

Procedure: 6-step process: Last updated by Belinda Long: June, 2014

The goal isn't to get a number 1 ranking in Google. The key is to dominate the search results. Your goal is for your content to show up 20 times in the first 5 pages. Comments, bookmarks, RSS directories, all the 6 step process get that domination

1. **Post Article written to Magic Formula** - Keyword in title, tag and 3x in body of post
2. **“Ping”** your post or comment. “Pinging” is a message to the search engines (google) telling them, “I have new content”. They send the spiders out to come get it and index it.
 - <http://www.Pinglar.com> is free
 - Enter the URL of the article post, not the home page. If you ping the same page/post more than once, you can get into trouble
 - Be careful – if you ping more than once per day you can get your site banned
3. **Social bookmark your post or comment.** Social bookmarking – directories on the web that store your favorite posts *and* sites in your account online. When you social bookmark the post or comment in your account, it shows up in the front **page of the bookmarking site.**
 - a. Create 8-10 Social Bookmarking accounts
 - i. Del.icio.us
 - ii. Digg
 - iii. Reddit
 - iv. Fark
 - v. Furl
 - vi. Blinklist
 - vii. Linkagogo
 - viii. Buddymarks
 - b. **Best Damn Redirect** is a tool that can help speed up the process of social bookmarking. Here is the link to purchase [BestDamnRedirect](#)
 - i. Log into the Social Bookmarking sites once from with-in BDR and most of them will automatically sign-in and fill out the submission form with the post URL.
 - ii. You may need to fill in the tags and description manually
 - c. **Social Bookmarking Demon** is a tool to help speed up the social bookmarking process. Here is the link to purchase [Social Bookmarking Demon](#)
4. **Make 5 comments on other people's blogs**
 - a. Find 5 places to make comments that use the main keyword from the article you posted on their post

- b. To help find places to make comments:
 - i. Use [SEO Powerhouse Search](#)
 - ii. Set up [google alerts](#) for each of your main keywords and you will be sent an email with URLs to the posts that keyword is used.
 - iii. **Blog Comment Demon** is a tool to help you find places to make comments, keep track of where you made comments, and automatically checks for approval of comments with a push of button. Here is the link to purchase [Blog Comment Demon](#).
 - c. May need to make 10 comments per day in order to get 5 comments approved since some sites require an admin to approve comments.
 - d. It may be easier to get comments approved on an active blog site or on a post that is less than 30 days old because it is more likely to have an admin checking comments. If no comments have been approved in the past 30-days, then it is likely
 - e. Go back to step 3 and Social Bookmark the comments
5. Add blog to 5 RSS Directory feeds per day
- Avoid RSS feeds that require reciprocal links to be placed on your site.
 - www.commoncraft.com has video on RSS in plain English.
 - Find lists of RSS feeds by searching for “Free RSS Directories”
 - Keep track of RSS feeds you submitted your blog feed to with RSS spreadsheet
6. Add friends/followers on social networking sites:
- a. Follow 5 bloggers on blogcatalog.com each day. Works like FB. Friends will be other bloggers. Find people who have blogs that serve the same audience. Their readers are likely to see you and find your site, too.
 - b. Add 10 Friends on Facebook per day
 - c. Add 10 new members to Twitter per day

Other recommended resources:

ClickAd Equalizer is a tool that helps you see the commercial intent of keywords. It shows you how many paid advertisements there are for a keyword. If there are paid advertisements, this lets you know the keyword is strong because it is making money for the person who has paid to place the ad. Here is the link if you would like to purchase [ClickAd Equalizer](#). **(Note not sure what impact the new google terms will have on this tool).**

[Headline Analyzer](#) is a tool to determine the emotional marketing value (emv) a headline has on the audience.

Additional recommendations:

Add the following creatives to your post you will have not 1, but 5 links per post

1. Text
2. Image
3. Audio
4. Slide show
5. Video

That does not include the internal link, external link and intra-network link. So if you have those 3 plus the 5 creatives, you would have 8 links per post/article.

To Create Audio Files To Upload to Site Check Out:

www.audioacrobat.com

Some Locations to Find Royalty Free Images:

www.sxc.hu

www.ice.photo.com

<http://www.morguefile.com/>

Can Crop & Add Inspirational Message to Images Using tool such as:

- Paint
- Paint.net

To Change Image Properties:

- Right Click on the image in the folder
- Select “Properties” from the pop-up list
- Select the “Details” tab from the next pop-up and fill in or edit at minimum the following:
 - Title
 - Subject
 - Rating (5 Star)
 - Tags
 - Comments