7

Steps

to

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Step 1:

The 1st step consists of creating a few Web 2.0 links. Simply order 5 articles or more from a content writing service like Green Light Articles (minimum 400 words each, standard quality), and publish them on Web 2.0 sites and blogging platforms like:

> https://wordpress.com
> https://www.tumblr.com
> https://www.blogger.com
> http://blog.com
> http://www.soup.io
> http://www.livejournal.com
> http://www.insanejournal.com
> http://hubpages.com

However, don't publish an article more than once, or it might be seen as duplicate content. Don't forget to add a link to the page you are promoting, ideally in the article itself, or in the user profile. You should make the user profiles look as real as possible, with real-looking profile pictures, unique, well-written descriptions, etc. Once the articles are live, don't hesitate to share them on social sites like Twitter, Reddit, etc.

We recommend that you group your accounts by niche, so you only use the accounts of Group 1 for your 1st niche, the accounts of Group 2 for your 2nd niche, etc. That way you can reuse them to promote other content in the future, without making them look like spam accounts.

Tip: You should create an Excel document where you add all your login details. What you can do is to create an Excel document for each group, and a tab for each step: Tab 1 for Step 1, Tab 2 for Step 2, etc.

Step 2:

The 2nd step consists for creating an infographic related to the content you are promoting using an infographic creator like Piktochart or Infogram and submitting it to infographic directories like:

http://www.visual.ly (e.g. http://visual.ly/fifa-world-cup-14)
http://www.infographicsshowcase.com
http://www.infographicsarchive.com
http://www.nerdgraph.com
http://www.loveinfographics.com
http://submitinfographics.com
http://theinfographics.blogspot.com
http://infographixdirectory.com
http://infographicsite.com
http://infographaholic.tumblr.com
http://www.infographicpost.com
http://www.infographicsonly.com
http://fuckyeahinfographics.tumblr.com
http://www.dailystatistic.com
http://www.bestinfographics.info
http://www.omginfographics.com
http://nfogfx.com
http://infographicjournal.com
http://www.pinterest.com
https://www.tumblr.com

Make sure the infographic is interesting and offers valuable information, or it might not be accepted on some of the directories mentioned above. Again, don't forget to add a link to the page you are promoting, wherever possible: with the infographic, or in the user profile.

Step 3:

The 3rd step consists of turning the content you are promoting into a slideshow using PowerPoint, Keynote or a similar program and submitting it to sites like:

> http://www.slideshare.net
> https://www.speakerdeck.com
> http://www.authorstream.com
> http://www.powershow.com
> http://www.slideboom.com
> http://www.sliderocket.com
> http://prezi.com
> http://preezo.com
> http://www.empressr.com
> http://www.vcasmo.com

Make sure you include a link to the page you are promoting in at least one of the slides, but also in the user profile, if possible.

Step 4:

The 4th step consists of getting a mini ebook written, on the topic of the content you are promoting and submitting the PDF file to PDF sharing and ebook sites like:

http://www.scribd.com
http://www.calameo.com
http://www.issuu.com
https://www.mediafire.com
https://ezfile.ch
https://www.copy.com
http://ge.tt
https://www.sendspace.com
https://www.dropbox.com
https://www.google.com/drive/
https://onedrive.live.com

This step is not as hard as it may seem. If your budget is tight, simply take the content you are promoting, add an introduction and a conclusion, as well as a few more paragraphs, and save it as a PDF. Then submit it to the sites mentioned above. Make sure the PDF file links to the page you are promoting at least once.

Step 5:

The 5th step consists of creating a video using the slideshow created during Step 3 and a program like Screenflow or Camtasia and sharing it on video sites like:

> https://www.youtube.com
> https://vimeo.com
> http://www.dailymotion.com
> http://www.metacafe.com
> http://www.magisto.com/video/upload
> https://vid.me
> https://sendvid.com
> http://www.flickr.com (yes, you can upload videos too)

Add a link to the page you are promoting wherever possible. For example, in You-Tube, you can add a link at the beginning of the video description (so it is placed right below the video).

Tip: We recommend that you use your main keyword as a file name, e.g. keyword.flv before uploading it to the sites mentioned above.

Step 6:

The 6th step consists of creating an audio file by taking out the audio of the video you created during Step 5 and submitting it to audio sites like:

http://www.purevolume.com
http://8tracks.com
http://yourlisten.com
http://www.mobypicture.com
http://www.soundcloud.com
http://www.reverbnation.com
https://audioboo.fm
http://www.spreaker.com

Remember to add a link to the page you are promoting, wherever possible: with the audio file, or in the user profile.

Tip: We recommend that you use your main keyword as a file name, e.g. keyword.mp3 before uploading it to the sites mentioned above.

Step 7:

The 7th step consists of creating a podcast from the content you are promoting, reviewing the content itself, answering potential questions, etc. and submitting it to iTunes and other podcast sites like:

> https://soundcloud.com
> https://www.mixcloud.com
> https://archive.org
> http://aws.amazon.com/s3
> https://www.podomatic.com
> http://www.libsyn.com
> http://www.podbean.com
> http://www.buzzsprout.com

Don't forget to add a link to the page you are promoting, wherever possible: with the podcast, or in the user profile.

Conclusion: Finally, we recommend that you take all the files you created and add them to a ZIP file, so you have a backup file in case you want to check something or reuse one of the files in the future.

The Best Content To Use for These Steps:

We hoped you enjoyed this super simple PDF showing you some of the uses for existing content. This system works best with what we refer to as 'Pillar' Content, where your post is over 1,000 words long, is well researched, has citations to case studies and industry experts and relies on accurate data.

These Pillar posts should have images and other types of multimedia in it, like slideshows, videos, audio and other interactive content that relates (for example a Poll) to get your visitors to stay engaged with your content.

Imagine you search Google for the terms you are trying to rank. What content would you love to click on? Aim to provide your visitor with that! (Yes, it is possible to outsource this content creation/curation too but it would need to be written by an expert in your niche)

This will also make it easy to find links on authority sites that link to lower quality, or less targeted content and get them to link to your nice, new, up-to-date content instead.

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