

## Web Marketing Strategies Changing

The good ol' days of SEO (Search Engine Optimization) using various "tricks" to get your site on page-one of Google are long gone for sure. Google has made inbound links to a web page the *dominate* factor in where it ranks your website.

The best way to achieve lots of good quality links is to make your site *worth* linking to. (See "Building a Link Magnet".)

Additionally, social networks are quickly becoming an important part of generating high visitor traffic to your website. Check out this excerpt from an article in *Wired Magazine* published just over a year ago:

"Today, the Google-Facebook rivalry isn't just going strong, it has evolved into a full-blown **battle over the future of the Internet**—its structure, design, and utility. For the last decade or so, the Web has been defined by Google's algorithms—rigorous and efficient equations that (collect) practically every byte of online activity to build a dispassionate atlas of the online world."



"Facebook CEO Mark Zuckerberg envisions a more personalized, humanized Web, where our network of friends, colleagues, peers, and family is our primary source of information, just as it is offline. In Zuckerberg's vision, users will query this "social graph" to find a doctor, the best camera, or someone to hire—rather than tapping the cold mathematics of a Google search. It is a complete rethinking of how we navigate the online world, one that places Facebook right at the center. In other words, right where Google is now." (*end of excerpt*)

Facebook has now over ½ billion members and continues to grow at an increasing rate. It is now considered a major competitor to Google for advertising dollars. The big question for businesses is, "How do I use Facebook to make more money?" The best answer is to build a "link magnet" for your company's website. Then post a link to that on your Facebook page. If your "link magnet" is indeed one, it will go "viral" all on its own from there.

## Comedian Quotes

\*\*\* New York now leads the world's great cities in the number of people around whom you shouldn't make a sudden move. (*David Letterman*)

\*\*\* Last night, it was so cold, the flashers in New York were only describing themselves. (*Johnny Carson*)

\*\*\* I worked some gigs in the Deep South, Alabama. You talk about Darwin's waiting room. There are guys in Alabama who are their own father. (*Dennis Miller*)

\*\*\* I was coming back from Canada, driving through Customs, and the guy asked, "Do you have any firearms with you?" I said: "What do you need?" (*Steven Wright*)

## Building a "Link Magnet"

What the heck is a "link magnet"? Well, it's having some content *worthy* of people linking to your website. Ask yourself, "What do I have on my website that would cause people to WANT to post a link to it, on their Facebook page?" If the answer is, "Nothing", then you now have your next big challenge to increase your business using the Internet.

A successful link-magnet will cause your website to rise in the search rankings and that will translate into bigger profits for you. Your site traffic will also grow due to people coming directly from links on their Facebook page. Remember, there are 500,000,000 people using Facebook!

Videos can be used to visualize otherwise boring data. Videos are one of the most popular and powerful link-magnets online. Once you have a cool video, you can not only put it on your website, but you can have it on YouTube and other social sites as well.



Creating a unique graphic chart or graph that summarizes or explains something about your industry, can also become a link-magnet. Or, how about an *original* article that reveals secrets, disproves legends, entertains (humor is hot), or is otherwise INTERESTING? Any of these things can serve as a link-magnet for your site. If you need any assistance with this idea, Profit Gate can help.