

# **VIRAL BLOG MACHINE**

## **The Blueprint**

**Online Company Shares  
95 Proven Strategies That Will Dominate Your  
Web Traffic in 2015**



This is what your site marketing should look like just for Social Media

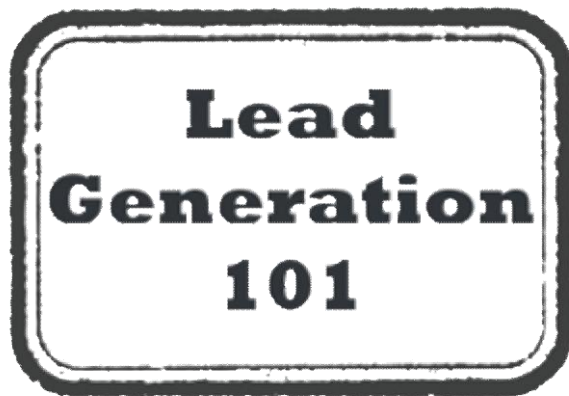
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Welcome and here is the Viral Blog Machine - The Blueprint - to Online company shares 95 proven strategies that will dominate your web traffic in 2015.

1. If you are launching a new site, or new content, write an introduction and submit it to share sites like [Digg](#), [Reddit](#) and [Now Public](#).
2. Create a [Yahoo Group](#) in the niche your site sits.
3. Create a [MySpace](#) account and use it to publish your site.
4. Bookmark your site on [Del.icio.us](#) and if you're really motivated, add a Del.icio.us button to your homepage.
5. Create a [Technorati](#) account and "claim" your blog.
6. Submit your site to free, search engine friendly directories.
7. Conduct a survey. This is an excellent way to generate offline publicity.
8. Place a free ad for your company on [Gumtree](#).
9. Syndicate your site's content by using an RSS feeds.
10. Submit your RSS feeds to aggregator sites like [FeedBurner](#), [Hubpages](#), [Feedboy](#), [Jordomedia](#), [FeedBomb](#), [FeedCat](#), [rssmad](#), [FeedException](#) and [Feedfury](#).
11. Write an article related to your site and submit it to article sites.
12. Sign up to [StumbleUpon](#) and get your friends to Stumble your site.
13. Create a custom page so that even if someone encounters an error on your site, they are re-directed somewhere else. This is perfect for advertising.
14. Set up a redirect to take traffic from your non-www address to your www address.
15. Add a link to your site in the signature of any forums you post on.

16. Tell your friends about your site. It's free advertising!
17. Spelling check your site. Nothing appears more amateur than a site with typos or spelling mistakes.
18. Test your site and make sure it appears correctly in all major browsers.
19. Buy enough hosting. No one likes a slow site.
20. This is all Lead Gen 101



21. Offer something for free. Free is good. People tell their friends about free stuff.
22. Tell your neighbors, you never know what contacts they might have.
23. Offer your users as many ways as possible to contact you. [MSN](#), [Skype](#), [Yahoo!](#), etc. all complimentary, giving your email, phone and a real address.
24. Advertise your site on [Craigslist](#). It's free, relevant and localized.
25. DO NOT use frames.
26. Submit your site to [DMOZ.org](#). It may take time, but it's worth it.
27. Create an XML sitemap of your site and submit it to Google.

28. Get a custom t-shirt made with your website URL on it, and wear it often.
29. Ask a pretty lady to wear one too. 😊
30. Sign up with an affiliate program to sell your product or if you are a publisher, make some cash!
31. Sign up with an affiliate program to sell someone else's product and make some cash!
32. On your Contact Page, ask people if they mind receiving your newsletter.
33. Send out a newsletter!
34. Go to a free seminar for Website owners. You might learn something.
35. Find quality and relevant blogs and leave a comment, with a link back to your site, of course.
36. [YouTube](#) and [Google Video](#) are excellent portals on which to launch a viral campaign.
37. Giving away an eBook is an excellent way to generate word-of-mouth about your site.
38. Sponsor a WordPress theme or a php List Directory template.
39. If you sell products that are advertised on television by the manufacturer, add "As Seen on TV" to your site!
40. Avoid proprietary technologies like Java and Active X.
41. Put downloadable content on your site, but make sure it's not manufacturer specific - so mp rather than wma.
42. Learn about CSS. It's the new HTML.

43. Contribute to related subject areas on [Wikipedia](#)
44. Ask bloggers and other website owners to review your site and/or products.
45. Have user friendly page names - most tools come with some way to avoid <http://www.yourdomain.com/pgInfoPage...CFEAEDAFDDD>
46. If you must have a Flash homepage, make sure you have a "Skip Intro" link.
47. Tell your local rag about your site. These newspapers are desperate for stories and you may well even get a pic of your ugly picture published.
48. Become a leading authority on your chosen subject.
49. Donate money to a charity and most will place a link on their site back to you.
50. Abide to [W3C](#) standards - it will help your site in the long term.
51. Your local community sports teams offer cheap, but highly effective sponsorship opportunities.
52. Publicize your site on related forums - but don't spam!
53. Ask bloggers to write about your site or product - in return for a link, of course.
54. Offer a competition related to something in the news - so football around the time of the World Cup etc.
55. Add a "Tell a Friend" function to your site, so people can easily recommend you to their mates.
56. Have a Sitemap on your site to allow users to navigate around quickly and to aid the search engines.
57. Have a nice keyword rich title at the top of each of your pages. Users and search engines both like descriptive titles.

58. Include a Feedburner button on your site so people can easily subscribe to your feed.
59. If you use PPC then create a landing page for each of your AdWords - it'll boost your conversations no end.
60. Appear on [Dragon's Den](#).
61. Create a Press section on your site where can you store all your press releases, logos and banners.
62. Add a link to your site from within your eBay profile.
63. Ask your friends to give you honest feedback on your site.
64. The best way to find someone to do any kind of work on your site is through personal recommendations!
65. Gain exposure by submitting photos and pictures to [Flickr](#).
66. Share your banners on banner exchange sites.
67. Make sure it's easy for your users to subscribe to your RSS feed.
68. Create a "hub" for your site on [HubPages](#).
69. Ask friends, colleagues and associates to "Favorite" your blog on Technorati.
70. You can add a Bulletin to your MySpace account promoting your site that all your MySpace Friends will see.
71. Respond to your customer's emails promptly, even if it is with a simply auto-responder. No one likes to wait for days for an acknowledgement of their contact with you.
72. Get a professional Copywriter to give your site a once over. If you are on a tight budget, limit to the just the homepage.

73. Make a list entitled "Top's" work well. Update it regularly to give your visitors a reason to return.
74. Do you have really hot content on your site that geeks would love? If so [Slashdot](#) will bring you a mass of traffic.
75. Deep link directories are an excellent way to promote inner pages of your site.
76. Meta tags might carry less weight than previously, but you should still have them on every page.
77. Include an "Add to your Technorati favorites" button on your site.
78. Don't be afraid to link to other sites, especially if they are relevant and to highly respected sites.
79. Keep It Simple Stupid: use CSS to control layout, style and colors and use HTML text rather than graphics to represent text.
80. Validate your HTML and CSS. It'll help ensure your site displays well in all browsers.
81. Small pages sizes and optimized graphics will give your site a snappy feel and won't require users to wait around for it to load.
82. If you plan to submit your site to lots of directory or article sites - create an email especially for this. Delete it when you're finished to avoid spam.
83. "Link baiting" means writing some killer content that people will want to link to such as a "100 Ways to Drive Traffic To Your Site" list!
84. If your chosen field is technology related then write a "whitepaper". That's a posh name for an article.
85. Google receives roughly 50% of all search requests, Yahoo 25% and MSN just 10%. That's a good rule of thumb as to how much emphasis to put on each.

86. Make sure you have a robots.txt file in the root of your Web site. You can use this to control search engines, but if nothing else it'll reduce the number of errors in your Weblogs.
87. Free online games, a forum or chat rooms will give your users a reason to come back to your site.
88. E-books with re-seller rights make an excellent "free gift" for your site.
89. Upload your product feed to Froogle. It's FREE!
90. Search out unanswered questions on Yahoo! Answers and add your site as the "Source".
91. Yahoo are catching up with Google with an excellent set of webmaster tools called Site Explorer.
92. Upload a favicon.gif file so that your users have a nice icon when they bookmark your site.
93. Write and submit articles. It is a classic, but it works. This will be indefinite traffic stuck in the search engines for you. Write quality unique articles, not articles that are rehashed or provide no insight to readers, which is a huge problem these days.
94. Write and submit press releases, think prweb.com after you do one.
95. Write and ping blog entries. Always make sure to link back to your website with your blog posts. Try making multiple blogs that all link back to one main site.

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