

The background features a dark grey gradient with a faint image of a person in a black hoodie. Numerous white envelope icons are scattered across the top and middle sections, appearing to fall or float. The main text is framed by large white square brackets on the left and right sides.

SEO & EMAIL MARKETING

WHAT YOU NEED TO KNOW



SEAN SI

**INTERNET MARKETING
CONSULTANT**

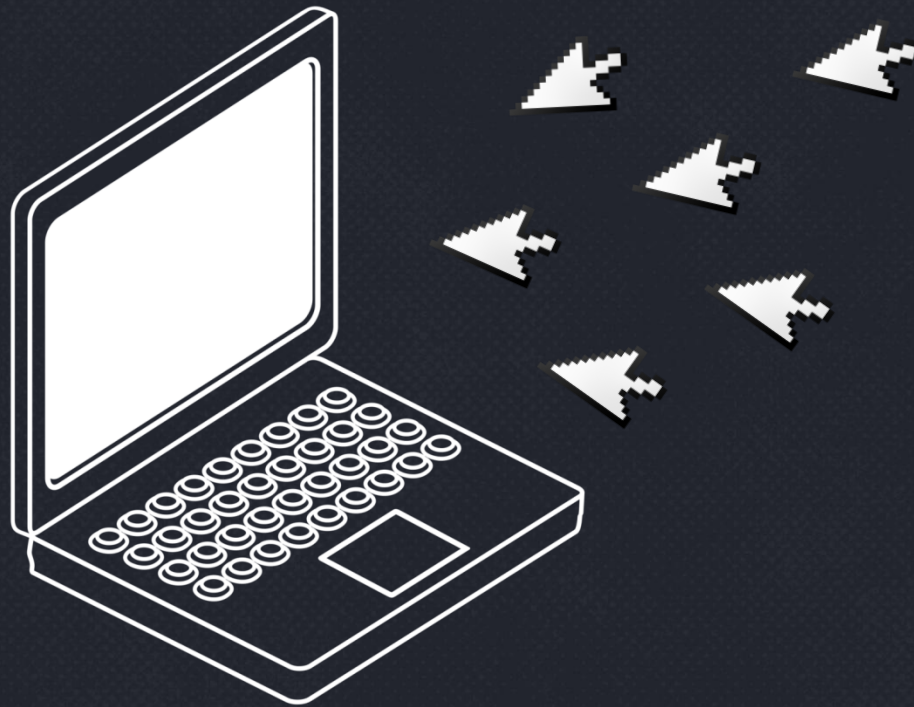
SPECIALIZATIONS:

- SEARCH ENGINE OPTIMIZATION**
- SOCIAL MEDIA MARKETING**
- CONVERSION RATE OPTIMIZATION**
- SEARCH ENGINE MARKETING**
- ANALYTICS**
- ONLINE REPUTATION MGMT.**
- INBOUND MARKETING**
- EMAIL MARKETING**

WE ALL KNOW IT



SEO IS AWESOME



***IT GETS YOU RELEVANT,
PERPETUAL, AND FREE TRAFFIC***

THE THING IS,

HOW DO YOU RETAIN THAT

TRAFFIC?



**YOU WANT
IT TO BE A
SERIES**



A large crowd of people is shown at night, looking upwards with expressions of interest and anticipation. The scene is illuminated by city lights, and the background is slightly blurred, emphasizing the people in the foreground. The text is overlaid on the top half of the image.

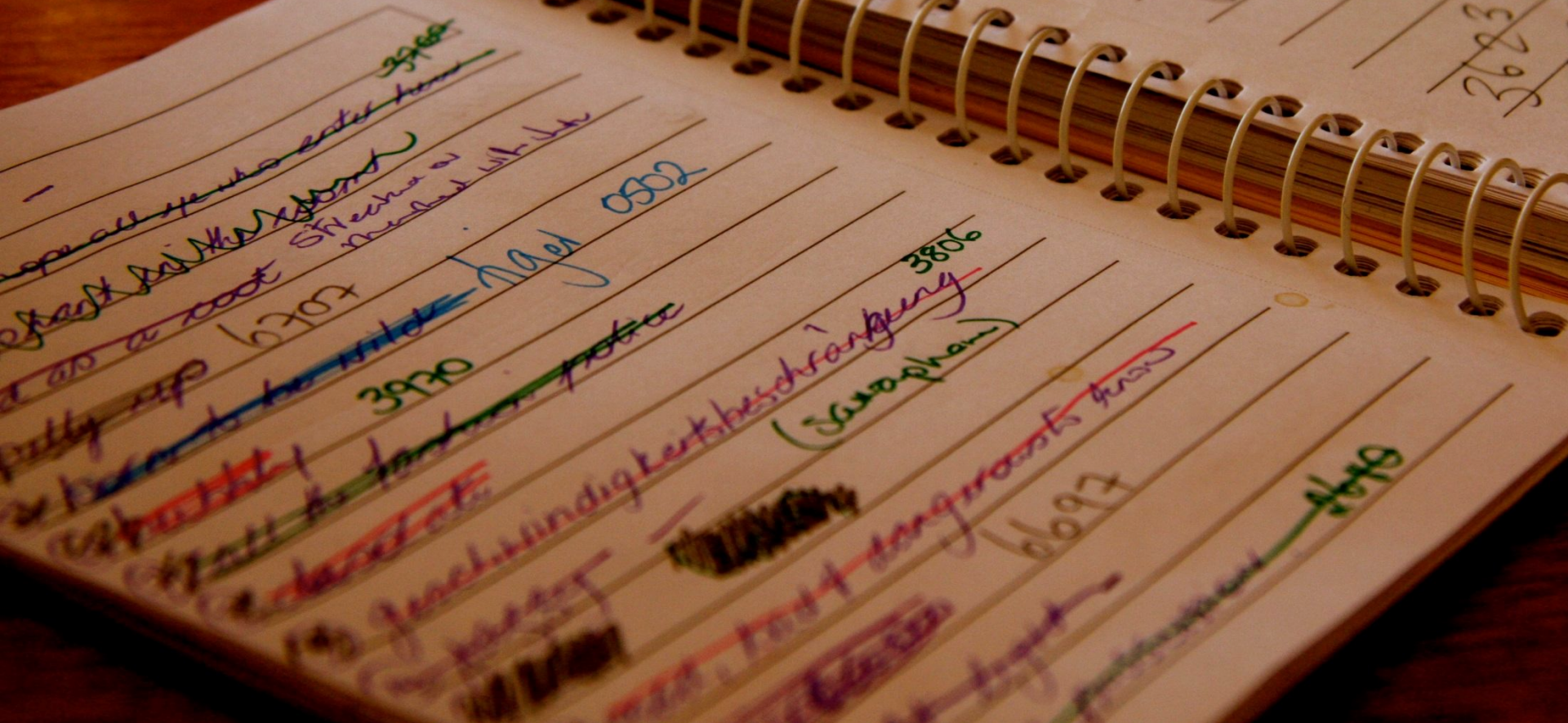
YOU WANT THEM
HOOKED
TO WHAT YOU HAVE
TO SAY

***HOW DO YOU
DO THAT?***

SAY HELLO TO
EMAIL MARKETING



EMAIL MARKETING STARTS WITH AN EMAIL LIST





***WHEN YOU OFFER
SOMETHING TO YOUR
VISITOR IN EXCHANGE FOR
THEIR EMAIL ADDRESS***

SUBSCRIBE



***THE MOMENT THEY
SUBSCRIBE TO YOU***



***IS THE MOMENT THEY GIVE
YOU THEIR PERMISSION TO
MARKET TO THEM***



**THAT'S
VERY
POWERFUL**



***A VISITOR WHO
SUBSCRIBES***



A VISITOR WHO

SUBSCRIBES



***IS A VISITOR
RETAINED***

THEY ARE AN AUDIENCE WHO IS
INTENTLY LISTENING
TO WHAT YOU HAVE TO SAY





***THEY ARE YOUR CAPTURED,
RELEVANT MARKET***

**THEY ARE
LEADS**



MARKETERS WORK HARD FOR **LEADS**



***HOW DOES
THIS AFFECT
YOUR SEO?***



***"EMAIL SUBSCRIBERS
ARE **3.9 TIMES** MORE
LIKELY TO SHARE
YOUR CONTENT THAN
YOUR OTHER BLOG
VISITORS"***



***MORE
SHARES***

=

***MORE
POSITIVE
SOCIAL
SIGNALS***



*WHICH
TRANSLATES TO
**BETTER
RANKINGS***



***ALSO, RETURN VISITORS HAVE
MORE USER ACTIVITY***



***NOW THAT WE KNOW HOW
SEO AND EMAIL MARKETING
COMPLEMENT EACH OTHER***

LET ME TELL YOU
HOW WE DO IT AT



SEO HACKER

OVER THE YEARS, WE'VE GATHERED

3.000+ PEOPLE

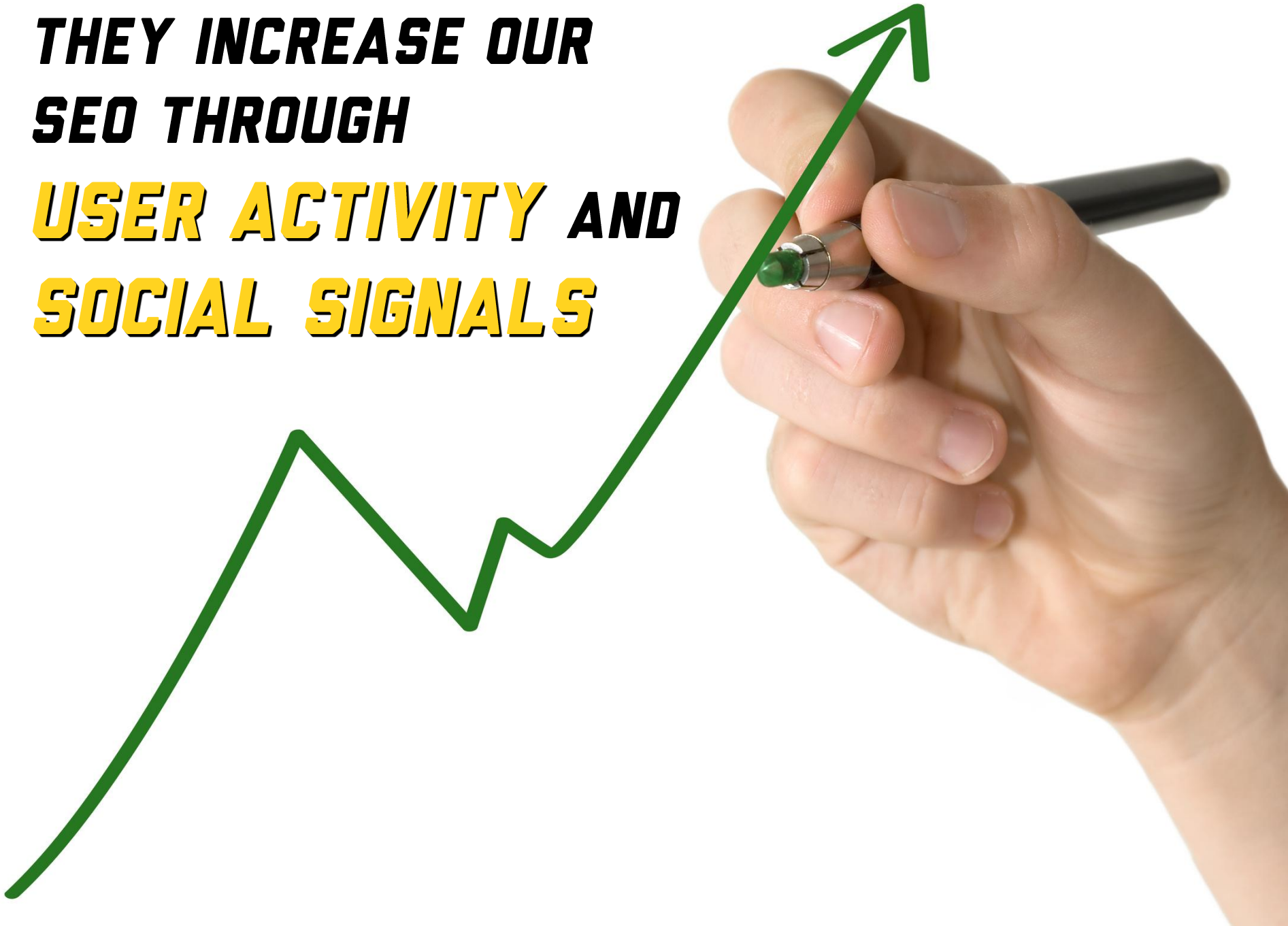
JUST FOR SEO HACKER'S BLOG

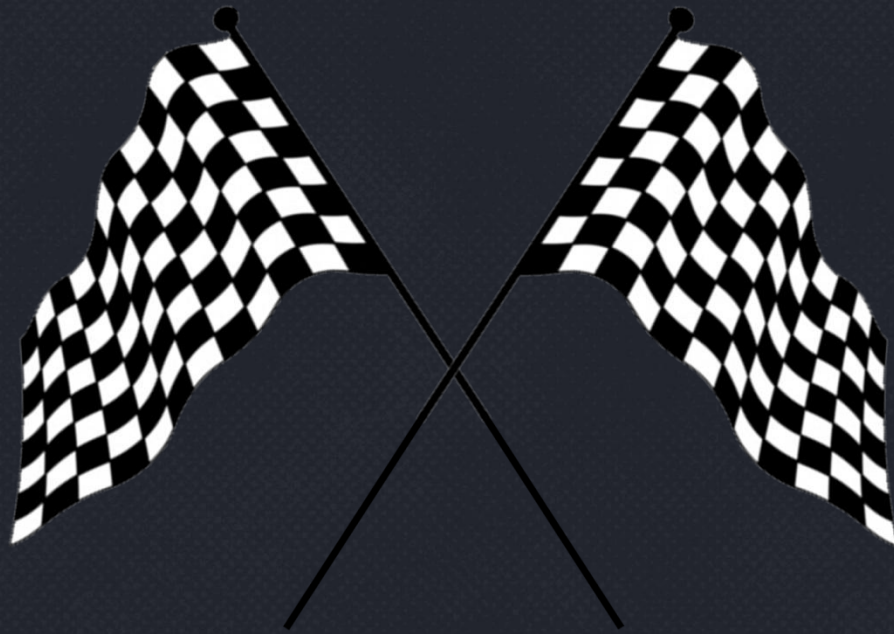
FEED EMAIL LIST

***THESE PEOPLE RECEIVE WHAT WE
HAVE TO SAY EACH TIME***



**THEY INCREASE OUR
SEO THROUGH
USER ACTIVITY AND
SOCIAL SIGNALS**





IT'S A
WIN-WIN SITUATION



***THEY GET THE
INFORMATION
THEY WANT***

***YOU GET
PERMISSION TO
MARKET TO
THEM***



YOU CAN USE MAILCHIMP

MAILCHIMP

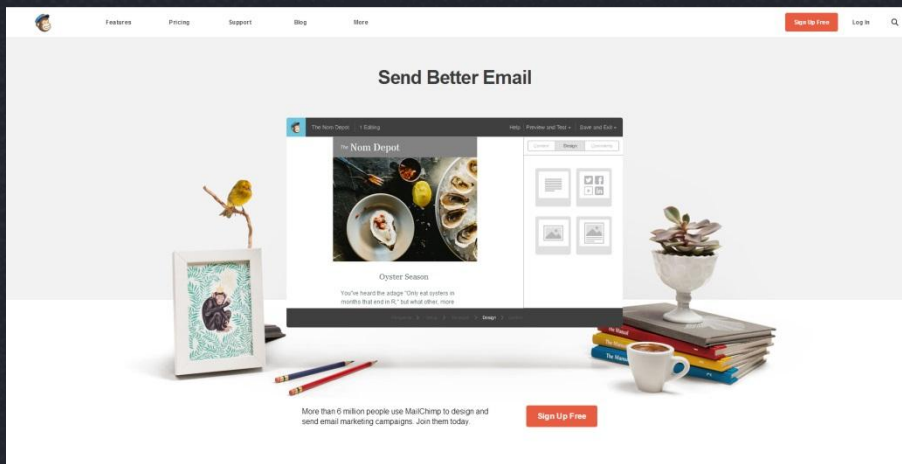
The screenshot shows the MailChimp website homepage. At the top, there is a navigation bar with links for Features, Pricing, Support, Blog, and More. On the right side of the navigation bar, there are buttons for 'Sign Up Free' and 'Log In'. The main heading is 'Send Better Email'. Below this, a central image shows a laptop displaying an email design for 'Noni Depot' with the subject 'Oyster Season'. The email content includes a photo of oysters and the text 'You've heard the adage "Oils and oysters in months that end in O," but what about more...'. To the left of the laptop is a framed picture of a bird, and to the right is a stack of books with a small potted plant on top. Below the laptop, there are two pencils and a white mug. At the bottom of the image, there is a text block: 'More than 6 million people use MailChimp to design and send email marketing campaigns. Join them today.' and a red 'Sign Up Free' button.

More than 6 million people use MailChimp to design and send email marketing campaigns. Join them today.

Sign Up Free

YOU CAN USE MAILCHIMP OR BENCHMARK FOR STARTERS,

MAILCHIMP



The MailChimp website homepage features a clean, white layout. At the top, there is a navigation bar with links for Features, Pricing, Support, Blog, and More, along with a 'Sign Up Free' button and a 'Log In' link. The main heading is 'Send Better Email'. Below this, a central image shows a laptop displaying an email campaign for 'Oyster Season' from 'The Noni Depot'. The laptop is surrounded by a framed picture, a small potted plant, and a stack of books. A red 'Sign Up Free' button is positioned at the bottom right of the main content area. Below the main content, there is a testimonial and another 'Sign Up Free' button.

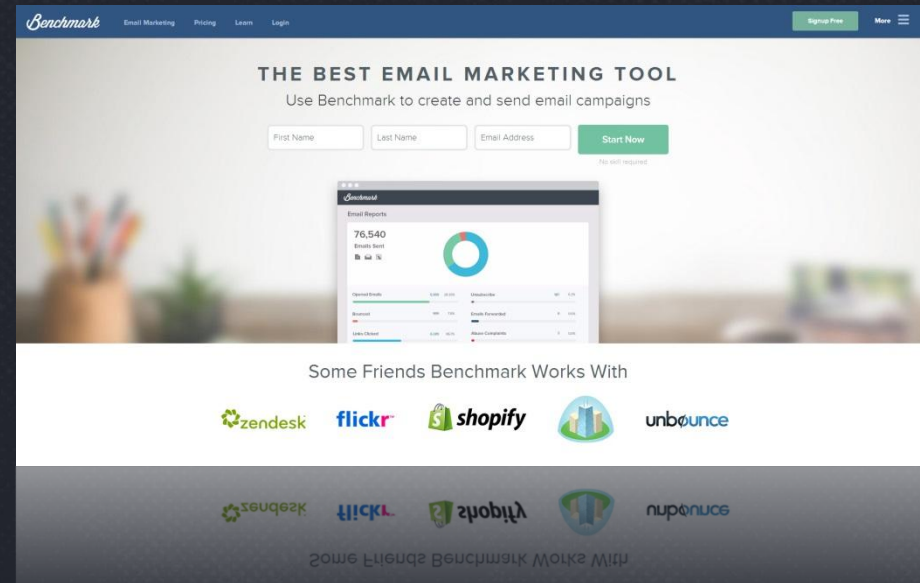
Features Pricing Support Blog More [Sign Up Free](#) [Log In](#)

Send Better Email

The Noni Depot
Oyster Season
You've heard the adage "Oils and oysters in months that end in 'O'." But why? Learn more.

More than 6 million people use MailChimp to design and send email marketing campaigns. Join them today. [Sign Up Free](#)

BENCHMARK



The Benchmark website homepage has a blue header with the 'Benchmark' logo and navigation links for Email Marketing, Pricing, Learn, and Login. A 'Sign Up Free' button and a 'More' menu are also present. The main heading is 'THE BEST EMAIL MARKETING TOOL' with the subtext 'Use Benchmark to create and send email campaigns'. Below this, there is a form with input fields for 'First Name', 'Last Name', and 'Email Address', and a 'Start Now' button. A 'This field is required.' message is visible below the 'Email Address' field. The central image shows a laptop displaying an 'Email Reports' dashboard with a donut chart showing '76,540' and a table of metrics. Below the image, the text 'Some Friends Benchmark Works With' is followed by logos for Zendesk, Flickr, Shopify, and Unbounce. A second row of logos for the same companies is shown below, with the text 'Some Friends Benchmark Works With' repeated.

Benchmark Email Marketing Pricing Learn Login [Sign Up Free](#) More

THE BEST EMAIL MARKETING TOOL

Use Benchmark to create and send email campaigns

First Name Last Name Email Address [Start Now](#)

This field is required.

Email Reports
76,540
Bounce Rate
%
%
%

Some Friends Benchmark Works With

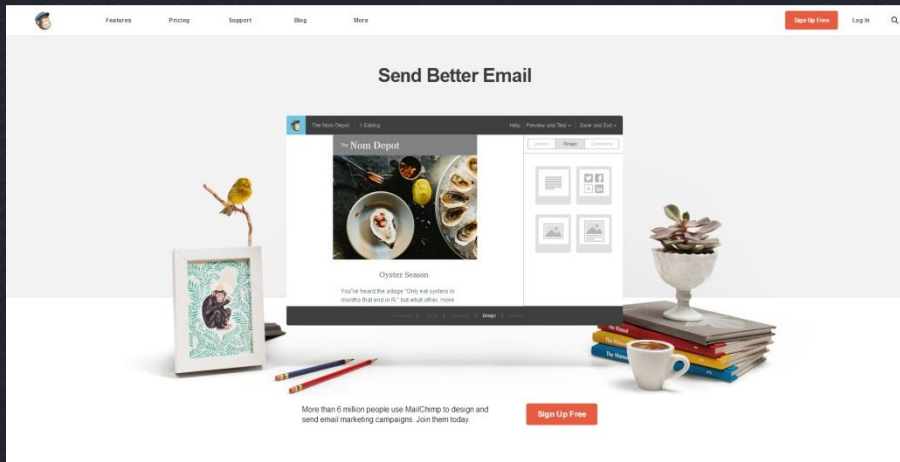
zendesk flickr shopify unbounce

zendesk flickr shopify unbounce

Some Friends Benchmark Works With

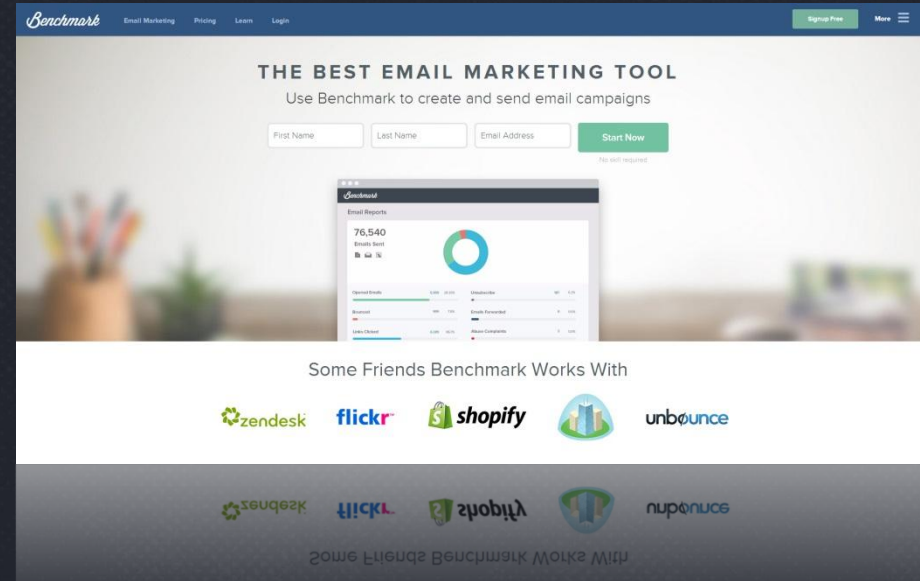
YOU CAN USE MAILCHIMP OR BENCHMARK FOR STARTERS, SINCE THEY HAVE FREEMIUM ACCOUNTS

MAILCHIMP



The MailChimp homepage features a navigation bar with links for Features, Pricing, Support, Blog, and More, along with buttons for Sign Up Free and Log In. The main heading is "Send Better Email". Below this, a central image shows a laptop displaying an email campaign for "Oyster Season" from "The Noni Depot". The email content includes a photo of oysters and the text "You've heard the adage 'Oils eat oysters in months that end in O', but what about more...". To the left of the laptop is a framed picture of a bird, and to the right is a small potted plant. Below the laptop are several books and a coffee cup. At the bottom, a text block states "More than 6 million people use MailChimp to design and send email marketing campaigns. Join them today." and a "Sign Up Free" button.

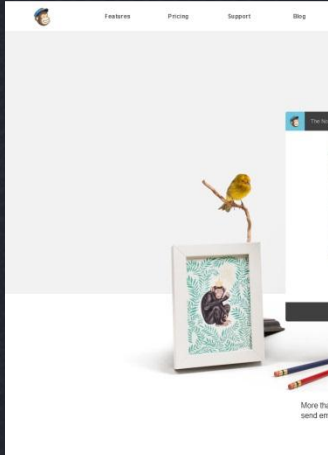
BENCHMARK



The Benchmark homepage has a navigation bar with links for Email Marketing, Pricing, Learn, and Login, and buttons for Sign Up Free and More. The main heading is "THE BEST EMAIL MARKETING TOOL" with the subtext "Use Benchmark to create and send email campaigns". Below this is a form with input fields for First Name, Last Name, and Email Address, and a "Start Now" button. A "This field is required." message is visible under the Email Address field. The central image shows a laptop displaying an "Email Reports" dashboard with a large number "76,540" and a donut chart. Below the laptop, the text "Some Friends Benchmark Works With" is followed by logos for zendesk, flickr, shopify, and unbounce. The bottom section is a mirrored version of the one above.

I USE AWEBER

MAILCHIMP



AWeber COMMUNICATIONS My Account

Features ▾ Pricing Partners ▾ About ▾ Support ▾ Blog Order

Email Support 800-977-7000 (US) 800-977-7000 (US)

Login

Customers and affiliates login below

Customer Login (Affiliate ID)

[Login To My Account](#)

[Forgot Your Password?](#)

AWeber Presents ASCEND Digital Marketing Summit

A two-day summit in Philadelphia focusing on delivering digital marketing tactics to help you create successful, results-driven digital marketing initiatives.

[Learn More About It Here](#)

ASCEND

DIGITAL MARKETING SUMMIT 2014

Message Templates

AWeber's professional design team is constantly creating beautiful new message templates.

<h3>Open Spaces</h3>	<h3>Trini</h3>	<h3>Texture</h3>	<h3>Ben Franklin</h3>

BENCHMARK

ING TOOL

ail campaigns

[Start Now](#)

*No bill required.

orks With



***BECAUSE OF THE
HIGH SEND RATE***


***SEND RATE IS
VERY IMPORTANT***



— LIST —
BUILDING



***AN EMAIL LIST IS THE **FOUNDATION** OF
A GOOD EMAIL MARKETING PLATFORM***



**HAVING A GOOD,
SEGMENTED
EMAIL LIST
MAKES SURE YOU
ARE ABLE TO
SEND YOUR
MESSAGE TO THE
RIGHT CAPTURED
AUDIENCE**

THE QUESTION IS,

THE QUESTION IS,

***HOW DO YOU
BUILD YOUR
LIST?***

**WE BUILD IT THROUGH
MULTIPLE FUNNELS**



GROWTH HACKS

SEO HACKER Growth

THE TOP TEN THINGS TO THINK & TINKER THROUGH
Your No-Nonsense Source of Inbound Marketing News

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Sign Up for SEO Hacker's Monthly Top 10!

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Submit Form

We believe that there are tons and tons and tons of... well... Crap. On the internet.

You don't have time to rummage through all that. So we went ahead and plucked out the best of the web's inbound marketing news, tips and tricks just so you can save time and read just the stuff that matters.

You know, the good stuff.

FREE EBOOK

GET YOUR FREE E-BOOK

First Name:

Last Name:

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OUR JOURNEY TO SUCCESS

**From Zero to a Thriving SEO Company,
We're sharing everything on our
Journey to success!**

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EVENTS: SEO SUMMIT 2014

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First Name:	<input type="text"/>	BANK:	BPI
Last Name:	<input type="text"/>	ACCOUNT NAME:	SEAN PATRICK SI
Email:	<input type="text"/>	ACCOUNT TYPE:	BPI SAVINGS
Address:	<input type="text"/>	ACCOUNT NUMBER:	0019 2473 76
No. of Tickets:	<input type="text"/>	LEARNING INVESTMENT:	2,500PHP/TICKET
Attendee Name(s):	<input type="text"/>	ATTACH SCANNED DEPOSIT SLIP:	<input type="button" value="Choose File"/> No file chosen

 *** INCLUDES
BUFFET LUNCH
AND MERIENDA**

[f See who's attending!](#) [SEND](#) OR [PAY VIA PAYPAL](#)

**SEO HACKER**
BE VISIBLE. GET SEARCHED.

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GROWTH HACKS

SEO HACKER
Growth
THE TOP TEN THINGS TO THINK & THINKER THROUGH
Your No-Nonsense Source of inbound Marketing News

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Sign Up for SEO Hacker's Monthly Top 10

Name:

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We believe that there are tons and tons and tons of... well... crap. On the internet.

You don't have time to waffle through all that. So we went ahead and pulled out the best of the web's inbound marketing news, tips and whitehat secrets so you don't and replace the stuff that wastes.

You know, the good stuff.

OUR JOURNEY TO SUCCESS

From Zero to a Thriving SEO Company,
We're sharing everything on our
Journey to success!
You'll want to get in. Promise.

Name: Email:

[SEND ME LESSONS!](#)

We guarantee 100% privacy. Your information will not be shared.

WHAT DO THESE LIST BUILDING STRATEGIES HAVE IN COMMON?

FREE EBOOK

GET YOUR FREE E-BOOK

First Name:

Last Name:

Email Address:

[Download now!](#)

We will never share your email. Promise.

EVENTS: SEO SUMMIT 2014

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First Name:

Last Name:

Birth:

Address:

No. of Tickets:

Attendee Name/CO:

BANK:

ACCOUNT NAME:

ACCOUNT TYPE:

ACCOUNT NUMBER:

LEARNING INVESTMENT:

ATTACH SCANNED DEPOSIT SLIP:

Choose File No file chosen

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*** INCLUDES BUFFET LUNCH AND MERIENDA**

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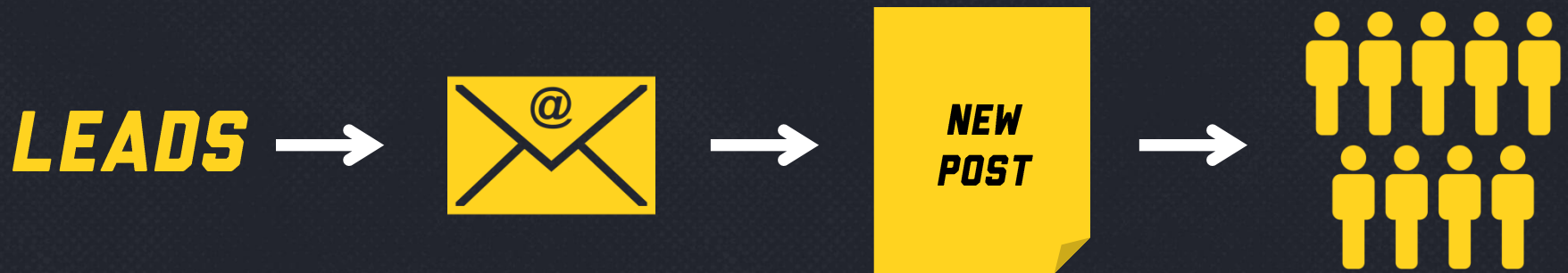


THEY DELIVER
INFORMATION THAT
PEOPLE WANT
IN EXCHANGE FOR THEIR EMAIL



***THAT INFORMATION WAS BUILT,
DESIGNED, AND MARKETED TO
DRAW PEOPLE'S INTEREST***



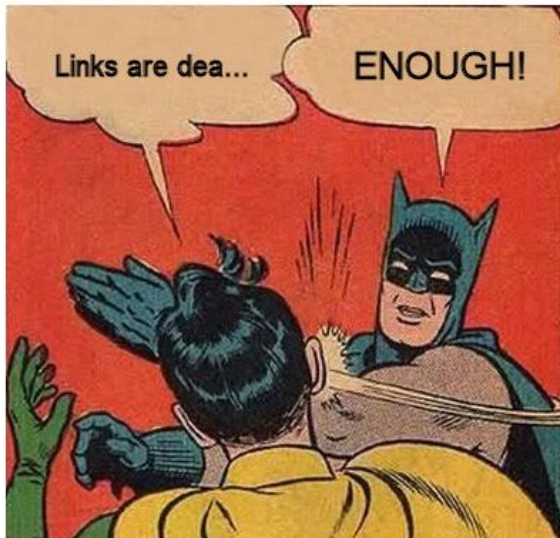


***ALL OF THESE LIST BUILDING FUNNELS
LEAD TO OUR BLOG EMAIL FEED WHICH
EMAILS OUR LATEST BLOG ENTRY TO
USERS***

Hey [redacted]

Here's our latest blog entry from the SEO Hacker Blog

What Everybody Ought to Know About Link Building



Link building is dead. I've heard it a hundred times, and I still don't believe it's true. On the contrary I think link building is becoming more and more valuable.

When I joined SEO Hacker, I started as a link builder. I wasn't good at it. I messed things up; put links everywhere, and put the wrong anchor texts. But I found link building to be an exciting part of SEO. So I read blogs, tried it on my own site, and brainstormed with my teammates.

I exerted heaploads of effort to really learn this stuff, from prospecting to planting links, so to hear that it's dead kind of annoyed me. We didn't stop building links, we just developed new strategies.

[Algorithms change over the years](#), and so do strategies, but

one thing is for sure: link building will always be included in the SEO pattern.

Still in doubt? Let me enumerate the things you ought to know (*things that you probably know already but neglect them anyway*) about link building – why link building is one of the best SEO tactics, and of course, why you still need it.

Link building means relationship

My favourite [link building strategy](#) will always be guest posting for the reason that its main purpose, at least for me, is to share knowledge. With guest blogging, I'm able to give out information to a much larger community, and have my name on different websites, but that's not the best bit of it. Pitching is the most interesting part because I get to talk to different people. I admit that there are webmasters who don't like my pitch enough to even reply to me, but then there are also those who really spend time reading my email, and would give an effort on replying – that's where real relationships begin.

My contact list is filled with webmasters that I've known through guest posting, and even until now I still communicate with them whenever I write articles, and they email me as well whenever they post something new.

**OF COURSE,
THERE ARE
LINKS IN THE
EMAIL FEED
THAT LEAD
BACK TO THE
BLOG**

An aerial photograph of a massive crowd of people filling a city square. The crowd is dense and extends far into the background, where various city buildings and a church spire are visible under a hazy sky. The text is overlaid on the center of the image.

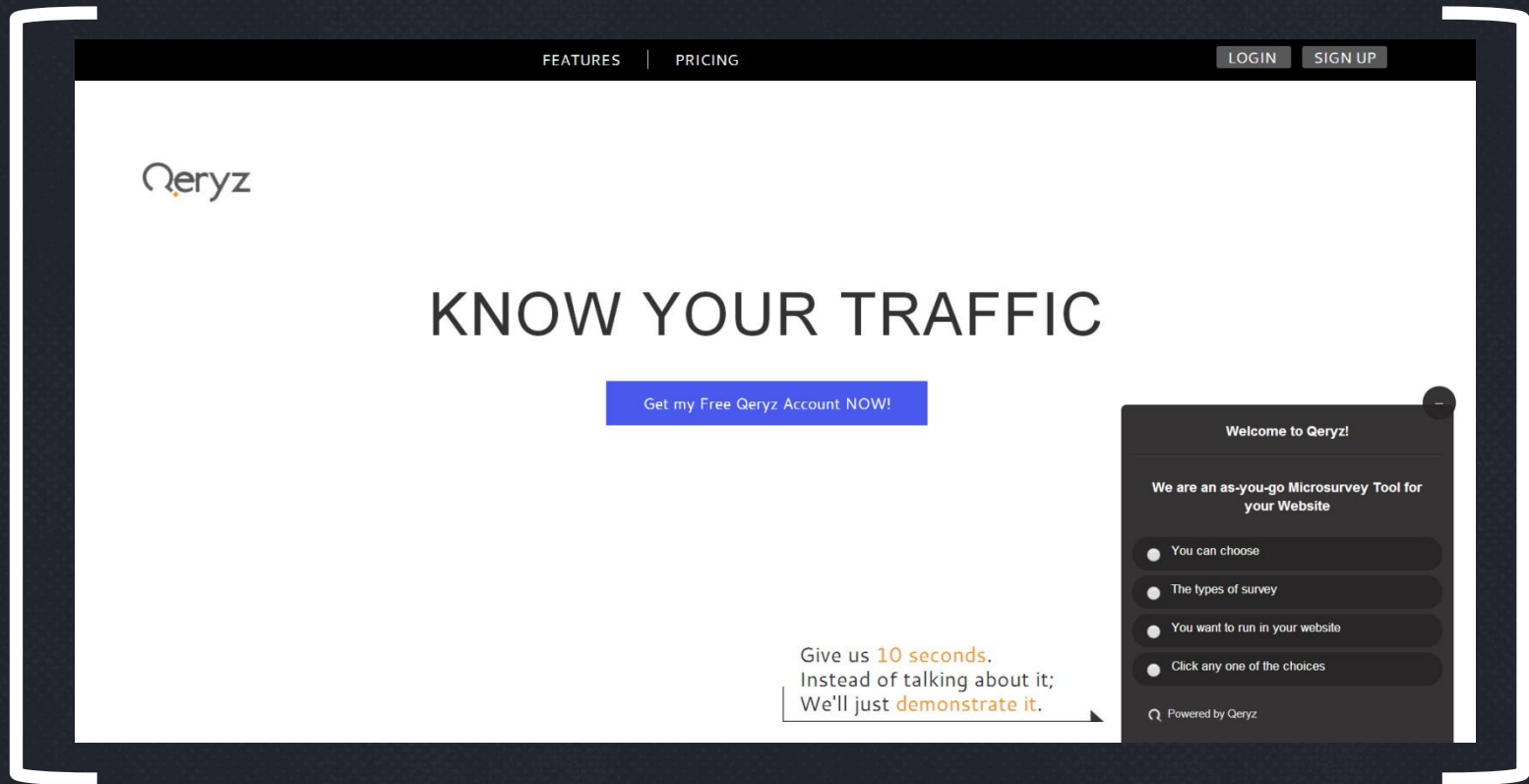
***CHANNELING ALL THOSE
3.000+ PEOPLE
TO COME OVER AND CHECK OUT
THE BLOG AGAIN***



***ON TOP OF THAT. I CAN USE
THIS LIST FOR OTHER THINGS***

**FOR EXAMPLE, IN MARKETING MY
NEW PRODUCT:**

Qeryz



I SIMPLY SEND AN EMAIL TO THE LIST ABOUT HOW QERYZ CAN BENEFIT THEM AND LINK THEM TO THE **SUBSCRIBE PAGE**

***AND VOILA! WE GET
NEW SUBSCRIPTIONS***



A person wearing a grey suit and red boots is walking past a group of children who are smiling and looking at them. The scene is outdoors, possibly at a fair or festival. The children are leaning on a metal railing. The text is overlaid on the image.

**AND VOILA! WE GET
NEW SUBSCRIPTIONS**

JUST LIKE THAT.

EASY?

HELL NO.

**EMAIL MARKETING TAKES
A LOT OF TIME**



A man and a young boy are sitting on a wooden pier by a lake, fishing. The man is on the left, wearing a white polo shirt and blue jeans, looking towards the boy. The boy is on the right, wearing a white t-shirt and blue shorts, holding a fishing rod. A blue bucket is on the pier to the left. The background is a blurred lake and trees. The text "THE BEST LISTS COME FROM YEARS OF PATIENCE" is overlaid on the right side of the image.

**THE BEST LISTS COME
FROM YEARS OF
PATIENCE**

***AND RELEVANT LEADS
CAPTURED THROUGH***



GOOD SEO



***EMAIL MARKETING AND SEO IS A
POSITIVE CYCLE***

BETTER

START YOURS

TODAY

THANK YOU!

CONTACT ME/CHECK OUT:

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