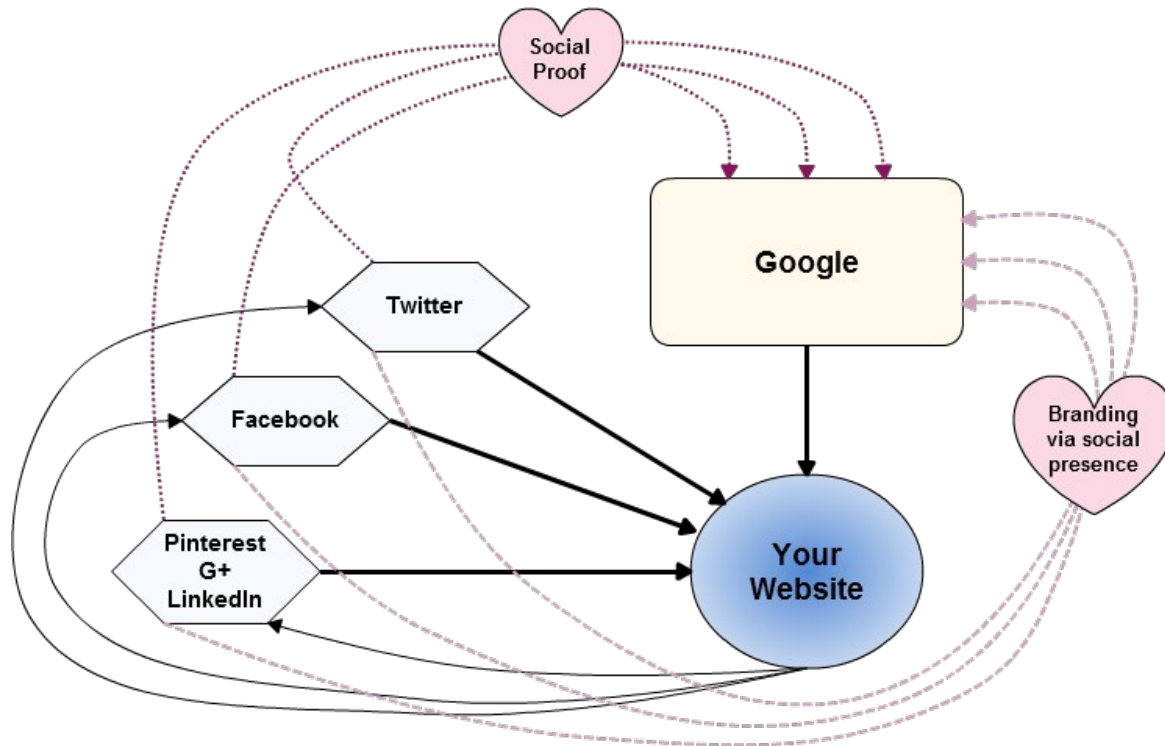


Google's Social Erudite

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The Social Algorithm Map



The above diagram illustrates how social media (namely Facebook and Twitter) work for you on many levels to bring you traffic.

To summarize:

- A following on sites like Twitter and Facebook will bring you traffic
- Having your content shared across social networks will bring you traffic
- Having a presence on Twitter and Facebook strengthens your branding
- Google ranks you higher when you more social proof (such as tweets)
- Google ranks you higher when you have a strong brand

So you can see how having a strong Facebook and Twitter profile can work for you on many levels.

Google vs. Twitter vs. Facebook

Many people look at Google, Twitter and Facebook as independent sources of traffic, where you can just concentrate on one.

This is certainly true, you can.

But when you combine all 3 its not a case of $1+1+1 = 3$

Its a case of $1+1+1 = 10$

That's because they all leverage off of each other

- More fans and followers on Facebook brings more traffic
- More traffic, branding and social proof means higher rankings in Google
- Higher traffic in Google brings more fans and followers

Its a powerful loop!

Brand Flags

Google is increasingly favoring brands, but Google doesn't watch television adverts or listen to the radio.

Google can learn about brands through its algorithm.

Obviously strong brands are going to have...

- Strong social proof on social platforms (tweets & likes etc.)
- A profile and presence on social networks like Facebook and Twitter
- A passionate following

Google is proving that metrics like these are becoming increasingly important.

Maybe at this point you are thinking:

'NO! Not another thing I need to be doing!'

It can definitely get overwhelming with all the different things you need to do.

If you are like me you will want to get this part of your business covered in the quickest way that has a solid impact.

I call that minimum effort, maximum efforts. Its my mantra.

The Automated Link Building Replacement?

Automated link building is becoming increasingly harder to get results with as Google finds new ways to combat it.

So much so that automation is often associated with greyhat and blackhat methods.

But automation can be something Google is completely happy with, and delivers value direct to your audience.

This is when you automate your Facebook and Twitter profiles...

Imagine this...

- In 2 days your Facebook and Twitter profiles will be completely automated with unique engaging content.
- Your fans and followers will grow on autopilot, and the relationship with your community will explode.
- Your blogs posts will be automatically posted on these platforms.
- Your Google rankings will improve as your social proof for your website grows.

No longer will you need to spend each day checking in on Facebook and Twitter to nurse and foster your community.

You will be able to have this working for you on autopilot.

On Wednesday 13th June @ 11am EST I will Show You How!

Watch out for...



automating your social presence