

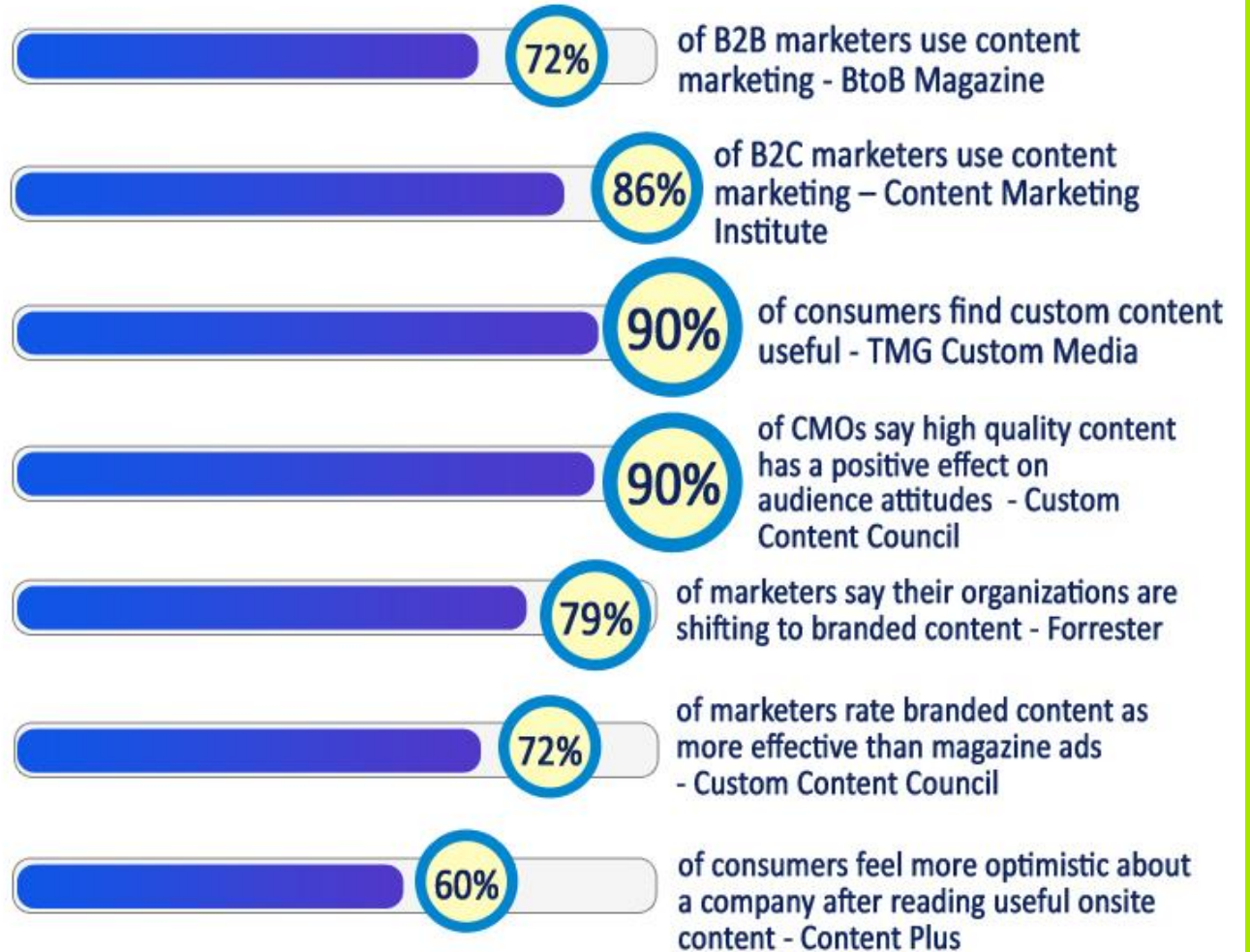
SEO Goes Natural & Social

With High Quality Content



How to comply with Google Panda and Penguin Updates

PUBLISH HIGH QUALITY CONTENT



STAMP IT WITH GOOGLE+

Google+ Authorship & Publishership

Google+ is growing fast!



- GlobalWebIndex

Claim your Authored Content

By creating a Google+ profile and linking it to your website or blog, you can claim authorship of your content with your Google+ profile. Once authorship is claimed, your Google+ profile will show up next to your search results.



Get Indexed Immediately

Content posted on your Google+ will be indexed immediately into the Google search results, increasing the possibility of your Google+ network seeing your posted content in their search results. When your audience engages with your content it will be further advertised to your audience's network. In this chain reaction, posts have the ability to go viral.

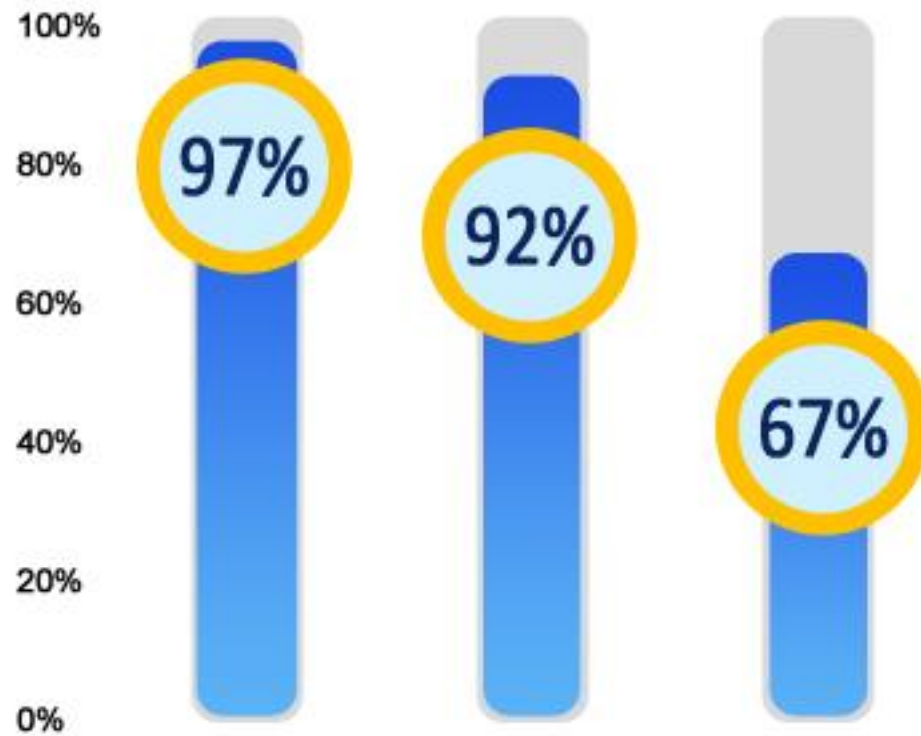
Great Content Plus Google+ Influence Search Rankings

High quality and compelling content will most likely receive +1s and shares. These act like social recommendations, influencing what searchers see on Google SERPs while they are logged in to any Google Account.



BLOG IT!

Create Content and Publish it on your Blog

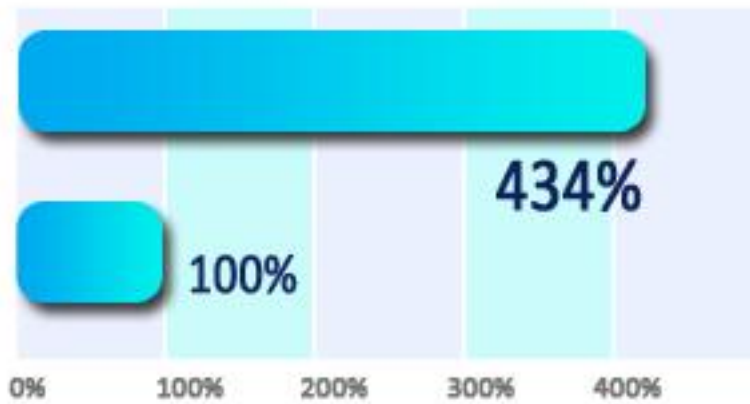


97% more inbound links for companies that blog - HubSpot

92% of companies who blog multiple times per day have acquired a customer from their blog - HubSpot

67% more generated leads for B2B marketers who use blogs than those that do not - InsideView

Companies that blog receive 434% more indexed pages on average - HubSpot



Blog 20x a month = 500% more traffic

A line graph with a green line showing an overall upward trend with some fluctuations. The line starts at a low point on the left and ends at a high point on the right, with several peaks and valleys in between. The text 'Blog 20x a month = 500% more traffic' is written in a bold, black font, slanted upwards from left to right, positioned above the line graph.

Do Articles and Press Releases the Right Way



Avoid massive submission of articles and press releases
Avoid submission to article and press release farms
Avoid keyword-rich, overly optimized anchor texts



Use Promotional Copy

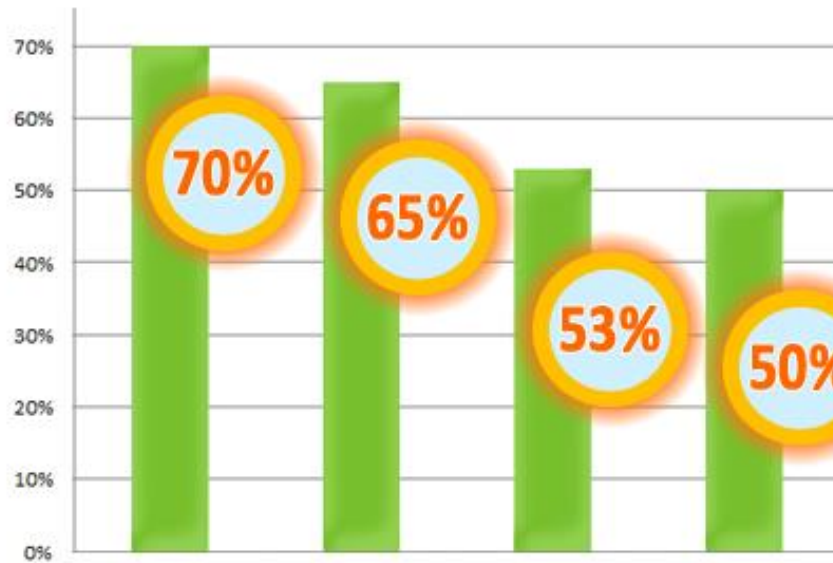


- Forrester

Share it Socially



of consumers around the world say they trust online recommendations from friends and family, above all other forms of advertising - Nielsen



70% read other experiences

65% learn more about businesses, brands, products & services

53% compliment brands

50% express concerns about brands, products & services

- Nielsen



Users spend 30% of their time online on social channels where content can be shared. - AOL & Nielsen

**Contact us for
consultation!!**