



Module 6 Handout

Action Items:

1. Create a Flickr account and upload 5 pics
2. Make comments on 5 other cleaning pics and give your site link
3. Create 5 NEW social media (Web 2.0) sites
4. Ping and bookmark the 5 NEW social media sites

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

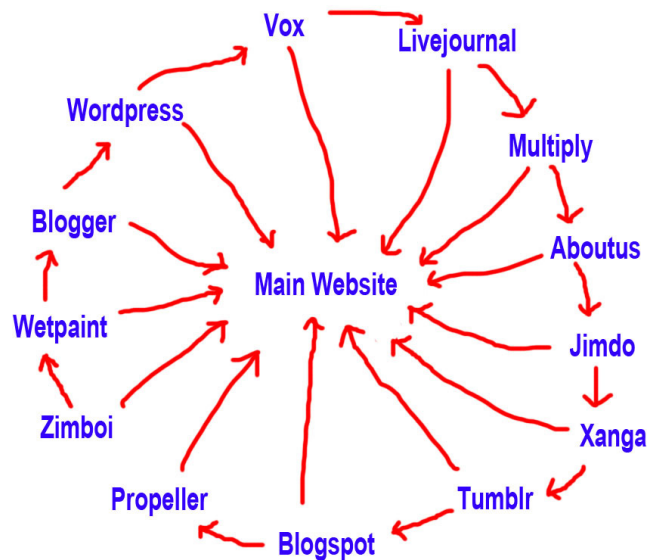
1. Submit 1 more article to Ezinearticles with links to the main page
2. Ping and bookmark all your other social media sites
3. Create 5 more social media (Web 2.0) sites (ping and bookmark them)

It's About What Other People Say About You!

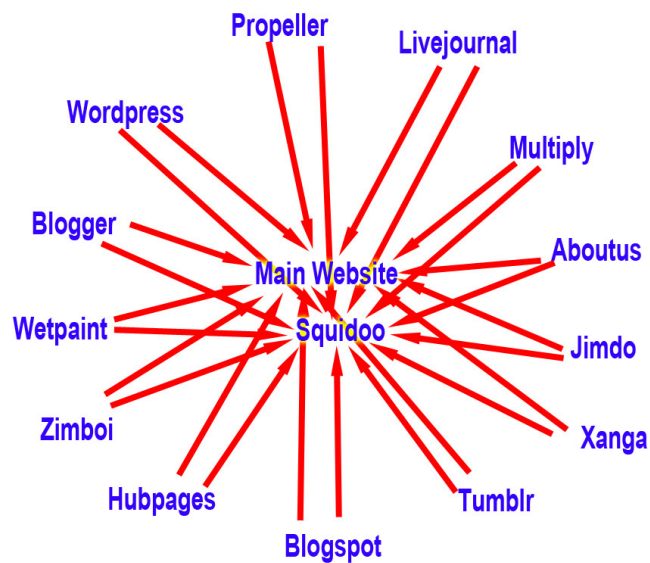
- Social sites involve what other people say about your content
- You get points too if you comment on other social sites, so be social!
- If the search engines know you are connected, it helps your ranking

Get Your Social Sites to Rank High!

- Ping your social sites each time you add content
- Bookmark your social sites once
- Link them together in a circle or all to one social site



Above: A link circle



Above: All links lead to the money site and one social site

Use Flickr

- Flickr helps to introduce “Rich Media” for other types of links
- Upload a few pics
- Make comments on other people’s pics related to cleaning

About Facebook

- Facebook is indeed something you should be on
- CAUTION: Don’t get caught up in the Facebook time bandit
- Use Facebook, but it usually won’t bring in dozens of new leads
- Facebook is more for nurturing current clients and getting referrals
- Put links to your site in the top left section
- Create a Fan page and ask people to “Like” your business