



# 30 Secret Steps To Social Signals



How Many Have You Done?



Daniel Tan

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## Introduction – A World Gone Social

There can be little doubt that **social signals** are quickly taking over as the new form of SEO. While inbound links will always retain a certain value to any website, the changes can clearly be seen and felt everywhere.

Social signals are here to stay.

SEO marketers still eat, breathe and sleep backlinks; but even the most hard-core old school marketer readily admits that they are involved in a variety of tools that are adding social signals to everything that they do.

Social sharing typically happens when people like or otherwise tweet something of value that is linked directly to the content on one of your sites.

Because Google has made numerous changes over the last several years directly related to and involving this kind of activity, it would be foolish NOT to add additional methodologies that will directly impact their content sharing via social activity.

This guide will discuss 30 ways that you can immediately take advantage of to build a powerful network of social signals.

Take advantage of and implement these simple ideas and before you realize it, you too can bring home hordes of social traffic to any site you desire!

Enjoy!

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## #1 – Facebook: Viral Images

People go to Facebook to have fun, connect with old friends and to share things that immediately impact or have value to them.

The use of viral images is perhaps one of the most powerful ways to immediately connect with any audience and its niche.

Creating images that inform, excite and are visually stimulating will practically guarantee people will not only share but **like the page** that the information is originating from.

It is helpful if the information that you are providing is trendy, interesting and either humorous or highly informative to the niche and what it loves.

There many examples of people driving hundreds even thousands of likes, visits and views to Facebook fan pages by promoting top and trendy and cool materials. Don't forget to add a link to the image and drive social signals and traffic right to where you want it!



The above image added 250 new likes to the page as well as over 100 sign ups to the newsletter. It was seen by over 145k people and all of this for free.

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## #2 – Infographics

The next best way to deliver social signals is to create a firestorm of sharing and links.

The undisputed champion for this is INFOGRAPHICS. Like viral images, infographics have tremendous power to connect to your niche quickly and drive viral traffic right to your doorstep.

What is an infographic?

It is the collection and organization of data in a way that can be viewed quickly and supports your business model. It helps if the data is also related to a trend that people will support. Have a look at this example from Social Metrics PRO

There have been entire marketing projects related to just infographics and the images can be shared on Facebook, Twitter etc.

Bloggers will also link to trendy infographics because this will support their publications.





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## #3 – Press Releases

The screenshot shows the MarketersMedia website. At the top, there's a navigation bar with links: Send Releases, Plans & Pricing, Distribution Partners, Newsroom, and Info Hub. A 'Log in' button and a search icon are also present. The main headline reads 'Submit Your Press Release Now!'. Below this, a 'FIRST TIER \$139' offer is highlighted, promising 'Maximum SEO Benefits.' A list of features includes: Yahoo & Google News Inclusion, Maximum visibility via PRMediaList™, AP Wire & Public Sites, Permanent placement on MarketersMedia.com & News Agencies, 30,000 Journalists, Search Engine Optimized - 3 keyword links, Social Media + RSS Syndication, Image and Video, Basic Distribution Report, Up to 800 Words, and 'Distributed within 24 Hours'. A 'Submit NOW' button with a right-pointing arrow is located at the bottom right of the offer section. To the right of the text, there is an image of a tablet and a smartphone displaying news content.

One of the best ways to get FAST social signals, hordes of traffic, viral sharing and top backlinks is to issue press releases on a regular basis.

When done properly, your press release will get picked up by online news sources, bloggers etc. and shared all over the place.

Ensure there are **social icons / links** on the press release for people to connect with your Google+, LinkedIn, Facebook and Twitter.

One of these press release distribution newswires that include the features above is [MarketersMedia](http://MarketersMedia.com), one of the best and most affordable sources to publish your press releases to as they are marketers themselves who understand the visibility and off-page needs for marketers.

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## #4 – White Papers On DocStoc

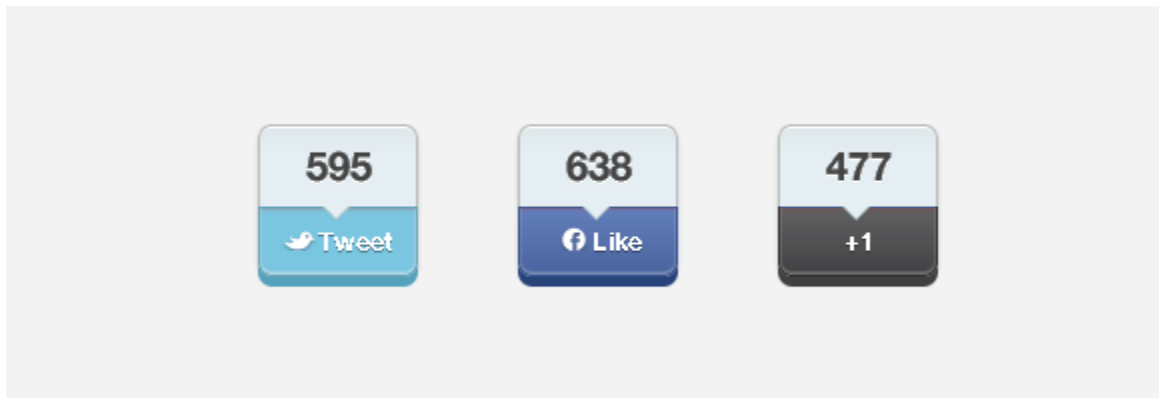
Did you know that millions of people visit [DocStoc](#) every day? It's very easy to get a constant flow of traffic from this one site alone by posting white papers that offer information to your niche.

Creating a profile on DocStoc can help you target the right people and get them to request your documents, even opt in to a squeeze page you can set up. Documents can get thousands of views, downloaded, shared etc.

Social signals will flow to you and your site as long as you include links to them in your documents and tell everyone to share them.

Your profile will also allow a link that can support social signals as well as people contacting you and your website.

## #5 – Add Social Sharing Buttons And Ask



While this may seem obvious, many people do not do this. You should always ask people to socially share your content. You will be amazed how just asking people to do so will greatly increase your social signals. Some people even offer **incentives** to share content and reward people who share their information.



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## **#6 – Optimize Your Social Media Bios & Accounts**

Consistency is important to people and so are completely filled out accounts that all make sense to people. If you are trying to make an impact in your niche, this is critical and encourages more social sharing.

There should be clear and concise descriptions of your business, logos, contact information, images that support what you are doing as well as related keywords to your business. This gets you found in searches and information is shared more easily and quickly.

## **#7 – Respond To Fans And Followers**

People HATE being ignored. They will go elsewhere if this happens. In today's web 2.0 world, he/she who pays the most attention to their fans and followers and actually interact with them with posts will establish a loyal and recurring audience that can then be focused on your products and services.

Treat people right and take time each day to respond to your base. Always try to say something positive but factual, even to naysayers because people will grow to respect you because of it. This means tonnes of additional high quality social signals and good will.

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## #8 – Feed Your Blog Content To Lots of Social Media



This one is easy to do as well and can be automated with plugins such as [TaleOut](#), which is essentially a tool that takes all your blog's content and distributes it to your social profiles such as your Facebook Fan Pages and your Twitter.

The more content you share the more people will want to do the same for you. Once you've set up this process it only takes a few button clicks to "syndicate" your content to all of your social media sites. But then again, with TaleOut, you don't even have to lift a finger.

## #9 – Video Posts Shared With Optimized Social Media

Using video posts is a surefire recipe to powerfully increase YouTube views. Video is vastly more interesting to people as they get to see you, your expressions and commentary as well as feel your passion about the subject you love.

Once you have steady video posts, simply share them on your YouTube channel (Yes, you should have a YouTube channel if you want to maximize your social media marketing campaigns!)

Even just posting the link to the video blog will add a lot of great quality backlinks to the pushing it to the top of the search engines and involving dozens if not hundreds of daily social signals. After all, YouTube is part of Google, so if you make it big on YouTube, you'll make it big on Google also.

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## #10 – Using Google Gmail Like A Social Broadcast Tool?

This one often comes as a bit of a surprise to people but it's a great way to add a stream of social signals. Here's why it works. If you are not aware of it, Google "reads" all of your emails. This is done to then match advertising to you based on keywords they detect.

Despite the obvious privacy concerns, the fact that Google is looking at your content means that what you send in emails to other people are being read by bots and stored in the bowels of Google's servers.

Google prefers to "discover" links naturally so anything that goes through its mail system receives some small activity on the social signal meter. Adding your websites, links to your blogs, links to articles etc. and mailing them to another account regularly can help add gravity to social signals.

## #11 – News Items Published On Your Site(s)

Keeping a specific kind of **niche based newsfeed** is a great way to bring traffic and followers to any of your sites. What works even better is when you create news / write or rewrite news articles, information, create posts around news etc.

Now add social sharing tools as one of the only ways for people to become part of the news flow and you have a real winner for viral sharing.

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## #12 – Press Releases of News To Drive Social Signals

We mentioned before the power of press releases. If you also combine a press release with news this has a tendency to jump way to the top in the search engines and be AUTOMATICALLY SHARED by dozens if not hundreds of outlets. This is because breaking news plus trendy keywords are given huge gravity in the search engines.

The secret is to write news on a hot topic or trend and add the tag NEWS or BREAKING NEWS to the title:

**[Breaking News] Scientists claim Mars Rover Discovers Microbes That Could Be Alien Life**

This could be an already trending story that you can report on. Make part two of the story finish on your blog and add social sharing links to the press release and you have instant traffic and if you can relate the trending story to your blog, all the better.

## #13 – Publish Content On Google Plus

If you haven't heard of Google+ it is Google's version of social media. Google spent a fortune developing it and it is poised to compete with Facebook, Twitter and video conferencing as well.

Social signals are written all over this powerful platform. For the marketers that have begun to use Google+, they are seeing huge ranking increases.

Google has made it very obvious that people that use the platform will greatly benefit in the searches with ranking increases and even traffic bonuses. Because all of the tools are free to use, there really isn't a reason why as a marketer that you shouldn't explore this wonderful tool for building your business.

Google has been giving extreme GRAVITY to anyone who uses their platform, especially if you use it to identify yourself as the originator of your content.

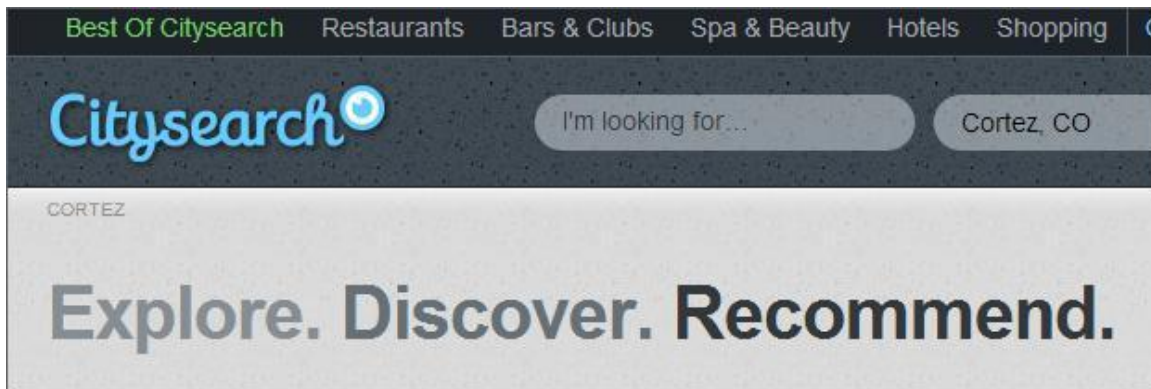
There are examples of this everywhere – and case studies show that even sites with tens of thousands of links are being OUTRANKED by marketers who use

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Google +. So give Google what it wants and link your content to this platform. Do posts daily and add your site links.

Make sure you also share your Google+ links with your other profiles for extra social media juice.

## #14 – Social Information Directories



The search engines also look for social signals from places like Yelp, Yellowbook, Urban Spoon, Citysearch, Kudsu etc.

Having people add comments each week will show the search engines that your business is active and involved with both local and national search engines. Since many of these search engines / directories have deals with Google, Bing and Yahoo, top write-ups not only help your reputation online but increase social signals to rank linked sites.

## #15 – Google Places

Many people overlook having a Google Places page if they do not have an offline business. You shouldn't because the page can really help your social signals to your main website.

Having a steady trickle of positive write ups drives social signals to your Google places page and anything linked to it. Make sure these are from REAL people and do not overdo write-ups as Google is good at detecting phony write ups.

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## **#16 – Combining Google Places With Google Plus**

If you do not have a profile on Google plus, you need to create one. Now add your Google plus page to your profile and begin to publish content to your Google plus account. The synergistic effect of linking your Google Places page (URL) to your Google plus account is significant especially when both accounts are active.

Remember Google wants you to use Google plus to identify you as the originator of all the information you publish. This not only protects your content but ensures that what you publish should always outrank anyone using your content and gives a bonus to searches.

## **#17 – Use Flock**

Flock is an award winning browser that allows for the distribution of all forms of social media like videos, links and other content, all with a drag and drop interface.

Flock is designed to streamline and emphasize how you interface with social networking sites, RSS and media feeds, and blogs. Because it's built on Firefox 3, its behavior will feel familiar and it supports most plugins so check out this fantastic tool for increasing social signals a whole lot easier. Consider downloading and using this browser. Google "Download Flock Browser." It's free.



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## #18 – Power Twittering

What discussion about social media would be complete without discussing Twitter? Since most people know about Twitter we wanted to take this from a different perspective to provide you a few options to turn Twitter into a social sharing and following machine:

1. Use <http://wefollow.com/>
2. Discover people in your niche and follow them
3. Interact with top tweeters and get them to retweet you – you can even offer them a few dollars to do so
4. Add website links that are related to your niche

While this seems simple it takes daily discipline. Getting top tweeters to retweet your tweets is key to gaining huge followings quickly. Doing so attracts the search engines and will save you a huge amount of time trying to build followers.

## #19 – LinkedIn Groups

LinkedIn is essentially a way to network with other business owners. Many people do not utilize it to its fullest potential.

There are thousands of discussion groups on LinkedIn and you can join and post content that the search engine will see and reward.

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## **#20 – LinkedIn Like DocStoc?**

Much like DocStoc, LinkedIn can also provide endless traffic, leads and business opportunities as well as social signals.

Besides ranking alongside social media giants such as Facebook, Twitter and Google+, LinkedIn can be considered as the social platform for professionals. People taking most advantage on LinkedIn are the job seekers and givers but simultaneously, these professionals are occasionally up for business propositions, sharing and discussing of ideas - you can say it's a more niche platform.

So if you offer a downloadable PDF with your services and embed links in the PDF, the search engines see this and related activity. People who chat with you, including those who download your content are not only helping you grow your business but each download acts as as a social signal. So you can upload helpful PDF's and benefit all around.

## **#21 – Pinterest For Social Signals And Sharing**

People love Pinterest. Since you can link pictures you put on Pinterest, driving traffic is easy. Since Pinterest is heavily trafficked you can immediately benefit with your pinned images and when people share your images your account and anything linked to it gets all of that wonderful social signal juice flowing to the site.

A good example would be the first infographic from Social Metrics PRO. To date, it has received more than 800 pins and "21 Social Media Rules" have become completely synonymous to this wonderful infographic.

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## **#22 – Myspace Is NOT Dead**

MySpace is currently ranked as the 5<sup>th</sup> largest social media sharing site even though most people have seemed to have forgotten about it. MySpace was once the biggest social sharing site around. It still is worth your time, even though people abandoned it after it was redesigned. It still can send you lots of social signals, traffic and leads. Consider re-visiting MySpace today and getting back with this great platform, especially if you're in the music industry.

## **#23 – Squidoo Rocks For Social Signals**

Seth Grodin, owner of Squidoo has created a very versatile platform that now includes mobile rendering of your content. Squidoo is best used for original content that has a real voice and tells a story.

When you create a “lens” it has the potential to captivate the community and be immediately found in Google. Anything linked to it will benefit from social signals.

There is a caveat however – Squidoo is relentless on squashing any content that is not original, interesting and unique. Pages stuffed with sales links will get quickly locked. So make sure to always have good, original, useful content!

If you use Squidoo make sure your content contributes to the community. Look at “big squids” pages for advice on how to publish good content that will send traffic and social signals to your existing site(s).

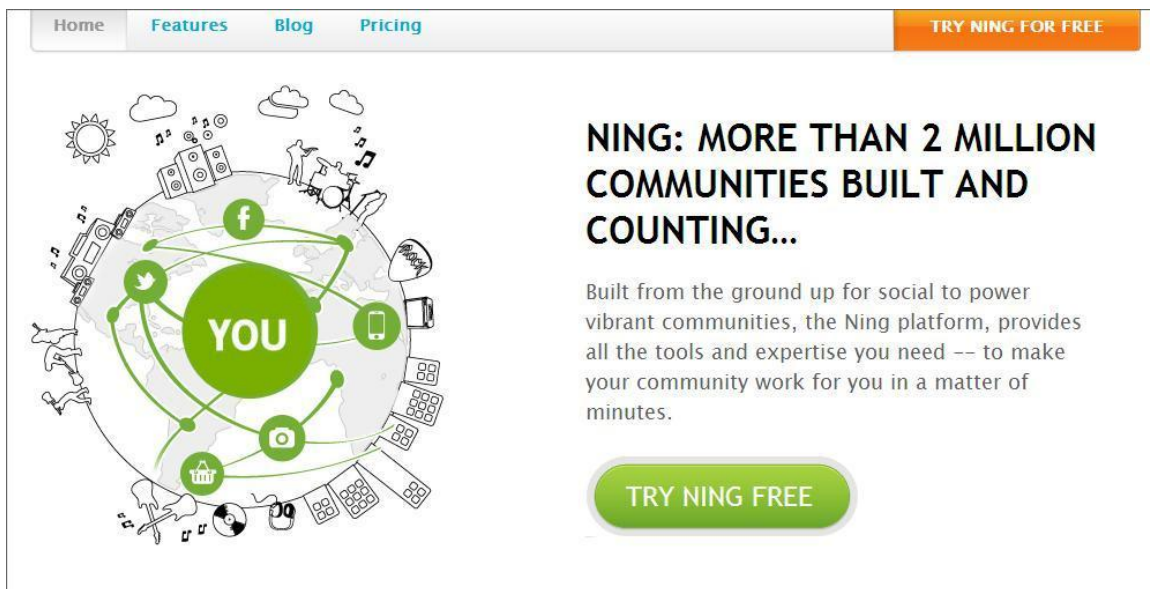
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## #24 – LiveJournal For Social Linkjuice

LiveJournal boasts over 11 million users; they are essentially a blogging community and a readymade audience. Because of the features of LiveJournal, people are free to share information, posts and there is a paid version of the service that unlocks additional functionality. Using LiveJournal guarantees ever growing social interaction, followers and friends as well as people you can promote to.

This will help any links you add to the site to receive social signals as well as traffic and clicks.

## #25 – Ning Communities

The image is a screenshot of the Ning website's homepage. At the top, there is a navigation bar with links for 'Home', 'Features', 'Blog', and 'Pricing'. On the right side of this bar is an orange button that says 'TRY NING FOR FREE'. The main content area features a large, stylized illustration on the left. This illustration depicts a central green circle with the word 'YOU' inside it. Surrounding this central circle are various icons representing different aspects of social media and technology, including a Facebook 'f' logo, a Twitter bird, a smartphone, a camera, a laptop, a music note, a sun, and a cloud. These icons are connected to the central 'YOU' circle by green lines, suggesting a network or community. To the right of this illustration, the text reads 'NING: MORE THAN 2 MILLION COMMUNITIES BUILT AND COUNTING...'. Below this text is a paragraph: 'Built from the ground up for social to power vibrant communities, the Ning platform, provides all the tools and expertise you need -- to make your community work for you in a matter of minutes.' At the bottom of this section is a green button with the text 'TRY NING FREE'.

Ning is one of the best ways to build your own online social network. It is considered the world's largest site for creating social sharing and because there are so many people already involved in Ning, it is a really easy way to boost social signals quickly to almost any project, community or website you have.

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## #26 – Meetup To Create Group

This is a very popular site that allows you to make a group and / or join groups that can eventually meet for causes, hobbies, events etc. Anything shared is done so with the **entire group** (if you want), and there are plenty of ongoing discussions that will drive social signals to your links.

In addition you can have routine group discussions, meetings and commentary ongoing that will tend to come to the top of the search engines for people looking to join or participate in your group.

## #27 – Ebay For Social Signals?

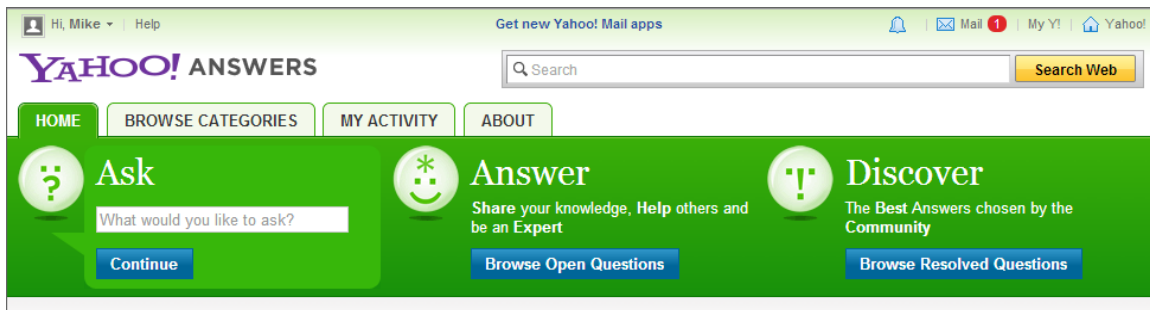
Ebay searches drive millions of visitors to their pages. Anything linked to Ebay will appear in those searches.

The marketers that know this will gladly pay a few dollars a week to advertise selling something for being able to add links for people asking questions and feature their site on an Ebay marketing pages.

Every time someone brings up the page you get another pip on the Google radar which will equate to a boost in social signals.

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## #28 – Answer Sites For Social Signals & Backlinks



One of the best ways to get social involvement is to ride the coattails of answer platforms like Yahoo answers.

Create an account and begin to contribute to the community and your niche can be very rewarding for ongoing niche commentary, traffic generation and of course social signals. There is a learning curve here so take your time and explore how to contribute to the community first and link your content that solves problems you choose to target.

## #29 – Discussion Groups

The Internet is filled with discussion groups of all kinds. A good place to start is Google. If you already have a Google plus account, using Google groups is seamless and will automatically generate social signals to whatever you create by just posting your group discussion links to Google plus.



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## #30 – Social Sharing Software – Hootsuite



There are a variety of good tools that can help you with just about any social media platform. It's always good to use tools that assist, help you save time and can sort of automate your posts.

You still have to do some actual work (if you want quality curated content, but using tools like Hootsuite can make life a lot easier as it allows you conveniently manage all your social profiles at one location. It could get confusing so this probably more recommended to veterans. Either way, using this product will definitely improve your social media campaigns and increase results.

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## Conclusion And Beyond

There is really no limit to how many ways you can utilize the 30 ways to build social signals we discuss here today. Take your time and explore the results from each of the 30 we mentioned to you.

Pay particular attention to the press release sections and Google plus if you are short on time and want to get the most bang for your buck.

I highly recommend you try most if not all the tools, locations and advice in this powerful guide. You will be glad you did and find more traffic, increased rankings as well as all the social signals you will ever need.

Warmest Regards,

***Daniel Tan***

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3. [MarketersMedia.com](http://MarketersMedia.com): Online visibility and media visibility combined. Have your press release reach more than 2,000+ destinations with the industry leading distribution report.



4. [TaleOut.com](http://TaleOut.com): Generate social signals automatically, resurrect old posts and drive more traffic from social networks.

