


INE: Online Networking to Get Your Expertise Known



INE | INSTITUTE OF
NUTRITIONAL
ENDOCRINOLOGY


Online Networking to Get Your Expertise Known

Dr. Ritamarie Loscalzo


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blog



 **WORDPRESS**

- Hosted www.wordpress.com
- Hosted on your own website


 **Blogger™**

Hosted: www.blogger.com


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Hosting:
<http://www.drritamarie.com/go/HostGator>



Tool for learning to install and optimize blog
<http://www.DrRitamarie.com/go/WordPress>



Choosing keywords and categories
<https://adwords.google.com/o/KeywordTool>

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- ✓ Choose keywords and niche
- ✓ Search for other blogs in similar niche with a slightly different approach – complementary
- ✓ Look for sites that feature guest bloggers

<http://myblogguest.com/>
<http://www.guestblogit.com/>
<http://guestblogging.com/>
<http://bloggerspassion.com/list-of-100-plus-blogs-that-allows-guest-blogging/>
<http://fitnessblogger.net/health-fitness-guest-blogs/>


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<http://foodandnutritionmagazine.com/blog>
<http://www.sensorynutrition.com/guest-blogs/>
<http://www.nutritionblognetwork.com/>
<http://jobs.probblogger.net/view/6714>
<http://100kresources.com/guest-blogging-sites-health-fitness/>
<http://www.linkedin.com/groups/Looking-Guest-Blogging-Opportunities-on-4513679.S.205511609>


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- ✓ Google keyword plus forum
- ✓ Join and get involved – answer questions
- ✓ Add link back to a relevant resource – not “salesy”
- ✓ Create rapport and relationships
- ✓ Links back to your blog – help Google rankings

Example:
<http://curezone.com/forums/top50.asp?q=2>

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- ✓ Personal page
- ✓ Professional page
- ✓ Post relevant articles, tidbits, links, recipes, videos
- ✓ Create relationships
- ✓ Facebook ads
- ✓ Events

www.facebook.com

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- ✓ Short and sweet – 5 minutes a day
- ✓ Create a list of promotional tweets with links back to blog posts, products, services
- ✓ Rotate these tweets through
- ✓ Add a couple of daily tweets – current, comment on 1-2 others, re-tweet a few a day
- ✓ Automatic scheduling – Hoot Suite


www.twitter.com

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- ✓ Video gets top ranking on Google
- ✓ Making a video “best in area” to get to number one in Google
- ✓ Create a channel
- ✓ Add videos regularly and embed on blog
- ✓ Live video or screen shot

www.youtube.com

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- ✓ Your own show
 - Free vs Fee
 - Regular time vs whenever
 - Interview authorities
- ✓ Guest on others shows
- ✓ Search site for JV opportunities and ideas

www.blogtalkradio.com

**Dr. Ritamarie looking for guests**
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