



The Social Ghost

10 Secrets

That Large

Online Marketing Companies

Don't Want You To Know



HI, LORI HERE!

MY GUESS IS THAT YOU'RE READING THIS BECAUSE YOU'RE READY TO GAIN TRACTION WITH YOUR WEB PRESENCE. AND YOU KNOW SOMEHOW THAT CONTENT IS THE KEY ...



I've been in this industry long enough to know that there's a lot of commotion about online content. The gurus tell you content is king. But as a business owner, you're not quite sure what that means.

You've attached a blog to your site, because they told you it was the right thing to do. You blogged for a bit, writing content and filling your posts with what's going on in your business.

Maybe you've hired a social media company who charges you an arm and a leg to SEO your site and help you pay-per-click, Facebook, and all the other things you don't quite understand.

Yet you keep coming back to transparency. To a feeling of wanting to develop a strong connection with your customers, and keep them in the loop with everything you do.

You're not alone.

Most business owners go into business to solve a problem. I know that's why I started **TheSocialGhost** over a decade ago.

We do it because we're passionate about whatever we do for our customers and clients. And we want that to carry over into how we speak and communicate with the people around us. We want our customers and clients to "get" what we do and be a part of our community, not just buy something to stuff a little more cash into our pockets.

I bet there's a competitor's website out there that you feel does it right. They're everywhere. They speak the speak. They get people talking. They communicate with their audience in a way you've never been able to duplicate.

You've downloaded their reports. You've spent hours on their blog. You read every piece of content they produce. And through searches, you know they rank well in Google for every search term imaginable.

What are they doing that you're not?

WHAT IF YOU COULD LEARN THE "SECRET" AND DO IT JUST AS WELL, IF NOT BETTER?



That way you could ...

- Have a flood of traffic to your site
- And get those visitors clicking and reading and loving what you do
- So they share your links on social media, fill out your forms for additional information, and connect with you for more information because they're ready to take the next step.

You up for that?

In the coming pages, you'll discover content secrets I've previously shared only with my clients, easy ways to use content to dominate the search engines, and dirty little facts that digital marketing companies don't want you to know. Content doesn't have to be difficult. It's the core business practice I've built **TheSocialGhost** around since day one!

A handwritten signature in black ink, appearing to read 'Lori Osterberg'.

LORI OSTERBERG

Chief Ghost Blogger

WELCOME TO THE NEW AGE ...

- A place where the internet has 130 trillion web pages and counting.
- Where 500 hours of video are uploaded to YouTube every single minute.
- Where every single American is hit with 34 gigabytes of content flying at them in pictures, audio, video, and text, every single day.

It's not that we're suffering from a lack of information. It's that we're drowning in it.

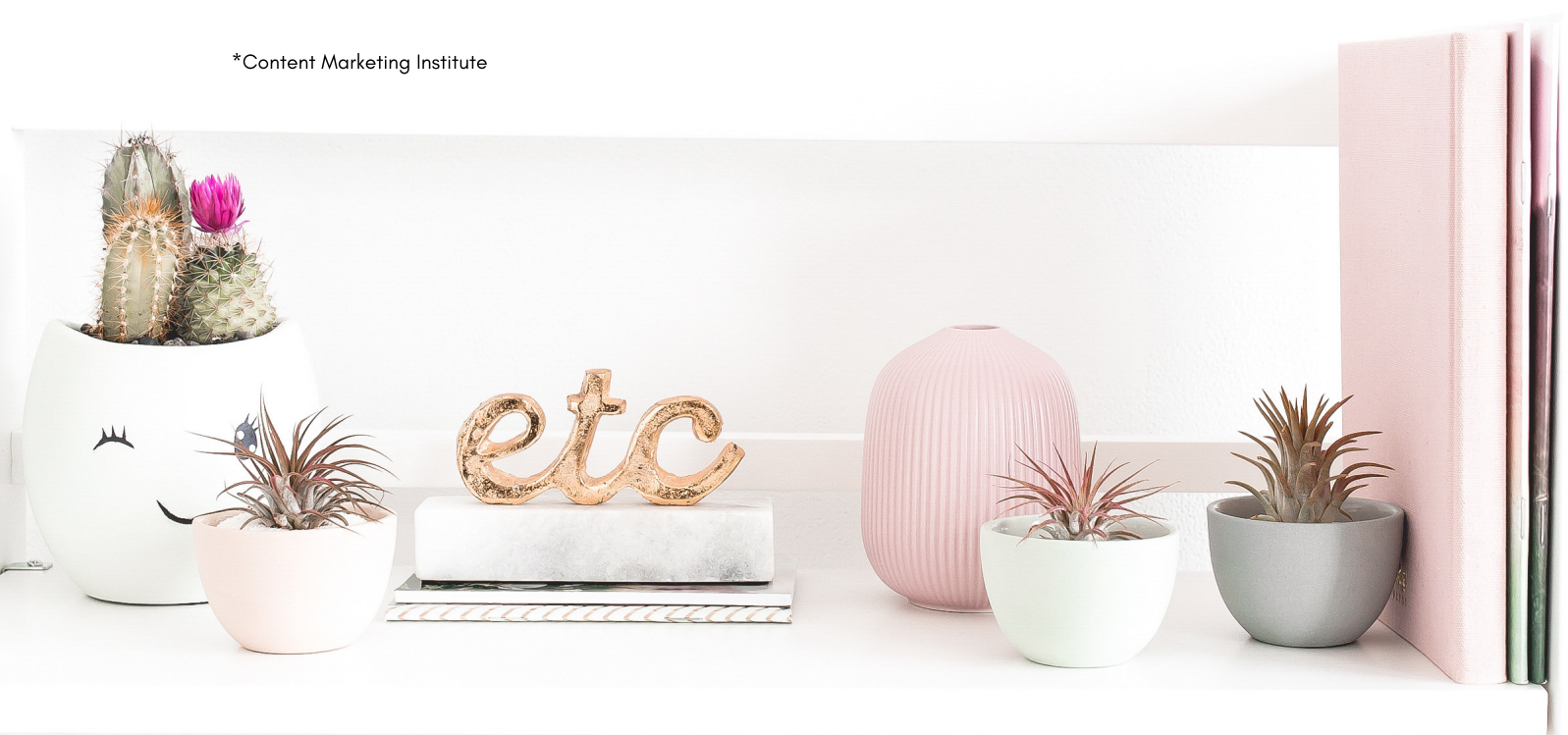
And let's face it, most of it is nothing more than drivel.

You know what I mean. When's the last time you visited a site looking for an answer to a question, and the content was so bad you clicked away as quickly as you could?

- It wasn't correct
- You couldn't trust the writer
- Were they really communicating in English?
- And what about all that keyword stuffing going on?

According to the Content Marketing Institute*, the most effective SEO technique is content creation. And by populating your blog with content on a regular basis, that's how the most popular companies end up with 434 percent more indexed pages than companies that don't.

*Content Marketing Institute



If you have a blogging schedule and stick with it, you're more likely to succeed at creating a site people love. And it doesn't take much.

Over 77 percent of internet users have their favorite blogs they refer to again and again. They rely on them for news, entertainment, advice, and more. And when it comes to buying, they turn to their favorites - the ones that have stayed active in their lives month after month. 61 percent of blog readers have used a blog post to confirm their decisions and move forward with a purchase.

Content marketing rakes in conversions over any other online marketing method out there.

It works. That's why **TheSocialGhost** has ghost blogged for our clients from the very beginning. It works for us. We know it works for you too.

But what about those cheap sites where you can buy content for \$25? What about paying someone who isn't native English speaking to write for you, just to "stuff" your site full of content?

Won't that work too?



As you can imagine, when word got out years ago that Google loves content, the online marketing companies found easy ways to fill their clients' sites with content. They hired "anybody who can breathe" to put together a few words in paragraph form. They keyword stuffed. They paid as little as possible to anyone willing to through a few sentences together.

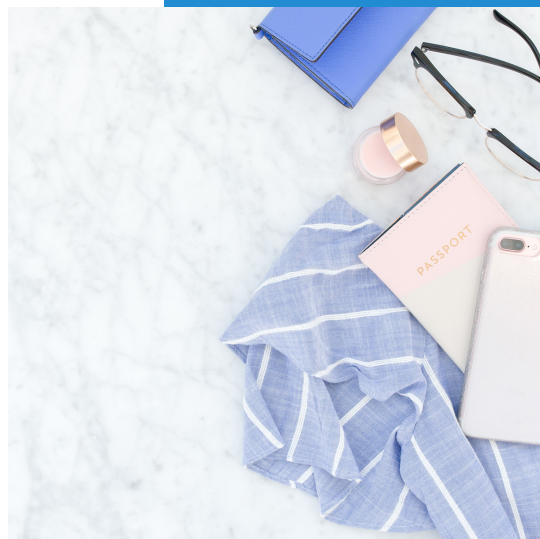
You've read those sites, right? The ones with blog posts that leave you scratching your head, wondering what type of company would be proud to showcase that work. Sure, it might bring in traffic. But what do visitors think once they get there?

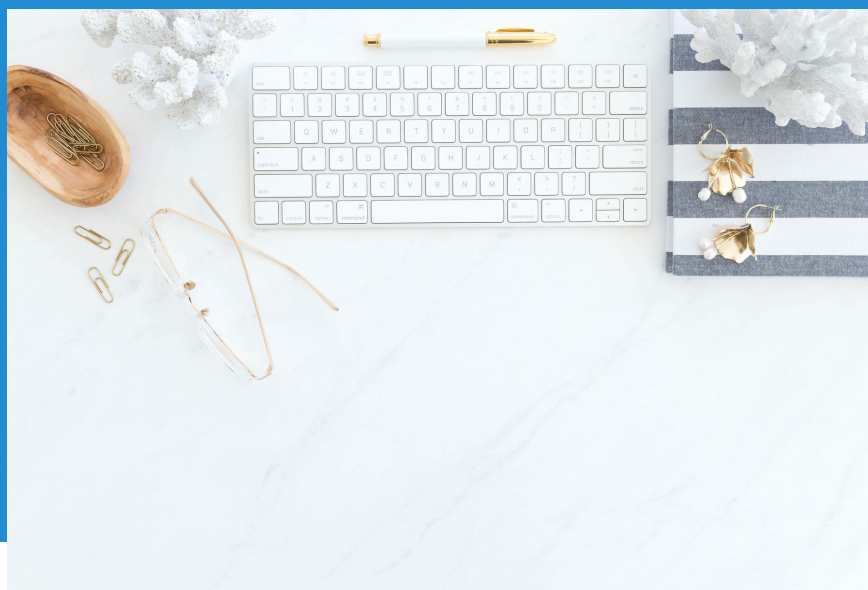
Is it worth having useless content all for the sake of high traffic? Some online marketing companies think so. They're willing to give it a try.

Eventually, two things happened. (I bet you can predict what they are.)

1. Google smartened up. They created algorithms that looked for high-quality content. No more filling a blog post with bad writing, tons of keywords, and short pieces of content that basically say nothing at all.

2. Visitors smartened up. For a while, visitors overlooked the bad strategy. They moved beyond the blog post that got them to a site, and found what they were looking for. But eventually, visitors said: Enough! They want to do business with someone who takes the time to speak directly to them. They want quality. They want to feel like they're important enough to spend the time, to communicate and share content that's meaningful now and well into the future.





So those online marketing companies changed their tactics and looked for other low cost ways to give Google what it wants. (Which means they went back to looking for higher-quality writers to write at the lowest price possible.)

Hint: Like everything, you get what you pay for. Why can't online marketing companies figure this out?

There's another reason these digital ad companies are doing you a disservice with the way they sell their services - they're selling to your competitors too.

Think about that for a moment.

If you're sold on working with a digital marketing company, they've promised you a lot of things. But at the core, their goal is to get you to rank well in Google for the specific search terms related to your marketplace and industry.

If you sell plumbing services in Denver, Colorado, for example, everything the digital ad company is doing is designed to get you high ranking under the appropriate search terms such as:

- Water heater replacement
- Fix my toilet
- What if my pipes are frozen
- And so, so many more!

What happens when they start working with your closest competitor too?

Suddenly the digital ad company is making money off of your pay-per-click ads, SEO strategies, and content creation AND making an equal amount off of your competition for the same type of work.

In effect, they are playing both sides of the coin, making money by pitting you and your competition against one another.

Here at TheSocialGhost, **we think that's wrong.**

See, I think there is so much business to go around. My goal isn't to work with all 8 billion people on this planet. I don't want 1 billion, or even 1 million.

I only take on two - 2 - new clients in a month. That way I give them my full attention to onboard them in the right way. It takes a bit to understand a new business. It takes me a bit of time to develop a new blogging personality.

They are never competing with one another. They aren't in the same marketplace.

I might be working with a plumber in Denver, for example. Just one. And because I'm good at content creation for this industry, I might happily target a similar client ... in Seattle, Washington.



I guarantee you the two never cross paths. They never vie for the same client. They probably don't know each other exists. And they definitely don't know I'm working for both of them, creating high-quality content that's appropriate for the level of business they are searching for in their local communities.

I think that's fair.

I think that's the only way to run a marketing business where business owners are paying for end results.

Don't you?



I believe in content because *content works*. I've used content to drive my own businesses for over a decade with phenomenal results. Yet most business owners don't have the time or energy to blog every day. Even when they know blogging works.

Content is here to stay. Google will always love it. What's more, it's the best strategy you can use to grow your online presence. If you use it the right way, you'll quickly pull away from your competition.

I know this. That's why I created this free guide just for you. That's why I created TheSocialGhost more than a decade ago, and am still working with a handful of my original clients.

Digital marketing companies know this too. But they keep operating with a few "secret" strategies they hope you never discover. These online marketing companies act as "one stop shops" and charge you an arm and a leg for content that's simply not worth what you're paying for. And it's not gaining you results. Why?

1. One-stop shops rarely write well. Their goal is to maximize profits. That means hiring the cheapest labor to get things done. Yep, they go out and hire poor quality writers ready and willing to write for pennies on the dollar. And when the content is so bad they're "embarrassed" to post it to your site, they'll send it to another writer willing to "fix" it for pennies on the dollar. Isn't it easier to pay someone what they're worth and get high-quality content the first time?

2. One-stop shops believe in rinse/repeat. A lot of online marketing companies prefer to focus on specific industries. There's a reason for that. Once they have content produced,

they can tweak it just a little bit, and use it over and over again for every client they have. Even the ones within the same industry, same niche, same city, same everything. Do you really want to say the same thing as your direct competitor, almost have your blog content mirror perfectly? I think you deserve your own unique personality. I think your content should be created with your thoughts and ideas in mind.

3. One-stop shops think in terms of SEO only. Their sole goal is to get you ranked in Google. They don't care what visitors think once they click on a page. It's rarely readable, never conversational, and more than likely boring. They don't care if the content is usable in any other way. My clients have converted my blog posts to free reports, training programs, ebooks, books, even built keynote presentations around the content.

4. One-stop shops don't think long term. Their goal is to keep you as a client for as long as possible. They like the monthly transactions such as pay-per-click; those stop working if you stop paying.

5. One-stop shops rarely talk about natural placement. Even though that's the best place to be! You get natural placement by having lots and lots of high-quality content written with a variety of keywords and key phrases in mind. Once you start ranking well, you'll have content under a variety of long-tail results, and be where your prospects are looking. What can be better than that?



6. One-stop shops don't look back. They don't care where you're coming from, or where you're going to. They care about today. And how much you're willing to write the check for. All of those posts and links you've built in the past are meaningless, and they often sweep them away.

7. One-stop shops sell you on everything. (Even when they know ONE THING drives placement and rank). Of course, there are reasons to use PPC in Google, or try your hand at Facebook ads. But if you don't have a good content marketing strategy in place, what's the point? Content gives you the "oomph" to make all other forms of online marketing work.

8. One-stop shops downplay the importance of content. They'll tell you it's a slow ride. But content is what adds depth for your online presence. And if you do it the right way, you can quickly become the leading expert in your field.

9. One-stop shops market to everyone. They often receive payment from two companies vying for the same search engine results.

10. One-stop shops don't monitor content and bounce rates. No matter how much you market, your online strategy is only as good as how well people like your content. Whatever gets them to your page, it's important they stay, read, click, explore, and connect. If they don't, it's another tick against you when Google is ranking your site.



CONGRATULATIONS!

You've made it to the end. You've just discovered what great content can do for your business.

Now it's up to you.

Where are you going from here? Are you writing content as you always have? Or are you going to reach for something more?

TheSocialGhost has been ghost blogging for clients for over a decade. I still work with two of my very first clients.

Blogging works. Google agrees. Content has always been the secret to SEO success, and it always will be.

The only question to ask yourself now is: Will I do something about it?

Will I be a better online marketer in the years to come simply by taking action today?

If so, let's talk. I offer a **Discovery Call** where we can talk about your business, your strategy, and where you'll go from here.

Most calls take about 30 minutes.

Get Started Today

