



Google Proofing Cheat Sheet v3.1

Getting Organized: You need to first figure out what buffers you need to create and also how you are going to design your Link Emperor Account.

How do you decide what buffers you need to create?

- On a local level you should have a complete buffer in place for each niche you work in
 - o So if you have three niches dentists, chiropractors, and lawn care you'll need a buffer setup for each

How do I organize this?

- Create an excel sheet listing all of your clients and have a column called 'niche' then sort and you'll have your plan of attack

How many clients can I have per buffer?

- We like to keep it at (3) three or less

What if I don't do niche marketing because I'm doing geo-targeted marketing

- If you're a geo-targeted marketer then create a buffer for your geo-target
 - o This can be something like "The Best of <City> Businesses"
 - o Make sure it looks legit

Now before you get started there are a few rules that should be followed. You don't have to be perfect, but it is better to do a little of this than it is to do none of it.

- All content is 100% unique hand written (in the US) and human installed
 - o No automated tools of any type in buffer content creation
 - o This content is also never spun or re-purposed EVER

How do I build links inside buffers

- When you set them up you'll want to post a 100% unique handwritten content with links to either a client's landing pages, main website, or blog posts
- You then want to rotate between anchor and naked links
 - o Add a keyword anchor to the first 120 characters
 - o Add a naked url every once in a while
 - o Add a keyword anchor to the brand name (as long as it is NOT an EMD)
 - o Add links such as 'click here' 'read more' or similar
 - o Rotate links url <http://www>, <http://>, [www.](http://www), [domain.com](http://www) (no pre-fix)



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Setting up your Social Buffer

- Setup and/or optimize all social accounts
 - o Facebook Fan Page
 - o Twitter
 - o Pintrest
 - o LinkedIn
 - o YouTube
 - o G+

How do I optimize my social media accounts?

- Make sure the brand name is in the URL
 - o Make sure the brand name is in the title
 - o Make sure the brand name is in the about
 - o Make sure you have a link back to your money site anywhere you can put it

Setting up in LE

- Now you ONLY NEED ONE TOTAL SOCIAL MEDIA CAMPAIGN
- You can put all of your social media into one campaign
- Most people want to create campaigns by client and that causes them to have more campaigns then they need in this step.
- Set them up for your BRAND NAME and not your keywords
- You're just trying to build brand authority with this step
- For Link Building a 50/50 Buffer to Tier Campaign (these sites are white labeled so you can be aggressive)



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Setting up your Web2.0 Buffer

- Wordpress.com
 - o Setup a keyword based install (by niche or by geo-target)
 - o Post 1 post with links to a blog post
 - o Post 1 post with links to a landing page
- Tumblr.com
 - o Setup a keyword based install (by niche or by geo-target)
 - o Post 1 post with links to a blog post
 - o Post 1 post with links to a landing page
- blogger.com
 - o Setup a keyword based install (by niche or by geo-target)
 - o Post 1 post with links to a blog post
 - o Post 1 post with links to a landing page
- Medium.com
 - o Medium is owned by Twitter and you will need a Twitter account to create a medium page
 - o Sign in to Medium using your Twitter login information
 - o Post 1 post with links to a blog post
 - o Post 1 post with links to a landing page
 - o You have the option of automatically sharing your Medium posts on your Twitter, utilize this if you want
 - o

Some other valuable web2.0 properties you could utilize

- Both Squidoo and Hubpages are very valuable when it comes to setting up an effective buffer, the problem is how temperamental these two platforms can be. If you're going to use either of these there are certain things you need to do in order to keep your accounts from being deleted.
 - o If you're creating multiple buffers you will need a program like Hide My IP, this will stop Squidoo and Hubpages from seeing multiple accounts from the same IP address because if they do see this all accounts from that IP will be banned and shut down.
 - o Do not have multiple people within your office or outsourcers accessing these accounts. It's best if only one person handles everything with these accounts.
 - o Follow the guidelines below. This is extremely important. If you don't follow the guidelines exactly, your accounts will be shut down.
- Squidoo.com
 - o After creating your account you will need to create your lens, the lens is your blog. You have the option of creating multiple lenses, but for the purpose of a buffer you will only need one for each niche.
 - o Each post will be under that lens; the lens will have a url but individual posts will not, so make sure you title each post.
 - o After you create a lens you will need to add a picture and description/about to the lens. (This is separate from the posts you will be creating during the set-up and it is required for a squidoo lens to be published.)
 - o Start with five posts with no links. These posts should be original and informative content related to the specific niche.
 - o You will post the first of the five the day you create the Squidoo lens.
 - o The next four will be posted over the next few weeks.
 - o Keep track of your stats. They will tell you how your lens is doing, if it is featured or not, if it needs more content, and if there are any violations.



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- If your lens still isn't featured after posting the five pieces of content you're doing something wrong. Generally they become featured after the second or third piece of content.
- Make sure you correct all violations right away, if you don't you run the risk of your lens being locked or deleted.
- There is a checklist of suggestions on your sidebar when you're editing your lens. Follow these suggestions; not all of them are required to be featured, but if you want to be featured most of them should be completed.
- Hubpages.com
 - Start by creating a Hubpages account. This will be your main account/blog, but all content will be under various hubs within your main account.
 - Each hub should be a topic or keyword relating to the main focus or niche.
 - All posts will go into the coordinating Hub.
 - Your main account and each hub will all have their own URL's, but each post will not. Since the posts do not have their own URL's make sure you give each post a title.
 - After you create a hub you will need to add a hub picture and description/about. The description must be at least 200 characters long in order for it to count. The picture and description are separate from the set-up posts you will be adding to your hub, but they are required for a hub to be published.
 - Create two posts of original and informative content within your hub. These should have no links and be in long-form. These two posts should amount to 1,000-2,000 words.
 - A hub will not be published unless it meets the following criteria:
 - At least 1,250 words or more of content including the description.
 - At least 3-4 pictures. (I recommend putting 1-2 pictures for each post you create.)



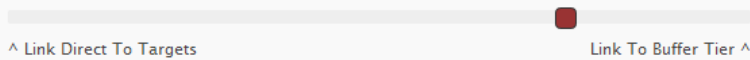
Setting up your LE Account for Web2.0 Buffers

Campaign: Enfusen

Targets Keywords Sites Articles SEO Trouble Spots **Link Building** Credits

Design Your Link Building:

How much of your total link building should go direct to your Targets (money sites) vs. through a Buffer Tier?

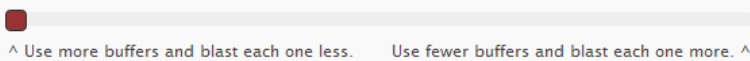


Adjust the blend of services on each tier:

Service Type	Direct To Targets	To Buffer Tier	Approx. Links per Month
Blog Commenting	<input type="range"/>	<input type="range"/>	0 / 0
Forum Profile Creation	<input type="range"/>	<input type="range"/>	0 / 0
Misc. Platform Submission	<input type="range"/>	<input type="range"/>	25 / 165
Press Release Submission	<input type="range"/>	<input type="range"/>	0 / 0
Private Network Blog Posts	<input type="range"/>	<input type="range"/>	0 / 27
Public Blog/Article Posts	<input type="range"/>	<input type="range"/>	0 / 92
Social Bookmarking	<input type="range"/>	<input type="range"/>	30 / 0
Video Creation and Submission	<input type="range"/>	<input type="range"/>	4 / 10
Web 2.0 Property Creation	<input type="range"/>	<input type="range"/>	0 / 63
Wiki Submission	<input type="range"/>	<input type="range"/>	0 / 2250

Additional Options:

How big of a list of URLs should we use for your Buffer Tier? We are still testing which values work best here and we encourage you to experiment and let us know as well.





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Buffer Micro Sites

What are buffer micro sites?

- These are full blown websites that you create to manage content that is used to support your money sites
 - o They are their own domain
 - o They have their own hosting
 - o They have complete website installs
 - Home
 - Main Navigation
 - Side Navigation
 - Footer
 - Contact
 - Privacy Policy
 - Sitemap
 - Social Share

How do I use them?

- When you set them up you'll want to post 100% unique handwritten content to them
 - o Add a keyword anchor to the first 120 characters
 - o Add a naked url every once in a while
 - o Add a keyword anchor to the brand name (as long as it is NOT an EMD)
 - o Add links such as 'click here' 'read more' or similar

How often should I update them?

- 1-2 per month per site
 - o 1 post with links to a landing page
 - o 1 post with links to a blog post
 - o Rotate keywords, anchors, naked, exact vs partial, misspellings, url structure
 - o Make it look random (the real world is random)

Where do I get these from?

- Create them yourself
 - o Buy the domain
 - o Host them
 - o Build them
- Buy them developed
 - o BBN – Buffer Blog Network

How do I host them

- I would go with CloakHosting.com if you want this done right
- If you don't want to do that buy a few different hosting accounts and spread them out your self
- If you have a very small network (under 10) you can host them on your server (as long as it is a private dedicated) just ask your server provider for additional IP Addresses preferably Class C (not easy to get anymore)



Setting up your LE for Buffer Micro Sites

Campaign: Micro Sites - ALL

Targets Keywords Sites Articles SEO Trouble Spots **Link Building** Tier Targets Credits

Design Your Link Building:

How much of your total link building should go direct to your Targets (money sites) vs. through a Buffer Tier?

^ Link Direct To Targets Link To Buffer Tier ^

Adjust the blend of services on each tier:

Service Type	Direct To Targets	To Buffer Tier	Approx. Links per Month
Blog Commenting	<input type="checkbox"/>	<input type="checkbox"/>	0 / 0
Forum Profile Creation	<input type="checkbox"/>	<input type="checkbox"/>	0 / 0
Misc. Platform Submission	<input type="checkbox"/>	<input type="checkbox"/>	0 / 0
Press Release Submission	<input type="checkbox"/>	<input type="checkbox"/>	0 / 0
Private Network Blog Posts	<input checked="" type="checkbox"/>	<input type="checkbox"/>	0 / 37
Public Blog/Article Posts	<input checked="" type="checkbox"/>	<input type="checkbox"/>	0 / 119
Social Bookmarking	<input checked="" type="checkbox"/>	<input type="checkbox"/>	15 / 105
Video Creation and Submission	<input checked="" type="checkbox"/>	<input type="checkbox"/>	2 / 12
Web 2.0 Property Creation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	0 / 75
Wiki Submission	<input checked="" type="checkbox"/>	<input type="checkbox"/>	0 / 850

Additional Options:

How big of a list of URLs should we use for your Buffer Tier? We are still testing which values work best here and we encourage you to experiment and let us know as well.

^ Use more buffers and blast each one less. Use fewer buffers and blast each one more. ^

Blog Posts and Press Releases

- Two blog posts per month per site
 - o Around 1,000 words
 - o 1 blog post with links to a landing page
 - o 1 blog post with links to a landing page and to the first blog post
- Press Releases
 - o Doing one press release a month will help your clients
 - o Here are some services I recommend
 - Preach.com (video press releases)



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- Newswire.com

Other Things you should still consider

- Citations
 - You need to be building citations
 - Use a service like www.whitespark.ca to figure out what ones you should build
 - **Don't forget to add your high value citations to LE**
 - **When you get a pick up by a major news organization put the PR into LE**
- Authority Links
 - These are not the easiest to get but carry a great deal of weight
 - You should always be looking for opportunities to get your client on
 - HuffingtonPost.com
 - ireport.cnn.com
 - **When you get the article put the article in LE**
- Quality of Hosting
 - If your client is on shared hosting they could have issues
 - Having a dedicated server goes a long ways to helping support successful SEO
 - Server speed is vital
- Quality of Site
 - You must have clean code
 - Many free wordpress themes are a mess and full of malware that will kill your rankings
 - Many plugins are a mess and will kill your rankings
 - Pay to have a good site audit done by a firm that can repair the issues you have
- Always have a paid traffic solution for your clients
 - Google AdWords is a great supplement when you lose rankings
 - If your client is still getting leads they are not as concerned about rankings loss
- You should have a specific landing page for each keyword you are targeting
 - This simple little step is often over looked and causes you to have to work a lot harder then you really need to.
 - Set up a unique landing page for each keyword
 - This page should have good copy
 - This page should make an offer
 - This page should have a call to action
- Have the right statistic to present to your client
 - If your business lives and dies based on your monthly ranking reports then you're doing it wrong
 - A better statistic is the number of phone calls you generated for them (by the way if you're worried that your work is not generating phone calls.. well.. then you're doing it wrong)
 - We like to use www.bestcalltrackinganalytics.com for this



Monthly Posting Process

Monthly Posting Schedule

#	Site/LP	Content Piece	Primary Link	Secondary Link	Third Link	Primary Keyword	Secondary Keyword
1		Blog Post 1	To Offer - Naked	X	X		
2		Blogger.com - BP1	To LP - Anchor	To BP1 - Anchor	To LP - Naked		
3		Blogger.com - BP1	To LP - Anchor	To BP1 - Anchor	To LP - Naked		
4		Hubpages.com - BP1	To LP - Anchor	To BP1 - Anchor	To LP - Naked		
5		Hubpages.com - BP1	To LP - Anchor	To BP1 - Anchor	To LP - Naked		
6		Micro - BP1	To LP - Anchor	To BP1 - Anchor	X		
7		Micro - BP1	To LP - Anchor	To BP1 - Anchor	To LP - Naked		
8		Micro - BP1	To BP1 - Anchor	To LP - Anchor	To BP1 - Naked		
9		Press Release	BP1 - Anchor	BP2 - Anchor	LP - Naked		
10		Tumblr.com - BP1	To LP - Anchor	To BP1 - Anchor	To LP - Naked		
11		Tumblr.com - BP1	To LP - Anchor	To BP1 - Anchor	To LP - Naked		
12		Wordpress.com - BP1	To LP - Anchor	To BP1 - Anchor	To LP - Naked		
13		Wordpress.com - BP1	To LP - Anchor	To BP1 - Anchor	To LP - Naked		
14		Blog Post 2	To Offer - Naked	X	X		
15		Blogger.com - BP2	To LP - Anchor	To BP2 - Anchor	To LP - Naked		
16		Hubpages.com - BP2	To LP - Anchor	To BP2 - Anchor	To LP - Naked		
17		Micro - BP2	To LP - Anchor	To BP2 - Anchor	X		
18		Micro - BP2	To LP - Anchor	To BP2 - Anchor	To LP - Naked		
19		Micro - BP2	To BP1 - Anchor	To LP - Anchor	To BP2 - Naked		
20		Micro - BP2	To LP - Anchor	To BP2 - Anchor	X		



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21	Micro - BP2	To LP - Anchor	To BP2 - Anchor	To LP - Naked		
22	Micro - BP2	To BP1 - Anchor	To LP - Anchor	To BP2 - Naked		
23	Tumblr.com - BP2	To LP - Anchor	To BP2 - Anchor	To LP - Naked		
24	Wordpress.com - BP2	To LP - Anchor	To BP2 - Anchor	To LP - Naked		

Total Posts Per Month

Type	Total
Blog Posts	2
Micro Posts	9
Web2.0	12
Press Release	1

Buffer System FAQ

How long does it take to setup a complete buffer system?

- The entire setup process is about 90 days. The first 30 are setting the platform and getting all the accounts verified. The second 30 days is where you start to add content with links and build your LE accounts out. In the last 30 days is where you start to see results from this build out which continue to grow over time.

How fast does a buffer system start to build rankings?

- This is a tricky question to answer. A buffer is not a complete SEO Campaign just as driving only links is not a complete SEO program. You need to be doing other things to build rankings such as landing pages, onsite optimization, code audits, server audits, and traffic generation. With that being said; once a buffer is built and has been up for a while adding new clients becomes much easier and the rankings come a lot faster.

If I do a buffer system is that all I need to do for my clients?

- No, you'll still need to do other marketing elements to successfully implement a campaign. The primary goal of a buffer is to protect you against future updates while also building authority links that increase your rankings.

Does a buffer system get stronger after time?

- Yes! This is the best part of a buffer system. Say you've had your buffer system going for about six months in the plumbing niche and then you get a new client. It will only take a few posts in the buffer system to get them ranking locally. This is of course if you do all of your onsite code and content work correctly.

How many clients (sites) can I add to a buffer system?

- On the local level we say about five. Now if you want to do a couple more it isn't going to hurt. You just need to make sure you stay on niche.

How are parasite sites used in the buffer system?



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- Parasites are just another name for authority sites that link to your site that are used in SEO. So all of your web2.0, social, and micro sites are parasites just like press releases and videos are. It is just a different terminology for the same thing.

Does the content need to be original for all of my posts to my buffers?

- Yes, this is vital. If you want your buffer to protect your sites from Google updates then all of your content needs to be 100% original, never spun, proper English (country dependent), and hand installed.

What software can I use to automate my posting to my buffers?

- Don't use software! Most software leaves a footprint. If you are going to spend the time and money to do this then do it right.

Where is the best place to get pre-built micro buffer sites?

- We like BBN or the Buffer Blog Network services from Dori Friend over at SEO Nitro. They have a pretty wicked system for putting these together.

What is the best tool/service for getting web2.0 buffers built?

-
-
- Don't use tools or services. Yes, can you get 100 web2.0's built for \$99 some places. They won't have good content and they won't have good names. You are better off building five powerful web2.0's then having 100 that are worthless.

If my clients are in say the UK or AU should I use local domain extensions?

- Yes, always use local extensions as they relate to your clients.

What are some of the things to pay attention to when buying domains for my micro buffers?

- We start with age and relevance. If you can get an older domain always do as age can't be faked. Then look at the domain to see if it keyword relevant (doesn't have to be a EMD). Look to see if you can pull up older versions of the site to see what type of content was on it. Then we look for citation flow and trust flow. The higher those numbers the faster your efforts will yield results.

How many links should I put per post in my web2.0 and micro posts?

- When you do put posts you can do 2-3 but you should try to use:
 - o One keyword anchor in the first sentence (rotate between a landing page and the home page)
 - o One Brand Anchor in the body (to homepage or about page)
 - o One naked url (to homepage or landing page)

Doing this will NOT guarantee success. But when you compare those that do this to those that don't you'll see a big difference in the sustainability of their company. Remember it is not about GETTING the rankings (with client work) it is about KEEPING THEM!

If you have any questions you can email roger@enfusen.com or call me 202-738-6344 (this is my personal cell so don't be an ass when calling. Also, I'm EST and my phone shuts off all calls after 9pm)