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## Social Media Optimization

*An Easy Guide to Marketing and Promoting Your Blog*

November 13, 2006 – San Francisco, CA



*Presented at the  
SixApart Business  
Blogging Seminar*





## What is Social Media Optimization?



*A process of optimizing your site/blog to be more visible in social media searches and sites, more easily linked by other sites, and more frequently discussed online in blog posts and other social media*



Why do we need it?  
*The Shifting Media Landscape*

- Everyone is a content creator
- Technorati currently indexes nearly 60 million blogs
- Google searches for most terms return millions of results



**Bottom Line: There is an increasing amount of “noise” online – which is leading to ...**



- The rise of human filtered search
- The long tail, meganiche and wisdom of crowds



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## Marketing Your Blog *The Basic Elements*

Branding → Positioning → Integrating → Claiming → Syndicating

*And then comes ... Marketing*

### **What we will cover today:**

- How to Implement Social Media Optimization
- A Case Study of SMO
- Using Typepad for Marketing
- A Checklist for Marketing Blog Posts

The Ogilvy logo, which is the word "Ogilvy" in a stylized, handwritten script.

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## Getting Started with Implementing SMO *5 rules to consider ...*

1. Increase your linkability
2. Make tagging and bookmarking easy
3. Reward inbound links
4. Help your content travel
5. Encourage the mashup

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## Increase Your Linkability *Focusing on sticky content and links ...*

Added **October 25, 2006** [✓ SUBSCRIBE](#)  
From [naveenwhy](#) to naveenwhy  
Free Hugs in Sydney - Juan Mann One Love ... [\(more\)](#)  
Category [People](#)  
Tags [Free Hugs](#) [Juan Mann](#) [\(more\)](#)  
URL   
Embed

- Update your content as often as possible
- Create sticky content features
  - Downloads
  - Lists/Rules
- Use catchy headlines and branding
- Follow the Permalink conventions

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**Make Tagging and Bookmarking Easy**  
*Increase your visibility with new tool ...*

- Use quick buttons to let people save your blog to any social bookmarking tool they use
- Add relevant tags to each blog post so these posts can appear in aggregations listed by keyword on sites like Technorati
- “Claim” your posts first by bookmarking them in del.icio.us

**Online Marketing Blog**  
A blog about the intersection of new media PR, blog and search marketing.

Home About Resources Archives Subscribe Contact

### Social Bookmark Creator

Step 1: Choose bookmark services

<input type="checkbox"/> BlinkBits	<input type="checkbox"/> Feedmelinks	<input checked="" type="checkbox"/> Netvouz	<input type="checkbox"/> tagtooga
<input checked="" type="checkbox"/> BlinkList	<input checked="" type="checkbox"/> Furl	<input type="checkbox"/> Newsvine	<input type="checkbox"/> TalkDigger
<input type="checkbox"/> Blogmarks	<input type="checkbox"/> Give a Link	<input type="checkbox"/> Onlywire	<input type="checkbox"/> Wink
<input type="checkbox"/> Buddymarks	<input type="checkbox"/> Gravee	<input checked="" type="checkbox"/> RawSugar	<input checked="" type="checkbox"/> Yahoo MyWeb
<input type="checkbox"/> CiteUlike	<input type="checkbox"/> igooi	<input type="checkbox"/> reddit	
<input type="checkbox"/> Connotea	<input type="checkbox"/> Lillisto	<input type="checkbox"/> Scuttle!	
<input checked="" type="checkbox"/> del.icio.us	<input type="checkbox"/> Linkagogo	<input checked="" type="checkbox"/> Shadows	
<input checked="" type="checkbox"/> Digg it	<input type="checkbox"/> Linkroll	<input checked="" type="checkbox"/> Simpy	
<input type="checkbox"/> Earthlink	<input checked="" type="checkbox"/> ma.gnolia	<input checked="" type="checkbox"/> Spurl	
<input type="checkbox"/> FeedMarker	<input type="checkbox"/> Maple.nu	<input type="checkbox"/> Taggly	
<input type="checkbox"/> Flog this!	<input type="checkbox"/> My-Tuts		

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## Reward Inbound Links

*Making it worthwhile for others to link ...*

- Display trackbacks, comments on your blog automatically
- Add a list of “blogs that link here” or “recent comments” to feature contributors to your blog more highly (and therefore potentially send more of your traffic to them)
- Offer thanks by adding a comment to a linking blog post or directly thanking linkers
- Add links to further thoughts as updates on your original post



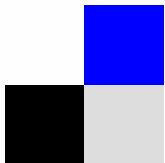


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## Help Your Content Travel *Syndicating and submitting your content ...*



Subscribe



- Syndicate your content in RSS and provide direct links for visitors to subscribe
- Offer email subscriptions to content through services like Feedburner
- Don't be afraid to submit your own posts to sites like Digg or Marktd, assuming the content is relevant (relevancy is key)
- Tell other bloggers about your blog or a recent post – especially bloggers you admire

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## Encourage the Mashup *Sharing and distributing your blog ...*



- Choose a Creative Commons license for your content (and don't get ruled by your lawyers)
- Find blog networks that can help you distribute your content and fit the premise of your blog
- Pursue guest author or contributor arrangements with blogs in your industry to spread the word about your own blog (be sure to retain rights to republish your work on your blog, if you choose to)

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### **Basics:**

- ✓ Categories
- ✓ Blogrolls
- ✓ Recent posts
- ✓ RSS Feeds
- ✓ Site Search
- ✓ About Page

### **Other Ideas:**

- ✓ Auto-translate buttons
- ✓ Email subscriptions
- ✓ Top 10 Most Popular or Favourite Posts
- ✓ Widgets:
  - Feed Crier
  - Squidoo Lenses
  - Del.icio.us Tagrolls
  - WhoLinked
  - *Lots more in the Typepad Widget Gallery ...*



## Marketing Your Blog Posts *A Checklist for Individual Posts*

### **Within Typepad (or other SixApart platforms):**

- ✓ Send trackbacks & pings
- ✓ Add tags and keywords (in form + in post)
- ✓ Use categories

### **Other tactics:**

- ✓ Click your own links
- ✓ Add your entry to relevant social bookmarking and news sites (note: relevancy is key – make sure your content fits the site)
  - Examples include: Digg, Del.icio.us, Marktd, New PR, etc.
- ✓ Directly contact bloggers that you think will be interested
- ✓ Submit your post to get covered on megablogs:
  - Examples include: Slashdot, BoingBoing, PSFK, etc.



## Case Study: Social Media Optimization *How SMO Caught Fire ...*

- 5 Rules of Social Media Optimization – 08/10/06
- Added tags, bookmarked, emailed and submitted post to other social bookmarking sites
- Within two weeks, 5 others added rules 5-16 to the original post and built on the original idea
- Over the span of 3 months since the original post:
  - More than 100 other marketing pros discussed or bookmarked the original post, and Technorati shows 215 links to the original article
  - 8 others translated all 16 rules into French, Dutch, Italian, Spanish, German, Japanese, Greek and Portuguese over the span of 3 months
  - SMO was added to Wikipedia as a term two months ago and still exists as a growing entry

# Thank You!

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