

A faint, light gray background graphic of a network or social graph. It consists of numerous circular nodes of varying sizes connected by thin, light gray lines, forming a complex web that is denser on the right side of the image.

wikimotive Presents:

SOCIAL LINK BUILDING

Wikimotive is your wall-to-wall digital marketing solution, guaranteed to unite your social media world into a single, cohesive system.



**Lead Generation
& Management**



Blogging



Social Media



**Search Engine
Marketing &
Optimization**



Web Design



Banner Design



Social Link Building

By Timothy Martell



Timothy Martell is a marketing expert regularly sought out by both media and industry leaders for his opinion on social media marketing campaigns that really work. Timothy has been seen on MSNBC and Dateline, has been interviewed twice by Facebook for his successful dealership advertising campaigns, has been a featured speaker at automotive conferences such as DMSC, AMBC, and the Driving Sales Executive Summit and has been featured on the cover of AutoSuccess magazine. Timothy is known for pushing the boundaries of conventional automotive thinking and producing social media campaigns that generate massive numbers of followers leading to record ROI. Martell founded Wikimotive in 2010; a company that provides all-encompassing digital marketing strategies for automotive dealerships including website design, customized SEO, and social media marketing that focus

on targeting and acquiring many thousands of consumers who ultimately become followers of his clients' social media outlets.

Critically acclaimed as a "Social Media Rockstar," Martell's marketing systems consistently produce results that are of "Rockstar" status. Wikimotive's social media management systems remove the tedium of finding and identifying consumer-engaging content from the dealer all while educating the dealer's key personnel on how to utilize the most important social media platforms in order to generate and retain business.

To learn more about Timothy Martell and Wikimotive and to find out how to receive a free digital marketing evaluation visit wikimotive.com or call toll free 1-888-692-9818.

INTRODUCTION

Most businesses understand the benefit of search engine optimization, but many miss out on some easy opportunities.

To fully implement a successful SEO strategy, you'll likely need some help. At Wikimotive, we specialize in creating and maintaining search engine optimization campaigns that achieve first page results.

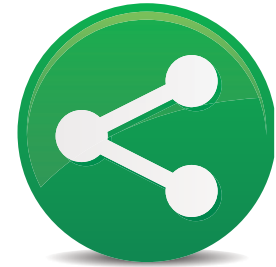
Want to know our secrets? Well, you're in the right place. In this eBook, we'll run you through a few social-focused SEO techniques that provide the quality links your business needs while simultaneously building your social reputation.



THE VALUE OF LINKS

An inbound link is a link to a website received from a different webpage. These are also called backlinks.

Backlinks are the backbone of any SEO strategy. The more links you have targeting your website, the better you'll rank. Ranking isn't the only benefit though. Building links will also result in more brand exposure and overall traffic as your links are seen and clicked-through.



Social media has quickly become a great place to build up your backlinks. The networks are ubiquitous and free to use. Plus, in addition to the SEO benefit, your exposure is extremely high on social media sites. No other platform enables you to do so much for your business without spending a dime.

Are you ready to learn the social SEO techniques that will make others WANT to link to your website? Just turn (click?) the page!

THE THREE C'S

The three C's are cute, controversial, and comical. Covering these three topics is a great way to attract visitors and links. Cute and comical are pretty easy, just make sure you're gearing your tastes towards those of your audience.

Controversial is a little trickier. You want to incite debate without incurring any kind of public backlash. It's not that difficult once you put your mind to it, though. Think of something your audience is passionate about, and then pick a side. Just make sure it's something that your audience is pretty evenly split on so there will be interesting debate and not just alienation. It can be anything from a product review, to a news story, to local sports. Use YOUR imagination!

Need an idea on what your audience is interested in? This is where your [social media presence](#) becomes even MORE useful! Check out Facebook and Twitter to see what's trending!



CONTESTS

Running contests can be a great way to build links and garner a lot of attention, but they have to be handled carefully. If your contest feels like a “YOU’RE THE 1000TH VISITOR TO OUR SITE!” spam promotion, it’ll hurt more than it will help.

A good contest will be one that your audience will spread for you. A great example of this is the recent Gerber Generation Photo Search.

It takes a behavior that people already enjoy engaging in (sharing baby pictures) and makes it into a challenge. “Do you think your child is the cutest?” Of course you do, and that’s why you’re going to spam your family and friends with the link and remind them to vote every day.

Gerber does a couple things really well here. It’s an obvious tie-in to their product, and seeing their brand name plastered over the faces of adorable babies is sure to have a subliminal effect on all social media users. Also, by allowing people to vote once every day, they keep engagement high and ensure that the entrants will drive traffic by requesting friends and families to vote.

Use this contest as inspiration for one of your own. Using adorable babies won’t make sense for most businesses, but chances are there’s some aspect of your company that is photogenic. Just remember, make it something people care about, and be careful not to spam.

GUEST BLOG POSTS

Writing guest blog posts is a controversial topic. Some people think it's the best way to get quality backlinks and exposure, and others think it's crazy to give away your best content for someone else's site.

The reality is, they're a great tool, but they need to be utilized carefully. Don't write guest blogs for everyone who asks, you'll end up wasting a lot of good content on people who don't care. Instead, be very selective about who you guest blog for. Only do it if your audience's overlap, and bring your best material. This way, in addition to the SEO benefit that comes from linking your page in your blog, you'll come away with new fans of your brand and you'll know they're interested in what you do.



WRITE LISTS

It may seem a little strange, but lists are usually the most popular kind of blogs and are great for attracting backlinks. People want to read short bursts of information online, so bulleted lists with short snippets of text or photos are perfect.

What should your lists be about? This is another great opportunity to utilize [social media](#). Find out what your audience is interested in and gear your lists to those interests.

If you need inspiration, check out a site like [Cracked.com](#). They adopted the list format and it has made them one of the most popular humor sites on the internet, spawning hundreds of imitators. They write on a wide range of topics and accompany their posts with relevant pictures. If you can use their style as an example and apply it to your own industry, you're guaranteed to get an influx of backlinks.



The 10 Dumbest Things on TV So Far This Season

By: [Christina H](#) | October 18th, 2012 | 813,385 views



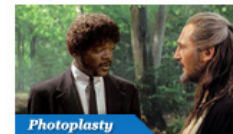
The 5 Most Common Errors of First Time Job Applicants

By: [John Cheese](#) | October 18th, 2012 | 753,624 views



The 6 Most Hilariously Insane Overreactions of All Time

By: [Xavier Jackson](#) | October 18th, 2012 | 920,544 views



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By: [CRACKED Readers](#) | October 17th, 2012 | 398,968 views



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By: [Patrick Thomas](#) | October 17th, 2012 | 190,410 views



5 Insignificant Things That Determine if Someone Likes You

By: [XJ Selman](#) | October 17th, 2012 | 1,133,632 views

DIRECTORY LISTINGS

When was the last time you cracked a phone book? Pretty much everybody finds that information on the internet now, so it's incredibly important that your business is listed and listed right. This means having up to date information and a good link to your website so you're getting the benefit of the backlink.

The new directories all have some social element, and you may find yourself already listed. You need to take charge of your listing so that you're presenting your business in the way you see fit. If your listing is poor and doesn't include a link to your page, you're getting no SEO benefit at all.

There are plenty of directories to list yourself on, each one providing another quality backlink. Check the Better Business Bureau for a listing in your area, or simply Google it. You should also check local papers, church websites, industry directories, and any other reputable place that your link makes sense.



HOW TO

Writing how-to articles is another great way to build backlinks. If your business is successful, there's bound to be something you know how to do especially well. Think about what you're best at, and write a how-to for either the general public or for others in your industry.

The key to a good how-to is making it short and sweet. People are online because they want clear, concise information so make sure you give it to them. Include numbered steps and pictures for maximum exposure.

A good how-to will be linked to frequently, gathering those crucial backlinks. Another benefit is that you can post them yourself to any number of how-to websites. This lets you spread your brand and gather some goodwill.

Just don't forget to embed a link to your site somewhere in the article, so even if attribution is removed, you'll still have a backlink.

How To Establish Your New Website In Search

by TIMOTHY MARTELL on JULY 31, 2012 [EDIT]

Like 5 Tweet 654 Share 3

Websites that have been established for a while always have the advantage over a new website when it comes to ranking with Google. Google tends to trust websites that have been around longer, and these websites have had more time to build good back links, which can make them difficult to compete with. Fortunately there are ways to compete with good [Automotive SEO](#) techniques, if you happen to have a brand new website.

Start by making sure you are targeting the right keywords. It can be very difficult to rank well for competitive keywords if you have a new site. Don't give up on these popular keywords of course you should include them on your pages and in your strategy, but you should also target some less popular ones that your competitors aren't using. For example if your competitor was ranking for the keyword Honda Cars Massachusetts you might want to optimize one of your pages for Honda Cars Boston Massachusetts. This keyword may not get nearly as many searches as the broader keyword your competitor is ranked for but it's much better to be #1 with a less popular keyword than on the third page for a popular one.

Spread out as much as possible. Make as many pages targeting as many secondary search terms as you can. Once you start getting higher ranking for some of the longer keyword phrases your site will start to become relevant to a topic in Google's eyes. The more you build your site's reputation as an authority on that topic the easier it will get to go after those competitive keywords. Also remember that people who search for longer keyword strings are usually people who are further down the sales funnel and might be ready to buy very soon.

Once again we come back to the issue of content. This whole exercise is futile if your customer gets to one of your landing pages and immediately clicks away. Make sure you are offering something useful to those who would click on your listing in Google. Create pages that solve a problem or provide the answer to the question that the keyword or search phrase asks. Getting your new site to the top of Google doesn't have to be hard if you use the right strategy. You just have to work on building your reputation with Google by using good content to optimize for a wide range of somewhat less important search terms.

Need help planning or executing a strategy like this for your dealership or small business? [Contact Wikimotive](#) for a free evaluation of your SEO strategy and advice on how you can improve.



BADGES

Badges are stylized logos or banners that link back to your website.

Your badges will ideally be a point of pride for websites they appear on. For instance, a popular use of badges is as a reward for a contest. If your business hosts a contest, make sure you reward the winners with badges to post on their own personal sites. These provide a backlink for you and are a source of pride for them.

Obviously what you can give badges for will depend on your industry, but get creative with it. The best method is to figure out why people are visiting your site, and then try to build a badge system that will motivate them to take action.



CONCLUSION

Obviously these tips won't get you to page one on their own, but they're great cheap ways to supplement your existing SEO strategy. Remember, you want to get links to your page out there in legitimate, non-spammy ways. The best way to do that is to utilize the social aspect of the web and product content that people want to post and share!



This may seem like a lot to take in, but you don't have to do it alone. Developing a strong, consistent SEO strategy is a full time job, that's why Wikimotive is here to help!

We can do as much as little as you need, all on a month-to-month basis. That means no contracts and no risky commitments. You keep us around as long as you like and we promise to bust our humps giving you the best service at the best rate.

Our SEO solution contains everything you need to hit the ground running. We handle it all:

- 1 Website Development from the Ground Up
- 2 Internal Link Optimization
- 3 Inbound Link Building
- 4 Social Media Management and Social Media SEO Integration
- 5 Custom Daily Blogging

Even if you just need help getting started, or have a question about one of our tips, never hesitate to contact us. Here at Wikimotive, we don't want to just be another vendor; we want to be a trusted asset and friendly community member.

Remember:

