

Module 4: Social Media Signals and Press Releases

These work together. If you do one, do both.

IMPORTANT: Only do these AFTER your keywords have been set on your site for at least 5 days.

These links are to BOOST your rankings and get Google to notice your site. Although these links only stay up online for 6 - 8 weeks, they create long-term reputation boosts for your website.

Tools Recommended

Press Releases

You write it yourself:

<https://www.einpresswire.com>

We write the press release for you and distribute it:

<https://er173.infusionsoft.app/app/orderForms/Press-Release>

Social Signals

As soon as the press release comes out, start using social signals ASAP!

<https://Twitter.com>

<https://Facebook.com> (Post on a public page that is well seen)

<https://www.YouTube.com> (Put your link in the description of video)

<https://www.pinterest.com> (Pin it)

or <https://moz.com/link-explorer>

You should also buy social signals here:

<https://Realsocialsignals.com>

The Bottom Line: Doing all of this is natural. It shows Google you're active online and that you participate in the keywords that you are claiming that your site is all about!