

Increase Traffic and Exposure – Step By Step

Whether you are just getting started or have an existing business that you need to infuse some life and growth into, here is a good strategy that you should follow.

Whether you call this your blueprint or your cheatsheet or your To Do List doesn't matter – just read it, absorb it and get to work on it! 😊

To be clear, it all starts with keyword research and a strategy. You need to set your goals for your business, you need to know your target market and all the demographic information and you need to make sure you have a plan in place so you aren't just rushing from one task to the next with no real thought about your goals. Lastly, you want to have a stats program in place so you can analyze the metrics and determine what is and isn't working for YOU.

While this blueprint/cheatsheet/action plan is based on solid and proven strategies – every industry and every site is different and you need to determine what works for you and then maximize your efforts on those areas to further maximize those results.

So here's the overview and then we'll get into the details:

The Foundation:

- ✓ Optimize your site
- ✓ Install and configure a Wordpress Blog
- ✓ Set up your social media profiles
- ✓ Create a content addition plan

Focusing on Growth:

- ✓ Write articles
- ✓ Post on Blog and wait until your content is spidered and indexed
- ✓ Syndicate your article
- ✓ Comment on other industry Blogs
- ✓ Continue active participation in social media
- ✓ Submit your articles to social bookmarking sites

Seems easy right? It is – BUT – remember, the success lies in the details! There are a few common mistakes that people make that cause them to miss out on extra exposure. Keep reading for all the details. Please note some of these items you will outsource and some you will handle yourself. I've included some helpful tips and notes for both.

Lay The Foundation First...

1. Optimize your site:

OUTSOURCE:

If outsourcing makes the most sense given your time and skill set (in other words if you don't know how to do it yourself and don't have the time) you want to start by requesting a consultation or proposal and make sure the firm you are talking to will tell you what they are going to do and what it will cost. Get all the details, ask for references and make sure they will answer any and all questions until you feel comfortable. [Click here to request a proposal or consultation from EcomBuffet](#) – no obligation!

DO IT YOURSELF:

- Make sure you have clean code – which means no “code bloat” (put java script and CSS in external files) and make sure your code isn't littered with excessive tags and old extraneous code.
- Write compelling Meta tags that use your keywords well (do not stuff keywords or make a list of keywords, write in compelling sentence format)
- Do your on-page optimization (bold instances of keywords, place links with keywords as the anchor text in your body content, properly compress images for page load time, name images with keywords, use ALT tags that are both descriptive of the picture but also use a keyword phrase [no keyword stuffing])
- Check out my downloadable book – [Breaking The SEO Code](#) – for less than \$15, it's a no brainer and it's a **must have** resource.

NOTE: This is not a license to run wild with the optimization – do all things in moderation and within reason – don't overdo anything. Your page should naturally use your keywords. Focus on 1-3 related keywords per page – keywords that naturally go together. Don't spam or keyword stuff.

2. Set up a Wordpress Blog:

OUTSOURCE:

If you don't know how to install or configure a Blog or you don't know what marketing, SEO and social media plugins you need, you should outsource this step. Make sure you give the company you outsource to all the details (access to your server – both control panel and FTP access). Talk to them about the look and feel of the Blog and also let them know how you plan to use the Blog so they can pick a theme that will best meet your needs.

DO IT YOURSELF:

- Install a Wordpress Blog on Your Server as a sub-directory (example: [isellflowers.com/FlowerBlog](#))
- Install and configure all SEO, Social Media and Marketing plugins (don't forget to add your ping list)
- Make sure your Blog, Twitter and Facebook are all connected so your Blog is feeding your content to your social media sites.
- Make sure you turn on permalinks so URLs are user and search engine friendly.
- [Click here to check out Blogging For Dollars](#) to get all the important deets on Blogging successfully!

3. Set up a Twitter account:

OUTSOURCE:

Talk to the firm about what they will handle and what you will do yourself. Find a firm that will work with you and create a custom package to meet your goals and needs . [Click here to request a proposal or consultation from EcomBuffet](#) – no obligation!

DO IT YOURSELF:

- Create a compelling bio that uses one or two of your core keywords.
- Design custom background that conveys who you are and what you do.
- Plan your tweet strategy.
- Start tweeting.
- Build followers.
- Don't just tweet AT people, engage them in conversation
- [Click here to check out "Do It Yourself Twitter Quickstart Training"](#) – learn everything you need to know to grow your business with Twitter.

4. Set Up a Facebook Fan/Business Page:

OUTSOURCE: If you don't know how to work with HTML and design graphics, you should outsource your Fan Page design to make sure you get a killer page. [Click here for details on EcomBuffet's Fan Page creation.](#)

DO IT YOURSELF:

- Don't just use the default tabs – build a killer FBML tab that allows you to collect leads and really engage users.
- Start building your Fan Base.
- In addition to your Blog feeding into the page, drop by and personally leave questions, comments and share info that they can't get anywhere else to keep them glued to your page

5. Set up a Google+ account:

DO IT YOURSELF:

- Start connecting with other users.
- Share helpful information.
- +1 other people's content and your own.
- Share your content and posts.

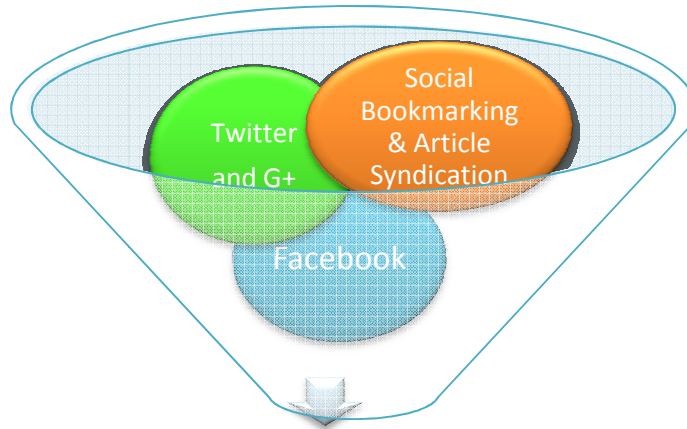
6. Create a content addition plan:

Make sure you are working off of your keyword list and creating new content on a regular basis. Try focusing on 1 or 2 keywords per page and write your content "article style" (which means useful, informative and not self promotional because you want to be able to syndicate this content). Determine how often you can add content and calendar a plan to make sure it happens.

Now you are all set up and running and now the focus is on: GROWTH

Now that your foundation is in place, it's time to focus on growth. Let's look at the steps involved in growth.

If you are already creating new content for your site or Blog, let's make sure that you are following an action plan to get you **more exposure**.



More Exposure For Content You Are Already Writing

1. Write articles:

OUTSOURCE: If you aren't sure you can write compelling copy that will use your keywords well and establish you as an expert with something interesting to say, you should look into outsourcing your writing. Ask to see samples of previous work and make sure you edit/approve all articles to make sure you are happy with them being out there representing you!

DO IT YOURSELF:

- Create a compelling bio with calls to action and links to your site (tip: use different bios on different articles and tailor the call to action and the page you link to on your site to the topic of the article)
- [Check out my special report on Article Syndication.](#)
- Post your content on your Blog (if you are properly configured, that will feed your content to Facebook and Twitter [which should also feed to LinkedIn] and it should also ping your Blog automatically). Make sure you are using tags and categories and make sure you are either adding Meta tags via All in One SEO Pack or have an SEO Configuration that automatically generates GOOD Meta tags when you post.
- Submit your RSS feed for more exposure

2. Comment on other industry Blogs:

- Skip this step unless you plan to truly add to the conversation and include real useful and thought provoking comments.
- Link back to different pages on your site.

3. Continue all social media activities:

- Don't just rely on your content being fed from your Blog, you need to personally interact as well.
- Make sure you have a plan in place to maximize social media sites and grow your follower/fan base as well as engaging them.

4. After your post is crawled and indexed, submit to article directories:

- [Check out my special report on Article Syndication](#) to be sure you are getting the most out of your syndication.
- If you are going to submit manually, make sure you compile a list of directories that will give you the most benefit. Rather than submit manually, you should either outsource or use a submission service.
- [Click here for a great service to help you mass submit your articles.](#)

5. Bookmark your post at various social media and bookmarking sites:

- Keep in mind: different social media/social bookmarking sites are for different topics and audiences. Only submit to appropriate ones!
- A few to consider:
Social news - Propeller, Digg, Reddit
Social hosting - Weebly, Squidoo, Hubpages, WetPaint
Bookmarking - Diigo, Mr. Wong, Delicious, Google, Mixx
Sitemarking – StumbleUpon

6. Write another article and start the process all over again!



Resources:

- [Click here for a great service to help you submit your articles to hundreds of sources in a few easy steps.](#)
- [Great tool to handle your RSS Submissions.](#)
- [Click here for details on EcomBuffet's Fan Page creation.](#)
- [Check out my special report on Article Syndication.](#)
- [Click here to check out "Do It Yourself Twitter Quickstart Training"](#)
- [Click here to request a proposal or consultation from EcomBuffet](#)
- [Click here to check out Blogging For Dollars](#)

About The Author:



Jennifer Horowitz is the Director of Marketing and co-owner of EcomBuffet.com. Jennifer's vision and concepts are behind all in-house marketing campaigns.

Additionally, since 1998 Jennifer's expertise in online marketing and Search Engine Optimization (SEO) has helped clients increase revenue and achieve their business goals.



Tip! Don't forget to follow me and stay current on SEO, online marketing, social media and more. <http://twitter.com/EcomBuffet>

About EcomBuffet.com

Industry leader EcomBuffet has been achieving top rankings for clients for over 10 years. Members of the EcomBuffet team have spoken at conferences, been published in industry publications and been interviewed as industry experts in various newsletters.

A full service SEO, marketing and web design and development firm, EcomBuffet is unique in their offerings. Rather than offering only technical SEO work, EcomBuffet also offers marketing services. EcomBuffet's focus is not only on driving traffic but helping convert that traffic into paying customers.

Free Consultation

Jennifer brings experience, a strong understanding of the search engines and a remarkable ability to find solutions for struggling businesses to the table and offers you a Business Growth Consultation.

Proficient in identifying issues and finding solutions for business growth is a strength of Jennifer's.

Take advantage of your Business Growth Consultation and receive the following:

1. A no-nonsense 3 Point Inspection. Jennifer will identify and outline the 3 biggest problems with your website.
2. An assessment to determine if you will benefit from SEO and how.
3. A no-obligation proposal.

Contact Jennifer at 562-592-5347 or jennifer@ecombuffet.com

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