

# SYNND Social Signal Building

**Social Media Science** announces the development of **SYNND**, a powerful Social Media technology that widens the reach and extends the lifespan of your content. While our competitors might advertise their ability to generate **Social Media Interest**, and may even distribute their content to a select number of social networks, SYNND goes far beyond this by guaranteeing a defined number of syndicated Social Media promotions as well as initiating reader interactions through **"Social Signals"**.

## What Will SYNND Do For Me?

**SYNND** uses the latest in **Social Media Sharing Technologies** to assist your promotion and help your content go viral, increase its visibility, spike its traffic and enhance its search engine rankings by creating **Social Signals (aka Social Buzz)**...

**SYNND** improves the **Social Appeal** of your content by coordinating hundreds or thousands of individuals (depending on promotion) on your content in order to distribute it and increase its popularity (through Social Signals) within the world's most effective social networks.

### **SYNND generates "Social Signals" which...**

- Creates **Higher search engine rankings** (due to increased levels of social signals)
- Creates **Higher visibility** achieved by hundreds of individual social references
- Creates **Higher exposure** in the social networks through social buzz
- Initiates the **viral spread** of your content
- **Increases the Traffic** and Eyeballs on your content
- Creates a **Longer "shelf life"** for your release
- **Increases the "stickiness"** of your release through "Social Proof". A crowd draws a crowd.
- **Increases the Length of Visit** which is a positive search engine ranking factor.

Google has been talking about the influence of "human social activity" as it relates to your web presence.

SYNND is a 4 year old technology that is geared specifically to be a recommendation engine and Social Signal generator. SYNND recommends your content in the most popular social networks that exist online. In other words...

**SYNND focuses on the social networks where human recommendations count!**

**"When someone recommends something, that's a pretty good indicator of quality, we are strongly looking at using this in our rankings."**

– Matt Cutts



[See Article in AdAge](#)

## Danny Sullivan Asks Google...

"If an article is re-tweeted or referenced much in Twitter, do you count that as a signal outside of finding any non-nofollowed links that may naturally result from it?"

Google Says... "Yes, we do use it as a signal. It is used as a signal in our organic and news rankings." [See Article in SearchEngineLand](#)

## What Do Social Signals Look Like?



**Social Signals**  
cause people to  
stop and Pay  
Attention.

It's human nature to  
stop and see what  
all the Buzz is about.

## Run a SYNND Campaign on Your Content Today At No Cost...

We want to show you what Social Signals can do for you. Join [SYNND LITE for FREE](#)

Ready for more robust SYNND action? ... Join [SYNND PRO](#) or [SYNND ENTERPRISE](#)

### Read More about Social Signals...

- [What Social Signals Do Google & Bing Really Count?](#)
- [Google Adds Own 'Like' Button in Foray Into Social Search](#)
- [Matt Cutts, Social Signals, Author Authority, Ranking Factors & Google Realtime](#)
- [How Social Media Affects Search and Why You Should Care](#)