

SEO Blog Magnify Web ROI Analytics  
Networking Pay Per-Click Internet  
PPC Site-Seeker, Inc. Strategy  
B2B Media Search Engine Marketing B2C Metrics Linking  
Optimization Social Web 2.0 Development Presence

# Bloggging is NOT a Weekly Term Paper

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Site-Seeker, Inc. //



# Why Blog?

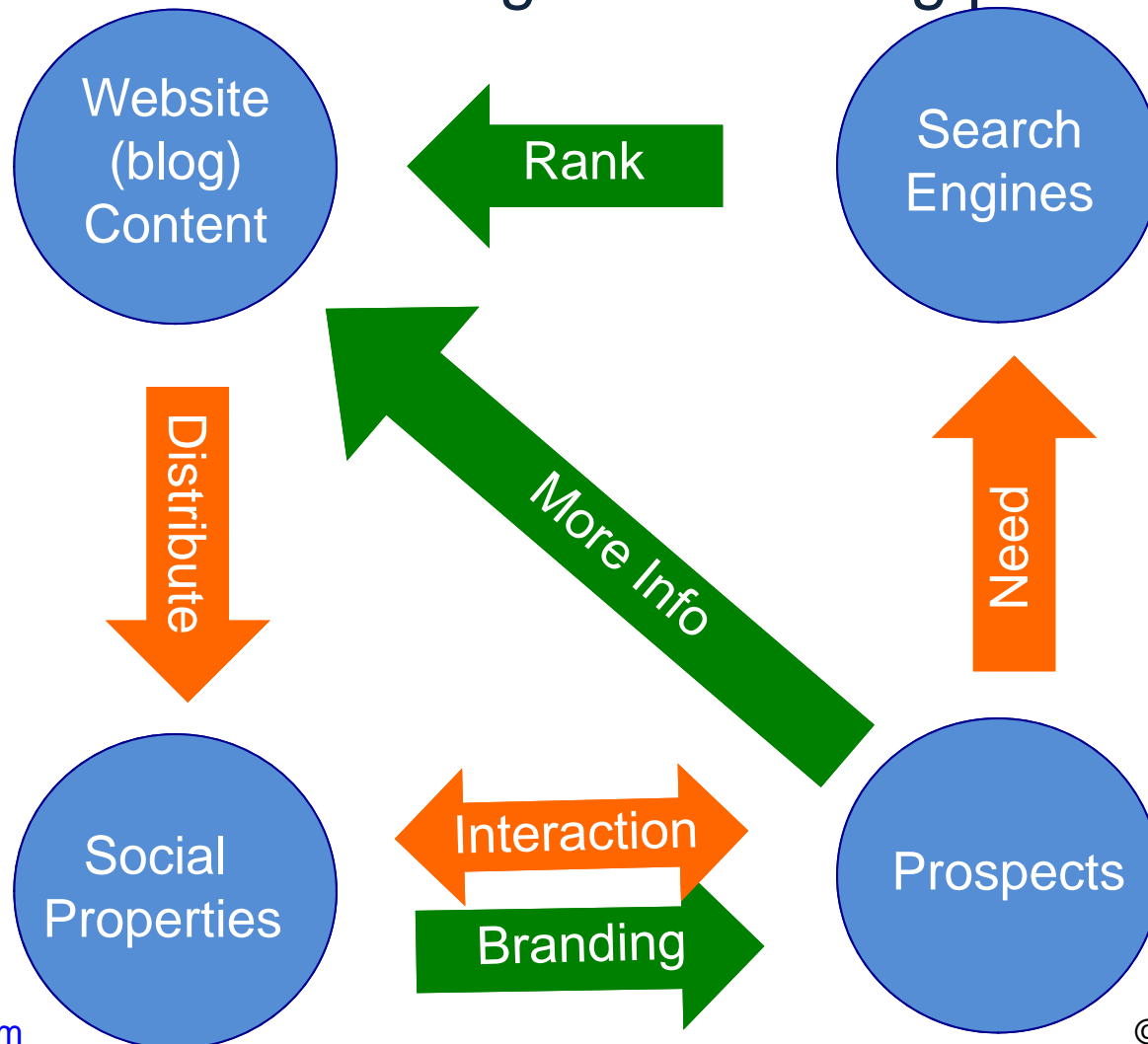


Google loves blogs!



Business Blogging is great for SEO!

## Blogs establish you as the expert and support a strong search engine marketing plan





Where do you start?

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# Wordpress.com vs. Wordpress.org

## Wordpress.com

- Free and easy to use
- All setups and upgrades are done by the program
- Extra traffic from blogs of the day and tags
- Easy to find similar bloggers through tags



[www.kathyhokunson.wordpress.com](http://www.kathyhokunson.wordpress.com)

## Get your own WordPress.com account in seconds

Fill out this one-step form and you'll be blogging seconds later!

|                       |  |
|-----------------------|--|
| <b>Username</b>       | <input type="text"/>   |
|                       | (Must be at least 4 characters, letters and numbers only.)   |
| <b>Password</b>       | <input type="password"/>   |
| <b>Confirm</b>        | <input type="password"/>   |
|                       | Use upper and lower case characters, numbers and symbols like !"\$%&^( in your password.             |
| <b>E-mail Address</b> | <input type="text"/>   |
|                       | (We send important administration notices to this address so <b>triple-check</b> it.)                |
| <b>Legal flotsam</b>  | <input type="checkbox"/> I have read and agree to the <a href="#">fascinating terms of service</a> . |
|                       | <input checked="" type="radio"/> Gimme a blog! (Like <a href="#">username.wordpress.com</a> )        |
|                       | <input type="radio"/> Just a username, please.   |



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## Internet Marketers' Blog

Internet Marketing **Strategies** and Solutions

Search Engine Optimization | Pay-Per-Click | Web Development | Social Media | Dental | Education | About Us | Blog

### Does The facebook Generation Really Get Social Media?

Posted by **Kathy Hokunson**

April 28th, 2011

✓ Like  Kathy Hokunson and Brian Bluff both like this.

Does the facebook Generation get Social Media?

Last week I had the privilege of speaking to college students at both Qunniapiac University and Asnuntuck Community College. I was asked to share my thoughts and experiences on client relationships, the importance of building online brand, and that NOW is the time they should be building out that brand – beyond facebook. Go figure – this gen x lady was teaching the facebook generation something about social media and it's true power...

Posted in **B2B**, **Business**, **Social Media**, **Twitter** | [Edit](#) | [Comments \(3\)](#)

### Video Marketing Information Hub

Posted by **Brian Bluff**

April 28th, 2011

### By Author



**Brian Bluff**

President and Co-founder of Site-Seeker Inc.



**Eddie Bluff**

Vice President and Co-founder of Site-Seeker Inc.



**Kathy Hokunson**

Vice President of Sales & Marketing at Site-Seeker, Inc.



**Levi Spires**

Vice President of Operations at Site-Seeker, Inc.

# What do I blog about?

- Keep it simple 250-500 words - TOPS
- Write in your voice, comfortable and engaging
- Original content about what's happening in your industry, your company or business arena
- Commentary on articles & blogs



What does blogging for  
manufacturing look like...

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




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## Heat-Spring® Thermal Interface Video Release

Monday, May 9, 2011 by Amanda Hartnett [view bio]

 Share  8  Like  Be the first of your friends to like this.

Sampling, receiving, and testing indium [Heat-Spring® compressible thermal interface materials](#) are easier than ever! Not only are standard samples ([solder research bundle kits](#)) available for testing on the [indium E-Commerce thermal interface material website](#), but now a [Heat-Spring® video](#) has been released depicting exactly what you can expect – what they look like, how they are packaged, how they are handled, and how you can get them.

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## Coolant

MAY 4, 2011

by connstep

tags: CNC, Connecticut manufacturing, continuous improvement, coolant, engineering, Lean Manufacturing, machine tool, machining, manufacturing, manufacturing processes, Mike Gugger, technology



Post by [Mike Gugger](#)

In 1999 a study showed the total cost of handling, use and disposal of metal working fluids (coolant) was an eleven times multiplier of the purchase price. Think of it this way – if you purchase \$10,000 a year of fluids for your shop, the total cost to use and dispose of that fluid is \$110,000!

Given this, do you think you should take a closer look at the use and maintenance of your fluids? I have a couple of suggestions...

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# Connecticut Plastics Blog

Precision Plastic Fabrication, Machining & Polishing



CONNECTICUT  
PLASTICS

Home » Medical Device Industry » 3d Mammography Hologic

February 15, 2011

## 3D Mammography from Hologic gets Approved by FDA

As we reported last November, Hologic has received FDA approval of their [3-D Mammography](#) system. It was confirmed by the Wall Street Journal on 2/11/11, that Hologic Corp a Connecticut based Medical Diagnostic Company dedicated to womens' health, received approval of its new 3D Mammography system. Congratulations are in order. Here is the complete article:

By [Jennifer Dooren](#)

WASHINGTON—The Food and Drug Administration on Friday approved the first 3D mammography system developed by [Hologic Inc.](#) to screen for breast cancer, with hopes the device will prove better than current mammography technology.

The 3D mammography device, formally known as the Silenia Dimensions System, augments traditional two-dimensional images produced by a mammogram with a

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[Yoshie Messner](#): I just finished reading the overview to your learning center...



[Travis Pruitt](#): Man I like your post and it was so good and I am gonna save ...



[jack](#): I own child care centers and can say that we already offer s...



[seo optimering](#): Hi there, interesting article - I am sure my readers will ap...



[ashley S](#): It's really very good blog, I think mostly people always wri...

# What has blogging meant to Site-Seeker's business?





# A Tale of Two Blog Posts





# Blog Post 1: Flash in the pan

# A flash in the pan...

## [My Social Media ROI – The Top 10 List](#)

Monday, December 7th, 2009

 Like  Be the first of your friends to like this.

When I start discussing work with my friends and family and they discover what I do, the conversation always turns to social media and people start to challenge me. I get questions like: "You spend time on Twitter? Really? Why?" and "Isn't it a complete waste of time?" or "How do you know it's worth it?" When I start to explain why I am fully engaged with Social Media and what has occurred because of it, they really start to listen. So I decided to share my ROI; what I consider to be the top 10 things that have happened to me as a result of twitter.

1) **People.** Friendships and business connections. Through Tweetups or **Tweetcrawls** (where local twitter people gather together to network, IRL) I have met some awesome people, incredible professionals, and gained a strong respect for the community of peers I interact with.

2) **New Places.** Through my husband's (**@ScottHokunson**) Horticulture twitter community we went on a Tweetup to the **Innisfree Gardens** in Millbrook, NY. It was a beautiful place and I met incredibly talented horticulture and garden people.



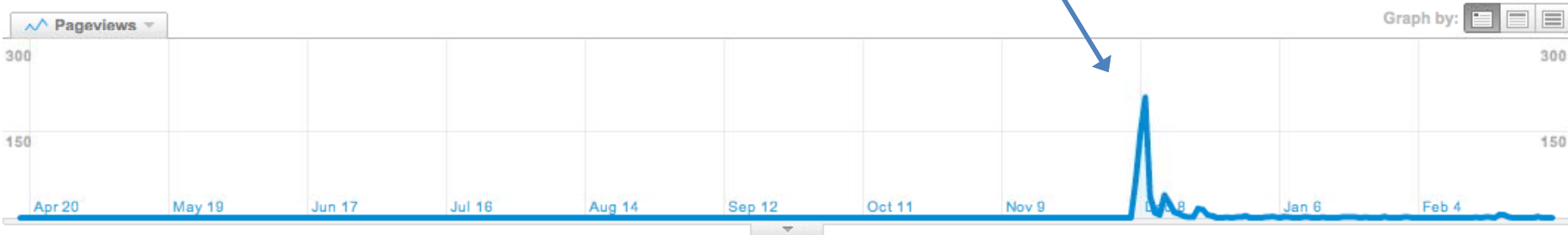
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## Content Detail:

/kathysblog/?p=119

Apr 18, 2009 - Mar 4, 2010



This page was viewed 643 times



## Content Detail:

</kathysblog/?p=119>

This blog post generated a lot of interest from LinkedIn



|    | Source <input type="button" value="v"/> | None <input type="button" value="v"/> | Pageviews <input type="button" value="v"/> |
|----|---|---------------------------------------|--|
| 1. | linkedin.com                            |                                       | 417  |
| 2. | (direct)                                |                                       | 135  |
| 3. | twitter.com                             |                                       | 20   |
| 4. | google.com                              |                                       | 12   |
| 5. | feedburner                              |                                       | 8  |
| 6. | facebook.com                            |                                       | 7  |
| 7. | google                                  |                                       | 7  |



## Blog Post 2: Slow but steady

## The Secrets of B2B Promotion – Not as hard as it looks... or is it?

Sunday, December 14th, 2008

 Like  Be the first of your friends to like this.

Promoting B2B products and services requires more than a series of actions, it requires a well-defined strategy based on the information requirements and buying process of your audience.

This blog post is the first in a series of three exploring how to promote B2B products and services.

The optimum B2B promotional mix can be defined only after you consider:

- what you are selling,
- to whom you are selling it,
- the length of the sales cycle, and
- the number contributors to the decision making process.

It seems that the smaller your potential group of buyers and the more complex your offering; the more precise your promotional efforts need to be. It is the old rifle vs. shotgun approach at its finest.

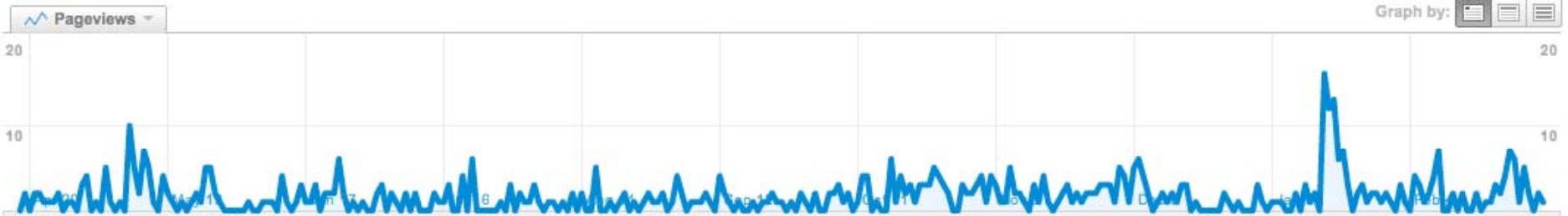
Rick Short (Indium Corporation's, Director of Marketing) describes his thoughts on marketing technical products to engineers in his recent blog post "**Questioning 'Advertising' Answer: Promotions**". Rick concludes that to promote Indium's solder products it is "...more valuable to make clear, supported claims, with access to both our data, our technologists, and samples of my products." than to advertise.

# Blog Post 2: Slow but steady blog post

## Content Detail:

/briansblog/?p=9

Apr 18, 2009 - Mar 4, 2010



This page was viewed 542 times



## Content Detail:

</briansblog/?p=9>

This blog post generates most of its traffic from Google

|     |                            |     |
|-----|----------------------------|-----|
| 1.  | (not set)                  | 122 |
| 2.  | b2b promotion              | 119 |
| 3.  | b2b promotion strategy     | 55  |
| 4.  | b2b promotion strategies   | 18  |
| 5.  | b2b promotions             | 8   |
| 6.  | b2b promotional strategies | 7   |
| 7.  | promotion b2b              | 5   |
| 8.  | promotion in b2b           | 5   |
| 9.  | twitter b2b promotion      | 5   |
| 10. | "b2b promotion"            | 4   |

# LinkedIn discussions drive a lot of traffic, but the impact is short lived.

Referring Site:  
linkedin.com

Apr 1, 2009 - Mar 4, 2010



This referring site sent 969 visits via 24 referral paths

Influenced by:

- Number of connections
- Profile updates
- Discussions created
- Popularity of discussions

# Google (data only for blog pages)



google sent 6,053 total visits via 2,558 keywords

Influenced by:

- Understanding of SEO principles
- Frequency of business blog posts
- Attention to detail

## Summary – Business Blogging Tips

- Consistency out ranks frequency
  - But frequency improves readership
- Speak in your voice and be the expert
- Strengthen your brand – professional and corporate
- Maximize the blog by using topics that will develop opportunities
  - Better search engine optimization
- Develop a system to simplify the creative process. Create a blog ideas list, bookmark articles, websites, blogs.

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Thank you  
and get blogging!

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860-263-0361

## Upcoming Marketing Webinars

May 26

Social Media – As you Begin

<http://bit.ly/m86WMO>

June 16

LinkedIn v. Facebook

<http://bit.ly/jk3Yyn>

June 1

International SEO

<http://bit.ly/enJjXE>

June 27

YouTube – Why?

<http://bit.ly/h5v2GI>