



Thirty Day Challenge 2009 – Training – Day 10

2009TDC10c: Scribd

Running Time: 7mins



Intro

Hey gang, **Michelle MacPhearson** here with the Thirty Day Challenge. Thank you so much for joining us today. Today we're going to help your site **increase it's link popularity**. The **more other sites that link to your site**, the **higher your site's link popularity** goes and that means that you'll have a **higher search rank** and therefore **get more visitors** to your site.

Some of the easiest sites to get links from to point to your site are **Social Media** type of sites. Social Media sites are just generally **sites where you can talk to other people**, some sites **allow you to post articles** or documents.

The site that we're going to look at today is **Scribd**. It allows you to post documents on their site. So what you'll need **before you can get started with today's step** is to have a **300 word article that you've written about your main Theme Keyword**.

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We're going to take that article and put it into Scribd, and that article needs to actually **use your main Theme Keyword** in it - it also needs to have that main Theme Keyword **linked to your site**, so let's go right on over to Scribd and **I'll show you exactly how to do it**.

Creating a Scribd Account

[Starts at 00:01:03]



<http://www.scribd.com>

The first step with Scribd - just like any of these sites that we're going to be building links on - is to **create an account**.

So you'll go to the **bottom** of the **Home page**, where it says **Sign Up** and enter in an **Email Address**, a **Password** and a **Username** - I suggest for your **Username** that you **choose** your **Main Theme Keyword** if it is available, to create even more keyword relevancy on the page.

Then click the **Sign Up** button.

You'll be brought to a page where you can **find friends** that they suggest and add them to your account, but you can go ahead and **skip that** - **you don't need to do it right now**.

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Next you'll be brought to a page where you can **import contacts** from your email account. **You don't need to do that** either and you can press the **Skip** button.

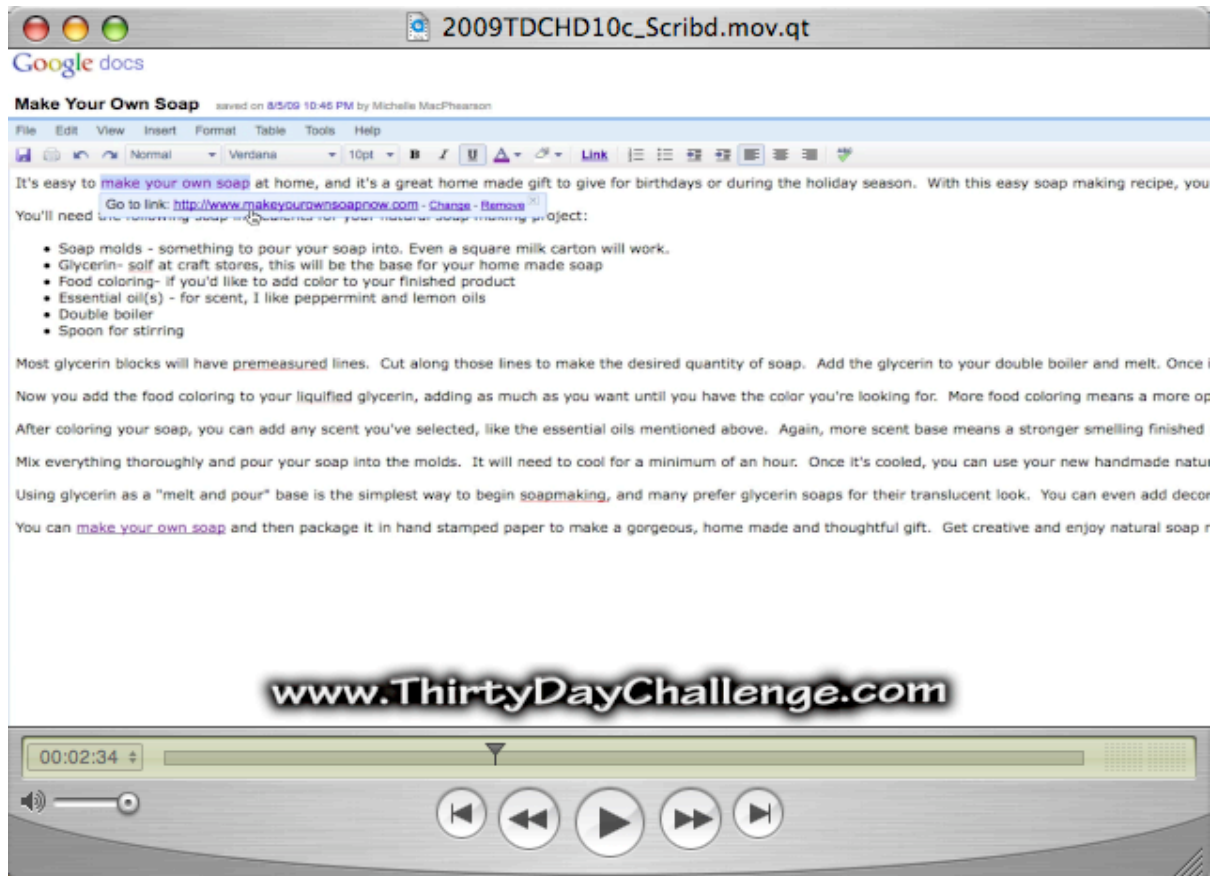
Now we've reached our **Profile**. We want to **Update our Profile**, so click on **Account** [in the links along the top of the Page] and then click on the **Profile** tab.

Here you'll be able to enter in your **personal information**. You don't have to enter in any of these things that you're not comfortable with, but if you have a **pseudonym** or if you're comfortable using **your real name and gender**, go ahead and put those in.

Now **the most important thing here is that we add our website**, as that will create **another link from the site Scribd to our own site**, and then click **Save**.

Submitting an Article

[Starts at 00:02:20]



Now you're ready to Upload your Document, so click on the **Upload** button [at the top of the Page].

You'll need to have a document with your article ready [we're going to upload a Word Document – an easy way get a Word Document is to start with Google Docs].

[Switches to **Google Docs**]

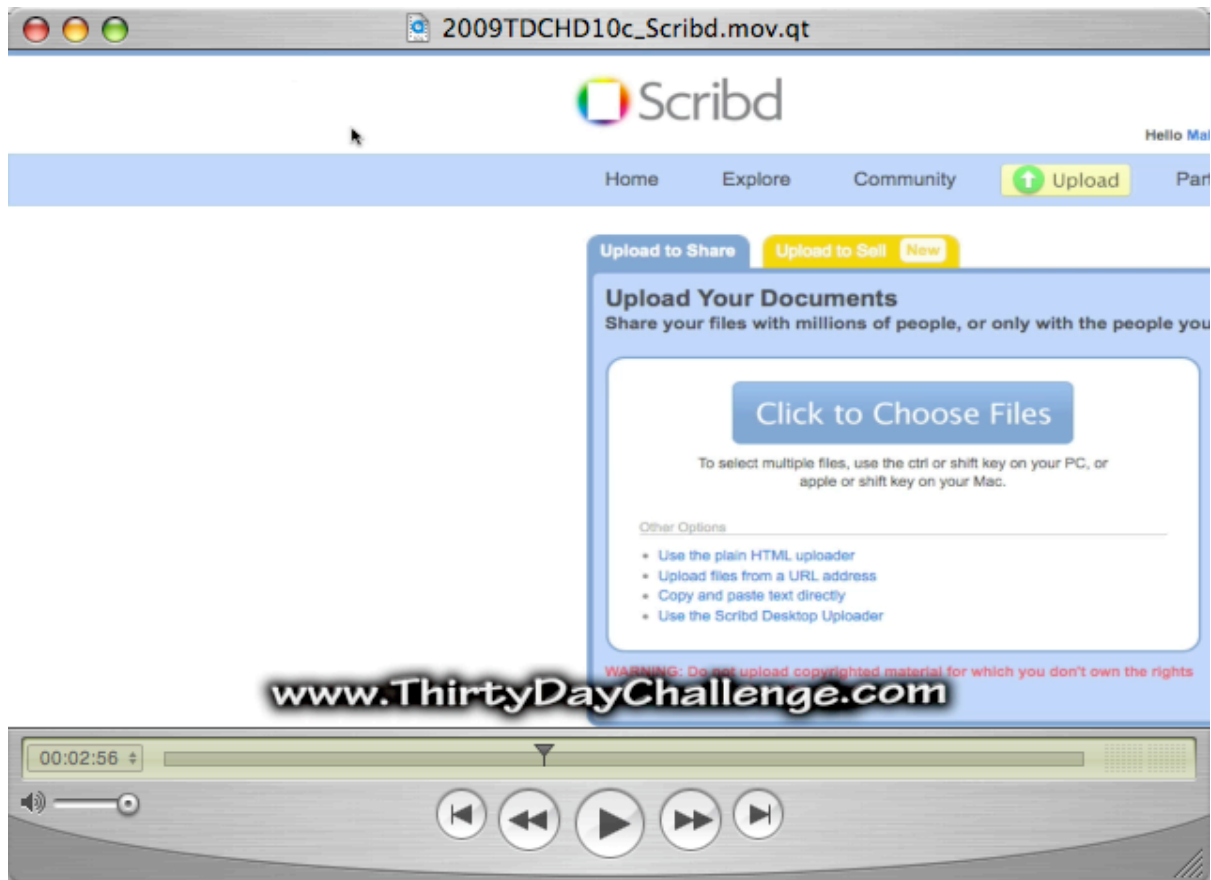
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I've got my document here in **Google Docs** and you'll notice that I've got my main **Theme Keyword**, which is **Make Your Own Soap** linking to my website [the Theme Keyword is the Anchor text of a link to the Web Site] , which is <http://www.makeyourownsoapnow.com>. I've done that **twice** in this article.

We can go to **File** [menu command] and then **Download File As Word** and that will save this as a **.doc** file on our computer. So go ahead and do that. I'm going to **save it to my desktop**. [make sure you make a note of where you save the file. The Desktop is a good temporary place – you can delete it once it's been uploaded]



[Switches to **Scribd** – clicks **Click to Choose Files**]

Back over here in **Scribd** I'm going to choose the files that I want to upload, and that's going to be the Make Your Own Soap document [selects downloaded Word Doc from the Desktop].

I've selected that and it's going to be titled **Make Your Own Soap** and I agree, **Yes** [ticks box], that I understand the Terms of Service and that this isn't somebody else's work - this is my own work. Then click **Upload Docs** - it's going to go through the process of actually uploading your file to the Scribd server and then you'll change a couple of the things here.

[Document is uploaded and we are taken to the **Describe Your Documents** Page]

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We need to add a **Category** for our document [selects **How-To and Guides** from **Category** dropdown], and then **tags**.

Your **tag**, of course, will be your **main Keyword Phrase** and if you have any **secondary Keyword Phrases** that are **relevant to this article**, you want to put those in as well, though **separated by commas**, so just put a comma and then put in your additional Keyword Phrases.

Next in the **description** you want to give a quick description of your article that you've written. You also want to use your Keyword Phrase in your description.

Once you've entered in a short description, then you want to click **Save Changes**. This will save everything that we put in to this document and then you'll be given a page where you can actually click and check out your document on the Scribd site.

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2009TDCIP10c_Scribd.mp4

Scribd

Home Explore Community Upload Partners Store

Make Your Own Soap

Download Print Fullscreen Edit Delete

It's easy to [make your own soap](#) at home, and it's a great home made gift to give for birthdays or during the holiday season. With this easy soap making recipe, you can even get the kids involved, because this recipe doesn't use lye as a base, which is caustic.

You'll need the following soap ingredients for your natural soap making project:

- Soap molds - something to pour your soap into. Even a square milk carton will work.
- Glycerin- sold at craft stores, this will be the base for your home made soap
- Food coloring if you'd like to add color to your finished product
- Essential oil(s) - for scent. I like peppermint and lemon oils
- Double boiler
- Spoon for stirring

www.ThirtyDayChallenge.com

00:04:11

Speaker icon, Play/Pause, Previous, Next, Stop buttons

Here's my document and, as you can see, my **links** have come over to Scribd and if I **click on that** we'll visit my Make Your Own Soap website.

Excellent! Everything's worked perfectly and my Scribd doc looks good.



Adding to TrafficBug

[Starts at 00:04:23]



Now we need to take the URL of this Scribd document and enter it into Traffic Bug. To do that, just **copy the URL of the document** [from the **Web Browser Address Bar**] that you're at and go to **TrafficBug**.

[Switches to TrafficBug]

In **TrafficBug** you're going to select your website and then click **Add New URL** in the related URLs section.

On Traffic Bug's Add New URL page it asks us **What Are We Adding?** so we'll select the **Article** button, since we've posted an article on Scribd. Then enter [paste] in the **address** of that Scribd document [into URL Address] that you created and **select the Category** that best fits the topic of that article.

You'll need to enter in **three unique titles** and **three unique descriptions** that match the content of your article. These titles and descriptions should use your **Theme Keyword Phrase** that you're targeting in them. Once you've entered in your three titles and three descriptions, you'll scroll down to the bottom and enter in the **Theme Keyword** that you're targeting with this article into the **Keyword box**.



The **Aggression Level** can remain at **High**. We **don't want to submit to RSS directories**, because this isn't an RSS feed. And **yes, we do want to build Backlinks to this page**. We **don't need to submit to Search Engines**, because Scribd is already well established in all of the Search Engines and, of course, **we don't want to make this private**.

At that point you'll click **Submit**.

Adding to Rank Tracker

[Starts at 00:05:50]

Finally, we want to **track** the location [ranking] of this Scribd page within the Search Engine results and to do that we're going to copy the URL of our Scribd page and then open Market Samurai.

Open the Market Samurai project for your main Keyword Phrase and go to the **Rank Tracker** tab. Click on **Add URLs** and we're going to add the URL for the Scribd page that we created.

[Pastes URL into **URLs** box]

You should have entered your Keywords in Market Samurai's Rank Tracker feature [already] and this particular document is for the **Make Your Own Soap keyword** - that's what I was targeting in it. So I want you **to select the Keyword that you were targeting** when you created **your Scribd document**, and then click **Add URLs**.

You'll see now that the URL is inside of Market Samurai and you can update your rank data and over time, see where that Scribd page ends up in the Search Engine results pages.

Now Traffic Bug is out there promoting your Scribd page and letting the Search Engines know about it. The Search Engines are going to come visit that Scribd page and see the link to your own site and your site will begin to build it's link popularity. **How cool is that?!**

Watch all of the videos for the Thirty Day Challenge at <http://www.thirtydaychallenge.com>

This is **Michelle MacPhearson**. Thanks so much. Bye bye.



Summary:

Before Submitting to Scribd

- Write your Article (as a **Word Doc** or a **Google Doc**)
 - o Save to **Desktop**
 - If needed, **Save As Word** from **Google Docs**
- Create 3 **Titles**
- Create 3 **Descriptions**

Submitting to TrafficBug

- Copy **Scribd Article URL**
- **Log In** to **TrafficBug**
- Select the relevant **Web Site** from **My Projects** box
- Click **Add New URL**
- On **Add URL** Page
 - o **What are we adding? = Article**
 - o Paste **Scribd Article URL** into **URL Address**
 - o Add 3 **Titles**
 - o Add 3 **Descriptions**
 - o Put **Theme Keywords** in **Keywords**
 - o **Aggression = High**
 - o **Submit to RSS = No**
 - o **Backlinks = Yes**
 - o **Submit to Search Engines = No**
 - o **Private = No**
- Click **Submit**

Submitting to Market Samurai Rank Tracker

- Copy **Scribd Article Address**
- Start **Market Samurai**
- Open relevant Keyword **Project**
- Click **Rank Tracker** Tab
- Click **Add URLs**
- Paste **Scribd Article Address** into **URLs** box
- Select **Keywords** you used for **Scribd Document** from List
- Click **Add Url**

Links:

Ezine Articles - <http://www.ezinearticles.com/>

Scribd - <http://www.scribd.com/>

Market Samurai - <http://www.marketsamurai.com/thirtydc>

Traffic Bug - <http://www.traffic-bug.com/30dc>