

Notes from Sherman Hu's System 2007 presentation

Thanks to System 2007 attendees Collin Canright, Wayne Powell and Mike Young for generously providing these notes.

Highlights from Collin Canright's notes:

Sherman Hu

Blogging for traffic-

Strategies he uses beyond blogging, traffic stories, like when he first started out and had website and blog and didn't know where to go

Wordpresstutorials.com- his site where he has in footer 15 free * all of setting up blogging paid option for traffic readers etc.

The Visual Map-

This is what he deploys, as a combined strategy and he does it all, 2002 started as seo person, this is the structure of today

Creating your own network-

This is the network theory we've done, link relevancy, play with google, msn yahoo want, build other sites around you, but piggy back on blogs with high traffic and participate in communities where site is known, increase leads subscribers, improve service or speaker opportunities, helps sites be findable

You can use any of these to get the results, hosting via ftp on your site is critical, findable, dialogue

Advantages of Word Press-

Free, hosted on over sight (control), themes, plugins, features, quick install

Update blog directories-

Do the ping to update their directories so they come to it

Social bookmarking-

Puts look marking code at the bottom of each entry

Consistent Blogging-

This is *, this trains search engines and visitors when to visit

ShermanLine.com-

All kinds of media, started a week ago and has 544 listings already, commenting other blogs

B52-

He coined prescheduling of publication, write a lot of stuff and preschedule it, prepare articles and post-date them, do them all on a weekend

Dialogue-

This is comments

Email-

Let them put email address

PRweb Expert Click-

Marc Harty good, keywords of topic in head, buyline in footer, \$250/yr journalists get it

Social Networking-

Set up all of this stuff, use keywords in the link (not click here) needs to see the link

eZine Articles-

Has his writers write articles, will do different headlines for writers, will do easyarticles.com and submit, maybe 1 a day with keywords in *, bottom has links pointing to the blog and the site, great results here, make blog entries more personal, articles more editorial

Podcasting-

Libsyn.org, bill for storage

Video-

Googlevideo, Youtube, exposure and hosting both, embed code into your blog post, Dave Taylor recommends googlevideo, youtube is drowning in garbage, he believes google video will be better.

Directories-

Doesn't focus on as much. *. This is nothing new, video 1-7min max training vids, this is what Sherman does to give clients

6 month campaign-

At the end of it results will stick, combining these strategies together does it, listen to keywords with back links, he will target to outrank a person. Start with adwords work on this for natural search to get listings overtime

Marketleap-

Look for link popularity of site, see how many back links from your site to another, quality links that

point

Make sure that links go back to you, different things, not saying click here, not writing and *

If you tell people how to link to you then tell them different ways and phrases to link to you. Dave gets 50-100 comments

Workpressprotheme.com-

80-90 plug ins and features, he uses the same theme, samuellogic pro theme, saves time and money because plugins work with theme, he is building his entire website as a blog, he uses categories, static home page pluggin lets the page stick, he walks them through the intro page to the blog with navigation that stays put

Optilink Leslie Rholi-

Google lets you check backlinks, Firefox Seoplugin

Press releases etc-

Her sets up the links back, that's where you do the different link phrases

Trackbacks-

Allow you to take part in another person's comments throughout your blog, if another person accepts trackbacks comments released in that person's blog will appear in your blog, copy his trackback link info to your post, when you point to other people's blogs point to individual articles, not the home page

Takeaways-

Integration of the series of techniques

- Collin Canright

Highlights from Wayne Powell's notes:

How to get traffic from blogs

1. Update blog directories--automatic ping
2. Social bookmarking--creates backlink
3. Consistent blogging--2-3 times per week trains search engine bots
4. Podcasting and Vlogging
5. Other blog commenting--Technorati.com

B52 funnel--pre schedule 52 blog entries, one per week

Email--ask readers to opt-in to get updates. Feedblitz and Feedburner are free. Each post sends email.

PR Web--put keywords in headline of press release. Put contact info in byline. Gets emailed to journalists

Social networking--Squidoo, MySpace, Fwicki

Article marketing--submit regularly, "drip in".

Blog entries can have similar content to articles but in more personal tone.

Podcasting--use Libsyn.org, pay for storage.

Video--embed code from YouTube, etc. into your blog. Google Video has less junk than YouTube.

Sherman sells 6 month campaigns to consulting clients using these strategies.

Check backlinks on competitors sites. Target #4 to climb gradually and naturally in search engine rankings. MarketLeap.com for backlink count.

Build sites to sell to baby boomers who want to be online but don't want to develop site and will pay for cash flow.

Use WordPress to build "conventional" site. Semiologic has a static home page plug in.

FireFox has SEO plug-ins.

I know these are sketchy notes but maybe, when combined with other attendees' notes, you can reconstruct something useful.

Thanks again for a great seminar. It's difficult to put a value on what I learned. For example, that one little line above, "FireFox has SEO plug-ins", sent me on a mission to see what Sherman was talking about. I found one plug-in which gives me an instant look at a site's Alexa rank, Google page rank, back links and a whole bunch more. It's opened up a whole new way to explore competitor's sites.

- Wayne Powell

Highlights from Mike Young's notes:

1. WordPressTutorials.com: There are 15 free videos under the "Contribution" link at the site.
2. Submitted to podcast directories. Have transcript that can be indexed by search engines.
3. Technorati - Find the highest authority blogs on your topic and post on them with links back to your blog.
4. B52 Method - Write blog entries in bulk ahead of time and schedule them to come out weekly for the next 52 weeks using WordPress feature.
5. Keywords should be on the left-hand side of a post title for SEO.
6. In addition to PRWeb, consider ExpertClick. \$800 yr. for up to 52 press releases plus it has a bio page and positions you as an expert.
7. Social Networking
 - a. Squidoo
 - b. 43things
 - c. linkedin
 - d. Facebook
 - e. Fwicki
8. Your links back from posts should be for your keywords, not a link on "click here."
9. EzineArticles.com: Write 30 articles. Given freelancers great SEO-friendly headlines, have freelancers write the articles based on the

headlines, and drip the articles one a day to article directories.

10. LibSyn.org: Podcasting - Charges for storage but not for bandwidth.

11. Video: Two majors are Google and YouTube. Post on Google Video because treated better than YouTube by the search engines. Embed link and post on blog. 7 minute video is the max. Most are 1 minute. Podcast is 5-10 minutes.

12. Marketleap.com: Look for link popularity of a website. How many backlinks. Want quality ones that backlink with quality keywords. Mix it up some so that different keywords are used on the backlinks. Otherwise Google may disqualify the backlinks.

13. Akismet: Spam filter. Use it.

14. SemioLogicPro Theme: Sherman uses it on all of his blogs.

15. Virtual Team Blogging: Control access so that others can write and save posts but you control publishing.

16. Static Home Page plugin.

17. Check backlinks on Google.

18. Dentist example: 23 dentist offices. Blogging generated 10 new patients per office. \$15K lifetime value per patient.

- Mike Young

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