

# Internet Marketing Guide: SEO Tips, Local Marketing Advice and Social Media Marketing Facts

By Brent Rovner at [Marketing on a Budget](#)

I have included valuable marketing blogs over the past few months that we have written. The first is about 8 proven internet marketing strategies to help you with your SEO and Google Rankings. The second is about choosing a local marketing company. The third is about social media and why some content goes viral. It poses the questions is viral marketing science, skill or luck.

## The 8 Most Proven 2014 Internet Marketing Strategies to Get You Web Traffic and Increased SEO Rankings

02/28/2014 12:54

### 1. Clickable Links: Studs v. Duds

- The links you build need to get clicked on, not just posted. If you create links in dead zones...Google will notice. Your SEO will sky rocket if you join smart groups in LinkedIn to share your blog, have a few local profile links with 5+ reviews and answer people's questions in forums with user activity. A good answer will always get a click on your profile link back to your site.

**2. Trade Social Media Followers:** How to get social media postings from other users? Find other social media outlets and say I will post your article to my Facebook feed if you post mine to yours. You can repeat this process to a few loyal partners and reach a few thousand new potential users in a hurry.

### 3. Link Your Content to Google+

- You must use Google Plus. Google automatically indexes any site on Google Plus.
- Use [this trick](#) to get more Google Plus Followers.
- Use Google Authorship which will increase your click through rate and improve your search rankings. View all about Google authorship in this link: <https://plus.google.com/authorship>

#### 4. Get Relevant Web Traffic & Returning Internet Users

- It doesn't matter if your website is ranked if you are a smart marketer. Get relevant traffic from any form of internet including email marketing, Google Adwords and Suggested Ad-Articles. If your website provides useful and user benefit, users will use your website again and search engines and the web will notice.
  - **Email Marketing:** A great tool for email marketing is Constant Contact. Sometimes Constant Contact can limit your email activity so try Results Mail for a small fee a month. The templates are simple to use and lists are easy to upload.
  - **Why Old School Marketing Helps with Overall Rankings?** Part of Google's algorithm takes into account a user's traffic pattern and the amount of different IP Addresses being used. Google tracks traffic behavior on sites and rewards sites where the bounce rate is low. The bounce rate is when customers are on your site and don't bounce to another site quickly without clicking on another link to find out more.
  - **Google Adwords:** By getting users to your site makes sure Google is constantly indexing your website. It is not a big part of the SEO puzzle, but Google is forced to pay attention to your site.
  - **Suggested Ad Articles:** Check out www.outbrain.com which is a suggested ad articles on www.cnn.com and other various sites around the web.

**5. Fresh Content & Blog Smartly:** You need to blog in two unique ways to get traction in Google

1. Name the title of your blog about questions people would type in. Click here to read Secrets to SEO Blogging.

2. Create informative and compelling information where people want to read the blog you post via Socia Media.

Here is a great site to automate your blog marketing. They even offer a free blog trial on their home page.

## 6. Local Rankings & Reviews

- You should focus on two to three local profile sites and get a ton of reviews. You should build out the profiles, add videos, add images, get a ton of reviews, blog from these profiles sites, post your content and get any other relevant traffic possible. My site ranks #1 for “Philadelphia Marketing Consultant”. See Yelp Profile here.

## 7. Social Media: Post Your Content To Get Traffic Smartly and Effectively

- Twitter
- LinkedIn
- StumbleUpon
- Pinterest
- Quora: question/answer-based website founded by two former Facebook employees.

## 8. Create Videos

- You should create quality videos which explain your business and answer common questions about your business. Remember to link back to your website.
- See video here and how I link back to my site.
- There are three easy ways to create videos. One is have someone video you from your iPhone in your office. You will get hits and relevant traffic if the videos answer important questions. Two is to use Powtoon or Windows Live Movie Maker. Or, for a professional video with a professional voice-over, check out The Marketing Factory.

**Read more:** <http://www.marketingconsultantandstrategies.com/news/the-8-most-proven-2014-internet-marketing-strategies-to-get-you-web-traffic-and-increased-seo-rankings/>

# 5 Tips on Choosing a Local SEO Company

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## 5 Tips on Choosing a Local SEO Company

SEO or search engine optimization is one of the best ways to drive traffic to your website. Traffic typically equals leads which hopefully will turn into sales. There are companies that will provide you with “articles” “blog posts” “press releases” that will use certain keywords that will result in your website ranking high on the search returns of a search engine.

Studies have indicated that most people do not look beyond the first page of a search engine return. ([Click here and learn to get first page and higher search rankings.](#)) In other words if you have a business that sells specialty dolls but you are not using the right SEO terms in articles and other online written work your company will likely be on page two or three which will mean that you will not get any traffic. Choose the right local SEO company to enhance your search engine traffic.

### Tip # 1

When you are choosing a local SEO company keep in mind that “local” does not have to mean down the block from you. Usually it will mean the same country. So do not ignore that SEO company that has the great reviews that is in Florida if you are in Kansas.

### Tip #2

Read the reviews. SEO company reviews are an important consideration. You really have no other way of knowing whether the company you are considering is able to provide the service you need unless you can see what other businesses had to say. [Click here to read our Yelp Reviews about our Marketing & SEO Company.](#)

### Tip #3

Value does not mean paying the lowest price. It means getting good accurate work for a reasonable fee. The lowest price is not necessarily the best value. You can find good

solid local SEO company that is affordable and that can help you drive the traffic that you need.

#### Tip#4

Do your homework. You need to understand what SEO means and how it works to get the most out of hiring a local SEO company. Having at least minimal knowledge of the how and whats of SEO will help you to pick a company more confidently. There are no SEO secrets. They should tell you about the strategy and document it for you.

#### Tip # 5

Take your time do not jump on the first company you evaluate. You should also start out small. In other words don't put in an order for 100 articles right out of the gate. Start out with a small order to see how things go. You can track the traffic coming to your site and see what is and what is not working. It is largely trial and error don't expect miracles have patience and find what works for you. [Learn about our Pay Per Rank Program.](#)

Read more: <http://www.marketingconsultantandstrategies.com/news/a5-tips-on-choosing-a-local-seo-company/>

## The Science Behind Going Viral & Social Marketing

01/30/2014 09:49

### **Proven Fact: Emotions are Contagious and Worth Sharing**

The number one consistent factor among shared and viral content is to create content that moves emotions. Emotions are contagious and people want to share if they felt something when reading/watching a particular piece of content.

In the beginning of the article we will talk about what content gets shared and viewed. Then we will discuss the science behind going viral and proven strategic scientific

experiments. Finally, we will get into the stats and numbers about best time to tweet, share an article and more.

### **What emotions are worth sharing?**

**Inspiring Stories:** Get NBA and professional athletes to tweet a viral video.

Davan Overton was born with a rare condition that slowed his physical development. He grew up feeling different and alone, until he found salvation through a sport that allowed him to belong. The 8th grade team coach found a spot on the team for him as a team manager. But one game, the coach ran a special play for him to take a shot and he made it. This inspiring story was retold on ESPN E:60 after his moment went viral. [You can watch his story here.](#)

**Sex Still Sells:** The Super Bowl Ad that was too sexy to appear generated over 1 million views in 24 hours after it was pulled. Scarlett Johansson is just too sexy and Soda Stream knows how to go viral.

**Funny Commercials and Videos:** Funny videos and pictures are always worth sharing. As you can see in the top 20 most shared ads in 2013 below, the GEICO Hump Day Commercial was shared over 4 million times.

Position	Video, brand and title	Shares
1	 Dove <b>Real Beauty Sketches</b>	4.24 million
2	 GEICO <b>Hump Day</b>	4.03 million
3	 Evian <b>Baby &amp; Me</b>	3.34 million
4	 Kmart <b>Ship My Pants</b>	3.05 million
5	 Cornetto <b>Yalin</b>	2.91 million
6	 Budweiser <b>Brotherhood</b>	2.72 million
7	 Pepsi Max <b>Test Drive</b>	2.69 million
8	 MGM/Carrie <b>Telekinetic Coffee Shop Surprise</b>	2.17 million
9	 Ram Trucks (Chrysler) <b>Farmer</b>	1.88 million
10	 Volvo <b>The Epic Split feat. Van Damme</b>	1.82 million
11	 Neft Vodka <b>Biting Elbows</b>	1.35 million
12	 TrueMove (Thai telecomms company) <b>Giving</b>	1.26 million
13	 PooPourri <b>Girls Don't Poop</b>	1.24 million
14	 GoPro <b>Fireman Saves Kitten</b>	1.23 million
15	 Phonebloks <b>Phonebloks</b>	1.08 million
16	 Three <b>The Pony #DancePonyDance</b>	1.06 million
17	 H&M <b>David Beckham</b>	928,272
18	 Rockstar <b>Grand Theft Auto V gameplay</b>	841,528
19	 Sony <b>Used Game Instructional Video</b>	764,857
20	 Code.org <b>What Most Schools Don't Teach</b>	754,119

Data was collected from January 1, 2013 to November 18, 2013  
 Data points were collected using Unruly Analytics™ and the Unruly Viral Video Chart™

## It's Not Luck...It's Science

There was a scientific study testing what content gets shared and what content does not. Half the participants were asked to sit still before reading an article, and asked the other half to jog in place reading the same content. The joggers were 3 times more likely to send the content to a friend or family member because they were juiced up and

endorphins were flowing. The test was conducted by a University of Pennsylvania professor, Jonah Berger, and the author of *Contagious: Why Things Catch On*. He states “that arousal plays a pivotal role in social transmission”.

### **What content and articles are emailed and shared the most?**

Wharton scholars Jonah Berger and Katherine Milkman reviewed roughly 7,000 stories that appeared on the New York Times website to analyze which ones made the "most emailed" list. After controlling for factors like time of day and author prominence, it does not matter if an article makes you happy or angry; but, how happy or angry. The degree to which an article heightens your emotions and arousal of one's emotions is the key to the content going viral.

Additionally, information and education pieces get shared as well. Advice on how to be happier or tips on getting into a better College are often shared. Advice articles create an awe in readers and need to be shared and emailed.

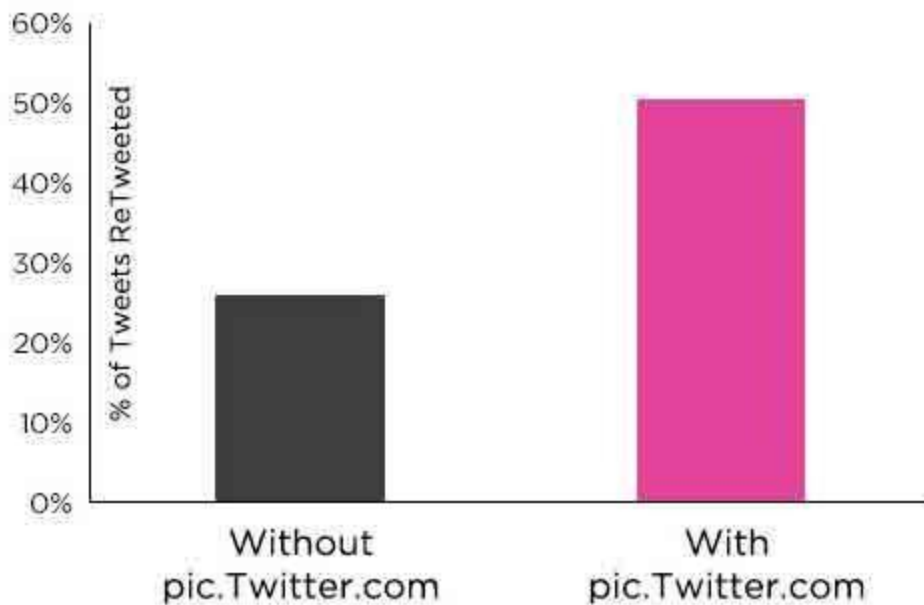
[For the full scientific study of what content goes viral, please view this PDF.](#)

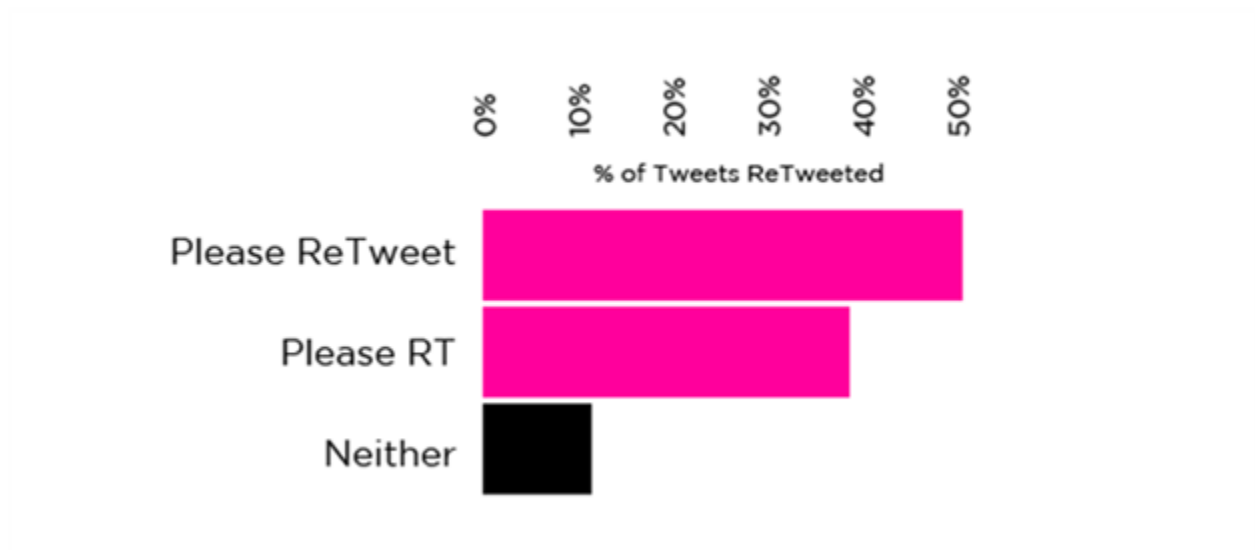
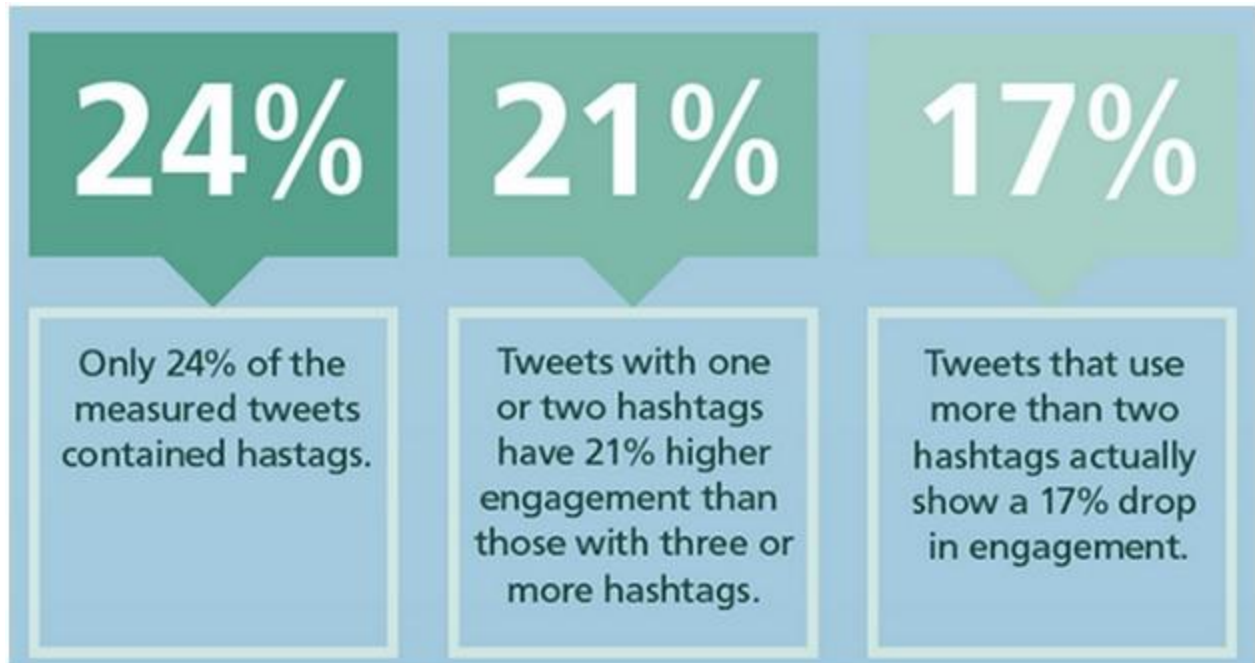
Below are charts on how to get the most out of Twitter. The tips are summarized here:

- Attach Pictures
- Use only 1 or 2 relevant hashtags #goingviral #twittertips
- Asked to be Re-Tweeted
- Tweet after work when people are back on their computer and mobile devices



## Tweets Using Pic.Twitter.com are **94% More Likely** to be ReTweeted





## Distribution of Content Matters

You can give your content a nudge towards popularity by partnering with social influencers such as bloggers, tweeters and other social media stars, or celebrities. You can @ a few famous people or companies with followers and maybe they will re-tweet your post.

**Try Going Viral Again!**

You might have posted an article or shared to a group at the wrong time. You must try sharing and spreading your story and take a second shot.

Read more: <http://www.marketingconsultantandstrategies.com/news/the-science-behind-going-viral-social-marketing/>