



Module 7 Handout

Action Items:

1. Make 1 post to your blog. Ping and bookmark it.
2. Create a Posterous account and make one post
3. Create a Scribd account and upload 1 PDF
4. Make 5 new online friends in the cleaning industry

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

1. Make 10 additional online friends and comment on their profile
2. Get 2 new reviews for your Google account

Ping and Bookmark Your Blog Posts

- Ping your RSS feed each time you make a blog post
- Bookmark the page of the blog post
- This gets your post recognized quicker

Use Posterous for Incoming Links

- Go to www.Posterous.com
- This is an up and coming social media site for micro-blogging

Use Scribd for PDF Submission

- Scribd lets you submit a different kind of media
- Variations in the media you use help your ranking greatly

PDF Submission Sites

- <http://www.scribd.com>
- <http://www.docstoc.com>
- <http://issuu.com>
- <http://calameo.com>
- <http://www.yudu.com>
- <http://www.myebook.com>
- <http://www.docshare.com>
- <http://www.esnips.com>

Being Social For Better Ranking

- Your user profiles can often get better ranking if you make friends
- Commenting on other profiles helps too
- Hubpages and YouTube are the biggest on being social

Google Analytics

- Sign up at <http://www.google.com/analytics>
- Use it to track your keywords and see your site's efficiency