a Magento account?}
    Q32 -- No --> A32[Create a Magento account]
    Q32 -- Yes --> Q33{Do you have a Joomla! account?}
    Q33 -- No --> A33[Create a Joomla! account]
    Q33 -- Yes --> Q34{Do you have a Drupal account?}
    Q34 -- No --> A34[Create a Drupal account]
    Q34 -- Yes --> Q35{Do you have a Magento account?}
    Q35 -- No --> A35[Create a Magento account]
    Q35 -- Yes --> Q36{Do you have a Shopify account?}
    Q36 -- No --> A36[Create a Shopify account]
    Q36 -- Yes --> Q37{Do you have a WooCommerce account?}
    Q37 -- No --> A37[Create a WooCommerce account]
    Q37 -- Yes --> Q38{Do you have a Magento account?}
    Q38 -- No --> A38[Create a Magento account]
    Q38 -- Yes --> Q39{Do you have a Joomla! account?}
    Q39 -- No --> A39[Create a Joomla! account]
    Q39 -- Yes --> Q40{Do you have a Drupal account?}
    Q40 -- No --> A40[Create a Drupal account]
    Q40 -- Yes --> Q41{Do you have a Magento account?}
    Q41 -- No --> A41[Create a Magento account]
    Q41 -- Yes --> Q42{Do you have a Shopify account?}
    Q42 -- No --> A42[Create a Shopify account]
    Q42 -- Yes --> Q43{Do you have a WooCommerce account?}
    Q43 -- No --> A43[Create a WooCommerce account]
    Q43 -- Yes --> Q44{Do you have a Magento account?}
    Q44 -- No --> A44[Create a Magento account]
    Q44 -- Yes --> Q45{Do you have a Joomla! account?}
    Q45 -- No --> A45[Create a Joomla! account]
    Q45 -- Yes --> Q46{Do you have a Drupal account?}
    Q46 -- No --> A46[Create a Drupal account]
    Q46 -- Yes --> Q47{Do you have a Magento account?}
    Q47 -- No --> A47[Create a Magento account]
    Q47 -- Yes --> Q48{Do you have a Shopify account?}
    Q48 -- No --> A48[Create a Shopify account]
    Q48 -- Yes --> Q49{Do you have a WooCommerce account?}
    Q49 -- No --> A49[Create a WooCommerce account]
    Q49 -- Yes --> Q50{Do you have a Magento account?}
    Q50 -- No --> A50[Create a Magento account]
    
```

- Link Evaluation Flowchart

```

graph TD
    Start([Start]) --> Q1{Load the page. Can you find the link? (On page or source code)}
    Q1 -- No --> Stop1([Stop])
    Q1 -- Yes --> Q2{Does the page appear to exist ONLY for SEO? (e.g. spam directories, spam blogs etc.)}
    Q2 -- No --> Q3{Is the link relevant to the page?}
    Q2 -- Yes --> Q4{Does the link contain a rel="nofollow" attribute?}
    Q3 -- No --> Q5{Does the anchor text contain high-value keywords?}
    Q3 -- Yes --> Q6{Are these keywords used excessively in links to your site?}
    Q4 -- No --> Q5
    Q4 -- Yes --> Q7{Does the page Head section contain a Meta Robots "nofollow" tag?}
    Q5 -- No --> Stop2([Stop])
    Q5 -- Yes --> Q6
    Q6 -- No --> Stop2
    Q6 -- Yes --> Q7
    Q7 -- No --> Stop2
    Q7 -- Yes --> Stop3([Stop])
    
```

- Explained Lists

RECIPRICOR

What he lacks in inherent knowledge he attempts to compensate with boundless energy and enthusiasm. By the time Recipricor is through with his state of the art link building "Recipricor" you'll have hundreds of off-topic backlinks. You'll also acquire some fresh Webduty content in the form of a recipricor link page that takes 20 minutes to scroll down, linking out to every S&B from Tennessee to Tennessee.

SITEWIDER

Placing thousands of keyword rich, penguin inducing site-wide links on unrelated high PR sites is Site-Wider's specialty. We need

- Dressed-up Text

LINK BUILDING 101

Networking Sites, Social Media, Content Submissions, Press Releases, Article Writing, Paid/Trade Links, PBN Links, Trading Links, Link Directories

- Explained Point

INFOGRAPHICS

AND WHY THEY ARE PERFECT FOR BLOG-BASED LINK BUILDING

PR - 100% of all social media activity is tracked by PR. This includes all social media activity and PR content.

WIN! WIN!

100% of all social media activity is tracked by PR. This includes all social media activity and PR content.

- Argument "Proof"

PENGUIN WINNERS VS. LOSERS

LinkResearchTools

Category	Power	Trust	Power/Trust
CEMPER	21	34	48
CEMPER	11	16	31

82% of the backlinks for the winner website have a power + trust rank of over 5.

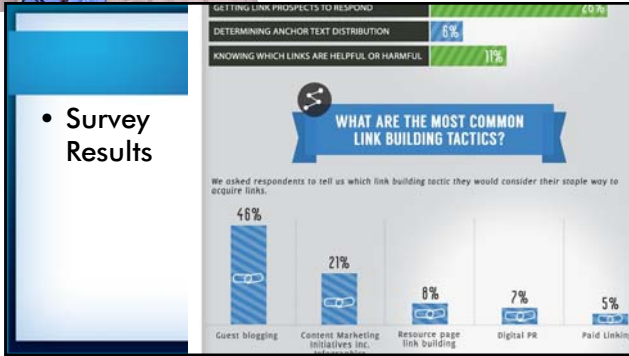
FACTS

- 39% Deep Links
- 5% Of Links Do-Indexed
- 77% Brand Links
- 89% Dofollow
- 19% CMS Links



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• Tell A Story

Key:
Use the key to understand the different ways you can build up your site's authority!

- Social Media:** Twitter, Facebook, Google+, StumbleUpon, Digg, LinkedIn
- Content:** Blog, Infographic, Webinar, Video, Presentations, Free Guide / Whitepaper, eBook, Press Release
- Link Building:** Site Links, Directories, Govt Eds

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

The Preciprocation Process: **Easy as Pie.**

What is Preciprocation?

Prospecting

The Setup

Create Infographics About

- Lists
- Great way to show longer lists



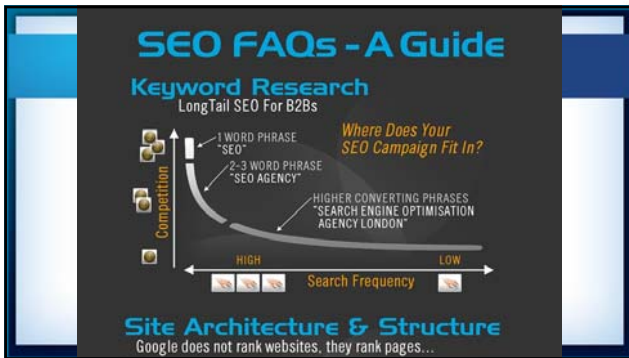
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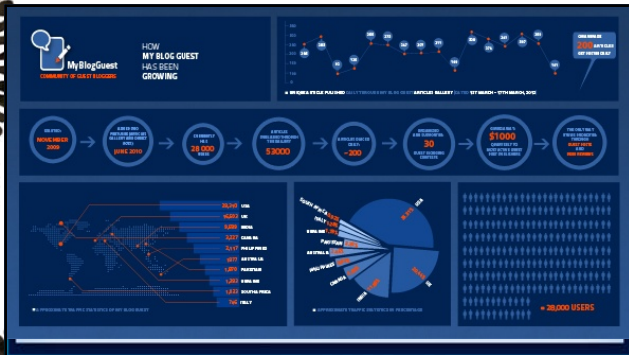
Create Infographics About

- 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!



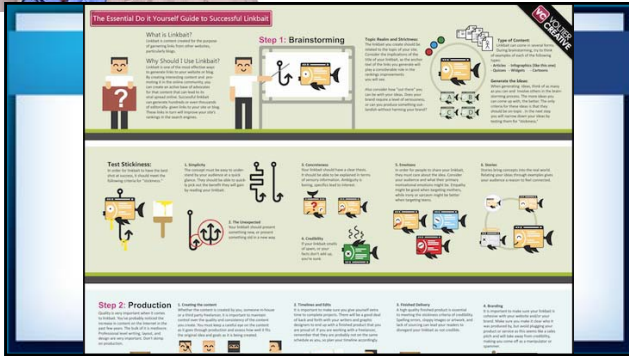
Create Infographics About

- Do-it-yourself guides



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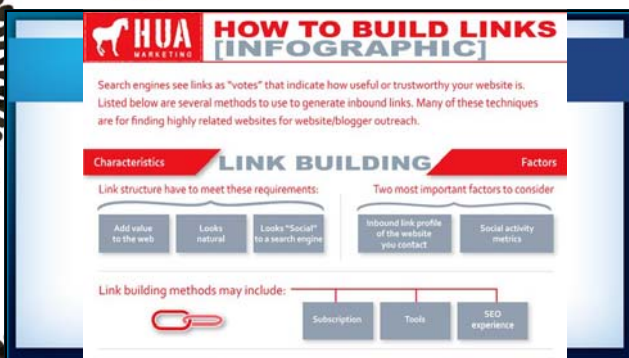
Create Linkbait About

- 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



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Understanding Google PageRank...

KEY

- Your peers = Sites like you
- The high school principal = .edu websites
- The jocks and cheerleaders = PR 5 or higher
- The librarians = PR 4 sites
- The drama crowd = PR 2-3 sites

PageRank Requires The Right Votes

Consider who links to you because links are key votes. Your main votes for your best party are the important party and the drama club. You won't get the crown. Similarly, links from low PR sites don't count for Google.

PageRank is a Popularity Contest Like Running for Prom King

A PageRank link is a vote... A 1-10 score assigned by Google that rates the popularity of an indexed web page based on the number & type of external links pointing to that page (abbr. PR)

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



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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



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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?

