



PATRON SAINT PRODUCTIONS, INC.

644 Greenville Ave. #234 ♦ Staunton, VA 24401 ♦ U.S.A.

Voice: (504) 342-4806 ♦ PatronSaintPR.com ♦ Fax: (504) 342-4157

~ #701: Creating Websites and Blogs that SELL ~

IBPA Publishing University West 2012

Outline:

Producing a Top-5 Blog

1) Producing Great Content (Newsblogging)

Follow the news (Google Alerts) and insert yourself into the breaking stories (Google News Search) that are most important to your targeted audiences (keyphrases). Sources of copyright-free art. Optimizing posts.

2) Syndicating Your Posts (Amazon, Social Networks, eBooks)

Blog one place and have it magically appear throughout your network. Hooking up your blog to your Amazon page. Using HootSuite to hook your blog into Twitter, Facebook and LinkedIn. Gathering posts into ebooks.

3) Tracking Results (Traffic, Prospects, Sales, Followers, Influence, Rank)

Website and blog stats for tracking traffic. TitleZ for tracking Amazon rank. Amazon Author Central for tracking sales. Tracking Facebook likes, Twitter followers, Google Rank, Mentions in Articles, Rank with People You Blog About. Having other things to sell besides a book.

STEVE O'KEEFE is co-founder and chief operating officer of SixEstate Communications. Steve is a serial entrepreneur, writer, professor, and Internet pioneer. He wrote the bestselling book, "Publicity on the Internet," in 1996 and has taught Internet PR since the mid-1990s for IBPA Publishing University, Tulane University, and the Stanford Professional Publishing Program, among others. Steve is co-founder of the International Association of Online Communicators. He was president of AuthorViews (2004-2008), and executive director of Patron Saint Productions (2001-2011), where Steve launched online campaigns for over 1000 books and many of the world's largest publishing brands.