

Discover **EXACTLY** How I Rank Myself Against The Biggest Guys In The SEO Industry and most importantly... **How You Can Too!**

Brought to you by



Daniel Tan

www.SEOPressor.com
www.SocialMetricsPro.com
www.XTabApps.com
www.SEOBusinessBox.com

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Welcome!

First of all, thank you for getting this special report. I am going to share with you some of the quick tiny tweaks that I have done to qualify myself against the toughest competition.

Let me first introduce myself. I am **Daniel Tan**. I am an active Warrior. For my close friends and inner circle members, I hope to offer you something unique that I have discovered. For the rest of you knowing me for the first time, I'd love to see you in person in my live events.

I am not an SEO celebrity...yet...I do have quite a noticeable background in the SEO industry, which may have (to some extent) influenced how I get to compete with the SEO celebs...but what I wanted to express is that anyone stands the same chance to compete with the toughest competition.

Google has made all of these possible. It's now a level playing field. Special thanks to Panda and Penguin.

What This Document will reveal:

- 1) Some of the tiny things that most people overlook, that will influence your SEO
- 2) Strategies that I use to position myself for authority score and future ranking
- 3) Strategies you can use to start ranking against the toughest competition

This Document Does Not:

- 1) Make it exclusive. Carry on with everything you have been doing. Add the techniques in this document to your existing activities. Some old stuffs still work!
- 2) Discuss about things that will no longer work. I can't draw a clear line separating things that are working or not post-Panda and Penguin. Our researches show mixed results, though certain strategies have reduced impact in the zoo.
- 3) Does not guarantee results. I wish I can, but I am not Google. The best I can do is to tell you everything I have got.

Let's open up with something FUN!

Everyone's been talking about Penguin and Panda and they got so hot. On the day Google rolled out Penguin 3.9, I quickly ran a Facebook Ad campaign to promote [Search Engine Marketers](#) Facebook Page.



Within hours after approval, both ads brought in 457 clicks and generated 697 Page Likes. I tried running more ads targeting similar demographics on other stories, none can beat this ad. So really, the ZOO IS HOT!

But it should not fear you. In fact, the Zoo has leveled the playing field. It has given us a chance to compete with the toughest competition if we do things the right way. There is ONE thing that if you follow, you will never be afraid of the next animal.

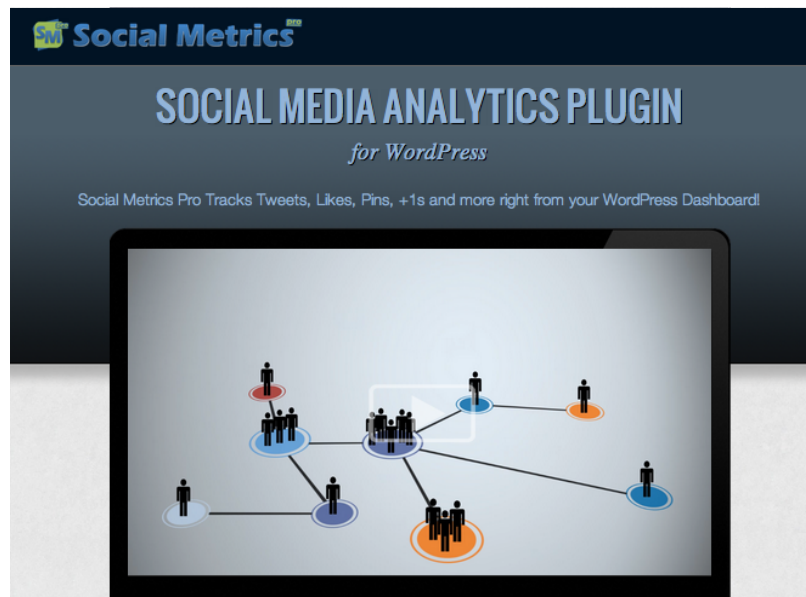
“Google’s job is to END SEARCH”

We only need to understand this, work from this perspective and we should prosper every time Google issues an update. We should make sure we *celebrate*, and not going *panic*, when the next animal comes out of the zoo.

I am going to structure this document in short quick sections. No lengthy elaborations. It's supposed to show you what I did on a brand new page to rank right up against the celebs.

The Site's Profile

The domain name: <http://socialmetricspro.com>



Who.is Information:

REGISTRY WHOIS FOR SOCIALMETRICSPRO.COM

Domain Name: **socialmetricspro.com**

Updated: 6 seconds ago - [Refresh](#)

Registrar: DIRECTI INTERNET SOLUTIONS PVT. LTD. D/B/A
PUBLICDOMAINREGISTRY.COM

Whois Server: whois.PublicDomainRegistry.com

Referral URL: <http://www.PublicDomainRegistry.com>

Status: clientTransferProhibited

Expiration Date: 2012-12-16

Creation Date: 2011-12-16

Last Update Date: 2012-01-05

Name Servers:

ns.sourcedns.com

ns1.sourcedns.com

[See socialmetricspro.com DNS Records](#)

Information Updated: Mon, 20 Aug 2012 14:19:23 UTC

It is not an old domain. In fact, it will be considered too new (in domaining). Registered on Dec 16, 2011. That's about 8 months ago (less than a year!).

SocialMetricsPro.com is a Wordpress plugin that will track and monitor your social signals automatically. It makes sense for us to grab top rankings on any keywords related to social signal.

We released SocialMetricsPro as a WSO and did over 1,000+ sales quickly before we closed it and moved on to public release. This is a screenshot of the WSO release:

Social Metrics Pro - Now On Clickbank.com - http://SocialMetricsPro.com/jv-invite/	pg 73 [4354]	11883 / 19249	1394/1708	1124	9%	\$1.45	\$15.33	\$17,231.63
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Though we are now on Clickbank, we have not really gone into recruiting and training affiliates. Right now, 80% of the sales are generated by our own marketing. It's good, as we are able to earn 100% of the price, so all content strategy brings better ROI! (Affiliate payout is set at 60%).

VISA	USD	Sale	2	\$10.62	SOCIALMPRO	BDGR100
PYPL	USD	Rebill	6	\$21.24	SOCIALMPRO	
PYPL	GBP	Sale	2	\$20.98	SOCIALMPRO	
PYPL	USD	Rebill	6	\$21.24	SOCIALMPRO	
PYPL	USD	Rebill	6	\$8.49	SOCIALMPRO	WEBTOLIGHT
PYPL	USD	Sale	2	\$21.24	SOCIALMPRO	
PYPL	EUR	Sale	1	\$11.85	SOCIALMPRO	
PYPL	USD	Sale	2	\$21.24	SOCIALMPRO	
PYPL	USD	Sale-RB	6	\$2.74	SOCIALMPRO	
PYPL	CAD	Sale	1	\$11.99	SOCIALMPRO	
PYPL	EUR	Sale	1	\$11.82	SOCIALMPRO	
PYPL	GBP	Sale	2	\$20.98	SOCIALMPRO	
MSTR	AUD	Rebill	6	\$21.07	SOCIALMPRO	
PYPL	GBP	Sale-RB	6	\$2.69	SOCIALMPRO	
PYPL	USD	Sale-RB	6	\$2.74	SOCIALMPRO	
PYPL	USD	Sale-RB	6	\$1.09	SOCIALMPRO	WEBTOLIGHT
PYPL	GBP	Sale	1	\$11.85	SOCIALMPRO	

SocialMetricsPro is converting at 4.38% (from search traffic) on our last split-test. We drive majority of the sales ourselves. The screenshot above shows only few sales are done by affiliates, the rest of them comes from our marketing efforts. (Yes, this is a low-competition hidden-Clickbank-gem. Super affiliates are welcome, hit me up if you need help promoting.)

(Notice that the sales amount is low compared to the price? It's been split to a business partner's account.)

Alexa Ranking of the site:

Alexa Traffic Rank  41,783 Global Rank 	 30,347 Rank in <u>US</u> 	Reputation 77 Sites Linking In 
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We aren't doing bad with traffic.

Open Site Explorer:



OSE brought up 911 backlinks to the root domain. I will show you some of the backlinks that we have done. The reason I raised this is that comparing our *911 backlinks* against the top SEO celebs, we are pre-school. Yet, I am ranking right there with them. What I want to tell you is, it's now possible to play with the big guys!

The Game Is Authorship

And Knowledge Graph SEO. Before I go on with Knowledge Graph SEO, authorship is something I cannot skip. You will need a to build a strong authorship presence and position yourself as a thought leader in your niche.

“Build an Authorship Profile That Will Carry You As A Thought Leader in Your Niche”

I am making this real big just in case you are skimming through the WSO. It's not just linking G+ to your content. You need to actually build a profile and make Google know who you are!

Why should you build an Authorship?

Google wants to know who's the leader in the industry. If you position yourself as a thought leader in your industry, your content tends to rank higher and easier. All your future content inherits the same benefits too. It pays to build an authorship profile and it's not as tough as it seems!

Phase One: Complete Your Profiles

I believe we all have some sort of profiles on the web. Over my consulting career, I find many people/businesses have not completed their profile. The main problem of not doing this, in most cases, is because people can't decide on how they want to position themselves.

It's now time to decide on how you want to position yourself and complete your profile accordingly. It's important to decide on a positioning that will make you as a thought leader on the content that you want to rank for.

If you are running multiple businesses across multiple niches, you have got more work to do! Yes, a profile on each of them if you are serious about getting ranked!

Top 4 Profiles I Optimized:

- 1) Google+
- 2) Facebook
- 3) LinkedIn
- 4) Gravatar

Examples of my profiles:

My Google+: <https://plus.google.com/u/0/114142342968774552647/about>

The screenshot shows a Google+ profile for Daniel Tan. The profile includes a search bar at the top, a navigation sidebar on the left with icons for Home, Profile, Circles, Events, Photos, Hango..., Local, and More. The main content area displays the profile name 'Daniel Tan' with 'View as...' and 'Edit profile' buttons. Below the name is a large profile picture of a man with glasses. To the right of the picture is a bio section stating 'Works at Daniel Tan's SEO/SEM Solutions' and 'Attends Clickbank.com'. The profile also features a 'Tagline' section: 'SEO Enthusiast, Social Media Analyst and Internet Marketer.' and an 'Introduction' section: 'Daniel Tan founded SEOPressor.com in 2010 to promote and provide a step-by-step approach to work on On-Page SEO for all Wordpress users. SEOPressor has since been voted as the best top SEO plugins for Wordpress by few reputable sites including SitePoint. In 2012, Daniel co-founded SocialMetricsPro.com with Riyaz. Social Metrics Pro provides automatic tracking and monitoring of social signals and mentions for Wordpress users. It's been loved as one of the best and clean social media analytics for Wordpress. SocialMetricsPro.com has gotten favorable recommendations by sites including Smashing Magazine, KissMetrics and a contributor of TechCrunch Europe.' At the bottom, there are two sections: '784 IN YOUR CIRCLES' and '788 HAVE YOU IN CIRCLES', each displaying a grid of profile pictures.

I sprinkle related keywords on my profile, you can do the same. Do not simply drop them. Mix them into your descriptions. Your profile is a professional “Name Card” that tells people who you are. It could be the “FIRST” conversation you are going to have with your people who is interested to know about you! So do it well.

The important things:

Other names Daniel Tan, Tan Keng Hui, Daniel KH Tan, Daniel Tan SEO, Daniel SEO

Profile discovery Profile visible in search

Other profiles

- About Daniel Tan
- Social Metrics Pro
- Be My Friend
- Daniel on Facebook
- XTabApps

Contributor to

- Social Metrics Pro
- Plentiful Marketing Blog

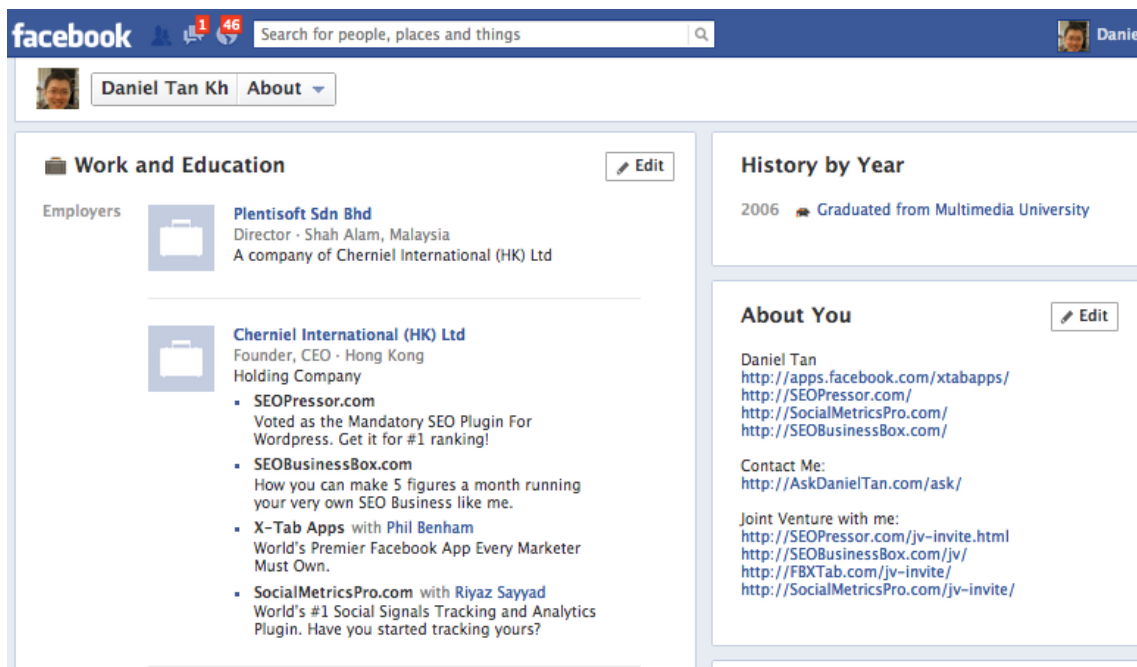
Links

- SEOPressor - Best SEO Wordpress Plugin
- Social Metrics Pro - Social Media Monitoring and Analytics
- XTabApps - Facebook page builder and marketing Apps Suite

- 1) Ensure "Profile discovery" is set to **"visible in search"**.
- 2) In "Other Profiles", list your other profiles. On mine, I listed my Facebook profile and pages.
- 3) "Contributor To" this is where you list the domains/sites you contribute content to.
- 4) "Links" - Give some link juice to your site from Google.com

My Facebook Profile:

<https://www.facebook.com/danielkhtan/info>



facebook Search for people, places and things Daniel

Daniel Tan Kh About

Work and Education Edit

Employers

- Plentisoft Sdn Bhd**
Director - Shah Alam, Malaysia
A company of Cherniel International (HK) Ltd
- Cherniel International (HK) Ltd**
Founder, CEO - Hong Kong
Holding Company
 - SEOPressor.com**
Voted as the Mandatory SEO Plugin For Wordpress. Get it for #1 ranking!
 - SEOBusinessBox.com**
How you can make 5 figures a month running your very own SEO Business like me.
 - X-Tab Apps with Phil Benham**
World's Premier Facebook App Every Marketer Must Own.
 - SocialMetricsPro.com with Riyaz Sayyad**
World's #1 Social Signals Tracking and Analytics Plugin. Have you started tracking yours?

History by Year

2006 Graduated from Multimedia University

About You Edit


Daniel Tan
<http://apps.facebook.com/xtabapps/>
<http://SEOPressor.com/>
<http://SocialMetricsPro.com/>
<http://SEOBusinessBox.com/>

Contact Me:
<http://AskDanielTan.com/ask/>

Joint Venture with me:
<http://SEOPressor.com/jv-invite.html>
<http://SEOBusinessBox.com/jv/>
<http://FBXTab.com/jv-invite/>
<http://SocialMetricsPro.com/jv-invite/>

Both FB and G+ are the most important profiles that will influence your authorship. Details on both must match. Matching and linking these 2 will build a strong authorship relevance.

My LinkedIn Profile: <http://my.linkedin.com/pub/daniel-tan/4b/711/28a>



Daniel Tan
Mandatory Search Engine Optimization Wordpress
Plugin at SEOPressor.com
Selangor, Malaysia | Information Technology and Services

Join LinkedIn and access Daniel Tan's full profile.

As a LinkedIn member, you'll join 175 million other professionals who are sharing connections, ideas, and opportunities. And it's free! You'll also be able to:

- See who you and **Daniel Tan** know in common
- Get introduced to **Daniel Tan**
- Contact **Daniel Tan** directly

[View Full Profile](#)

Daniel Tan's Overview

Current	Social Media Analytics Plugin for Wordpress at Social Media Analytics for Wordpress Mandatory Search Engine Optimization Wordpress Plugin at SEOPressor.com CEO at Plentisoft Sdn Bhd
Connections	500+ connections
Websites	Social Metrics Pro SEOPressor Facebook Page Builder App

Daniel Tan's Experience

Social Media Analytics Plugin for Wordpress

Social Media Analytics for Wordpress

June 2011 – Present (1 year 3 months) | SocialMetricsPro.com

Follow me on Facebook: <https://www.facebook.com/danielkhtan>

Mandatory Search Engine Optimization Wordpress Plugin

SEOPressor.com

April 2010 – Present (2 years 5 months)

My Gravatar Profile: <http://en.gravatar.com/askdanieltan>

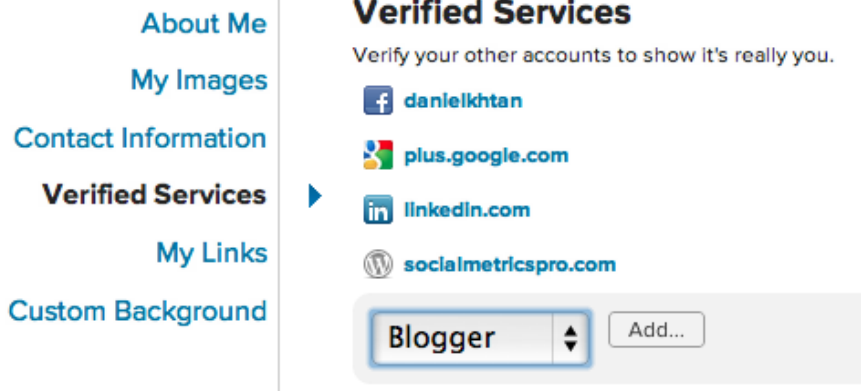
Gravatar stands for **Global Recognized Avatar**. When you setup a profile picture on Gravatar with an email, every time you comment on someone's blog with your email, you will be recognized and your gravatar image will load.

Gravatar is NOT just an avatar. When you comment on reputable sites using your Gravatar, you are **building a voice on the internet**, a footprint that Google can follow to know more about you. The more you comment, the more keywords you use while commenting, the deeper the context of your comment, the more reputable you become.

Google is following everyone's actions on the Internet. We want to create a series of actions that will position ourselves as an expert in our niche, and make it very clear for Google to follow. Make sense?

Edit My Public Profile

Yay! Your profile changes have been saved.



On your Gravatar profile, make sure you have all your other profiles listed. This helps Google recognize you. It also tells Google all these profiles are owned by the same person.

Every time I put up an article, Google knows it's from me. Google is able to understand about my expertise from my G+, LinkedIn and Facebook profiles. They collectively tell Google who I am. The keywords I target on the profiles keeps me consistent with the content I am writing.

Across my profiles, I target some keywords that I want to be noticed of. I do not target them vertically, instead, **I target them horizontally**. For instance, I am targeting *SEO, SEM, social media, consultant, strategies, lead generation, internet marketing, wordpress plugins, media analytics, reporting* etc. Targeting keywords on your profile help you rank higher and easier when you have an article that's about the areas you target.

Every time I comment on someone's posts, Google is able to follow me back to my Gravatar, from which Google knows that's me. This creates a huge "knowledge graph" relationship about who I am, what I do, what I write and how I engage myself in my niche.

And now I have designed a clear path for Google to follow. A clear passage that I can now *design my actions* to portray who I am. And let's move on to how you can design your actions and make yourself an expert, the **GENUINE and long-lasting way**.

Phase Two: Authority Positioning

Having profiles optimized are not enough to compete with the toughest competition. I will discuss about content positioning to build your "authority".

You will probably already have some thought leaders in your niche. You need to figure out a set of keywords that you want to rank for.

[Social Media Signals and What it Means for SEO | Search Engine ...](http://www.searchenginejournal.com/social-media-signals-and.../28730/)

www.searchenginejournal.com/social-media-signals-and.../28730/

22 Mar 2011 – The use of social **signals** means that companies that have **social networking** sites but haven't been actively using them need to pump up their ...

[Gaming Social Media Signals For Fun And Profit | SEOMoz](http://www.seomoz.org/.../gaming-social-media-signals-for-fun-and-profit-...)

www.seomoz.org/.../gaming-social-media-signals-for-fun-and-profit-...

21 Nov 2011 – About two weeks ago I gave a talk at Pubcon titled, "Global **Social Media Signals** For SEO". During the end of the talk I briefly mentioned ...

Both SEL and SEOMoz talked about "social media signals". It's not surprising that when you dig into them, you kinda find they are targeting the same keyword sets all the time.

I believe you should have noticed the same happening in your niche. The leaders seem to be talking about the same thing. They follow each other. ***Why not add yourself to the party?***

When you publish content, you need to be aware of the purpose of the content. There are lots of models, strategy and mapping about content planning, I want to share with you the major types of articles that will give you the highest ROI.

Major types of articles that gives the HIGHEST ROI:

- a) SEO articles - Keyword focused and created with the sole purpose to *rank* and get traffic.
- b) Reader-love articles - Also called Pillar or Cornerstone articles, created to *retain* visitors.
- c) Baits - Be it for link baiting, like baiting, tweet baiting...*baits*.

Almost all content leaders employ these 3 categories of articles. The important thing is to find out what they are following each other and add yourself to the party.

If the leaders are talking about "dog obedience training", you go on and talk about the same.

If the leaders are talking about "metabolism weight loss", you go on and talk about the same.

If the leaders are talking about "spices that helps diabetes", you go on and talk about the same.

Yes, contrary to "long-tail keyword strategy" and "low hanging fruits targeting", you are now trying to compete head-to-head on the toughest keyword there is.

You can't do this before Panda and Penguin, not without spending a lot of SEO budget, but now it's a level playing field, if you have done a good job positioning yourself as an EXPERT in your niche, feel free to hit the toughest keyword there is! What we need to do next is to build an authority.

Decide on a set of Keywords you want to compete with the toughest competition.

In my case, my set of keywords are "social signal", "social media SEO", "social media analytics" and "social media reporting". For now, I am doing "social signal" first. Once I rank high on the first phase of attack, the following keywords will rank easier and easier, as I can pass juices from the first phase to the ones that follow.

What you'll need:

A) A *Candidate Article*: Extremely “relevant” article about your keyword

B) 3 to 5 *Assisting Articles*.

My Candidate Article: [Social Signals Explained](#)

My Assisting Articles:

- 1) [Social Signals Factors and Your Ranking Success](#)
- 2) [Top 10 Reasons Businesses Should Incorporate Social Signals In Their Marketing Strategy](#)
- 3) [10 Reasons Why You Should Care About Your Social Signal](#)
- 4) [6 Reasons Social Signals Are Secrets To Search Success](#)
- 5) [25 Social Signals Google Is Tracking](#)

My *Candidate Article* is not done by luck. It's been researched and planned. I am going to share with you my model of research, “**The Candidate Model**”, so you can apply easily. This should make planning a lot faster and easier.

The Candidate Model


A search on “social signal” shows:

[Social Signal | Social media that comes alive.](#)
[www.socialsignal.com/](#)
Social Signal offers training, resources and advice that help you develop the strategic insight, technical skills and business knowledge for social media success.


[Noise to Signal](#)
Home; Noise to Signal. Noise to Signal. RSS feed. Rob's graphic ...
[More results from socialsignal.com »](#)

[Do Social Signals Drive Traffic? | SEOmoz](#)
[www.seomoz.org/blog/do-social-signals-drive-traffic](#)
7 Sep 2011 – Are Likes, +1s, and Tweets really driving traffic? I ran a couple of correlation studies to find out. The impact of Google +1s may surprise you.

[What is your SEO Social Signals Strategy? | SEO Evolution Blog ...](#)
[www.gshftlabs.com » SEO Evolution](#)
1 Feb 2012 – How to build your content, backlinking and social signals strategies, and how to measure performance of your content in the social channels.

[What Social Signals Do Google & Bing Really Count?](#)
[searchengineland.com/what-social-signals-do-google-bing-r...](#)
 by Danny Sullivan - in 1,597,493 Google+ circles - More by Danny Sullivan
1 Dec 2010 – Both Google and Bing have added many social search features over the past year. There's also been talk about using "social signals" to help ...

[How Much Do Social Signals Play Into Google Rankings? - Search ...](#)
[searchenginewatch.com/.../How-Much-Do-Social-Signals-Pi...](#)
 by David Harry - in 3,399 Google+ circles - More by David Harry
14 Jun 2012 – When it comes to the big black box that is Google, we will never know exactly what's going on. Does Google use social signals as a ranking ...

[Social Signals Explained – What are Social Signals, How To Ran...](#)
[socialmetricspro.com/social.../social-signals...what.../656/](#)
 by Daniel Tan - in 788 Google+ circles - More by Daniel Tan
11 Apr 2012 – Social Signal the new SEO, important as backlinks. Why Google, Bing and Yahoo now processes social signals to determine search ranking.

[Google's Matt Cutts On Links vs. Social Signals](#)
[www.seroundtable.com » Google News » Google SEO](#)
 by Barry Schwartz - More by Barry Schwartz
6 Jul 2012 – Matt Cutts, Google's head of search spam, was interviewed at SMX Advanced by Danny Sullivan. The latest video snippet was of links versus ...

(I should have screen-captured the one before I was ranked...but this isn't too far for research purposes)

From the search results, we are going to pick up:

- A) The Named Entities - People or organizations related to this keyword.
- B) Various keywords they are using.
- C) The Verbs attached to the keyword.
- D) The event that's happening.
- E) The sentiment or direction of the content.

These are the things we need to address in our *Candidate Article*. We try our best to address as many as we can while delivering unique thoughts and content about the topic. It makes us “**extremely relevant**”.

“This Idea Alone Is Worth Your Entire Investment In This Course”

The web is no longer just about keywords. Now we have to look at it collectively as a “Knowledge Graph”. **Named entity, object, action, event, sentiment...** they all have a relationship. Our **SEO should not stop at keyword research**. We need to research and address the entities, objects, actions, relationships, events, sentiment...etc, every piece of information adds **relevancy**. It's **Knowledge Graph SEO**.

In my case, the **Named entities** are obvious, I have to include Google, Bing, Danny Sullivan, Matt Cutts, Yahoo into the Candidate Article.

The keywords that are related: traffic, links, strategy, performance, ranking, spam, correlation, study, social, search, backlinks etc. These are the keywords that should appear in the Candidate Article.

The verbs attaching to the keywords (in other words, how each object affects another, their relationship) are “drive, build, count, help, play, determine etc”. Digging into them, they are speculative.

The events: Panda, Penguin, Google's update, Matt Cutt's video. We should have these mentioned in our Candidate Article too.

The sentiment: Everyone is speculative about social signal to some extent. Most of them give an opinion that social signal is going to be important. This will help us “tone” our Candidate Article.

[Download Candidate Article Analysis Sheet here](#)

[If you find these make sense. I really appreciate a comment from you at the WSO thread.](#)

Now we have got this information, time to outsource the writing!

“Seriously Daniel! You outsource the writing?”

Of course...why not? I know. The challenge we face is that it's hard to get a quality article like the one I did for my Candidate Article. So I am going to share with you how I get to publish quality articles that will position myself as a “Thought Leader” in my niche without writing any of them personally.

I use 2 types of outsourcing services:

- A) Bulk - Cheap on rates, used on labor intensive, “bulk/mass” tasks. We all know about this.
- B) Quality Controlled - I step in personally to direct the process.

For our **Candidate Article**, we cannot risk having it written for \$5 on Fiverr. We want to make sure we hire the best of the best. At the same time, we cannot outsource without any involvement on our part. You've got to step in to ensure everything is done the way you expect

(or train someone to do this on your behalf).

To produce a Candidate Article, we'll need:

- 1) "ACE" quality writers. They produce "insightful" and "profound" articles.
- 2) A clear instruction on what's going into the article.

I have spent tens of thousands on nearly every place offering writing service. I am using many writing services for different purposes. For Candidate Articles, I will only use [Zerys](#) and [MediaPiston](#) via ODesk. You bet, I have a collection of favorite writers who are doing extremely well on certain topics, even within a tight SEO niche. I urge you to gather your favorite writers too. Be very strict when you do so. Do not tolerate. You really only want to keep the best.

Zerys.com has been recommended by HubSpot and their partners. They have great writers spreading across a wide range of industries and expertise. If you need articles outside of marketing topics, Zerys is a right place to go.

MediaPiston has great writers as well. Their writers are geared towards the Internet Marketing industry. They have great writers in all the hot affiliate niches.

The commonalities:

- 1) Expensive. But they are good.
- 2) If you are not happy, *you pay nothing*. I have rejected more articles than I published. Every time I reject an article, I block the writer from receiving my job and repost the job. I am very strict with high quality articles (since I pay a premium for them), if they are not what I am looking for, even if they are well written with no errors, I will still reject. For some reason, you can tell if someone is knowledgeable or merely filling up the spaces. This also helps me quickly filter away usual writers and favorite the best.

(It's worth the time to find great writers and keep them well. They are going to build your business. They are expensive, of course, because **quality content gives the best ROI, second to your email list.**)

The common way people outsource is they give a title and some keywords to the writer. This works for usual content, but we can't do this for a Candidate Article.

Garbage in, Garbage out. Without a clear and concise instruction, no writer can give you the quality you expect. To get the most out of a writer, you need to spell your instructions clearly. Every content networks have writers that merely write fillers. Clear instruction helps zone them away too.

My "Candidate Article" Outsourcing Detail:

Instructions (will be applied to all articles in the order)

Overview (REQUIRED)

- Purpose: To address what are "social signals". Curation encouraged.
- The flow:
 - 1) To address how backlinks are easily manipulated
 - 2) The events that have happened during Panda and Penguin
 - 3) How Social Signals become important
 - 4) To speculate that Social Signals "may" replace backlinks soon that:
Old votes: backlinks. New votes: social signal.
 - 5) To bring it back to building and measuring social signals.
- Our business: We are selling a Wordpress plugin that will track and monitor social signals. The article should help us distinguish ourselves as an expert in this area.
- Target audiences: Whoever reads SearchEngineLand and SEOMoz
- Audience wants: To know about social signals, what to do post-panda and penguin.

Must Read:

<http://searchengineland.com/what-social-signals-do-google-bing-really-count-55389>

<http://www.seomoz.org/blog/do-social-signals-drive-traffic>

<http://searchenginewatch.com/article/2184210/How-Much-Do-Social-Signals-Play-Into-Google-Rankings>

Style and Tone (Optional)

Entities to appear: Google, Bing, Danny Sullivan, Matt Cutts, Yahoo into the Candidate Article.

Related keywords: traffic, links, strategy, performance, ranking, spam, correlation, study, social, search, backlinks etc.

Relationships of the Entities and Keywords: "drive, build, count, help, play, determine etc".

The events: Panda, Penguin, Google's update, Matt Cutt's video.
<http://youtu.be/ofhwPC-5Ub4>

The sentiment: Everyone is speculative about social signal to some extent. Most of them give an opinion that social signal is going to be important. Tone it this way and give confidence that Social Signal is coming up next.

This is the example of my typical "Candidate Article" order. I even outsourced the "Assisting Articles" the same way.

Do you see how this instruction is different from the usual title+keywords outsourcing? You need to give them the information, references, tone, entities, relationship, events etc so your content is optimized for the "Knowledge-Graph". **This is called "Knowledge Grap SEO".**

When the job is done, don't forget to proofread and edit. Writers often include their opinion, you need to make sure they are not contradicting your voice.

Once you have the Candidate Article, go ahead and publish it. Implement the usual On-Page Optimization, things that SEOPressor will suggest (the usual text decorations, density, headings, image ALTs etc). If you need help, get a copy of [SEOPressor](#).

For Meta Description, this is where you need to pay attention to. You want to make sure your Meta Description “entice people to click through”. If your description does not make people click on your listing, you will not be on first page for sure. Google’s tracking visitors behavior.

[Social Signals Explained – What are Social Signals, How To Rank ...](#) [socialmetricspro.com/social.../social-signals...what.../656/](#)



by Daniel Tan - in 788 Google+ circles - More by Daniel Tan
11 Apr 2012 – **Social Signal** the new SEO, important as backlinks. Why Google, Bing and Yahoo now processes **social signals** to determine search ranking.

The description should give a reason for people to click-through. Remember, Google’s intent is to “end search”. Your description should “end search”. Your content should be informative enough to “end search”. When you focus on “ending search” by giving relevant information (knowledge-graph based) both to humans and spiders, you automatically rank high. Remember, it’s a level playing field.

Now on the Assisting Articles.

My Assisting Articles:

- 1) [Social Signals Factors and Your Ranking Success](#)
- 2) [Top 10 Reasons Businesses Should Incorporate Social Signals In Their Marketing Strategy](#)
- 3) [10 Reasons Why You Should Care About Your Social Signal](#)
- 4) [6 Reasons Social Signals Are Secrets To Search Success](#)
- 5) [25 Social Signals Google Is Tracking](#)

The assisting articles should:

- **Extend** on your Candidate Article.
- **Support** your Candidate Article on keywords that are not well covered.
- **Bait** for link, likes, tweets, shares.
- **Answer “questions”** readers may have about your Candidate Article.
- **Link back** to your Candidate Article on the primary keyword.

My assisting articles talks more about why people should take care of their social signal, strategies they can implement with regards to social signals, the factors Google is tracking etc. The important thing here is to provide even more information about the “keyword” you target from different angles and link back to your Candidate Article on the keyword.

You should also interlink all the articles to create a hub of content that’s very closely related. Think how Wikipedia links related topics, you should do the same.

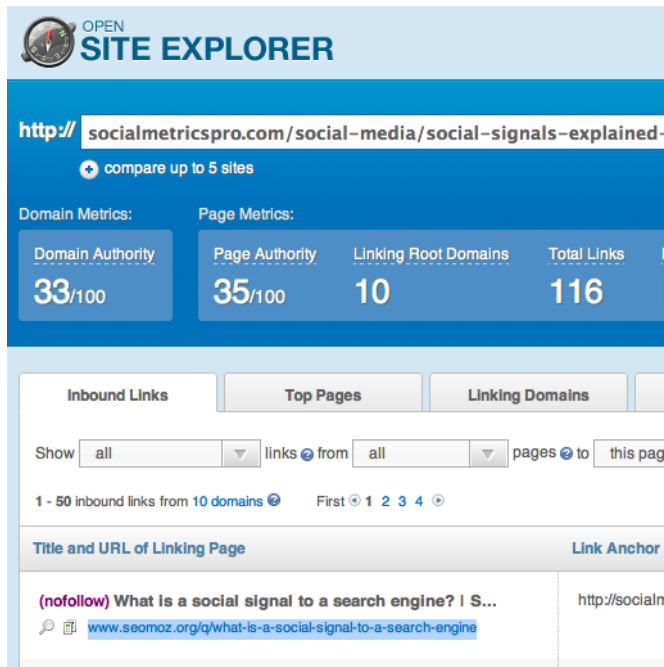
I outsourced the Assisting Articles the same way as Candidate Articles. I like to have them in “list format”, you know, “Top 10 ways...”, “7 reasons...”. “List articles” get readers-love easily.

See how easily we get social signals built our way when we use “List Articles”.



(This widget is part of [SocialMetricsPro](#). You need SocialMetricsPro to have this widget displayed on your wordpress site.)

Phase Three: Backlinking and Social Signals Generation



OSE reported 116 backlinks. Check out the first backlink, it's from [SEOMoz](#)! We have a backlink from SEOMoz!

See! The way we researched and produced the article using “Candidate Model” with focus on “Knowledge Graph” pays itself. This is a natural backlink. When your article is awesome, you don't really need to worry about getting backlinks.

Title	Twitter	Facebook ▼	Google +1
Social Signals Explained – What are they and how are they important?	38	80	28
25 Tweaks To Capture Attention In Social Networks	20	43	16

On Social Signals, SocialMetricsPro reports our article is found 38 times on Twitter, 80 times on Facebook and 28 times on Google+. All these happened naturally. What I did was seeding them on my own Facebook, G+ and Twitter and let it spread. It works because the Candidate Article

itself is good, and I shared with you how to produce a good Candidate Article.

The most effective backlinks that I have found that's still working is: Press Release.

I have always loved **Press Release** since I released [Backlink Syndication System](#) (BSS). BSS talked about how to have PR syndicated for free and some strategies that will improve syndication. (It cost about \$5 on Fiverr to get someone submitting your Press Release to hundreds of sites, it then goes on to syndicate to thousands of sites).

I am no longer using free syndication. I have since moved on an unlimited-release account from PRWeb. It cost me something like \$3K+. The reason I am not using \$5 syndication is because I need to organize my volume systematically. Free and Paid releases work the same, "paid" does not make it way more beneficial. It is just quality control and organized release that I need.

The press release for my Candidate Article:

<http://www.prweb.com/releases/2012/6/prweb9558108.htm>

[Daniel Tan](#), the partner of Social Metrics Pro, who has also worked with several major companies and startups **track social signals**! Signals are found to have correlation with ranking improvements, as high as 60% on many cases.

"We have been [tracking social signals](#) on the sites we manage and we do notice that the correlation of social signal with ranking improvements are now more obvious than the past, and this is an interesting observation", Daniel commented. "It's not surprising to see backlinks get less weight and social signals get more weight, as social votes are often backed by a real person, much more reliable than an anonymous backlink".

For readers who'd like to know more about social signals, Daniel has written a great article on [Social Signal](#).

There are 3 links you will notice:

- 1) "**Daniel Tan**" - It links to my FB. You can link to any profile that you have setup in Phase 1.
- 2) "**tracking social signals**" - links back to the domain, which we are selling SocialMetricsPro.
- 3) "**Social Signal**" - links to the Candidate Article.

A press release is usually sufficient to boost your Candidate Article. If you have followed all the steps above to produce the Candidate Article, you should not face any problem getting backlinks and social signals **naturally**.

Since I link back to my FB profile, I have got so many new friends requests. Few of them are in the journalism. These connections will help me build authority. Press works.

Phase 4: Taking It Further

Below my Candidate Article, you should be able to find a mini-survey like this:

Is our content actionable?

Yes ☐ No ☐

We want to collect feedback from our readers to know if the content helped.

If Yes is selected:

Is our content actionable?

Yes ☒ No ☐

What do you want to know more about?

Submit Feedback

We follow up to see if there is something we can do in another article. Do not underestimate the power of this little question. It tells us on a high degree of relevance, what our reader is expecting. When you collect enough of these feedbacks, you get an idea what you should write and the direction you should go about developing even more Candidate Articles and driving more traffic to your site. All naturally!

If No is selected:

Is our content actionable?

Yes ☐ No ☒

What exactly are you looking for?

Which keyword would you use to search for the above information?

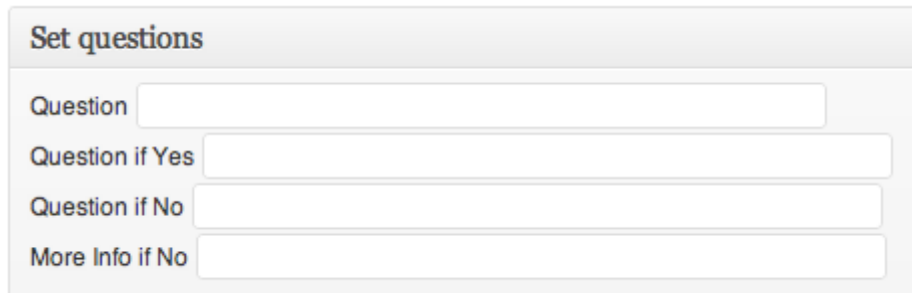
Submit Feedback

Obviously, if “no” is selected, that means our content has not been able to address what they are searching for. We want to “end search”. So we follow up with another question “What exactly are you looking for?”.

The power lies in the 2nd question “Which keyword would you use to search for the above information”. It tells us the keyword we should target when we are going to craft an article that answers the first question.

This widget has uncovered so many topics, concerns, questions and most importantly, “KEYWORDS” that has allowed us to better map our content and drive more traffic.

I thank you for getting and reading this document. As a bonus, I am going to give you this small yet powerful mini-feedback widget. It’s a Wordpress plugin. You can create any question you want, unlimited in numbers:

The image shows a web-based form titled "Set questions" in a light gray box. Inside the box, there are four rows of text labels followed by white input fields. The labels are "Question", "Question if Yes", "Question if No", and "More Info if No". Each label is positioned to the left of its corresponding input field, which is a simple white rectangle with a thin gray border.

Every question comes with a shortcode. You can insert the shortcode at theme-level or after your content, in fact, any place you like it to appear. You can even have different questions for different content.

[Download this bonus plugin here.](#)

One thing I must be upfront: *This plugin is developed for internal use.* It is not developed for commercial release. That means...it can have bug...it has no name yet...it has no support...it looks ugly on the dashboard... This is an ugly bonus...I apologize for it.

Final Words

SocialMetricsPro.com is a product website, the traffic that comes directly result in sales. We are making money as a result of all these optimizations and you should too. A brief ROI analysis:

Suppose every article brings you 30 visitors a day.

You have 20 articles (candidate + assisting articles) each bringing in 30 visitors a day, so that's 600 free visitors every day.

Say only 10% of them are funneled into your sales process (opt-in, subscribed to your newsletter or visited your salespage), that'll be 60 people entering your sales funnel. What you need to do here is to make sure the visitors opts-in or visit your salespage. You should be pushing more than 10% of them into your funnel. Make your call-to-action obvious, that's all.

On a usual month, you will have 1,800 people entering your sales funnel. If your conversion is at a mere 4% (always split-test your copy and you will be able to improve your conversion), that's 72 sales every month. At \$47 a copy, that's \$3,000+ a month in sales.

If the 20 articles cost you \$100 each (it won't be that expensive), you'd have only spent \$2,000...one time. See the massive ROI? There is no investments on earth that can give you this ROI with so much control and so little risks.

That's an easy \$3K a month business built from scratch, ranking high with Candidate and Assisting Articles.

I hope this report has given you some nuggets that you can start implementing right away. Do try getting quality articles the way I do using "knowledge graph" focused instructions. This could change your business.

Hope you share my discovery prosperously.

Enjoy your life!

Daniel Tan

Hook me up on [Facebook](#).