



Module 4 Handout

Action Items:

1. Make 100% sure your title tags and address name contains keywords
2. Submit 3 more articles to Ezinearticles.com and post them on your blog
3. Submit the articles from last week to 5 other article sites
4. Create 5 NEW social media (Web 2.0) sites
5. Bookmark your website and 5 of your social media (Web 2.0) sites

FAST TRACK ACTION: In addition to the above items...

1. Submit 2 more articles to Ezinearticles with links to subpages
2. Create 5 more NEW social media (Web 2.0) sites

It All Starts With An Article

- First, submit it to Ezinearticles
- You can post your article on your blog or as a page to your site
- Then submit to the list of other article directories (after Ezine approval)
- This same article is used in multiple article directories ONCE.
- This same article can be slightly changed and put on Web 2.0 sites

Make Sure Your Site is Keyword Optimized

- Make sure your keywords show up on each of your title tags
- Ideally, make sure the web address contains keywords
- Do NOT use the same keywords in all your title tags.
- Make sure your title tags are different.

Deep Linking

- Make subpages with keywords (ie www.domain.com/tilecleaning.html)
- Create links to your subpages from articles, Web 2.0 sites, etc

Promote Your Web 2.0 or Social Media Sites

- Start with ONE social media site
- create other social sites that link to it
- Submit articles with links to the social media site
- Bookmark the social media site
- Ping the social media site
- Then do all of this to another social media site and repeat the process

Bookmarking Your Site, Articles, and Social Sites

- Bookmark your site's main page using Digg, Delicious, and Reddit
- Then boomark most (but not all) of the pages of your site
- Then bookmark all of your social sites and articles

Press Releases

- www.WebWire.com (\$19.95)
- www.Pressbox.co.uk (FREE)