

SEO HUNTERS

We've got you covered!



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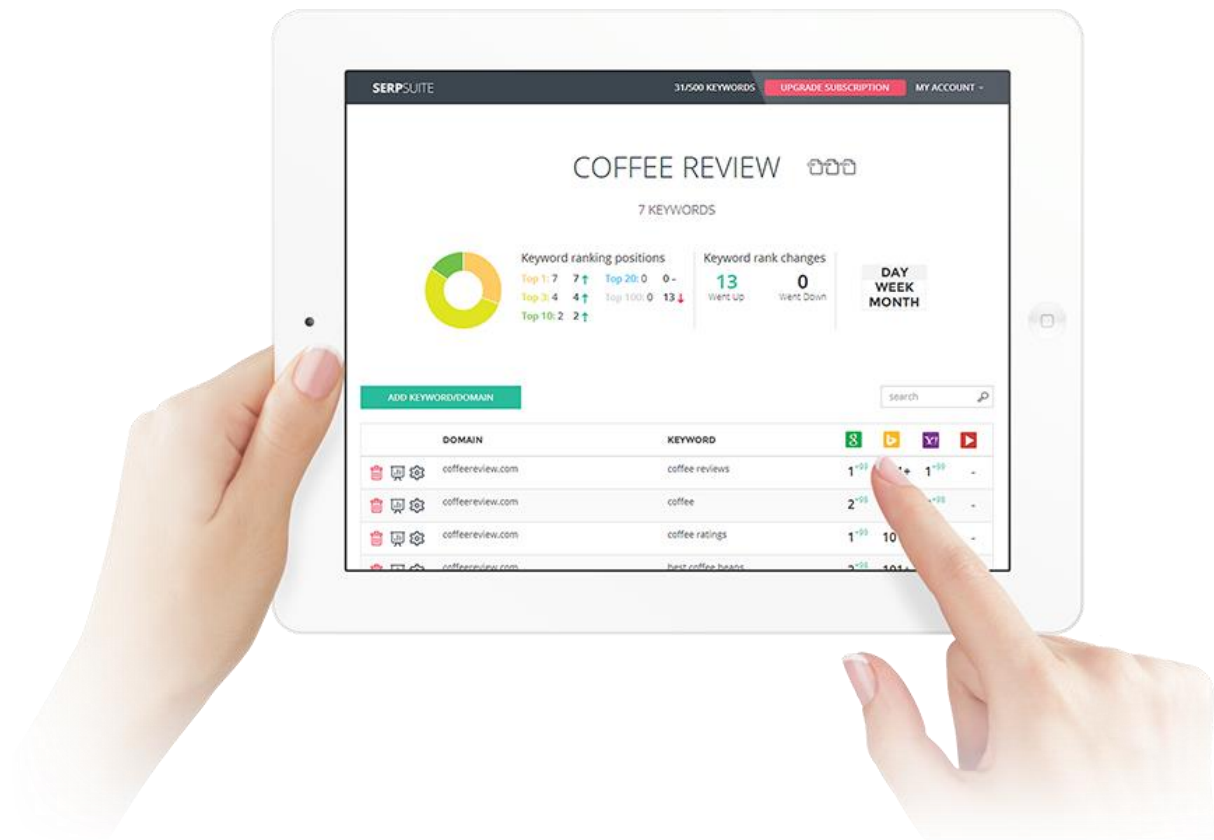
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Social Media

In the past 24 months social media has literally exploded on the scene and everyone from teens to grannies are now using the likes of twitter, facebook, Instagram and google+ to interact with friend and family straight from their phones and laptops.

It's a fact that facebook now has over 500 million users worldwide and more people are using facebook than google search. Google became seriously worried regarding facebook in terms of lost revenue from advertising.

Google's answer to this was to introduce their own social attempts to get a slice of the pie and now after trial and error have google+, google groups and google communities.

With these in mind they modified the search algorithms to incorporate these 'social signals' into the search results. So when people on the likes of google+ and facebook talk about products and urls, this increased the interest in them and thus increases the social signals to the urls.

In testing we have found that the order of importance google gives to social sites is as follows:

- 1) Google+ / google groups / communities
- 2) Twitter
- 3) Facebook
- 4) Pinterest / linkedin

The problem though is that this is now becoming a big part in how websites are ranked and sadly most website owners do not maximise this.

We are not saying others do not work but at present these 4 are the most powerful for ranking purposes so I would suggest if you haven't already got

links on your website to your accounts then you get this done as it will help long term.

A few minutes a day posting to these social media platforms will benefit your website long term.

Improving your social signals

How can you go about improving your social signals to your sites?

These come in 2 part in reality.

- Onsite elements
- Offsite elements

You require both of these element to improve your social signals.

But why?

Well, think of it this way. You run a shop and have the ability to get new customers multiple way like when a person walks into your shop or orders a product online for you to mail out.

If you ignored one of these revenue stream it would cost you long term as a lot of city shops have found out. So you need to be doing onsite + offsite element that are details next.

Onsite element

On site element are element that you add to your blogs and posts to get users to click and share them on social sites.

These include

- Share buttons from google+, facebook and twitter (like, recommend, tweet, bookmark, etc.)
- Connect buttons (Like a Facebook page, Follow on Twitter, Follow on LinkedIn, etc.)

There are a few ways these can be setup.

If you use wordpress you can add a plugin called 'digg digg' (or a similar plugin) which adds a sharing toolbar to your posts and pages and you configure the sites you want to have displayed.

You can download digg digg here:

<http://wordpress.org/extend/plugins/digg-digg/>

You can also get a simple but advanced type share button that is extremely customisable and works on both blogs and non-blogs alike.

Off site social signals

Off site elements are basically, you posting direct to the social site themselves.

So step 1 is to ensure that you have accounts on each of the following platforms:

- Google+
- Facebook
- Twitter
- LinkedIn
- Pinterest
- Youtube

Of the above the most important are google+, twitter and facebook but you can create the others to add additional signals.

- 1) Whenever you post a new post, announce it via all of the above your social channels. So post the link on each of the social platforms.
- 2) Ensure that you always encourage readers to click the 'share' or 'connect' buttons on your blog. Lots of plugins available for this.
- 3) Encourage reader to follow you on g+, twitter and facebook
- 4) Pin your article images on pinterest

TIP: Note that in the off site links module, site explorer showed a lot of stats for your competitors and one of those was social signals. So in your niche, check out what the top guys are ranking with (social signals wise) and follow the same pattern.

Conclusion

All of the sites we have used the methods outlined in the training with have all recovered from their dropped rankings and if you follow the training guidelines then your own website should do the same. But you need to follow all off the recommendations in this training to maximise your success.

So Good luck with the recovery of your website and remember 76% of website owners do not take action so don't be one of them.

To your success.



<https://www.facebook.com/groups/mastermindseo/>

Recommended Tools and resources:

Link Alchemist:

Don't let wasted links kill your rankings.. Link alchemist created thousands of links to ensure that the 80% (for an average website) of your links to your website help your site rank better..

[Click To Find out more here](#)

Seo Link Robot:

Fantastic tool and simply the best and cheapest in its class Create accounts, post articles to account, web 2.0, article directory, rss feed submission, social Bookmarking + much more but more importantly better value cost wise than all of its competitors..

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