



Pillars of Search Influence

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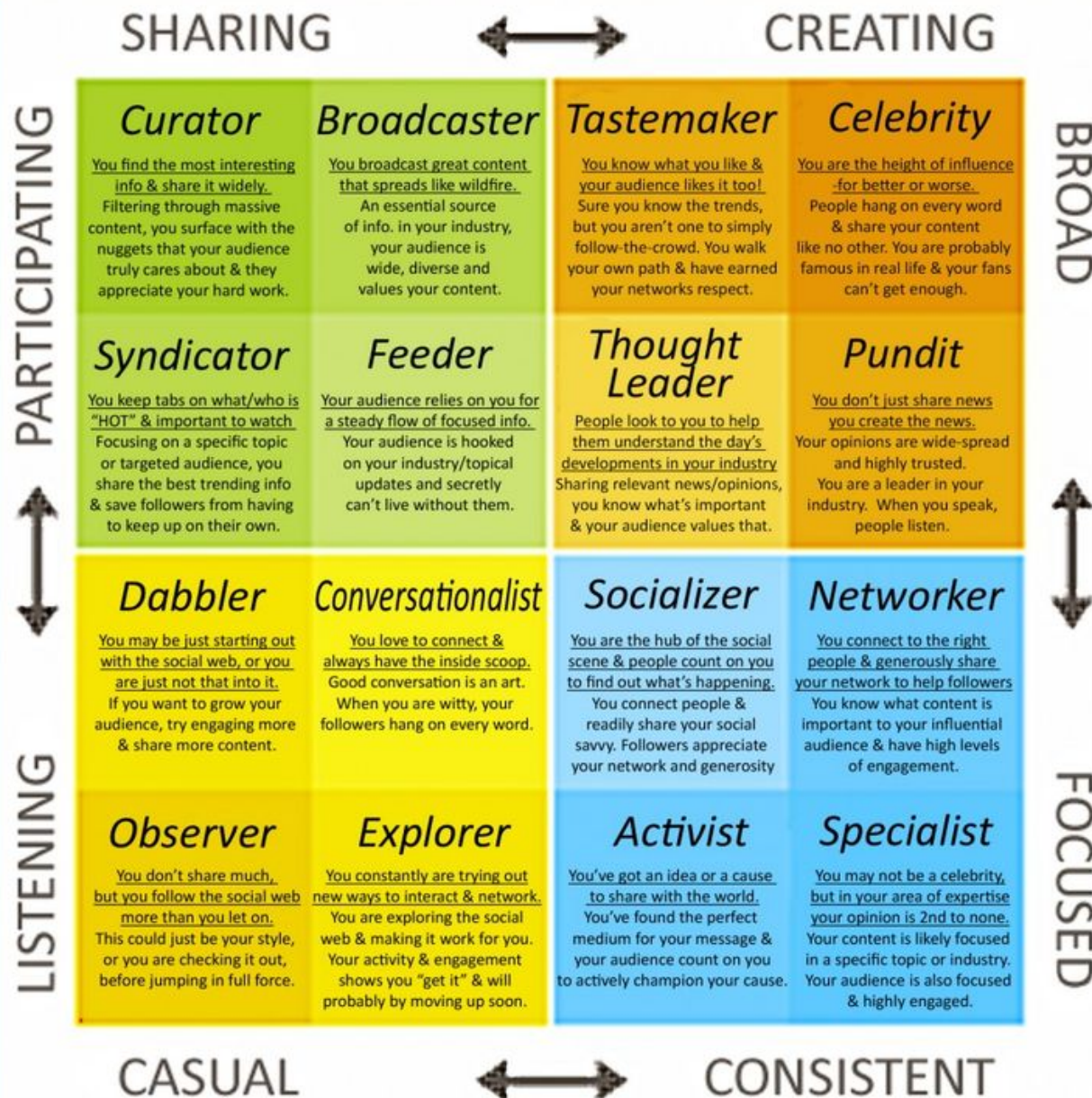
Pillars of Influence

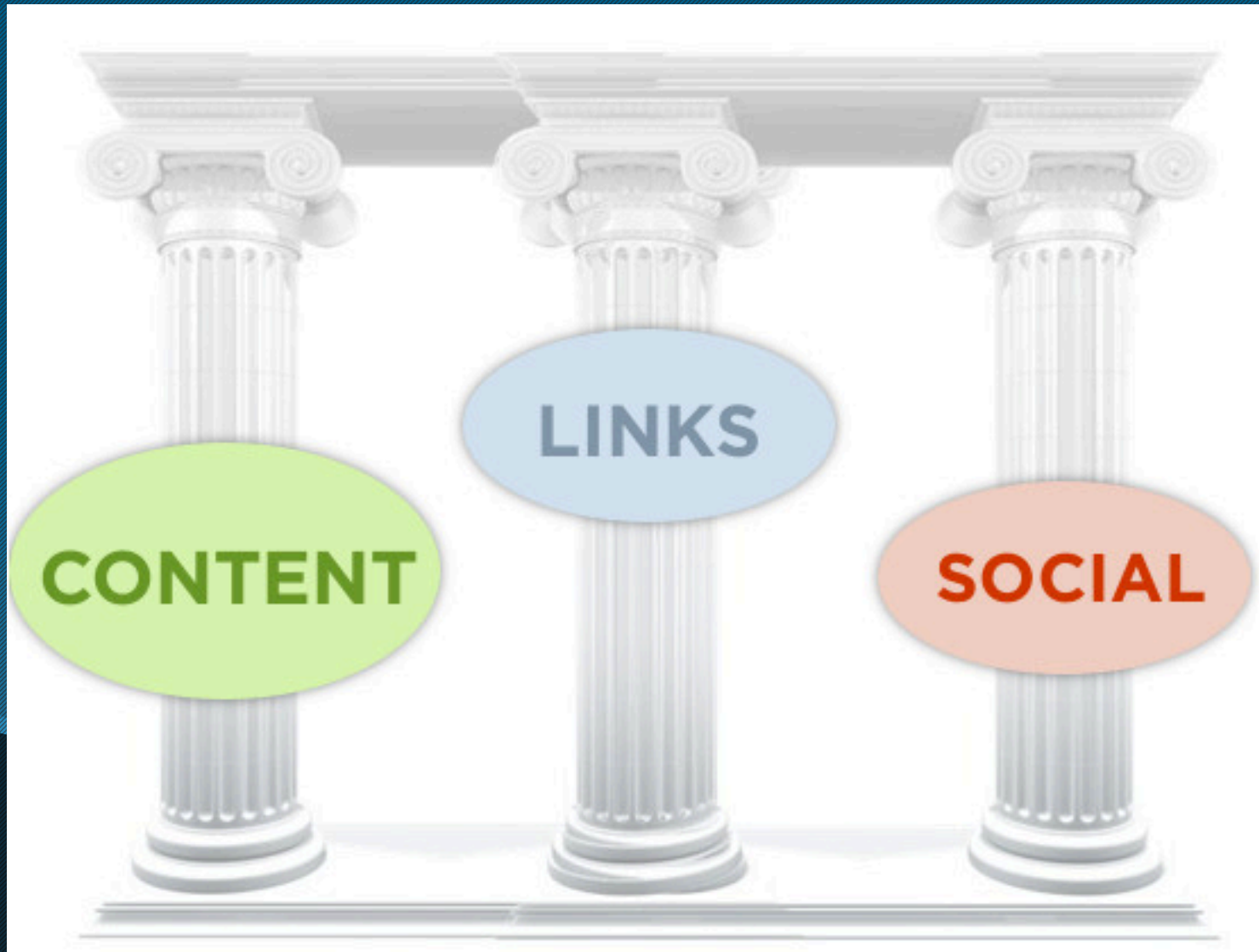


Pillars of Persuasive Marketing

- “Reciprocation”
- “Commitment”
- “Social Proofing
(credibility)”
- “Likeable content”
- “Authority”
- “Scarcity”

KLOUT's Influence Matrix with notes

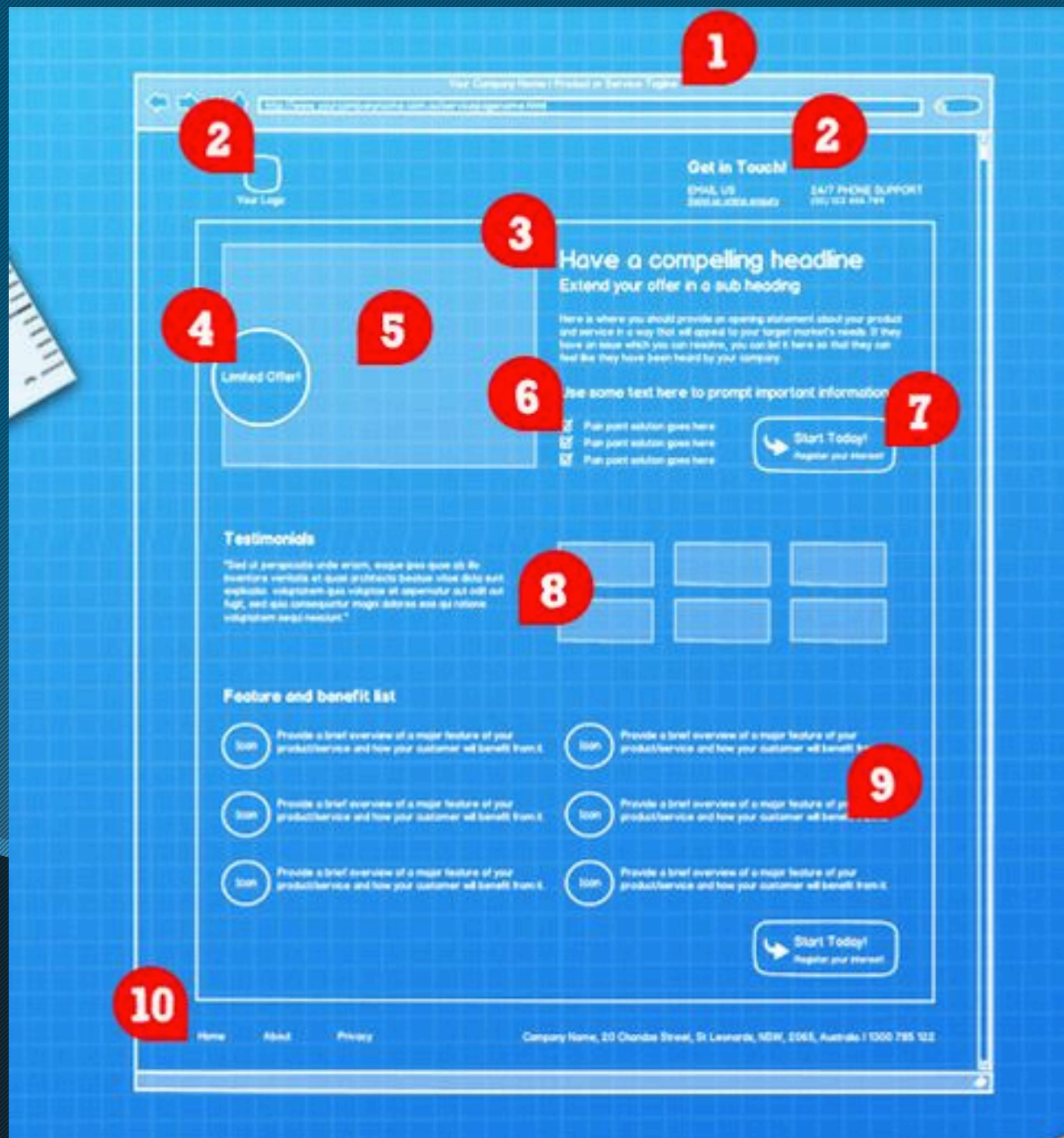




<http://www.forbes.com/sites/jaysondemers/2013/05/23/the-3-pillars-of-seo-in-2013-content-links-and-social-media/>

Content

- “Keyword research”
- “Keyword structure”
- “Content optimization”
- “User experience”
- “Site design”
- “Regularly updated”



Inbound Links

- “ Guest blogging or writing”
- “ Press release distribution”
- “ Repackaging existing content (versions)”
- “ Links from offline / online activities”
- “ Quality directory listing”

Social Media

“Interact in social media channels”

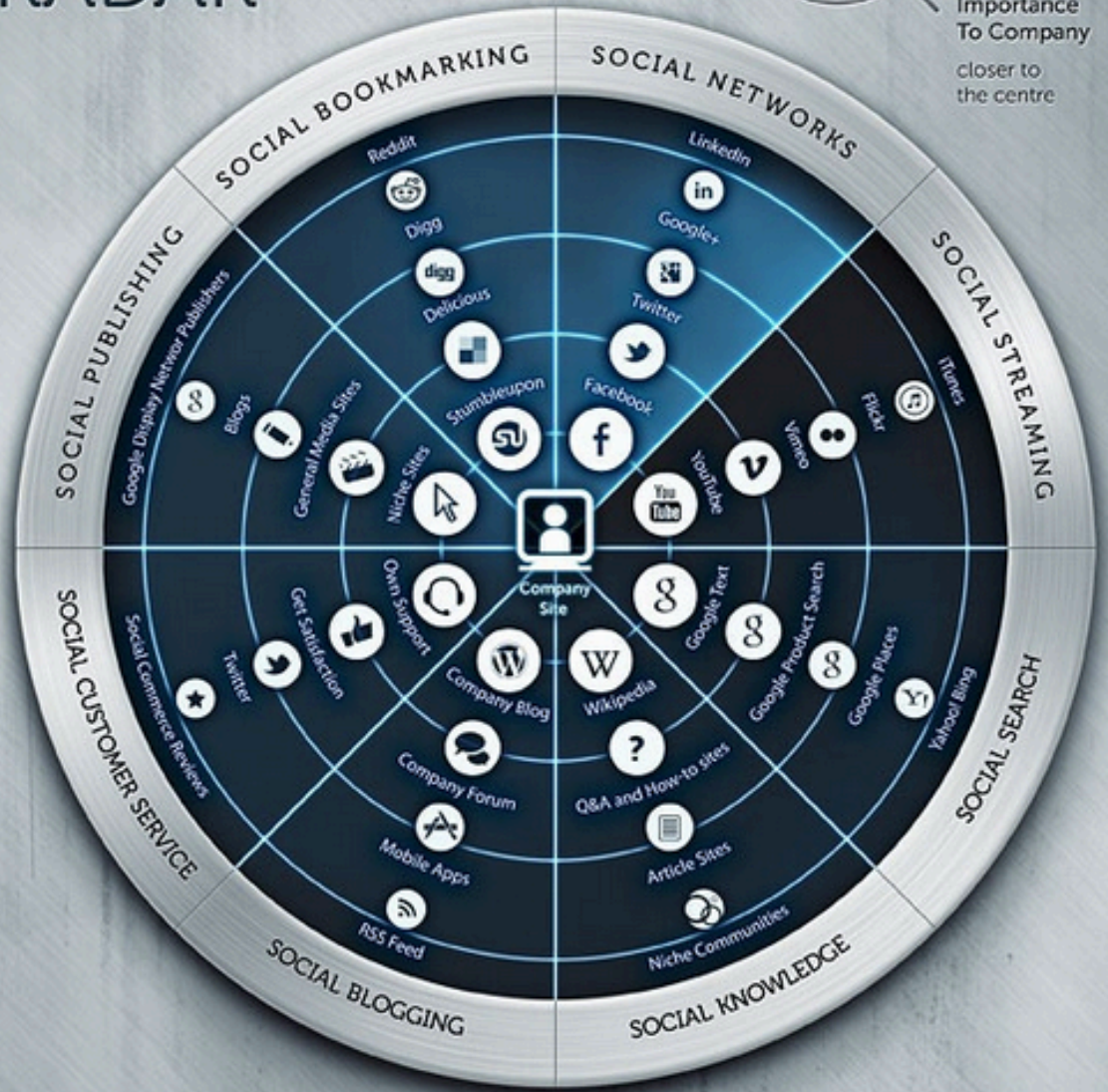
“Build your brand”

“Make content easy to share”

“Which platform is most effective for you?”

“Google+”

SOCIAL MEDIA MARKETING RADAR





See you at the
next webinar!