

# How to get the most of an event or social network release (attention, traffic & Google ranking)

**\*\*\* Always post any information to your website first  
NOT to social media, newsletters etc.**

## 1. CREATE EVENT/KAMPAGNE/BUZZ FOR A TOPIC

Create a blog post making sure:

- Title /page “permanent link” includes keywords to help customers find your site
- Select the kategori the post goes into.
- Add any “tags” which are words a customer might be searching for and find this post relevant
- Make sure your headings are “Overskrift 2” and any subheading (Overskrift 3)

The screenshot shows the WordPress 'Rediger indlæg' (Edit post) interface. The title is 'Marketing campaigns - satisfy 4 colour types'. The permanent link is 'http://bizdoktor.dk/marketing-campaigns-colour.html'. The content editor shows a layout builder with various grid options. The right sidebar shows the 'Udgiv' (Publish) section with status 'Udgivet' and 'Synlighed: Offentlig'. The 'Kategorier' (Categories) section is expanded, showing a list of categories with 'Marketing / Reklame' and 'Opbygning tips' selected. The 'Tags' section is also visible at the bottom right.

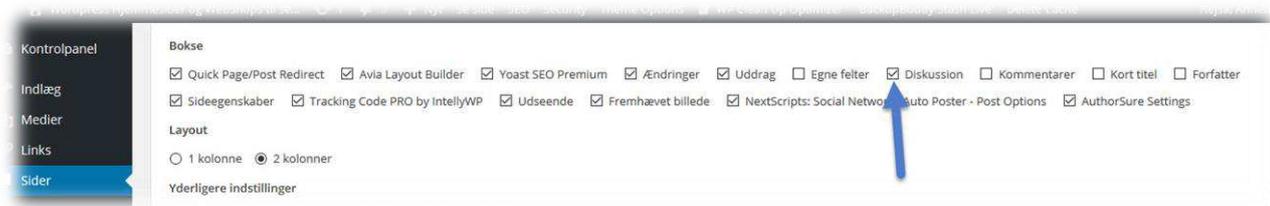
- Start adding invitation details (attractive heading, time, place, price, subscribe yourself here button etc.)
- Upload an eye catching picture in the right sidebar panel (“Fremhævet billede”) – this is important because Facebook will pick up any images in this blog post automatically which you can select when you create the link. If you are looking for free photos I recommend “pixabay.com” and “unsplash.com”.

- **Make sure your post is open for comments (see images how you do this)**

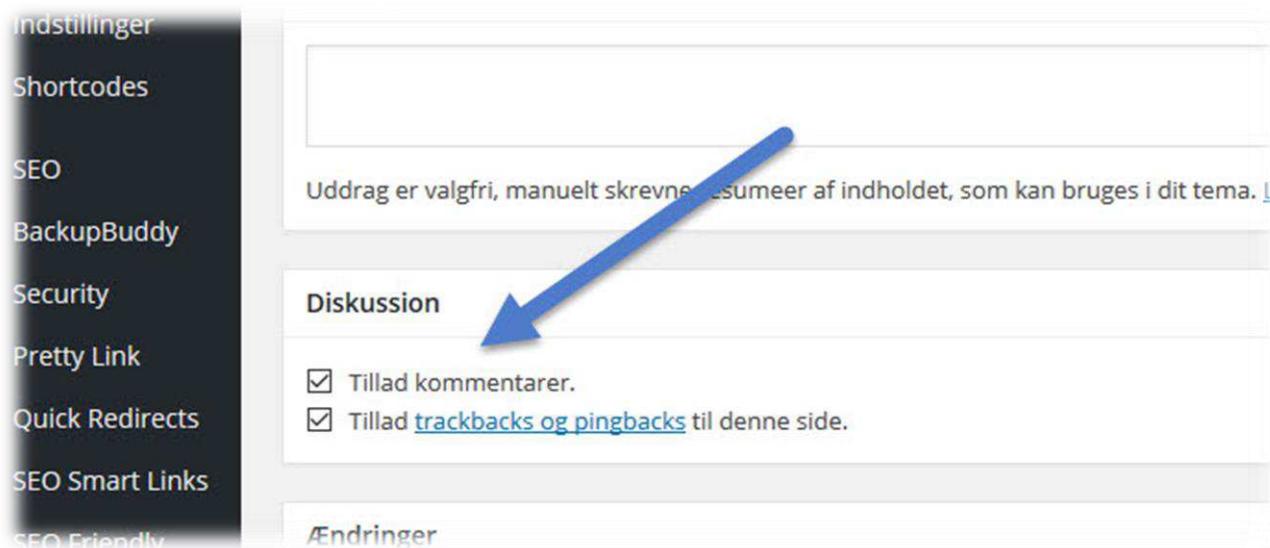
- To see the comments area, click on “Skærmindstillinger” at the very top of the page which allows you to view more options.



- Make sure “Diskussion” is ticked



- Scroll down to the bottom on the page and find “Diskussion” and tick the 2 options (Tillad kommentarer & Tillad trackbacks...)



## 2. START SHARING LINK ON SOCIAL MEDIA/NYHEDSBREV ETC.

Once your blog post is complete:

- copy the link and share as a post on your social networks (remember if the picture or heading is boring it will get ignored). Only use a great heading, picture and a small *teaser* so the rest has to be viewed on your site!!
- Invite comments, ideas, “Guys let me know if I missed anything... anything you want me to include?” etc.

## EVENT OVER – FOLLOW UP/FEEDBACK

Now you can add a picture gallery or testimonials which you can create traffic back to again.

### 1. Add your pictures for your gallery to your “Media Arkiv”:-

- Aim to keep your gallery pictures at no more than 150kb in size and the width or height no more than 800px (the size affects loading time which Google will penalize your site for it loading time is heavy!)
- When you upload each picture to the gallery make sure you fill out the “Titel” and “Alt Tekst” – Try to avoid copying the same description each time because it suggests “robotic” behavior which Google will again penalize your site for – prove this text was added by a human! Make the text relevant whilst including your keywords if possible. The “Tite” is the text that will show up at the bottom of the picture when the customer is viewing the gallery so make sure it makes sense.

Detaljer for vedhæftning

Filnavn: popup-bg.jpg  
Filtype: image/jpeg  
Uploadet den: 6. febr 2015 kl. 10:10:10  
Filstørrelse: 120 kB  
Dimensioner: 1536 × 950

URL:

Titel:

Billedtekst:

Alt Tekst:

Beskrivelse:

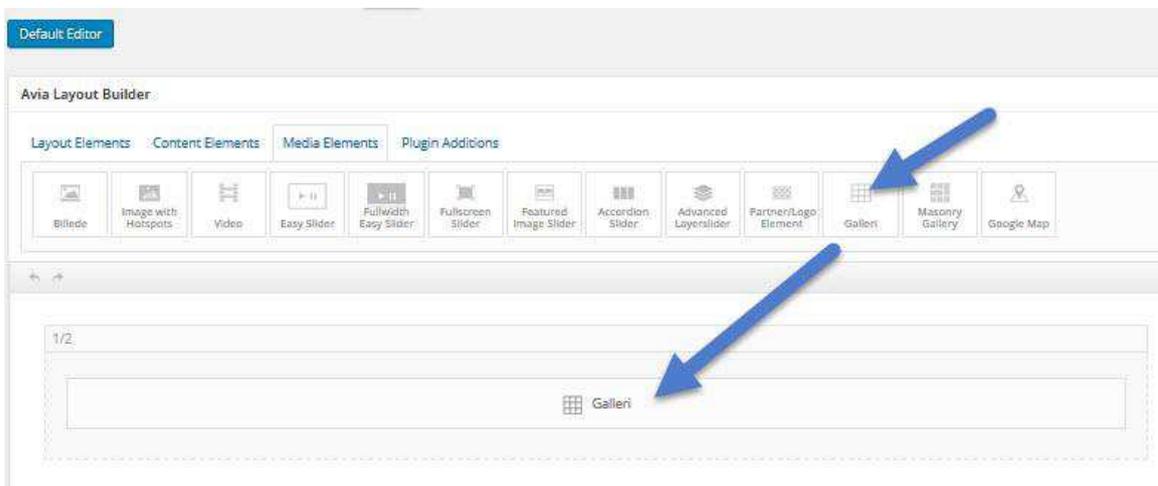
Uploadet af: Annemarie Doolin

Uploadet til: [Pop-up opt-in forms tilmeldinger til nyhedsbreve for WordPress](#)

Slide link:

### 2. Open up your original event blog post and insert the gallery:-

- Drag a “Galleri” into a section wherever you want it. You can play with settings to have it any way you want. Ideally I like the first one to be big so it is attractive. The size of the section you put the galleri into will determine the size that is viewable (i.e. ½ section will show the image at about 700px wide)



- **Click on the galleri and start adding your photos from the media arkiv.** Once you have added the pictures into your galleri you can drag them around in the order you want them to be viewed and then insert the galleri.
- **Then set up how you want the galleri to be viewed.** (The image below shows an example of a galleri and the settings I normally use to create that galleri.) If you have much more pictures than my example put your column number up to the max 12.

## Grafisk design produkter

### Giv dine reklamer, facebook timeline og kampagner dit BRAND!

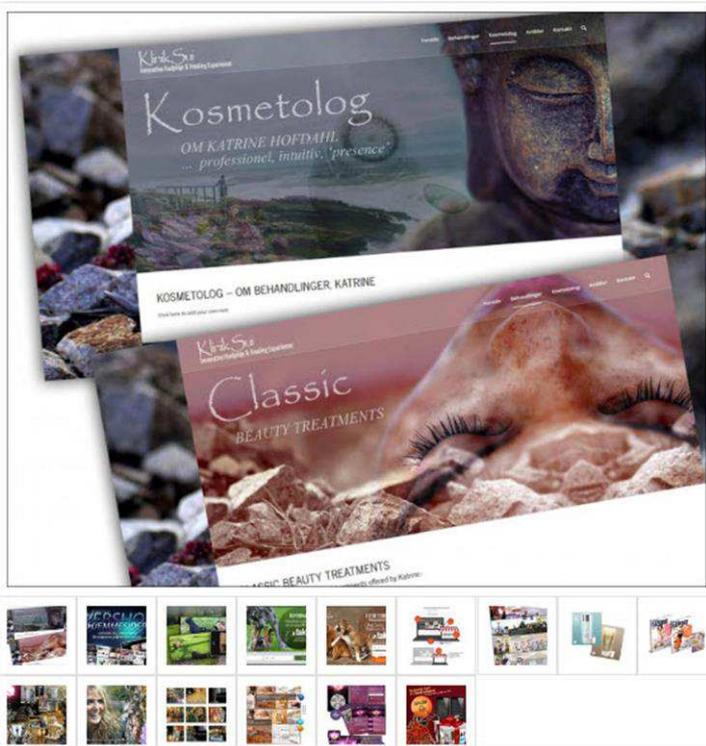
Har du brug for et par elementer eller grafik-stumper? Vi har grafikere, der ofte har lidt ekstra tid tilovers. De ville elske, at hjælpe dig med småopgaver, mini kampagner etc.

Få flere besøg til din hjemmeside. Design er en vigtig del af dit budskab, præsentation og stil. BizDoktor.dk tilbyder billigt grafisk arbejde. Da vores faste grafikere ofte har lidt ekstra tid tilovers. Så det kan du udnytte til DIN fordel.

Her ser du et lille udsnit af grafiske elementer, der både er populære og trendy – Men du er velkommen til at finde på noget helt andet end hvad vi præsenterer her! (Engelske beskrivelser, da mange af dem ikke er danske).

Få et tilbud på en "Identitet", et nyt image eller et flot hjemmeside design...

*"WOW! I love it so much I could cry!" — Katrine*





When you click on the gallery pictures they open in a Lightbox at their larger size - easily use the arrows to see the whole gallery.

Galleri
✕

Tilføj/rediger galleri

**Rediger galleri**

Create a new Gallery by selecting existing or uploading new images



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Big image with thumbnails below ▼

Masonry (705x705) ▼

Yes, force same size on all Big Preview images, even if they us ▼

Thumbnail (80x80) ▼

9 ▼

Ja ▼

Show the animation when user scrolls to the gallery ▼

**Gallery Style**  
Choose the layout of your Gallery

**Gallery Big Preview Image Size**  
Choose image size for the Big Preview Image

**Force same size for all big preview images?**  
Depending on the size you selected above, preview images might differ in size. Should the theme force them to display at exactly the same size?

**Gallery Preview Image Size**  
Choose image size for the small preview thumbnails

**Gallery Columns**  
Choose the column count of your Gallery

**Brug Lightbox**  
Do you want to activate the lightbox

**Thumbnail fade in effect**  
You can set when the gallery thumbnail animation starts

**Custom Css Class**  
Add a custom css class for the element here. Make sure to only use allowed characters (latin characters, underscores, dashes and numbers)

Gem

### 3. SHARE LINK AGAIN!

Once your galleri of photos /testimonials are added, use this opportunity to **drive attention back to your site again with the link**. Share link on social media sites BUT AIM TO USE A DIFFERENT PICTURE AND A NEW HEADING so people don't assume they have seen the post. (The short video below will help you understand how to do this and "spin" it to create more buzz.

### USING FACEBOOK TO CREATE MORE BUZZ

How to **spin** any article/event topic to target different people and present it in different way. Go to <http://bizdokter.dk/video-wp> and watch the video called "Video - Forretning, 'think high street not digital' for success" (Start video at 15:52)