

Scribd Traffic Roadmap

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Scribd Roadmap - Fast Track your Way to Serious Traffic Dear Entrepreneur, This last year has seen some major changes for online marketers including heart-stopping drops in traffic patterns that have flowed along the same sure and steady channels for years. All of a sudden, tried-and-true old ways just aren't working. Search patterns are permanently changing, thanks to the alarming shift from computers to mobile devices last year (4 billion mobile users, compared to only 1 billion for computers). That's why sites that share information and resources are suddenly becoming the new in. It's all about the buzz, and friend recommendations. Social popularity and the traffic it brings * It's not something you can manufacture. * It's not something you can fake. And only those who really understand a trending phenomenon can live it and be one of the leaders. What Do You Want to Be? An Internet Celebrity or Hanger On? Think that's over-dramatizing the importance of social web presence for you or your business? Well, think again. Even Google has woken up to the fact that small tips dropped on Facebook and Twitter can cause more buzz than any other method combined. Their world-dominating search algorithms are taking a back seat to Twitter, Digg, chat, MySpace and Facebook recommendations and Scribd. That's why they frantically created Google Buzz which bombed cataclysmically, because of an issue that saw it automatically share, without permission, staggeringly personal consumer information. They're hastily revamping it, even as we speak, in a frantic effort to catch up and understand social networking. (If this was a teen movie, it would be kind of like the nerdy science club boys trying to analyze why the popular crowd is cool and getting it horribly wrong.) But forget Google Buzz, for now What if you could harness this sort of social networking power to draw attention to your digital products, Power Point presentations and documents? What if you could sell your digital products on a social platform or give them away for free, as part of a bigger strategy? What if you could do without having to learn new ways to process your documents in fact, by using your favorite methods of document creation (both graphic and text-handling). What if you could siphon more targeted traffic than you've ever done before? But How Can I Do it With Scribd A Platform I've Barely Heard About? And why is Scribd better than Google Buzz, with all the power of Google and internet domination behind it? Let's put it this way. Google was so sure everything Google did was the

ultimate authority, it almost missed its own boat! Scribd, on the other hand, was pushing out to sea, on the right course, way ahead of the race. Started in March 2007, Scribd combined focused business savvy (resulting in millions of dollars in seed money and investor funding) with a thorough understanding of social networking and a mission. to provide a complete world library, filled with millions of documents in print. Easily accessible ...easy to find with its pulse tuned to the moment: To whats hot and whats not. Last time I checked (yesterday) its Alexa traffic rank was 246. It allows you to share ANY document for free or in its online store! So Whats the Down Side? Well, there is actually very little in the way of drawbacks. But Scribd does have a vital few strict prohibitions and some fine print you need to carefully navigate, if you dont want to find yourself banned for life. Make no mistake, however, Scribd is drop-dead easy to use its very simplicity is one reason thats made it catch on like wildfire among authors, organizations, entrepreneurs and publishing companies! But one thing I discovered (after some near-fatal mistakes) I discovered it would be helpful to have a roadmap, to steer you safely past the dangers and fast track you to your destination. So (having steered past these shoals myself) I wrote one.. By destination, were talking about: * Becoming an authority figure * Providing strong social proof and expert acceptance * Becoming someone whose works create that all-important buzz * Seeing your organic searches skyrocket * Seeing your links and backlinks rocket you up Googles page ranking system * Seeing your traffic soar especially for those who have never felt comfortable (or had any luck) with traditional marketer ways of building traffic How Do I Fast Track My Way to the Pinnacle of Scribd?

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