

8 secret rules to promote your blog



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8 secret rules to promote your blog

by Oliver Fritsch

1. Write well.

Content is king. Think like a journalist. Write headlines that capture your readers' interest. Provide human-interest stories. Don't be politically correct. Speak from the heart. Be passionate, but have your facts straight.

2. Make it personal.

Register your own domain and link it to your blog. Add a photo and a description of your interests and passions. Your readers will want to know who the person behind the writing is.

3. Energize yourself.

Install free Google analytics software (analytics.google.com) on your blog to see who reads your blog, which corners of the world they come from, and which topics and links they are most interested in.

4. Promote your blog.

Add your blog address to your business card, Web site and e-mail signature. E-mail all your contacts with requests to pass your blog address on to anyone interested.

5. Register your blog.

Register your blog on Technorati.com, which makes your blogs instantly searchable and findable. Popularize your blog by registering it at specialty search engines and notification sites like Pingomatic.com, del.icio.us, Feedster.com, Findory.com, Blogarama.com, and BlogTopSites.com.

6. Get subscribers.

Go to Feedburner.com, register your blog, implement its RSS code on your Web site and share the link through e-mails and on your Web site. This will let readers subscribe to your blog with one click. It will also tell you how many people have actually subscribed to your blog and read it frequently.

7. Link to others.

Read other peoples' blogs, comment on them and link to them from your blog. Sooner or later they will become interested in what you have to say about them and will link back to your blog. This will increase your traffic.

8. Optimize for search engines.

Increase the findability of your blog by including keywords in your headlines and links. Choose proper categories and meta tags, which provide information about your blog and key words that can be recognized by search engines. Register your blog address with regular search engines like Google.com, Yahoo.com, Snap.com and MSN.com.

And now – spread the word please! Steal our rules! Reprint them! Use them!

About Cendesic

What we do

Founded in 2004, Cendesic™ is a full service search and digital marketing agency. We focus on Search Engine Optimization, Blogs, RSS, Review Forums, Tags, and other new media technologies to improve the 'findability' of your companies' products & services and increase your sales.

Our Expertise

Organic Search Engine Optimization (SEO)

Gaining top spots on Google or Yahoo for your products without having to pay for keywords.

» We use proprietary development and tracking tools such as KDD Keyword Deep Dive and C21 Site Analysis to improve your Findability.

Blogs + Feeds

Adding value to your information for your customers and promoting and publishing it in places that your website could never reach.

» We create SearchReady™ Content for Blogs, Forums, Third Party Review Sites (Amazon, eBay), Websites & Landing Pages, eBooks, and eNewsletters.

Buzz Marketing Campaign Management

Generating buzz, attention, and demand for your products and services in unconventional ways.

» We use a combination of proven traditional tools (PR & article syndication) PLUS new media tools, such as Blogs, Wikis, Tags, Diggs, Videologs on YouTube, RSS Feeds, Podcasts, and Forums to create Word of Mouth for your products & services

ORGANIC SEARCH (SEO) EXPLAINED

Search is really about “Findability!”

It's important that customers can find you on a search engine. Why?

- 88% of all purchases (B2B & Consumer) start on a search engine
- 92% of users search only Google, Yahoo or MSN
- 73% click on one of the top 5 results and discard the rest

If customers enter search terms related to your products & services, you want to make sure you are listed. You will get new customers and generate new interest from existing ones.

'Organic' results enjoy higher click-throughs and credibility than 'paid' listings or 'sponsored' results (see illustration).

We specialize in helping you achieve 'findability' for your products and services - organically.

Advantage:

Instead of paying Google or Yahoo recurring monthly fees per click, you pay us a much lower monthly retainer fee to:

- Create a customer centric controlled keyword vocabulary
- Maintain, track and fine-tune your campaign on an ongoing basis.

Buyers focus on unpaid or organic results 84% of the time.



BLOGS + FEEDS

Why do you need more than a Website?

Findability of your products and services is closely linked to:

- The multitude of media vehicles your content gets published in
- The perceived value of the content you have to offer

Vehicles

Most visitors only find to your Website because:

- They were linked to your site through a search engine query
- They heard about your company from a sales rep, a satisfied customer, an advertisement, or they read about you in a Blog, a review on Amazon or eBay, an eNewsletter or a Podcast.

Today, search engines scour every corner of the Internet for valuable content - just like your customers.

It is time to look beyond your Website, broaden your “**messaging footprint**” and place your content at all the new places where your customers go to today (See illustration).

However, as most of these new tools are customer moderated, you need to embrace a higher level of transparency and truthfulness - and write about things people actually care about. Publishing self-serving hype and not adhering to etiquette creates reputation backlash and can hurt your business.

Value

If you publish more valuable content in more places, your visibility and findability will automatically rise. For example, adding a PDF eBook, a PowerPoint presentation or a Word document to your site increases your overall site ranking because:

- More indexable content is available which increases your hit rate
- Downloadable documents posted on your Website are rated more valuable by search engines than regular body text.
- To increase your messaging footprint our communication specialists will develop new and valuable SearchReady content for your audience. We will:
- Ghost write your Blogs and coach you on proper Web 2.0 etiquette
- Simplify complex and sophisticated ideas and clearly communicate your point of view, ideas and value
- Create additional new media vehicles such as Forums, Blogs, Desktop Widgets, Wikis etc. from scratch and place them in strategic spots.



STRATEGIES TO 'SEED' YOUR MESSAGES

Word of Mouth & Buzz Marketing

Do you know the stories your customers are telling about you?
Do you track these conversations and participate in them?

Non-traditional communication channels such as the Web, YouTube, Podcasts and Blogs have atomized heterogeneous target groups.

Customers are tuning out of mass media and make up their own mind about you and your products, no matter how much you spend in advertising.

They let others know if they had a good or a bad experience and spread the word to millions of customers on 'review' sites such as eBay or Amazon.

What does it take?

It is possible to create goodwill and positive buzz for your company, products & services from the ground up. Listening to what your customers have to say in a structured manner is just the first step.

To moderate and shape these conversations, you need to re-think your communication strategy and put technology platforms in place to give customers ways to share their experiences (good or bad) with you directly. And give customers a good reason to rave about you. Read about how you can expand your presence beyond your website on our Information Design page here.

Create goodwill and buzz by dropping any impersonal 'corporate speak.' Send your lawyers and PR people on vacation, go out on a limb, and engage in a truly human dialogue with the people that keep your business going: Your customers.

No time to write, engage in discussion and monitor the world 'out there?' That's where our professional writers come in.



HOW DO WE ENGAGE WITH YOU? Our Customized Approach

We have developed a reliable process to bring all your key stakeholders to the table, agree on the challenge at hand, develop a strategy that is in alignment with overall business goals, create an implementation plan, and take action to execute it.



Our Tools

We use a number of proprietary tools for the situation analysis, the content creation and tracking and measurement.

They will let you:

- Create transparency and accountability for our and your activities with your management
- Fine tune all optimization activities to achieve your business and marketing goals.

SEARCH ENGINE OPTIMIZATION

C21 Site Analysis™

Often the starting point in a client engagement: We will rate your current web- and marketing activities based on over 65 criteria in 21 categories, such as business model (marketing and revenue drivers), customer satisfaction & experience, content quality, search readiness & execution and competitive performance. To give you additional insights and create a competitive advantage for you, we will also analyze your competitors for you.

The result is an easy to read scorecard and a report with improvement suggestions.

CONTENT CREATION

KDD Keyword Deep Dive™

To create SearchReady™ content, i.e. content that gets found by your customers when and where they look for it, you need to bring a disciplined approach to the development of every piece of written material that gets published in your company.

Our Keyword Deep Dive™ process helps you to define a customer-centric, focused keyword universe for your products and services.

You will develop a controlled vocabulary containing sets of keywords, which:

- Your customers are actually searching for and which are not used by your competitors
- Are generic and not product specific (i.e. “Printer” instead of “ LaserJet®”)
- Help you achieve a high organic (or “unpaid for”) rankings in the top search engines.

TRACKING

C21 Scorecard Dashboard

Search Engine Optimization & Marketing is highly competitive and constantly changing. It takes focus, dedication and expertise to stay on top of developments.

While many traditional tools exist to track visitor behavior and paid search results on your web site (Omniture, Webtrends, Google Analytics) the Cendesic C21 Scorecard Dashboard is the first tool to measure organic search marketing activities and results.

Powered by our 65 qualitative and quantitative criteria, reports are presented weekly or monthly in form of an interactive Dashboard or desktop widget.

FINDABILITY

Search Ready Content

To reach your findability goals and achieve high search engine marketing results the content you publish needs to reflect the controlled vocabulary and customer centric keywords which were developed during the research phase.

Our Programs

In addition to our customized services, we offer a number of standardized programs, to solve common sales and marketing challenges such as:

I. The Search & Findability Program

Improve findability for your products and services on search engines and anywhere else your customers happen to search. Enhance written web- & brochure content based on customer insights and customer context. Develop more customer focused, and relevant content.

II. The Value Enhancement Program

Enhance your products and services with interactive components to increase value propositions, customers experiences, enhance sales and increase word of mouth marketing.

III. The Consolidation and Fresh Start Program

Untangle and modernize your website, create harmony between divisions and the headquarter; improve customer usage, retention, value and recommendation.

IV. Change Management Acceptance Program

We work side by side with your CIO or ERP, SAP, CRM, or BI Program Manager to get your project accepted and utilized at the end user level.

- Program Management and HR Acceptance: We assist your leadership and HR team to provide organizational development expertise, before, during and after the implementation of your new system
- Communication Execution: We create Management Presentations, Workfloor Posters, Plastic Pocket Cards, Intranet Websites, Blue Collar and White Collar Worker Change Communications, Tabletents, Payslip Flyers, and Information Booths that can be set up in your cafeteria to communicate the new changes effectively and convincingly. All materials can be produced in accordance with your Corporate Identity Style Guides or created from scratch to provide a fresh perspective.

THE DIFFERENCE

Global Efficiency

With offices in the US, Canada, Europe and Australia, we can solve complex challenges for you - in half the time! We carefully track projects 24-hours a day and pass them on as we “follow the sun.”

Our Leadership Team

Our seasoned industry experts have worked with Fortune 500 Companies as well as with NGOs and No-Profit organizations. We provide digital marketing and search optimization services in English, German, French, Italian, Spanish, and Turkish.

CEO & SEARCHMEISTER

Oliver Fritsch

Oliver Fritsch is CEO of Cendesic and shares his experience and successes of creating top rankings on Search Engines with his clients since 2001. He developed “C21” a web analysis tool to test for customer usability and search fitness of a website, “KDD (Keyword Deep Dive)” a unique process to define a customer-centric keyword universe and the “Cendesic Scorecard Dashboard,” a tool to track and visualize organic search activities and successes on a corporate level.

Prior to founding Cendesic, Oliver spent more than 15 years with Hewlett Packard, Aventis, Dornier Aerospace and Stratus Global Partners, where he held a number of cross - functional positions in e-business, sales, marketing and product management. In Germany, he authored a bestseller with “Alles Anders”, a book & web community to identify and pursue life goals. Oliver participated in the eBusiness Executive Program of the Kellogg Business School in Chicago, IL, earned a Bachelor of Arts (with Honors) in European Business Administration from Middlesex University, London, and holds a Diplom Betriebswirt (FH) degree from the Fachhochschule fuer Technik und Wirtschaft (ESB), Reutlingen, Germany.

MARKETING STRATEGIST

Jim Lyons

As Cendesic's Chief Blogger & Columnist, Jim is our technology marketing visionary and industry expert who knows which trends are coming, even before they have a name. Jim has spent almost 25 years working with Hewlett Packard in product management, strategic plan-

ning and business development positions, where he helped develop products and markets for the original LaserJet® product line. He also works as a columnist for the leading Printing Industry newsletter "The Hard Copy Observer". Jim holds an MBA degree from Cornell University.

BUSINESS INTELLIGENCE & RESEARCH MANAGER

Nadia Erdolen

With more than 10 years of industry experience, Nadia leads our business intelligence and customer research activities. Drawing from her degrees in Business and Biology and experience working for companies like Hewlett Packard, NetDelivery, and Eastman Kodak, Nadia brings strong technology market and customer insights, analytical skills and synthesizing skills to our customers. Nadia holds an MBA degree from Clarion University of Pennsylvania and a Bachelor of Science degree in Biology from Hacettepe University, Ankara, Turkey.

STRATEGIC ACCOUNT MANAGER

Ulrich R. Ebert

A seasoned retail, brand and channel strategist, Uli develops growth strategies for the company and plays an instrumental role in cultivating relationships for our customers. Uli is a founding member of the Ogilvy & Mather Office in Berlin and has been managing the sourcing process of consumer high tech devices for large companies such as Hitachi and Fujitsu Siemens. Uli holds a degree in Economics and Foreign Trade from Hochschule für Ökonomie and a Degree in Communication and Design from SWG College in Berlin, Germany.

THOUGHT CATALYST

Ariel Blair

Ariel leads our ERP, SAP and CRM human change management practice. Working side by side with the CIO & Program Manager, she gets your project accepted and utilized at the end user level. Ariel's more than 20 years of business experience includes client work with Citibank, Mac/ PC Connection, Johnnie B. Byrd, Sr. Alzheimer's Center and Research Institute and the Hungarian Gestalt Association. She spent more than 8 years with Hewlett Packard Corporation including an international assignment as Strategy and Planning Manager in the Europe, Middle East and Africa region of Hewlett Packard's Imaging and Printing Group. Ariel earned an MBA from the Amos Tuck School at Dartmouth College as well as a B.A. degree in Development Studies from Brown University. She has also completed programs in Organizational Systems Development, Group Interventions and Resistance at the Gestalt Institute of Cleveland.

What our Clients Say

"Cendesic supported us in a large outsourcing engagement with a global client. It provided communication media and proposals for specific vehicles, e.g. Management briefings to prepare managers and employees for the change, posters and on-site information booths, to Hp's client. These deliverables are being used in end user awareness and communication to support the transition to a shared services model for local HR organizations in the client organization.

Cendesic's high-quality delivery and cost-effective execution of the work have been a significant help to our outsourcing efforts with our client."

**HP Senior Manager
Global Management of Change Practice
(NYSE: HPQ)**

Contact Us

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USA: Boise, ID

Germany: Freiburg & Berlin

Canada: Toronto

United Kingdom: Guildford

Australia: Sydney

Client List

Hewlett Packard USA

Gendertrends.de Germany

Julianna Rae USA

Zanox.com Germany

Hewlett Packard Germany

Dornier Aerospace Germany

MVG Verlag Germany

VocationLab International

Hitachi International

Reserva y Cata Spain

Guetermann SA Spain

Aventis Ireland

Hewlett Packard France