

How to Use Synnd for Maximum IMPACT

One of the biggest questions we get is... "How should I use Synnd for my business?"

This quick, easy guide is designed to answer that question. This guide will teach you how to use Synnd on an ongoing basis to achieve maximum results.

To begin with we need to define what we mean by "content". Content is defined as anything that can be found on the Internet. It could be a blog post, a page on your site, a video, a podcast, a PDF... If it exists online and can be found through a URL then, for our purposes, it is content and you can use Synnd to promote it.

To promote your content and use Synnd for MAX IMPACT do the following...

BOOKMARKING CAMPAIGNS

You should run a bookmarking campaign on ALL of your content. The bookmarking campaign will do 3 things:

1. It will create inbound references from the social networks to your content. This will cause the search engines to **index your new content**.
2. It will be referenced by many different users of the networks from their different bookmarking accounts across several bookmarking networks. This will show the search engines that there is some "social relevance" to your content. We call this **Social Buzz**.
3. It will cause **inbound traffic** which is important to Google from their latest Google Caffeine update. This will establish inbound traffic to your new content which helps indexing and helps rankings for the key terms contained in your content. Inbound traffic will come from Synnd members as well as the social networks where your content is propagated.

From this activity the search engines will decide where you belong in their index for the key terms you are targeting in your content. For example, if your content is targeted for the phrase 'Jack Russell training' then the search engines will decide WHERE to initially rank you for this term.

After your content has been indexed make a note of what position that content is now ranked in the search engines. The initial bookmarking campaign may be all it takes but in many cases more promotion of that content will be needed.

Vary the rate of bookmarking from content to content especially if it is on the same domain. For example, you might run 100 bookmarks on one piece of content and then only run 15 bookmarks on another. Keep in mind that in the "real world"

you will not receive the same level of bookmarks on all of your content. The best advice we can give you is to MIX IT UP... Run 100 on one, 25 on another, 5 on another, 326 on another, etc. There is no RULE here, all you are doing is establishing inbound social buzz, inbound traffic and getting the new content indexed.

SOCIAL NEWS CAMPAIGNS

If the content is (non promotional) and is socially interesting then run a Social News campaign on the content. Non-promotional is content which contains no outbound links to products/services within the main content body. Socially Interesting is content that people might find educational, enlightening, entertaining or controversial. Reserve Social News campaigns for your "best" content only.

You can place advertising on these pages but it CANNOT be contained within the body of the article itself. You can advertise underneath the article, in the right or left gutters and above the TITLE line of the article.

The Social News Campaign will do 3 things:

1. **Initiate the viral spread of your content.** Note that ONLY content which people find "share worthy" will go viral. You can never force content to go viral as this is out of your control. The Social News campaign will increase the visibility of your content within the Social News Networks to the point that the network's members will carry on the sharing, voting and commenting and spread the content to other networks on your behalf. Only good, non-promotional content can achieve this.
2. **Establish a deeper level of inbound "social buzz" to your content.** This will act to increase your search engine visibility and rankings for the key terms you're targeting in your content. Social Buzz through Social News is established as more than 1 person is voting for your content. Each vote produces a reference on the "voter's" account that points to your content.
3. **Increase the visibility of your content in the search engines as the Social News references are indexed by the search engines.** This allows your content to consume more real estate for the keywords you're targeting.

You never know what might go viral. Each new, no-promotional piece of content you develop might just take off... You never know. So if your content is educational, enlightening, entertaining or controversial then run a Social News campaign.

Check your search engine rankings after the social news campaign to see where you now rank for the key terms in your content.

FACEBOOK LIKE CAMPAIGNS

Use Facebook Like campaigns to:

1. **Increase Social Buzz to your content:** More than one person is ACTING on your content. This is Social Buzz.
2. **Establish Social Proof:** This is where you place a Facebook Like widget on the page you are promoting and then Synnd members will LIKE that page.

Here's an example:



When new visitors see "the count" then they will stay on your page longer to read your content. This is good for "Social Proof" discussed below...

NOTE: You must install a Facebook Like widget on the page you wish to promote with a Synnd Facebook Like campaign.

[Get the widget directly from Facebook >>>](#)

[Facebook like plugins for Wordpress >>>](#)

What will Social Proof do for You?

Social Proof through a Facebook Like campaign will:

1. **Cause people to stay on your page longer.** Length of Visit is a ranking factor for Google. The longer people stay on your page, the better you will rank... Simple. Visitors will stay on your page longer because you are showing them that OTHER PEOPLE have found your content interesting enough to LIKE it.
2. The search engines are paying attention to the Social Buzz created from Facebook. **As more people LIKE your page then you will do better in the search engine rankings.** The degree to which you rank will depend on the competitive nature of the market you're in and other SEO factors.

TWITTER CAMPAIGNS

Use Twitter campaigns to:

1. **Increase Social Buzz to your content:** More than one person is ACTING on your content. This is Social Buzz. This is good for rankings.
2. **Establish Social Proof:** This is where you place a Twitter widget on the page you are promoting and then Synnd members will re-tweet that page.

NOTE: You should also install a Twitter widget on the page you wish to promote with a Synnd Twitter campaign. Adding the Twitter re-tweet widget to your blog will allow other readers to see how many times your blog post has been re-tweeted. This is "social proof" and will entice other readers to re-tweet your content outside of the Synnd network.

Here's an example:



When new visitors see "the count" then they will stay on your page longer to read your content. This is good for "Social Proof" discussed below...

What will Social Proof do for You?

Social Proof through a Twitter campaign will:

1. **Cause people to stay on your page longer.** Length of Visit is a ranking factor for Google. The longer people stay on your page, the better you will rank... Simple. Visitors will stay on your page longer because you are showing them that OTHER PEOPLE have found your content interesting enough to re-tweet it.

The search engines are paying attention to the Social Buzz created from Twitter. **As more people re-tweet your content then you will do better in the search engine rankings.** The degree to which you rank will depend on the competitive nature of the market you're in and other SEO factors.

CONCLUSION

As you can see, deciding what campaigns to run for your content is easy. Now it's just a matter of being consistent. You can run Synnd campaigns on all of your existing and new content. Synnd works, try it and you'll see.

IMPORTANT: Be sure that you have installed some kind of ANALYTICS (website stats) on your website or blog so you can see what kind of impact Synnd is having.

After running Synnd campaigns for a week or two, check on your rankings in the search engines again (and look at your analytics). If you are still not ranked where you want to be then it's time to get more aggressive. Just follow these steps:

1. **HUGE STRATEGY:** Create another piece of content related to the one you're trying to rank. Link from your new content to the content you're trying to rank using good (keyword) anchor text. Then repeat with the appropriate campaigns for your content (above). Repeat this strategy for competitive markets. **More keyword related content + Synnd = higher visibility, higher rankings, higher traffic and higher authority for your business.**
2. **BIG HINT:** Run a bookmarking and/or social news campaign on any source that is linking to your content. This builds authority for that source which in turn lends more authority to their link to you. Use this strategy on EVERYTHING that references YOU.
3. **Rinse and repeat 1 and 2 until you rank where you want to.** All the while you're building authority, traffic, social buzz and social proof.