



Social Media Demystified

The Theme Zoom Feed Machine System™ (Sneak Peek)

Hi folks,

This week I have been tracking the technical aspects of the search engine rankings for one of the most competitive terms online. The client has seen some ups and downs apparently affected by massive news coverage in recent media events tied to their keyword. We even saw a our term being trumped briefly by news story articles with little authority- then these articles eventually slide down the SERP as things cool down.

In the case of these very competitive keywords, when we login to (invitation only) Google Labs beta for testing social media and its effects on ranking from services like Stumbleupon and others . . . there is truly very little specific impact that these social bookmark-type services have on ranking factor for broad and semi-broad terms.

This may change in the near future, but I doubt it. The SEO fundamentals will remain essentially the same, and the smart marketers and business owners who know the difference between technology “glitter” and technology “gold” will be able to connect the most important dots without being distracted by widget number 38764058.

In the following rant and sneak peek (of our new TZ Feed Machine system) I want to offer you some clear thinking about how the social media space and the traditional SEO space truly interconnect. There seems to be some profound confusion and distraction due to an overwhelming number of new choices- widgets, gadgets, and social influences.

1. Size of Competition Matters

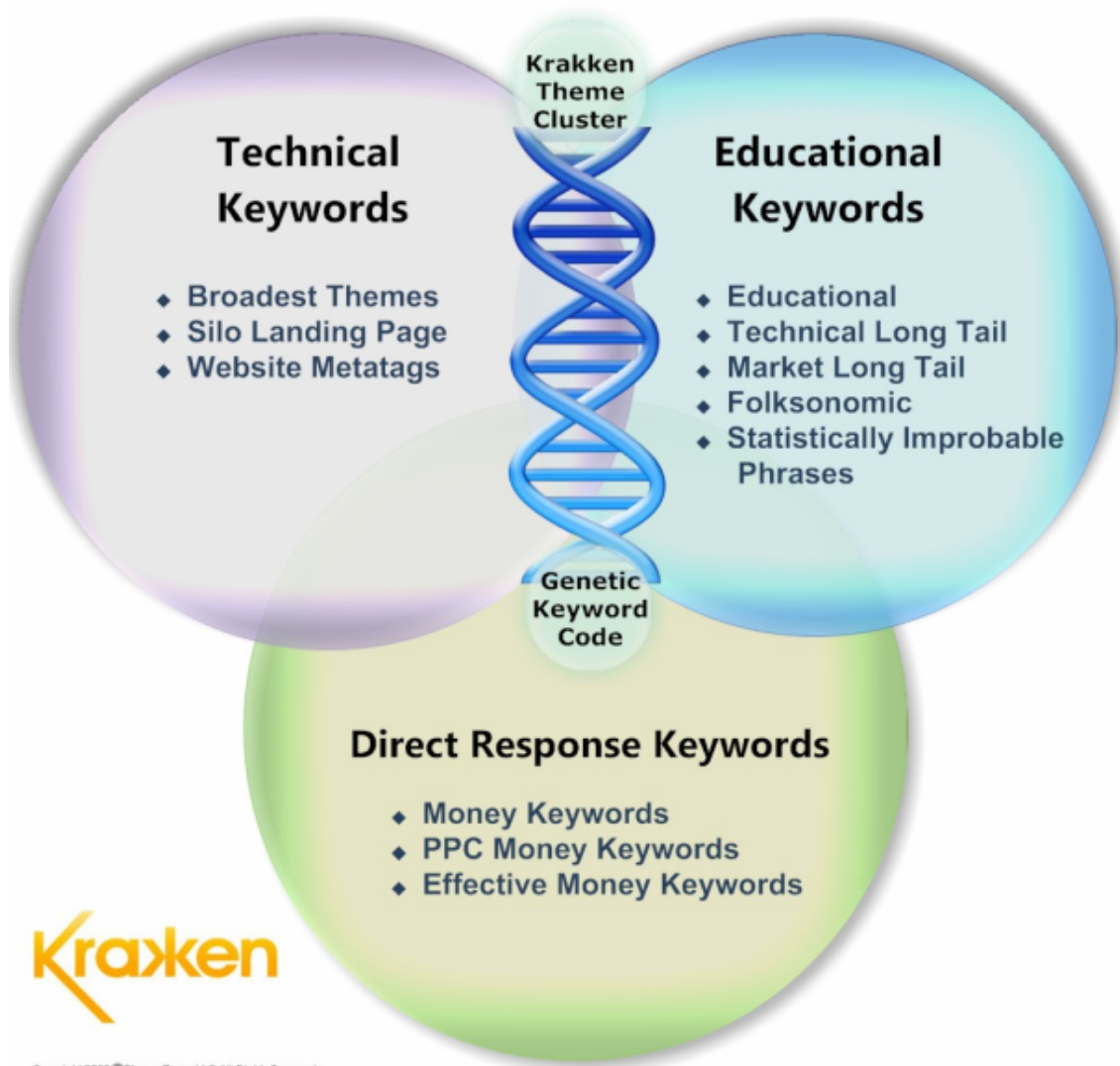
If you are trying to rank for extremely competitive terms with 15,000 plus inbound links, and hundreds of indexed pages, you need to have a Silo Website at the middle of your Global Network. Your Genetic Keyword Code will usually consist of a minimum of 5 keywords. (Notice I did not say blog, but website).

Once determined, your Keyword DNA will represent all of your promotional activities online from that point forward.

Your Theme Cluster, (or genetic keyword code) once uncovered, will become both your technical and your promotional mantra.

Business Success DNA

Unique Genetic Keyword Code



This code will be used both folksonomically (for social media tagging) as well as technically (for spiderable traditional SEO metadata).

Some successful clients have more than five silo landing pages and not ALL of the top level themes that are a part of their Genetic Keyword Code are ultra-competitive. This means that they probably could rank for them using merely a blog, but they choose to create a silo landing page for the terms as a business decision. This may be because the less competitive theme is a natural part of the visitor experience.

For a work-at-home mom or dad, a blog may very well be ambitious enough. Yet blogs serve an overall different purpose when you are launching a corporate SEO and integrated social media campaign, especially if you (or your client) are needing to create a corporate presence for a Theme Cluster in a highly competitive market.

2. When to Use Blogs and When to Build a (silo) Website:

If you are selling affiliate products in a niche or microniche, you can rule the world using a blog quite easily.

In order to do this you should install a minimum of about nine wordpress plugins. These plugins are highly specialized and work together in tandem. Almost everyone, (and I do mean everyone) uses these plugins wrong.

They use them wrong because they don't understand the power of syndicating their own (Level 3) content through massive networks using RSS. They instead focus on OPC (other peoples content- Level 1), and elect to take the less ambitious route of high-end personal branding. We will talk about this later.

If you are selling affiliate products, and putting in tons of time setting up an affiliate empire . . . it is likely that you are thinking too small. There is a tendency to under-optimize your capabilities when you are accustomed to ranking for low hanging fruit. It can be very lucrative to sell other peoples products, and there is nothing wrong with this business model.

As most of you know, you can rank for a keyword in less than 15 minutes. I know several work-at-home moms/dads that can rank for fairly difficult keyword in a single afternoon. These folks do not know their "corporate" value, because they work at home to stay away from corporations. Many of these folks do not have any desire to work "in the field" as a professional SEO, nor do they take the time to develop their own products and services.

In section 4 below I will expand on the "whens and whys" of blogs and silo websites, but first we need to demystify the new social media craze as it

connects to SEO:

3. FOAF and Open ID

FOAF stands for “friend of a friend”. Open ID is simply a new way to login to all of your social media platforms, or at least the platforms that are not complaining about Open ID like Facebook. They may be paranoid for good reason, but we will talk about that later.

Let’s look straight at all of this Social Network technology for a second. Let’s talk about how to “think” about social networking in terms of SEO so you don’t run screaming from the room like the Facebook team did at the Google Open ID meeting.

I will also explain why SEO in its traditional form is not really going away. Not even close. If anything, you will have more things to optimize, not less.

SEO is simply becoming more focused and more integrated into multi-channel marketing and Public Relations. If this goes against what you have been experiencing in the social media environment lately, let me explain why.

FOAF is simply an RDF-type file that you can install on your site like a sitemap. You can link to it like a site map. It keeps track of the sites that you CHOOSE to include in your FOAF network.

Trying not to shout here →: GOOGLEBOT FOLLOWS FOAF. (More on this later).

Services like Mybloglog.com (owned by Yahoo) offer their own version of a FOAF generator and give you a nice organizational control panel to put in the profiles of various (social media platforms) that they have deemed worthy of being included. (Makes you wonder what parameters they used to deem a social platform worthy).

You can also include other blogs and websites of your own and add them to the **Yahoo Branded Open ID**. Again, if you use the Yahoo FOAF it locks you into Yahoo as the company you choose to represent your Open ID. They become your keymaster, so to speak. They are like a “dealer” of Open ID and they become your “central” source if you choose to get Open ID through them.

Hey, wait a second! I thought Open ID was supposed to be decentralized open source!

”For geeks, OpenID is an open, decentralized, free framework for user-centric digital identity. OpenID takes advantage of already existing internet technology (URI, HTTP, SSL, Diffie-Hellman) and realizes that people are already creating

identities for themselves whether it be at their blog, photostream, profile page, etc. With OpenID you can easily transform one of these existing URIs into an account which can be used at sites which support OpenID logins.”

So what company should you choose to register my Open ID with?

Hey, that’s a great question . . . I am glad you knew enough to ask! It means you are thinking BIG.

There are all sorts of folks who are offering specialized services and add-ons to hand-cuff you to their domain as your “official” Open ID vendor. They want you to choose them as your official “universal social media login service”. And they want you for a good reason. Talk about a captive audience.

Here are a few Open ID services that really want you:

<http://www.myopenid.com>

My Open ID offer a nice phone security package when you sign up, so your entire online social identity is not swiped in a single afternoon. (Egads). Yes I have an open ID from them. Cool huh?

Well, maybe.

<https://pip.verisignlabs.com/>

Verisign labs offers a massive security system that completely deletes your Open ID identity if you should ever lose your password. No e-mailing the company if you forget who you are. They just burn everything and you have to start over. This is because nobody in the company has access to your Open ID, which brings up a good question:

How comfortable are you having all of your personal information and logins tied to a single company? The deeper you dig, the better good ole’ fashioned Roboform software begins to look.

The bottom line is that you do not need Open ID at all to be successful in integrating the important parts of your Feed Machine.

4. Why Google Page Rank will never Grow Old, it simply gets more Friendly.

The original patent and Page Rank system is being hybridized with a patent pending system that Google is simply unwilling to talk about. At Theme Zoom

labs, we are calling it “IR” for Influence Ranking.

I am not going to waste time here getting into the buzz about this topic, because you can read all about it yourself:

<http://budurl.com/v3ka>

Instead let’s talk about what this will likely mean for your business. Let’s include the implications of FOAF and Open Id, and get a glimpse into the future of online business.

In order to put this in perspective, I am afraid I need to RANT for a few minutes:

Social Media Platforms are going out of business fairly frequently, because many are capitalized by Sequoia Capital and other such technology investors. I imagine this will be a growing trend, because most social media companies have a terrible business model. Sequoia Capital suggested the recent layoffs at Seismic.

The value of a Social Media Platform is hard to assess because the value is abstract and metrics fairly poor. Eyespot is going out of business and Seismic laid-off over six staff members last week. Twitter is also a very fragile company financially, as are many others funded by “bandwagon” tech-capitalists.

Bottom line?

Don’t put your business in a position to depend on these third party networking platforms and social media services. You would be better off setting up your own social media platform on your own server.

Just because Social Media is a phenomenon, does not mean it is lucrative for the reasons these companies are telling you it is. As we start utilizing social media metrics services like Shoutlet, we have learned a TON about just how un-lucrative a social media campaign can be when executed poorly.

Is Google the 800 Pound Social Media Gorilla?

Google is going to win the game of “social media monetization” simply because they own the baseline algorithm on which the fundamental meta-data parsing rests.

The IR (Influence Ranking) is slowly becoming a new search engine results page ranking factor influence, but it currently operates as a “popular website detector” to determine what websites are the “life of a party” when it comes to specific topics, fads and themes.

What is fascinating about IR (influence ranking) is that Google does not need to violate its own terms of service in regards to the NO FOLLOW initiative (used by Yahoo as well) in order to determine which websites and groups of individuals are the “life of the party”.

All Google needs to do is follow FOAF files of individual fans and fan networks who are tied to certain groups and see which folksonomic keywords, topics and themes comprise their FOAF file. It is like a site map of all of your domains (and their keywords) as well as the tags and interests you follow.

Let me try to explain this in another way. I don't want you to be blindsided when FOAF starts to gain serious ground during the Google friend-connect launch.

Take a look below at some of the FOAF items that could be followed, and try to imagine what keywords you could integrate into such parsing snippets to support your overall business objectives:

Categories of FOAF if you choose to use the FOAF file will contain:

- Your basic information such as name, nickname, title, homepage, email, surname, first name, given name, email (expressed as mbox), etc.
- Your extended information such as your blog, website interest, project, school home page, work home page, friend(s) you know throughout your entire social life. (**← Themes, themes and themes?**)
- Your online accounts with various included platforms (includes instant messaging)
- Your current projects and groups. (**← Themes**)
- Your current documents and images.

Here is an early Open ID specification:

http://xmlns.com/foaf/spec/#term_weblog

5. Tell me What to Do

The only thing that any of this means is that there are simply a lot more parsing systems available for data retrieval and Google has a LOT more sophisticated algorithmic integration to contend with. They have a monumental task of integrating massive parallel and distributed mathematical algorithms . . . all for the sake of serving up better advertising and returning authentic search engine results.

http://en.wikipedia.org/wiki/Parallel_algorithm

Here is what you should do for yourself and/or your client:

The Theme Zoom Feed Machine

Step A: Determine your Unique Genetic Keyword Code

This code is determined by analysis of your personal business model and the combination of keywords that represent the items or services you are selling. Use Krakken to determine these if you want to do it right. Also discover the top five technical keywords that are destined to become your online marketing keyword mantra.

This promotional keyword “mantra” will be encoded into all of your promotional tactics including very specific social media and themed RSS methods which act as super-glue to hold together many hub-platforms and social media services that you do not personally own but that can utilize while they last. (If you don’t host it, don’t depend on it). ; -)

You can use our Krakken software to determine your genetic keyword code or “business DNA”. I am the co-inventor of this service now available at <http://www.themezoom.com>.

Here is a short video explaining why your Business DNA (Theme Cluster) is so important. It should be replaced by a more professional version shortly:

<http://www.youtube.com/watch?v=bklsnHufZlg>

Step B: Determine the Ranking Competition for your Theme Cluster

Determine what your competition is on both Google and Yahoo for your unique genetic keyword code, or your Theme Cluster.

Competition ranking factors will determine how much money you need to spend and which promotional paths you will follow to “Own the Dialogue” in your vertical market. These factors include:

- Number of inbound links to the top ten sites for the specific keywords in your unique genetic keyword code. (Business DNA or Krakken Theme Cluster)
- The number of pages indexed in the search engines for the specific keywords in your unique genetic keyword code. (Business DNA or Krakken Theme Cluster)
- The age of the websites indexed in the search engines for the specific

keywords in your unique genetic keyword code. (Business DNA or Krakken Theme Cluster)

- The TSMV (total search market value) of specific keywords in your unique genetic keyword code. (Business DNA or Krakken Theme Cluster)

Again, if you want to save time, all if this information is available via the Krakken Software located at Theme Zoom dot com.

Step C: Build a Silo Website

Based on the resulting data from Step B, choose the top five “Child” keywords underneath the top Theme specific keywords in your unique genetic keyword code. (Theme Cluster).

Depending upon your client budget, and depending upon the competitiveness of the specific theme or keyword, you will create five articles that sell your product on each silo landing page. You will plan to create business related articles written by an expert in your field for your primary domain where your Silo Website will be hosted. You will include all of the standard sales conversion tactics and multi-media technologies that convert sales. *(See full checklist in Theme Zoom members only area)*

Step D: Create a Matching Blog for Each Silo Landing Page

You will create a blog for EACH silo landing page and you will keep this blog LASER FOCUSED on the primary keyword and its five siblings. You will not deviate from this keyword or the five sibling keywords associated with this top level theme, at least not until you rank well for all five. Then you can move down the Krakken list and continue to “swallow your market whole” five keywords (or more) at a time.

Each blog will be BRANDED to your company, and will have its own feed.

Each feed will include ONLY articles specific to the keyword and silo theme the blog is focused on.

The feed will also consist of YOUR content only. This means content syndicated **from** this blog will be keyword focused and parsed.

This also means feeds coming INTO your themed blog (if you elect to import feeds from your article networks) will be keyword focused from your own expert articles, videos and podcasts.

Your “Feeds coming in” to your blog, will come from your own expert author

accounts or from top tier article marketing platforms like ezinearticle and only a couple of others. You will not be using the general ezinearticle feeds, but the expert author feeds, which most people do not even know exist. But the expert author for each theme is a staff member of your own organization, and the articles are created by your organization. Of course, as usual, the author information still directs back to your main website, your blog, or both.

Blog Plugins:

There are several plugins that must be turned on for each blog tied to a silo theme. I will obviously not be giving everything away here.

The plugins that are installed include several social applications that make your content FAR MORE sociable and syndicated. . . but you need to look between the lines at what I am saying.

This overall purpose of this setup is so that all of your best content is hosted on your own platform and tied together with YOUR feeds that are made up of YOUR organization's content. All of these feeds maintain laser focused on the Theme it has been assigned by the blog.

As these various social media platforms come and go (which they sometimes do) you won't give a hoot. You are feeding THEM data and market driving subject matter expert content, not the opposite. If they disappear, you really don't care because you have all the content backed up in your own feeds and in your own archives. Ideally you would replace (or addend) Ezinearticles with your own article directory platform that has high page rank. You would then pull theme focused article feeds from this platform into your blogs and secondary networks.

All the links on each personally hosted blog will point back to the silo landing page (sales page) of the primary Krakken Silo Website. Again, each blog has its own unique keyword mantra, that consists of about 5 unique keywords chosen for their unique relevance and value to your business. You have already tested them in a PPC campaign as well, in an ideal scenario.

Once you own (rank for) these five sibling keywords on all primary search engines, you can move down the Krakken exported list to "Swallow Whole" the rest of the pile of terms that comprise the TSMV (total search market value) of a given Theme or cluster.

Good news.

Just start with one theme targeted blog at a time and complete this whole process. Also, only build a blog if the budget and the competition warrants it. Publishing tends to happen more quickly in blog environment. This is one of the main advantages of this method.

Once you complete the process map, you will be surprised how extraordinarily easy it is to interconnect your content and get it ranked. Most people end up stumbling over their poor ability to create quality content at this point. The successful execution of content placement over a well themed network is another common stumbling block.

The Accumulative Effect

Tools and Tracking are of VITAL importance in order to complete all of the tasks. I have very specific tools that I use to make all of this happen.

By the way, the Feed Machine is worth a TON of money to you when presenting this to clients. Sue Bell, Jon Keel and I have discussed the best way to share this with you. We need to develop best practices and methods over the course of the next few months. The bottom line is that this system is based on principles you probably already know if you have been a Theme Zoom student for any length of time. It simply requires discipline and team effort to execute.

Step E: Build Your Second Tier Network Under Each Blog

Build Your Second Tier Hub Pages under each themed blog.

You need to thread them together with RSS Feeds that are super focused and theme specific. (Especially with Squidoo).

This is why you really want a unique blog assigned to each Theme within your Silo Website. This makes sense after you have done it once and everything sort of clicks.

Here are the top current hub pages recommended (it is not limited to these):

- Squidoo (*Specific set up required to take advantage of RSS*)
- Wet Paint (*Specific set up required*)
- Ezinearticles (*Specific set up required to take advantage of RSS*)
- Hub Pages (*Specific set up required, laser focused on blog theme*)

Step F: Build One Feed System to Feed Your FOAF Network

One Feed To Rule Them All

Hopefully you are getting the picture of how holistic of an approach this really is.

You already approach this entire plan with systematic certainty because you have acquired your unique genetic keyword code. (Theme Cluster)

You might be surprised what happens once you begin to repeat your marketing keyword mantra within the correct social media platforms, at the correct volume, in the correct RSS Feeds, and in the appropriate context. You begin to “Feed” your Keyword Code, via interesting posts and exclusive content throughout your network of websites.

Nothing is random. Nothing is done haphazardly. Even your testing is clear.

Suddenly your entire online presence begins to “buzz” with attraction, and the right customers will start to find you with unexpected keyword terms that can be in turn added to your system to increase your customer base.

Understanding Feeds

Step F, is to make sure that you have a general understanding of feeds . . . which most people do not.

Feeds should be of great interest to you.

In fact, anything that is misunderstood is often something worth investigating seriously.

At this point you should have mapped your Genetic Keyword Code onto your Silo Website.

You should also have completed a laser focused blog dedicated to the single theme assigned top each silo and installed the appropriate blog plugins that allow you to interact with the social media environment with every article you post-from a place of solidarity and platform ownership.

Now you are ready to aggregate your feeds.

I am not going to cover all of the Feed dynamics here, because it is too complex. But suffice to say that each of your blogs will be pushing its own expert content feed out into the world based on a specific keyword and about 5 sibling keywords selected with careful research from your Krakken VOMA and Theme Cluster Blueprint. Now, start aggregating all of the feeds tied to a specific theme.

First take the Wordpress feed from each blog and create a standard Feedburner Feed. In fact this is something I automatically do for every feed.

(Hint: This is one of the plugins that I am not supposed to tell you about). In fact, you can just always convert any feed into a feedburner feed before you place it

into the mixing system of your choice.

You can use a service like RSSMixer.com or rssmix.com. There are other also desktop applications that try to help you with this so that you can host them on your own server, but most of these applications drive me crazy, because they do not work with 64bit Vista operating systems.

They were written by programmers who appear to have disdain for normal human beings, plain and simple. But if you care to enter the torture chamber you may want to check out Advanced RSS and Feeds for All. I would avoid Michelle Timothy's RSS to Blog because I don't get the impression that the software is being maintained any longer.

The mixing tools are not as important as the "hows and whys of feeds".

Whatever mix system you use (my solution was to write my own RSS Mixer) you should have 5 mixes, one for each blog and all of the sites surgically related to the Theme of each blog. (You will sleep better at night knowing that your feeds are on cron jobs sitting on your own server or hosted account, and that they are attached to domains that you own. ; -)

You will also have a sixth feed, which is one feed to rule them all. This "Master Feed", and only this Master Feed, is the one that you will want to thread through your Social Media FOAF Presence online. When I refer to your FOAF presence, I am not including any blogs that are hosted by you and that are designed to focus on a single Theme.

The Master Feed is included into your official business/corporate social media profiles and third party platforms- especially the ones that allow "feeds" to thread, like Facebook. There is more to selecting which social platforms are useful (or not) to your specific business model. It is actually incredibly simple, but beyond the scope of this paper.

Also the "Master Feed" is not threaded through any of your second tier networks like the blog supporting secondary networks that include Squidoo and Wetpaint.

You will end up having several of those types of accounts, one for each theme blog it is supporting. They will thread keyword specific feeds tied to the theme of the associated blog, or of the theme specific Ezinearticle feed tied to a specific expert author.

Now this brings up another question that everyone is dying to know.

Step G: Prepare Your Official FOAF Network

Prepare an "official" FOAF network that properly represents your brand and your

company.

Make sure it is not “bob the janitor’s” profile that is connected to your social media spaces that best represent your business model. Bob is probably a hard worker, but you may not want him to represent your entire brand. (This should be determined by a professional social media consultant- contact us for more information).

The fastest way to start this process for the layman is to use Mybloglog from Yahoo services and begin to sign your organization up with accounts dedicated to properly represent your brand.

Depending upon your business model, many of these services may be meaningless.

Others could be quite useful. Just remember that with this system, our primary interest in these social media networks are quite simple and limited, not expanded and distracting like many people think.

We are interested in services that allow us to network a group of students, or social media platforms that allow us to “push” a Master Feed through the network. That is the end of the story folks.

In some ways you can ignore bookmarks for the sake of your official corporate FOAF account, because you will have set up series of bookmark accounts for each blog tied to each specific theme. You will be bookmarking-at-the-speed-of-post. In other words, bookmarks are good when posting to your blog, and not great for the public relations or officially branded FOAF files.

Book marking works well only if utilized properly- so the bookmarking promotional procedure that we include in this system requires unique bookmark accounts tied to each themed blog. The bookmarking system allows you to post surgically targeted articles tied to your silo theme blogs to 41 book marking services. Again, in order to maintain the purity of the blog theme and its RSS feed, we recommend that you keep your blog RSS surgically targeted to its assigned Theme (and its 5 sibling keywords). Stick to your promotional mantra, and you will simultaneously build the buzz and the rankings for your company or client.

Be advised that an Open ID is not required in any way to make all of this work.

You do not need Open ID to create a successful online marketing campaign, and it is up for debate as weather or not Open ID creates more of a security risk than it is worth. Most of the Theme Zoom staff is currently in a place of “caution” when it comes to Open ID. I think you should be too.

There is nothing stopping you from logging into each account on your official FOAF network manually, at least until you are certain you want to play the Open ID game.

What is the best way to integrate FOAF (friend of a friend) network into your Feed Machine in order to effectively represent your Business DNA?

Here is the bottom line.

Unless you are a corporation with a decent budget and a staff of social media hostesses, you are better off having a single Open ID and a single FOAF file to represent your entire Theme Cluster, or Business DNA.

If each top level keyword in your Theme Cluster is worth more than a billion dollars of total search market value (TSMV) you can use one Open ID representative and FOAF file to manage your companies official social interaction. Social media and FOAF for corporations is going to start to look more and more like Public Relations:

<http://richardgiles.com/2008/10/13/social-media-and-public-relations/>

A single “mybloglog” account will more than suffice for most small businesses. This means that most small business owners will need only one official FOAF network to represent EACH business. Although there may be exceptions to this, most organizations need to handle their official FOAF file in such a fashion.

The Mybloglog widget can be contained on all five themed blogs (or however many silos you have) supporting each theme of your silo website. Unless you have a full time social public relations dedicated staff, you want a singular deep and wide social footprint. Also, there is nothing to hide, since all of the content spooling and feeding I have discussed above is white hat and thematically powerful. As long as you keep your content quality and original, you will dominate your niche, or even your vertical.

Do You Have More Than One Business?

Now, if you have more than one business, it may be advisable to separate the social identity of each business, because the keywords and relationships are from different markets, and so it may be justified. It depends on your situation.

We have spent weeks researching why this is true, so let me summarize the essential thinking.

The purpose of the FOAF-related algorithm is to integrate the IR (influence ranking) patent into the already predominate PR (page rank) algorithm. There are several parallel factors that will be affected by the algorithms shift to include the

new FOAF and Social Graph landscape into the “old school” citation indexing represented by Page Rank. These include website “theme consistency”, domain history, inbound linking keyword, off-page page rank, number of indexed pages, as well as the quality and uniqueness of the volume of pages indexed.

Other factors that may positively influence the rankings of a website including the use of “official” Google tracking and submission channels such as Google web analytics, Google webmaster tools, Google Feed Burner, and Google Base. (← If you think your dating profiles are safely tucked away inside eharmony.com members area, be careful with that assumption . . . in a couple months you could find your not-so-flattering dating profiles mixed into your profession FOAF network. FOAF means “friend of a friend” but it can also mean “stranger of a stranger” or “how the heck did you get into MY network”?

http://base.google.com/base/s2?a_n0=people+profiles&a_y0=9&hl=en&gl=us

Other Ranking Considerations:

How will Googlebot handle FOAF when it comes to your sitemap and your website? There is lots of gossip, but I do not think we have the whole skinny on this manner. Will Google create a special bot for the purposes of regressive analysis and social networks? Will it crawl your site from the FOAF file. Other than a few educated guesses, I would wait to hear it directly from Google. Since the word is to include FOAF map in your Site Map, you are certain to see the effective use of energy when it comes the tasking the spiders.

6. A Quick Review

Obviously, it is not my intention to give every last detail of this system away for free, but here are some of the reasons that it would not matter if I did tell you EXACTLY how to dominate any vertical market or provide a million dollar Feed Machine to a corporate client:

- Most people won't take the steps required to outsource the process, and they will get one of the above steps wrong.
- Most people will try to do it all themselves, and will not outsource the required tasks.
- Most people will be using other peoples content when they should be writing their own, and writing their own when they should be using other peoples content.
- Most people will not have the short cut tools required to save hundreds of hours of time, including blog plugins and social media technologies that allow you to manage several “steams of content” all at once.

- Most people will not test their keywords using a PPC campaign in order to come to a final decision about their (or their client's) Unique Genetic Keyword Code, or Theme Cluster.
- Most people will not spend enough time researching their market using Theme Zoom and the Krakken VOMA (vertical online market analysis) Software in order to become "certain" about their "online marketing mantra".
- Most people will use the wrong "mantra" (Theme) at the wrong time and will not have determined their Unique Genetic Keyword Code.
- Most people will find some cute little widget on Facebook, and when they look up at the clock half the day is already gone.
- Most people will not take full advantage of RSS feed technology as an SEO feature, and will not use it as the glue that holds together the social media "party".
- Most people will choose the wrong widgets to install on their blogs, or put widgets on a page for the wrong reasons.
- Most people will not track Every Single Result from the ENTIRE system above, feeding the new successful keywords and traffic results into a "Master Metrics" control panel so that their "keyword code" continues to expand and grow over time.
- Most people will not multi-test and component test the site, because it is too hard or nearly impossible to integrate by themselves.
- Silo Landing Pages and Sales Conversion- most people will not set up the silo landing pages of their main site in a design that will actually convert to sales. In fact most people do not explain very well what they are selling.
- Most people will use terrible unfriendly design and ugly CSS style sheets during their overall branding process. Or worse, they will try to build their website by themselves.
- Most non-technical people will crawl under a desk after they set up their first hosting account and attempt to deal with server side issues. DNS resolution and IP address issues- hosting companies and CRON jobs, oh my.
- Multiple C Blocks . . . most people will put all of their domain on the same C Block, or make no effort to diversify their hosting.

7. Can I still Spam the Search Engines and Get Away with It?

Yup.

But why bother?

There will always be a way to game the system.

In fact there are NEW ways popping up every day as more and more moving parts flush into the internet.

If you want to hide behind the machine world and game the system you will eventually get caught. In fact a recent group of hackers in Russia was recently caught by – you guessed it – a social network. Even the CIA is building its own social network system:

<http://www.dni.gov/>

If you really think about it, social networks are a way to triangulate intelligence from several points of view- at least in the best case scenario. They can also generate a completely false sense of justice, which I won't get into here. If you are interested in "the dark side" of social networks you can read Jaron Lanier's work on Digital Maoism.

More SEO Opportunity Than Ever

Here is the good news.

Very few people are making the connections required to effectively plan their online empire and execute a quality content network. They are losing touch with the step-by-step plan that can be used to SYSTEMATICALLY rank and convert a massive pile of the most powerful and profitable keywords in a given niche or vertical.

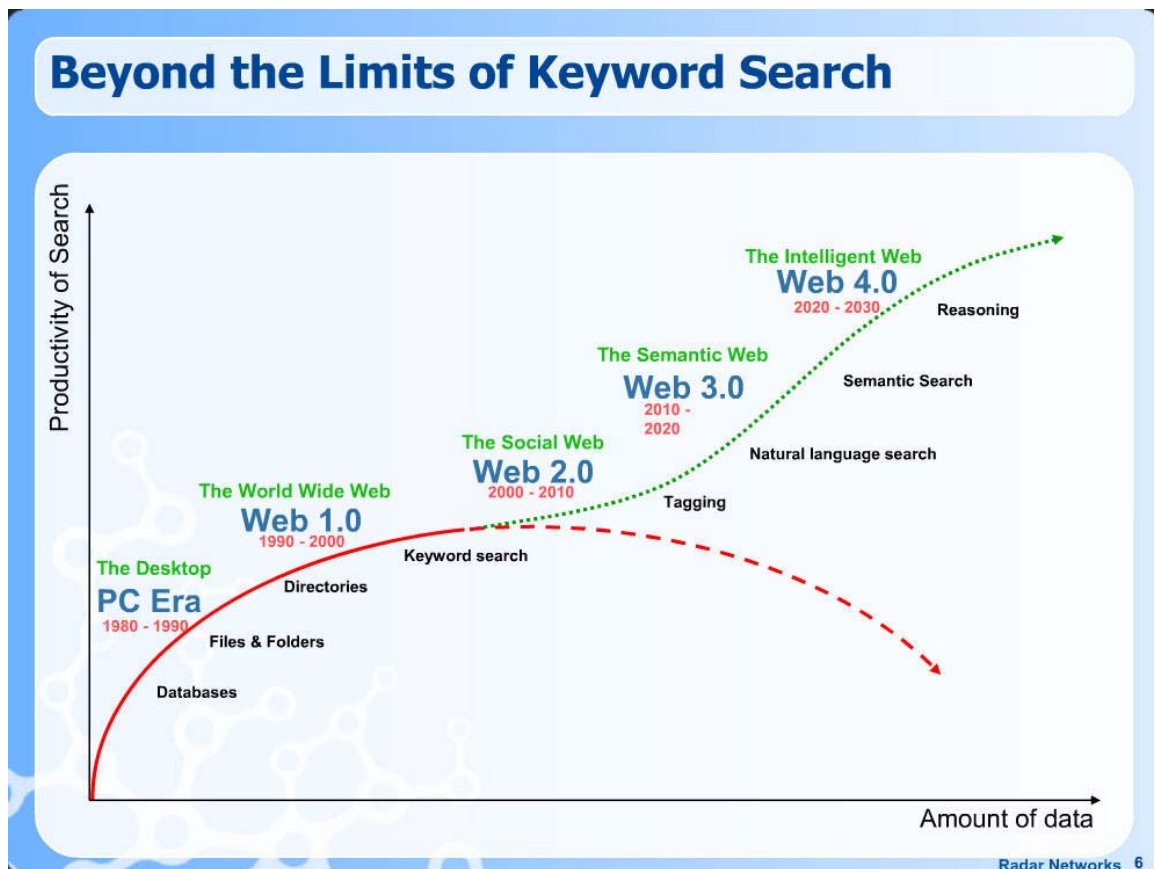
Furthermore, as the "third party social platforms" and the social networking craze continues, there are more and more opportunities to blow away the new generation of online business arrivals who have zero understanding of the "technical" aspects of the search engines, and why they work the way they do. Social media madness has created sort of a convoluted technical understanding of what is going on behind the scenes at the major search engines. Search will continue to work in a very similar way for the next five years, regardless of how sexy the Ruby interface or how pretty the Social Graph.

As we move beyond the limits of keyword search, your genetic keyword code (Krakken Theme Cluster and Blueprint) can act as a focal point for all of the

folksonomic tagging and conversation happening around your company within the social media space.

Unlocking your Unique Business DNA will help you stay focused on your central ideas as the web moves beyond static keyword search and into the semantic web.

The Krakken technology is progressing towards an integration of Natural Language Search and Behavioral Indexing (BI)™ that allows us to understand more about behaviors and interests that drive sales, not merely and only which individual keywords seem to lead to desired actions.



We look forward to traveling with you into what is likely to be a fascinating and exciting technology future.

Russell Wright and the Theme Zoom Staff

Major and ongoing contributors of the TZ Feed Machine System™:

- Erika Pruess of TechnologyGoddess.com (Primary social media solutions provided, total systems integration and social media implications and best social media practices, concept of One Feed To Rule Them All System and FOAF

research and analysis)

- Sue Bell of ThemeZoom.com (Major Silo Architecture and ongoing RSS Feed integration as well as technical corrections and simplifications)

- Mr. Black of Mr. Black LLC (Major proprietary data and insight into general off-page and on-page ranking factors)

- Jon Keel (business support and packaging consulting)

- Charles Helfin (Exhaustive research in the social media space)