



Thirty Day Challenge 2009 – Training – Day 15

2009TDC15b: Propeller

Running Time: 7mins



Intro

Hi guys, it's Nez. Thirty Day Challenge Day 15, you're half way, well done!

I've got a super-quick video for you today about a Web 2.0 service called **Propeller**. You can get some fairly decent **Authority Backlinks** from Propeller, if you use it correctly, and I've got a super-quick video to show you how to do it.

So, stick with me and we'll get straight to it.



Creating Your Propeller Account

[Starts at 00:00:24]



As I said in my little intro there, this will be a very quick video. You've spent all of Web 2.0 week in the more than capable hands of Caro and Michelle, so there's quite a few things you won't need me to go over again.

First and foremost is signing up for an account with Propeller, so you go to:

<http://www.propeller.com>

Click on the **Sign Up** link (top-right of the Page) and you'll be presented with various options to sign in (Facebook connect, Twitter, things like that). For the purposes of **optimising** your account for your **Theme Keyword**, you want to **create a Propeller Account**, so click on the **Create One...** link, and you'll be presented with boxes for an email address, Member Name, and a CAPTCHA.

Now, I'm not going to take you through this process because it's fairly self-explanatory and there's no point in you watching me do it, but when you **choose your Member Name** (as Michelle has suggested a few times this week), try to get a **Member Name** that will mostly resemble your **Theme Keyword**, as best you can.

I'll pause the video so I can sign in, then we'll look at Propeller.



Submitting Your URL to Propeller

[Starts at 00:01:33]



Once you've created your Propeller account, you'll be able to log in to the system, so I have logged in with our Thirty Day Challenge account.

The 3 main areas you are interested in are the Front Page, which are basically whatever the most popular stories for the week have been - but the two things we really need to look at are **Categories** and **Submit**.

You will need to choose a **Category** for your Micro-Niche, so look at those and pick the most appropriate one – and the place you'll be spending most of your time in Propeller is the **Submit** button.

Every time you create a Blog Post for your new WordpressDirect Blog, you will get a unique URL, and you can put that into the **Story URL** box here.

In the Thirty Day Challenge, we actually submit each day's training to Propeller as a separate URL. Now Day 14, I've already submitted that, but if I take that URL and attempt to put it into the Propeller system, it will come back and let me know that it cannot be added, because it's already there (pastes URL into **Story URL** box and clicks **Submit**, message appears at top of page).

30 Day Challenge

there is no charge for awesomeness



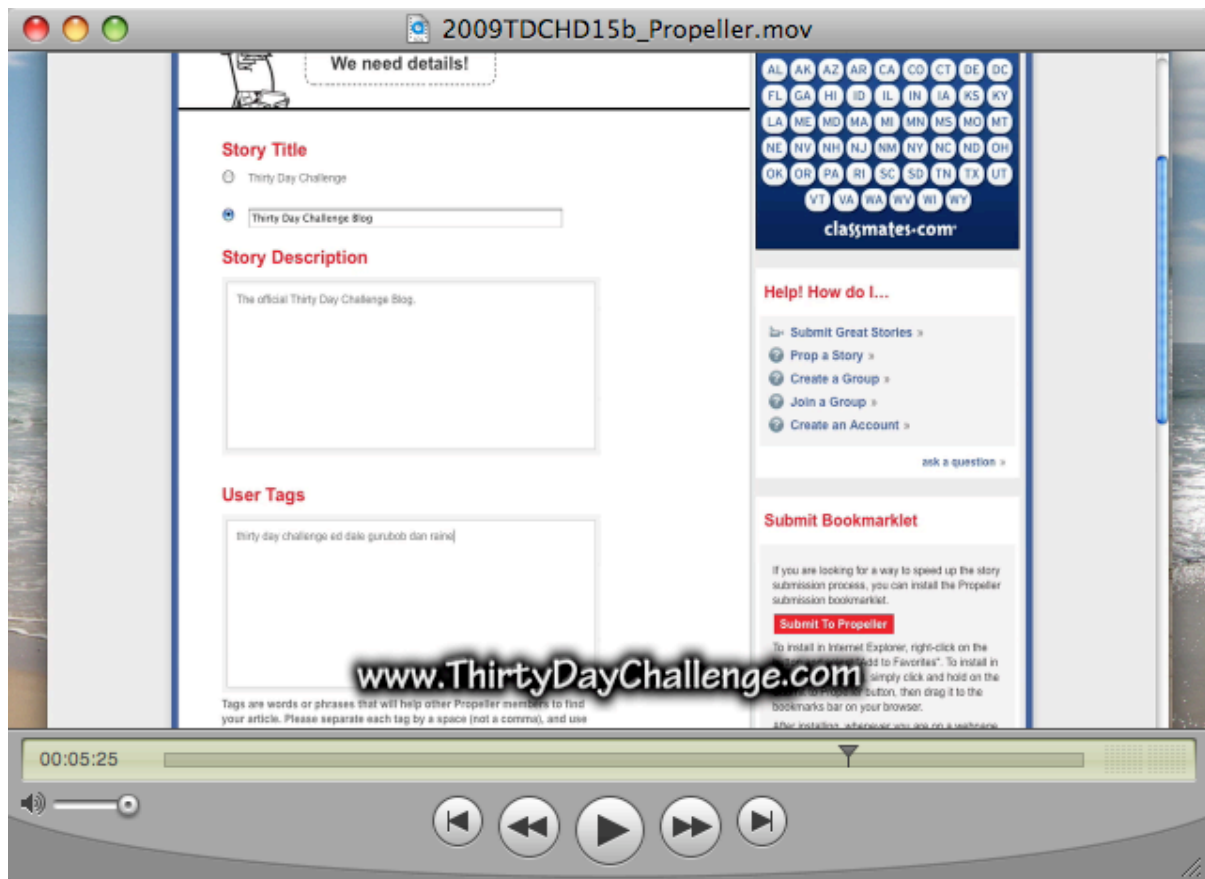
What we haven't added yet is the actual Blog from the Thirty Day Challenge, which is a separate URL again. So I'll grab that URL [switches to **Thirty Day Challenge Blog** Page, copies address from address bar of Web Browser], go back to Propeller - I'll click on the **Submit Tab** so I'm back to the beginning again, paste the URL in and click **Submit URL**.

Now Propeller will go off and check to see if it's had this URL submitted before. It should discover that it hasn't, and we can add the extra information needed in order to submit it.

[**Do We Already Have This Story?** Page appears]

Now, sometimes, Propeller thinks, "Hmm, might already have this story." So you can scroll down the Page and see if any of the stories that have already been submitted are related to your URL. You will generally say "No," so you can continue submitting.

Here we get to put in the extra information:



They automatically generate the **Story Title**, but if you want to make your Title more specific to your **Theme Keywords**, you can put in something **more relevant**, which **you will obviously want to do**. All I'm going to do is change it to **Thirty Day Challenge Blog**.

For the **Story Description**, it's taken the first sentence of the Page that we submitted. We don't really want to use that, and this is an area where you can add another bit of Keyword-optimised content yourself, so keep that in mind when you are doing your own submissions. I'm just going to put **The Official Thirty Day Challenge Blog** – now, obviously I would normally write much more



than that, but this is just for the purposes of demonstration (you could take a couple of snippets of your article content and put it in there in the most appropriate way).

Propeller also tries to intelligently select some User Tags from the text of your Article. You will obviously be wanting to use your **Theme Keywords** here, and your **Category Keywords**, and whatever's relevant to your article to make sure that it's the most visible.

All I'm going to do is put in the most relevant things to the Thirty Day Challenge [types in **thirty day challenge ed dale gurubob dan raine**].

With Propeller Tags, what you need to keep in mind is that each tag is separated by a space (not a comma). This is important, and if you don't do it correctly they will obviously have an issue with your submission.

Obviously these aren't the most effective tags I could be using, because the words **Thirty, Day** and **Challenge** are all being seen as separate things, so you need to bear that in mind when you're actually choosing as your tags.

[Scrolls down]

Down the bottom we have Story Category, and I'm going to go with Science and Technology as that seems to be the most appropriate for us.

You can also choose a Photo - Propeller automatically prepares a list of possible suitable photos for you. I'm going to choose the Mac, given that everybody in the Thirty Day Challenge team are all Mac lovers and Mac Users.

Now I'll Preview my story [click **Preview Story** button – preview screen appears].

There we go. It's checked out, looks like everything is OK, and I will Approve and Submit [clicks **Approve and Submit** button], and that is entirely it!

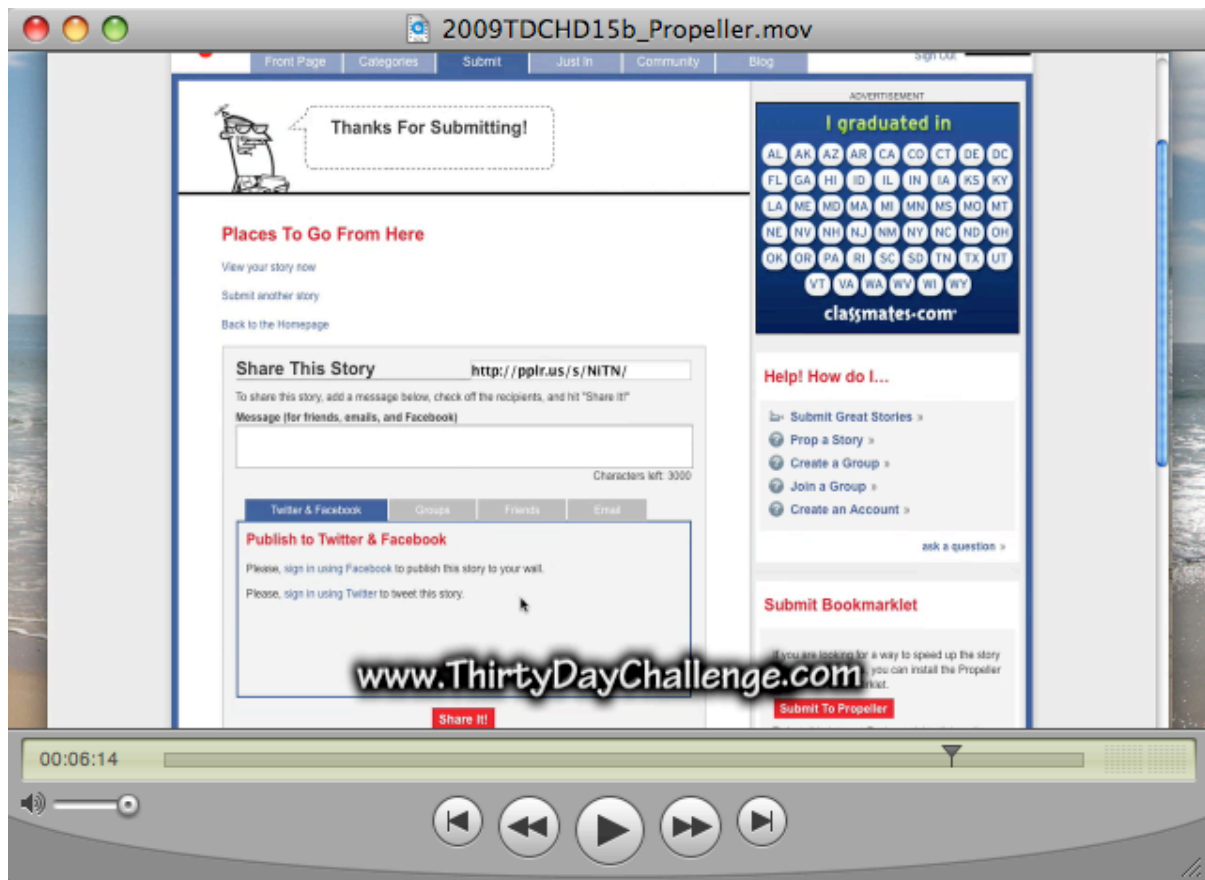


Sharing Your Propeller Story

[Starts at 00:06:07]

Once your story has been put in, it gives you a shortened URL which you can Twitter to your friends and things like that.

You can see that it integrates into **Twitter** and **Facebook**, which is Fantastic.



Submitting to Rank Tracker and TrafficBug

Keep in mind that once you've done your Propeller submission, you'll have a unique URL for that submission, and that is the URL that you will submit to **Rank Tracker** and **TrafficBug**.

If we click the **View Your Story Now** link on this page, we can see the **Unique Article URL** in the **Address Bar** of the Browser.

E.g. <http://www.propeller.com/story/2009/08/15/thirty-day-challenge-day-15/>



Wrap Up

[Starts at 00:06:48]

Web 2.0 Week for the Thirty Day Challenge has primarily been about Article Writing for Websites and Free Blogging platforms. We've included Propeller simply because Propeller has High Authority and, if used correctly, can actually help you quite a bit with your Rankings.

One last tip with Propeller: when you create a Profile, you actually get a unique URL. If you've been able to use your **Theme Keyword** in your **Profile Name** (at the Sign-Up Stage), add **that** to TrafficBug and Rank Tracker.

[Profile URLs look like this: **<http://www.propeller.com/member/thirtydaychallenge/>**]

Summary:

About Propeller

- Has High Link Authority
- Helps give High Authority Backlinks to our sites

Setting up a Propeller.com Account

- Visit <http://www.propeller.com>
- Click **Sign in or Sign Up** link (top right of front Page) to open Signup form
- Click **Create One...** to create a new account
 - o So we can add our Main Theme Keywords as our Member Name
- Fill out **Account Signup** form
 - o Your **Email** address
 - o **Member Name** = Theme Keyword Phrase (no spaces)

Submitting Your Article/Blog URLs

- Click **Submit** tab
 - o Enter the **URL** of an **Article** on your **WordpressDirect Blog**
 - o Click **Submit URL**
- Confirm Story is **Unique** (if necessary)
 - o Click **Continue Submitting**
- Add **Story Title**
 - o Use Main Theme Keywords
- Add **Story Description**
 - o Use Main Theme Keywords in description
- Add **User Tags**
 - o Separated by Spaces
- Select a **Story Category**
- Select a **Photo**
- Click **Preview Story**
- Click **Approve and Submit**



Finding Your Unique Article URLs (for Rank Tracker and TrafficBug)

- After you've submitted your article
 - o Click **View Your Article Now**
- Copy the **Unique Article URL** from the **Browser Address Bar**
 - o Submit to TrafficBug and Rank Tracker

Don't Forget

- Add Unique Propeller Article URL to **TrafficBug**
- Add Unique Propeller Profile URL to **TrafficBug**
- Add Unique Propeller Article URL to **Rank Tracker**
- Add Unique Propeller Profile URL to **Rank Tracker**

Links:

Propeller - <http://www.propeller.com/>

Posterous - <http://www.posterous.com/>

Pre-Season Lessons

Twitter - <http://www.thirtydaychallenge.com/training/preseason/twitter.php>

Google Reader - <http://www.thirtydaychallenge.com/training/preseason/googlereader.php>