

Controlling Your Online Presence

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RazorCoast & RazorSocial







It's time to plant
your seeds for
2015



Become More Organized



Better Content Promotion



Optimize Results



Become

MORE
ORGANIZED

FIND POPULAR CONTENT

The screenshot displays the Buzzsumo interface for finding popular content. A red callout box with the text "Also useful to check who is sharing the content" points to the "View Sharers" button for the first article. The interface includes a search bar, filter options on the left, and a table of results with columns for various social media shares and a total share count.

Filter by Type:

- Article
- Infographics
- Guest Posts
- Giveaways
- Interviews
- Videos

Filter by Date:

- 24 Hours
- Past Week
- Past Month
- Past 6 Months

[Filter](#) [Reset Filters](#)

Search: [Search!](#) [Export](#)

Sort by: **Total Shares** | Page 1 of 175

	FACEBOOK SHARES	LINKEDIN SHARES	TWITTER SHARES	PINTEREST SHARES	GOOGLE+ SHARES	TOTAL SHARES
Women are the Real Power Behind Social Media socialmediatoday.com By Brianna Smith Article Infographic	472	585	1,516	246	403	3,222
Facebook Organic Reach Plummeting socialmediatoday.com By Tara Urso Article	1,055	747	1,013	15	361	3,191
7 Essential Free Tools for Social Media Design socialmediatoday.com By Emily Taing Article	148	348	942	1,012	166	2,616
Content Marketing Tools for Your Brand socialmediatoday.com By Pam Dyer Article Infographic	143	425	1,390	245	400	2,603

www.Buzzsumo.com

FIND POPULAR CONTENT

The screenshot displays the Buzzsumo website interface. At the top, there are navigation tabs for 'Top Content' and 'Influencers', along with links for 'API', 'Help', 'Email Us', 'Blog', and 'Account'. A search bar is visible with a 'Search!' button and an 'Export' button. On the left side, there are filters for 'Filter by Type' and 'Filter by Date'. The main content area shows a list of influencers with their profiles, including names, handles, websites, and brief descriptions. To the right of each profile is a table of metrics.

	PAGE AUTHORITY	DOMAIN AUTHORITY	FOLLOWERS	RETWEET RATIO	REPLY RATIO	AVERAGE RETWEETS
Tony Rocha @realtonyrocha tonyrocha.com Radio & TV Director, Communication's PhD, Philanthropist, Entrepreneur, Brands/Celebrities/Athletes/Models #SM Consultant. Blogger influencer	32	26	2,107,657	17%	22%	0.3
Social Media Today @socialmedia2day socialmediatoday.com #Publishing & #distribution of great posts by world's best thinkers on #SocialMedia best practices, tools & #socialmarketing. Host of #smtlive & #socialshakeup Influencer blogger	87	84	360,091	1%	0%	9.2
Ruhani Rabin @ruhanirabin ruhanirabin.com #Tech Enthusiast, Idea Maker, #SocialMedia Researcher and a Total fun #Geek! Right? I am INFJ. Blogger influencer	38	80	245,441	1%	4%	0.6
Al Ramirez @alramirezusa alramirez.com All-American. Texan by birth. Californian at heart. Tweet about start ups, fun, news, and politics. Got lots of followers from US Senate bid now back in tech.	35	23	172,858	88%	1%	0.3
DylanC @cashjournals cashjournals.com Blogger, internet marketer and site owner. Full-time on... Blogging, Social Media Marketing & More!	28	15	136,525	0%	0%	0.0

FIND KEYWORDS DRIVING TRAFFIC TO COMPETITORS



[BLOG](#) [WEBINARS](#) [PRICES](#) [FEATURES](#)

PROFESSIONAL SOFTWARE FOR SEARCH AND MARKETING PROFESSIONALS

🔍 Enter your competitor's website address as yourcompetitor.com

 US ▼

SEARCH

www.semrush.com

VIEW TOP 10 RESULTS

Organic keywords 196

Keyword	Pos	Volume
track link	7 (12)	720
hashtag analytics	2 (2)	210
facebook contest	12	1,600
video sitemap	5 (4)	260
google indexing	6 (6)	260

[Full Report >](#) Exp

Competitors in organic search

Domain	Competition level	Common keywords	S
googlewebmastercentral.bl...	<div style="width: 20%;"></div>	12	
twitonomy.com	<div style="width: 25%;"></div>	13	
mention.net	<div style="width: 15%;"></div>	9	
suzannefishermurray.com	<div style="width: 10%;"></div>	8	
hashtracking.com	<div style="width: 15%;"></div>	10	

Organic keywords 1 - 100 (196)

Keyword	Pos	Volume	CPC	
track link	7 (12)	720	0.10	www.raz
hashtag analytics	2 (2)	210	6.41	www.raz
facebook contest	12	1,600	4.49	www.raz
video sitemap	5 (4)	260	1.67	www.raz
google indexing	6 (6)	260	0.10	www.raz
scribe seo	7 (16)	320	0.71	www.raz
improve google ranking	11 (11)	260	4.08	www.raz
social media marketing plan	13 (7)	1,300	9.92	www.raz
blog ranking	7 (4)	260	0.10	www.raz
		1,900	0.10	www.raz

PLAN OUT YOUR CONTENT

“A Blog Without an Editorial Calendar is Like a Project without a Plan”



PLAN AHEAD WITH YOUR CONTENT

RazorSocial

Aug 24 - Sep 21, 2014

TODAY

SUN	MON	TUE	WED	THUR	FRI	SAT
Aug 24	25 12p Image Optimization: How to Optimize Images for Your Blog Blog Posts 4:05p How to Find Out Which of Your Blog Posts are Not Indexed by Google Blog Posts	26	27	28	29	30
31	Sep 1 12:47p 15 Irresistible Blogging Tips and Techniques for Wordpress Blog Posts	2	3 7:31 Ahrefs Review: How to Use Ahrefs to Analyze Your Blog Blog Posts 6:57p When is it the best time to tweet? Blog Posts	4	5	6 8:37 7 Landing Page Best Practices Blog Posts
7	8	9	10 9:46 How Twitter Cards Can Help Increase the Reach of Your Tweets Blog Posts	11	12 12:18p How to use inkybyee Blog Posts 1:07p Geek Post: Advanced Technical Issues for Your Blog Blog Posts	13
14	15 6:15 6 Technology Skills Highly Desirable in a Social Media Manager Blog Posts	16	17	18	19	20

SCHEDULE SOCIAL MEDIA OUTPOSTS

The screenshot shows the RazorSocial dashboard interface. On the left is a navigation sidebar with menu items: Calendar Settings, Social Profiles (highlighted), Integrations, Team, Referral Program, Billing, and WordPress Settings. The main content area is titled "Social Profiles" and includes a sub-header "Connect your social profiles to CoSchedule." Below this are several rows of connection options, each with a social media icon and a button: Twitter (Connect a Twitter Profile), Facebook (Connect a Facebook Profile, Connect a Facebook Page, Connect a Facebook Group), LinkedIn (Connect a LinkedIn Profile, Connect a LinkedIn Group, Connect a LinkedIn Company), Tumblr (Connect a Tumblr Blog), and Google+ (Connect a Google+ Page, Powered by Buffer). A "New Features!" button and a trial status indicator ("0 days left in your trial") with an "UPGRADE NOW" button are in the top right. At the bottom of the dashboard, a "Connected Profiles" section shows a profile for "IanCleary" with a "Connect to Buffer" button and a "DELETE" link.

SCHEDULE SOCIAL MEDIA OUTPOSTS

The screenshot displays the CoSchedule plugin interface within a WordPress dashboard. On the left, a sidebar menu includes options like 'Calendar Settings', 'Social Profiles', 'Integrations', 'Team', 'Referral Program', 'Billing', and 'WordPress Settings'. The main content area shows a 'CoSchedule' post editor. At the top, a yellow banner indicates 'Your trial will expire in 9 days!' with an 'Upgrade Now' button. Below this, a 'SOCIAL MESSAGES' section is visible, featuring a profile picture of 'lanCleary' and a post titled '7 Landing Page Best Practices staging7.razo'. A dropdown menu is open over the post, showing scheduling options: 'Same time as post', '1 hour after post', '3 hours after post' (highlighted), '5 hours after post', '___ hours after post...', 'Choose a custom time...', and 'Same time as post'. To the right, a 'Publish' sidebar contains a 'Preview' button, 'Status: Scheduled Edit', and 'Visibility: Public Edit'. At the bottom right, there are sections for 'Tags' and 'Tools'.

Create and schedule the posts/tweets to promote your blog article (all within WordPress)

www.CoSchedule.com

PLAN OUT YOUR IMAGERY

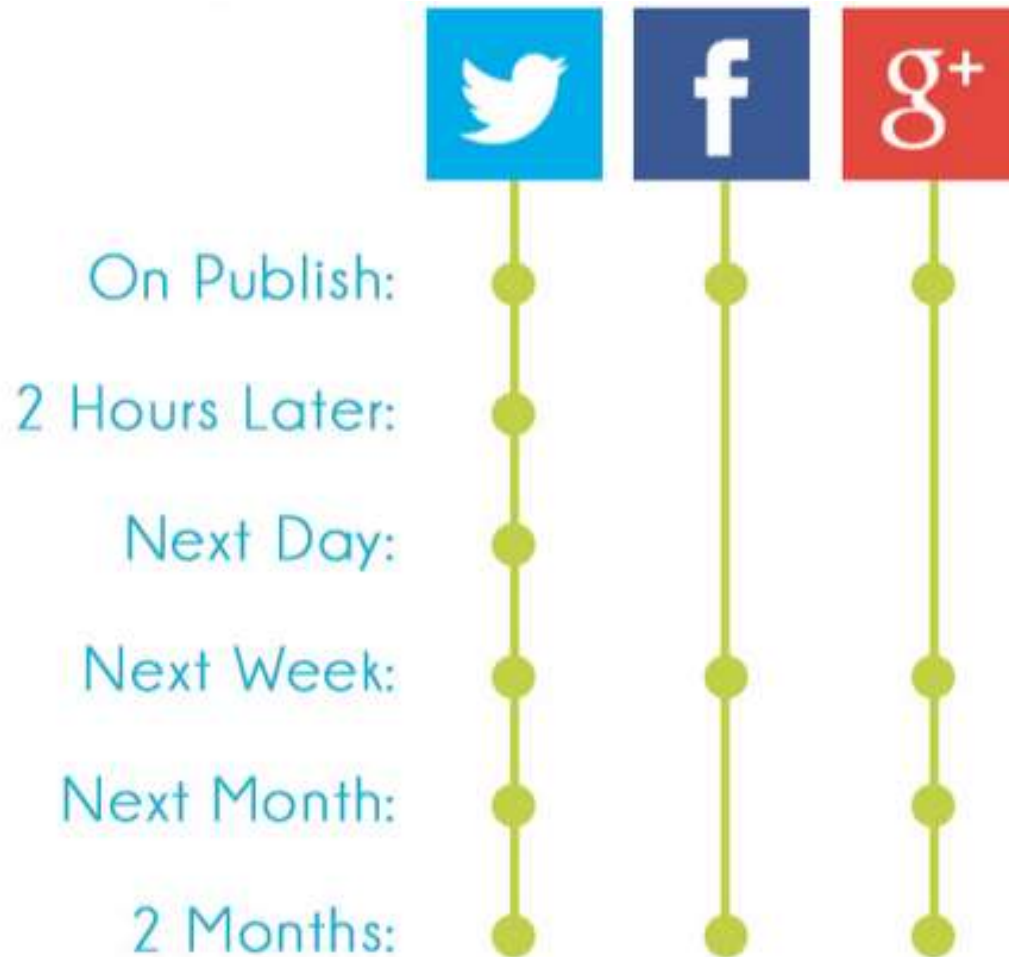


Better

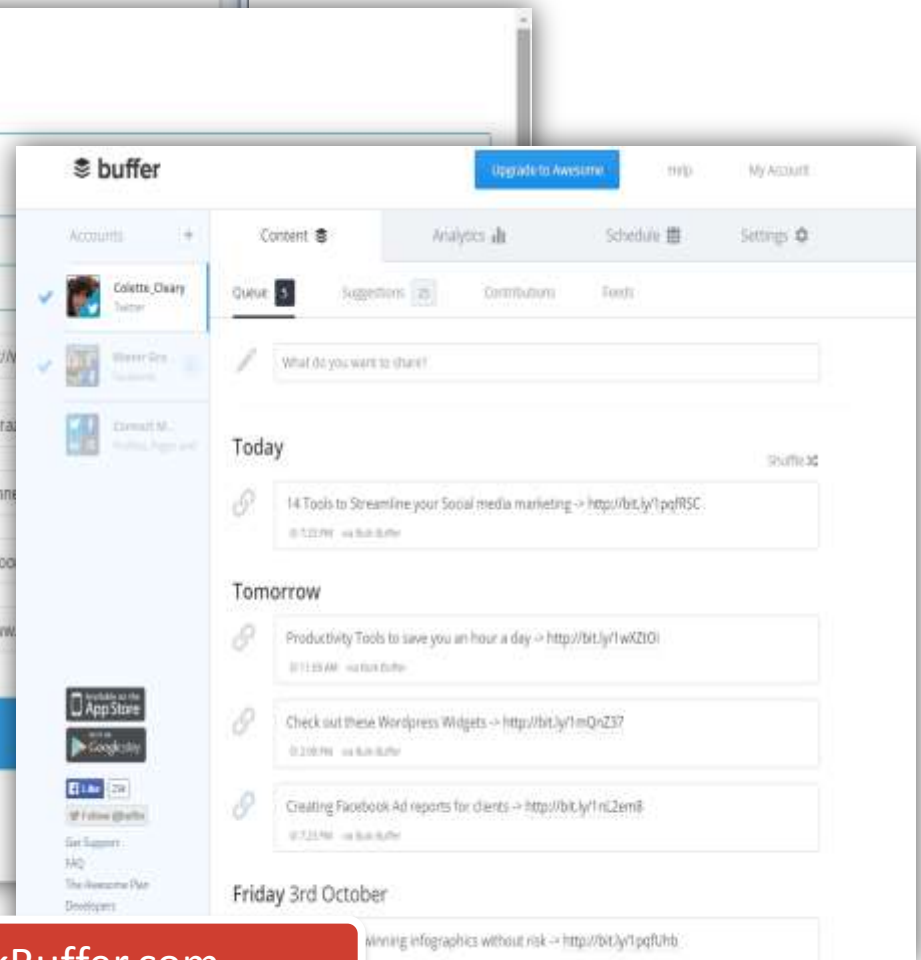
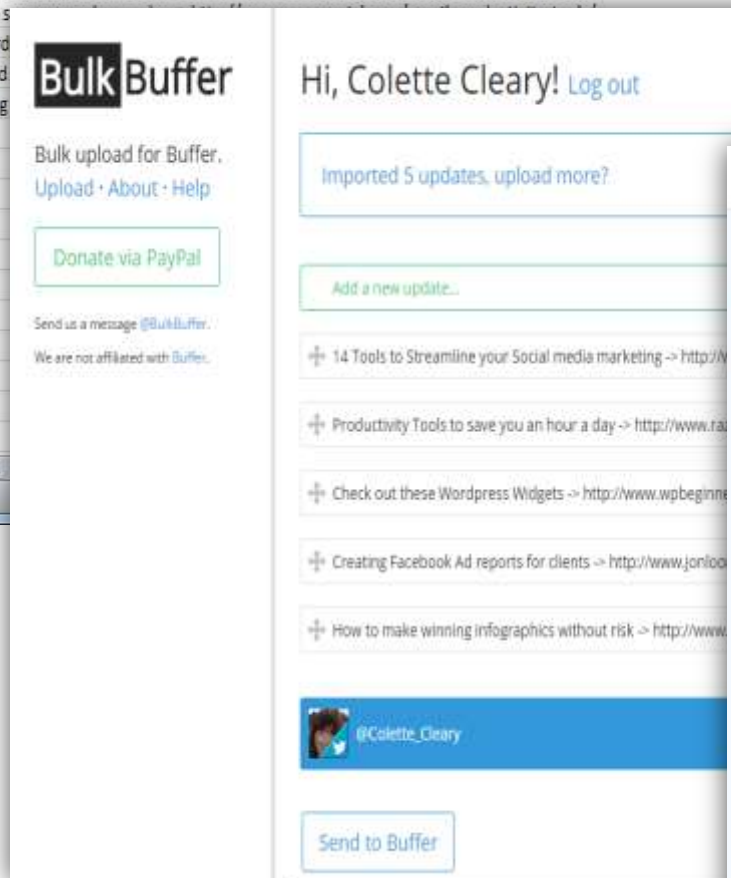
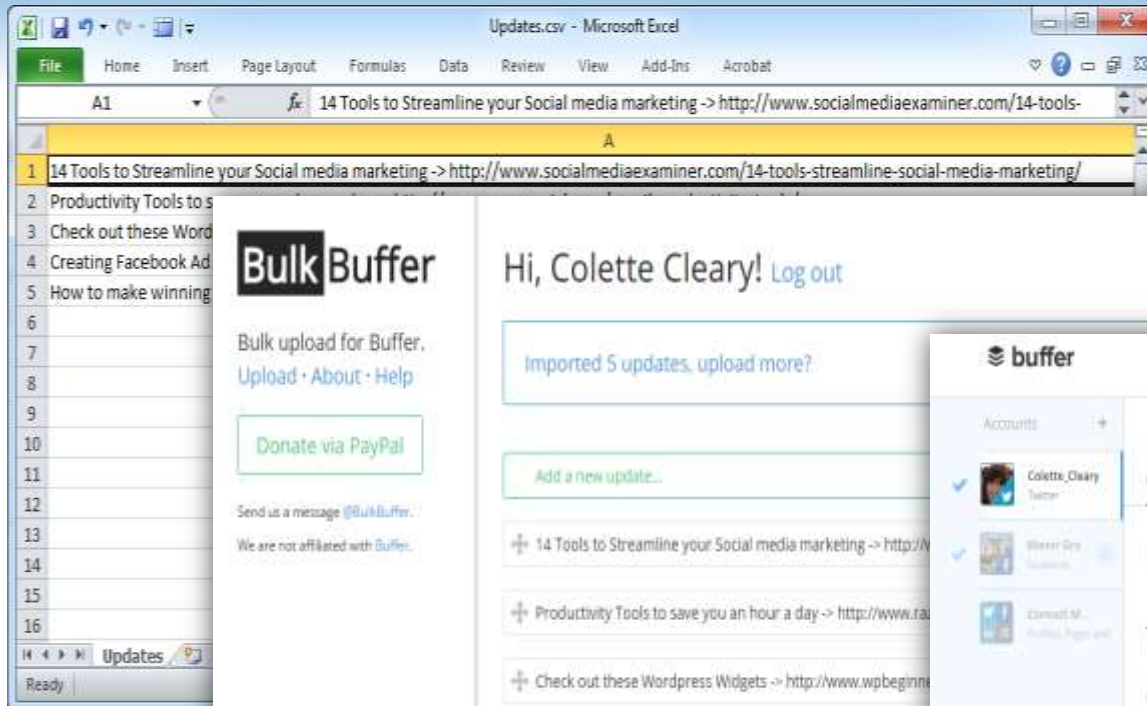
CONTENT
PROMOTION



SHARE MORE THAN ONCE



CONTINUOUSLY SHARE EVERGREEN CONTENT



BUILD RELATIONSHIPS WITH INFLUENCERS



FINDING JOURNALISTS

Home Notifications 167 Messages # Discover Search Twitter



TWEETS 13.5K **FOLLOWING** 1,160 **FOLLOWERS** 9,709 **FAVORITES** 888

Member of

Journalist-Media Contacts by Cavan County Council
National and Local Media
62 Members

Travel List by The Travel Battle
Various resources on travel.
4714 Members

Travelers by Quinn Trusty
People who concur the world
5 Members

Pól Ó Conghaile @poloconghaile
Travel & Food Writer | National Geographic Traveller | Contributing Ed. @indo_travel_ | Cara Magazine | RTE Today Show et al.
Dublin, Ireland poloconghaile.com
Joined January 2010

Tweet to Message

986 Photos and videos

FINDING JOURNALISTS

Irish Journos

A public list by Helen Morrogh

MEMBERS 200 SUBSCRIBERS 4

Subscribe

Tweets >

List members >


List subscribers >

More lists by @Helenmorrogh

· View all


Irish Journos

Tweets


 **Independent.ie** @Independent_ie · 28s
Protesters gather ahead of Minister Noonan's arrival in Limerick indo.ie/EnV1y
[#WaterCharges](#)

View summary


Jennifer O'Connell retweeted

 **The Anti Room** @antiroom · 14m
"We may have had an episiotomy, but we didn't have a lobotomy." Great piece by @jenoconnell on parenthood & identity: irishtimes.com/life-and-style...


View summary

 **The Journal Politics** @TJ_Politics · 2m
Joan Burton can't have expected to be greeted by flowers in Jobstown on Saturday, says Paul Murphy jml.ie/1784022

View summary

 **Louise McSharry** @louisemcsharry · 5m
Opinion: Murphy's 'peaceful protest' damages water charge campaign irishtimes.com/news/politics/... via @IrishTimes

View summary

 **Irish Daily Mirror** @IrishMirror · 5m
Sinead O'Connor slams U2 saying the band invaded people's lives irishmirror.ie/showbiz/irish-...

USE FACEBOOK ADS



FACEBOOK RETARGETING

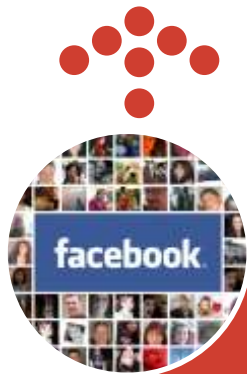




Optimize

YOUR
RESULTS

CONVERT YOUR FANS TO EMAIL SUBSCRIBERS



Facebook Fans



Email Subscribers

- Reach of email
 - 20-25%
- Reach of Fans
 - 10-15%
- Reach of people who are fans and email subscribers
 - Greater than 30%

RUN A COMPETITION

The image displays a website interface for running a competition. On the left, a contest page for 'Garth's' is shown. It features a logo with a gear, a 'CONTEST COUNTDOWN' timer set to 09 Days, 14 Hours, 05 Minutes, and 17 Seconds, and a form for entering an email address with a 'Submit' button. Below the form are social media sharing options: 'CLICK TO LIKE' (Facebook Like button with 1.8k likes), 'CLICK TO SHARE' (Facebook Share button), and 'CLICK TO TWEET' (Twitter Tweet button). The main content area shows a photograph of a bicycle with a white banner that says 'WIN BIKE TIRE REPAIR'. Below the photo is a paragraph of placeholder text: 'Lorem ipsum dolor sit amet, usu ad vidit eligendi, eam at eius malorum consequat. Cu duo illum nihil. Vix tractatos suavitate reformidans cu, no assum officis quaestio vix, detracto definitionem ad duo. Viris recusabo mediocrem ei duo, te deserunt laboramus incorrupte vix. At affert inimicus pericula vis, nam aliquid edipisci instructor ei.'

On the right, a 'Widgets' panel is visible, containing a search bar and a grid of various widgets. The widgets include: Rich Text, Images, HTML, iFrame, Form, Hotspot, Facebook, Twitter, Pinterest, Instagram, YouTube, Vimeo, MailChimp, AWeber, Constant Contact, LinkedIn Share, Google +1, Button, Paypal, Google Maps, Countdown, and RSS / Blog Feed. The entire widget grid is highlighted with an orange border.

RUN A COMPETITION

The image is a collage illustrating the process of running a competition. It features three main components:

- Left Panel:** A vertical list of steps for running a competition:
 1. ENTER EMAIL BELOW
 2. CLICK TO LIKE
 3. CLICK TO SHARE
 4. CLICK TO TWEET
- Center Panel:** A social media post for "Garth's" featuring a "CONTEST COUNTDOWN" with a timer showing 09 Days, 14 Hours, 05 Minutes, and 1 Second. Below the timer is a form with the text "1. ENTER EMAIL BELOW:" and a "Submit" button. The post also includes a "COUNTDOWN" section with a timer showing 09 Days, 08 Hours, 29 Minutes, and 59 Seconds. At the bottom, there is a "WIN BIKE TIRE REPAIR" banner and a "Submit" button.
- Right Panel:** A configuration interface for a "Sweepstakes Template". It shows a step-by-step process: 1. Select Service, 2. Select Account, 3. Select List. Under "Select an email service:", there are options for AWeber, ConstantContact, and MailChimp. A red arrow points from the central text box to the "Select Service" step.

At the bottom center, there is a red button with the text www.Heyo.com.

Connect to whichever email service you are using

www.Heyo.com

OPTIMIZE SOCIAL SHARING

The image shows a social sharing widget for a webpage. On the left, there is a vertical sidebar with a large '1.2K SHARES' label and icons for Facebook, Twitter, Google+, LinkedIn, and a stack of three squares. The main content area features a row of social media icons with their respective share counts: Facebook (307), Twitter (465), Google+ (176), LinkedIn (159), and a stack of three squares (130). To the right of these icons is a large '1.2K SHARES' label. Below the icons is a map with several red location pins. The main text of the article is 'The Ultimate Guide To Google Webmaster Tools'. To the right of the map, there is a 'WARNING:' section with text that is partially obscured. The text includes: 'WARNING: If Google Webm to your busine', 'Do you know h Google Webm', 'When Google produces a rep', 'This report is Webmaster To', 'Google likes a website.'

Platform	Share Count
Facebook	307
Twitter	465
Google+	176
LinkedIn	159
Stack of 3 Squares	130

OPTIMIZE SOCIAL SHARING - MOBILE



SHARING ANALYTICS

Yesterday's News Today

3,402

Page Views

440

Total Shares

12.93%

Share Rate

You're on the Alpha Team Got ideas or feedback? [Tell us what you think](#)

Top Twitter Supporters

These nice folks are sharing your content



Lori Moreno @LoriMoreno
The Ultimate Guide to Google Webmast...

KLOUT
73

FOLLOWERS
259K

RTs
0

[Interact](#)



John Paul Aguiar @JohnAguiar
The Ultimate Guide to Google Webmast...

KLOUT
78

FOLLOWERS
141K

RTs
3

[Interact](#)



Lori Ruff @loriruff
SEO Ranking Factors You Can't Ignore...

KLOUT
78

FOLLOWERS
115K

RTs
0

[Interact](#)



Martin Jones @martinjonesaz
The Ultimate Guide to Google Webmast...

KLOUT
78

FOLLOWERS
100K

RTs
3

[Interact](#)



Digisnap Design @digisnap
SEO Ranking Factors You Can't Ignore...

KLOUT
53

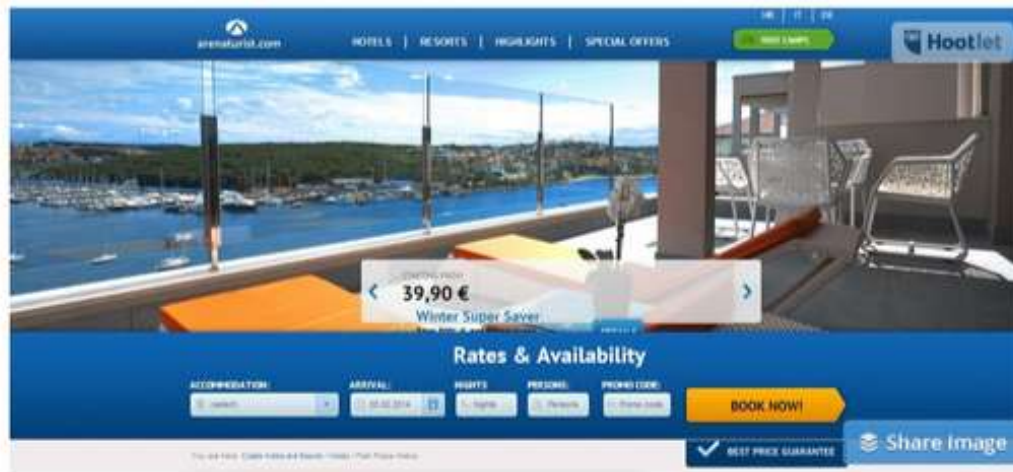
FOLLOWERS
59.7K

RTs
2

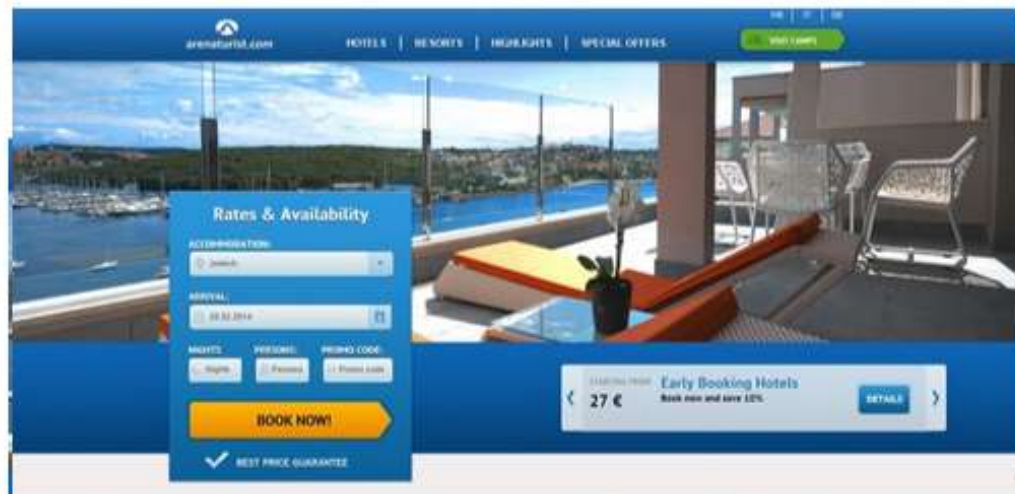
[Interact](#)

OPTIMIZE YOUR BOOKING PROCESS

Design A- a horizontal layout



Design B- a vertical layout





Are you planting
your seeds?



Controlling Your Online Presence

Ian Cleary

RazorCoast & RazorSocial