



Seeding the Internet

HOW TO BUILD ONLINE AWARENESS
FOR YOUR BUSINESS



LYANA PEARSON

SEEDING THE INTERNET

How to Build Online Awareness for
Your Business

Lyana Pearson

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Seeding the Internet: How to Build Online Awareness for Your Business

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Dedication

This booklet is dedicated first to the incredible and inspiring people around the globe who are guiding and invoking positive change—and secondly, to the small business owners everywhere who are actively seeking ways to improve others' lives through their services, their products, their stories, and their unique perspectives.

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Introduction

We are living in an era of great transition, poised at the edge of so many unknowns. People are reinventing their lives and re-deciding what they want to do with their careers. Business owners are restructuring how they do business and more people are working from home.

While businesses find ways to adapt to a constantly shifting environment, building effective marketing campaigns is more crucial than ever. That also means that knowing how to market your business online is more important now than it's ever been.

This booklet covers essential and powerful, yet practical and simple steps you can begin incorporating into your daily online use that will help you grow your audience and expand your business.

In fact, these steps are so simple that you may wonder why you haven't been doing them all along. Yet most professionals aren't aware of just how easy it is to market their businesses online.

The content in this booklet is specifically aimed at giving you a broad understanding of marketing your

business by spreading awareness on a variety of online platforms.

For a powerful and specific formula for building an audience quickly who value what your business offers and remain with you as you grow, read my book, *Going the Social Distance: Building a Sustainable Audience on Social Media*.

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Chapter 1: Seeding the Internet With Your Company Name

One of the most effective ways to build awareness online, is to “seed” your name or company in many different places on the Internet.

There are several ways to go about this:

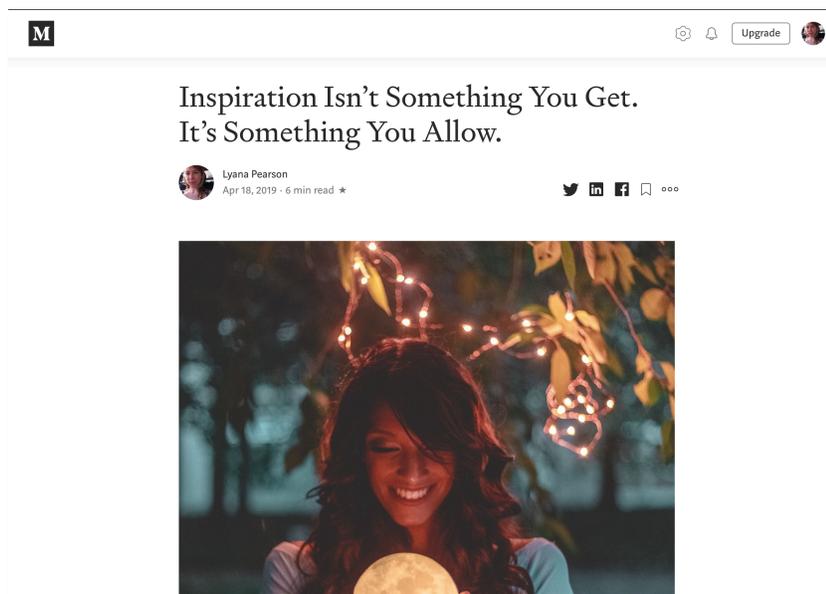
1. **Comments:** leave comments on blogs, social networking sites, mainstream news sites, etc.
2. **Reviews:** leave reviews on products, places, videos, stories, etc.
3. **Shout-Outs:** hit up message boards and online forums that are relevant to your business in some way.
4. **Guest posts:** write guest posts for a third party blog or media site.

As a company or a brand, you want your comments, reviews and any other online posts to grab the attention of readers while representing your brand, and reflecting what you stand for.

You can say very little while still displaying company personality or knowledge about the subject, or share valuable information that shows your expertise.

- **Saying very little:** you can get people's attention just by wishing them well in their endeavors. Alternatively, you can express appreciation with a short statement that indicates your own knowledge about the subject.
- **Sharing valuable information:** you can share a few tips that you've learned through the years, honing your expertise. This is a highly effective way to build awareness about who you are and what you do.
- **Dropping a teaser statement:** a thoughtful statement or review that shows insider knowledge—or that peaks your audience's interest about the services you offer—can be a very effective way to inspire your reader to learn more.

- **Use valuable keywords:** You can use artfully crafted keywords associated with the services or products you offer.
- **Express your expertise:** You can even feature short or long-form articles on third party websites. This is a great way to demonstrate expertise and provide valuable content, while spreading your business name and building awareness about your brand.
- **Help people find you:** When possible and practical, leave your audience with a link to more information about you.



Submit articles to writing platforms like Medium, Elephant Journal, Vocal, etc. Be sure to include information about your services, company or products and leave a link to your website.

Chapter 2: Building your Internet garden over time

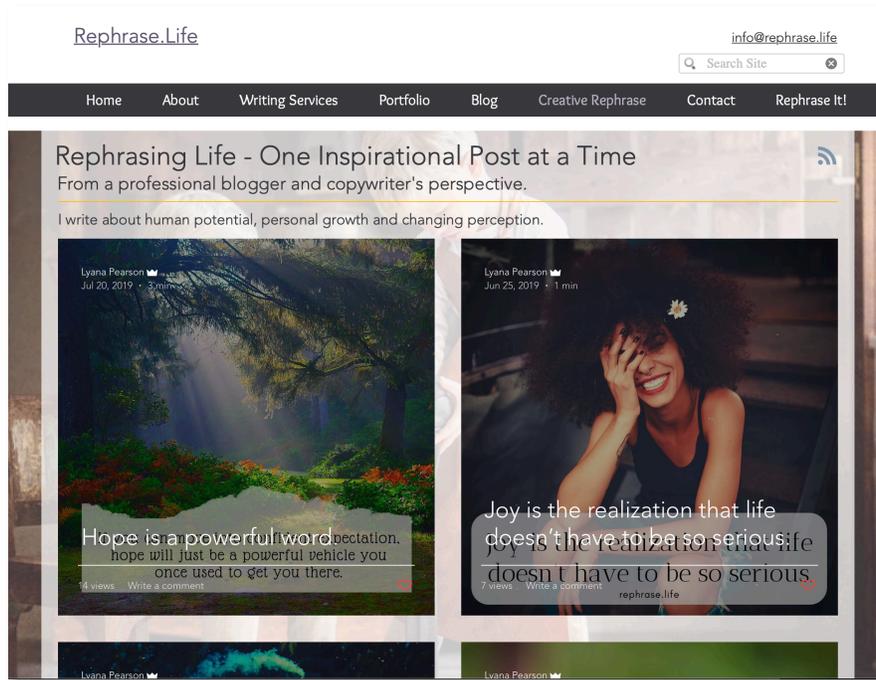
While Seeding the Internet may seem like a lot of work, it can be done over time, in small bite-sized stages. If you dedicate a little bit of time each day, once a week—or even a couple times a month—you'll find that over time, you'll have built up stores of content in a variety of places that you can refer customers or clients to.

Visiting sites: Many sites require you to create a profile or account in order to leave comments. There are benefits to creating an account:

1. You can leave multiple comments on different posts and topics.

2. You can share the account among a team if you wish, enabling you to leave comments and reviews as you come across things of interest.
3. You can sometimes attach an image to your account, building awareness and creating a memorable impression in readers' minds.

Crosslinking to your own site: One of the benefits of leaving your comments on relevant third party blogs is the ability to leave a link to your own blog, website or social media page. If you're commenting within a social media platform, you don't need to leave a link because people will click on your profile and find your website there. Your job is to provide some form of value through your comments and within your own accounts.



Every time you leave a comment on a third party website (excluding social media pages), you have an opportunity to leave a link to your website. This is a great way to lead people to content on your website that matches the topic you're engaging in.

Chapter 3: Sharing relevant content from other sources

You can also fix your business more firmly in your public's mind (and of course, like-minded individuals) by leaving a link to great examples you've found online that closely align with your own company mindset.

These can be links to engaging content like:

- Stories you've found interesting;
- Biographies of people you admire, or who are in your industry; or
- Videos or pictures you find funny, inspirational or informative.

If you provide readers with cool stuff, they are more likely to remember you, and want to find out more about you.

Chapter 4: Ethics of posting online

If you follow a few simple ethics, your Internet seeding should go smoothly and become a highly effective part of your well-rounded online marketing campaign.

- **Don't inundate.** Leaving several posts on the same site every day is likely to annoy the account holder and possibly cost you your own account. A good rule of thumb is one to three posts per week, per site or topic on site. (The exception would be, if you were participating in a stream of discussion.)
- **Use positive reinforcement.** Whenever possible, couch your comments, reviews, and responses in positive terms. This keeps your

reputation on high standing, and makes others like you even more. Don't be afraid to "tell them like it is," but try to do so in a way that you come out sounding like an expert (an authority on the subject) yet also a likeable person.

Carefully select links to share. This may go without being said, but posting links to questionable or objectionable media or material online will earn a deletion of your account. Ensure that any sites you leave links for don't also include offensive material.

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Chapter 5: Highlights Of Online "Buzz" Tactics

1. **Spread yourself around.** Create accounts everywhere you can, so you can participate.

2. **Leave links.** Every time you leave a comment, suggestion or review, post a link to your website or other relevant content (like YouTube videos).
3. **Keep tabs.** Keep a record of places you've left comments. You might get responses. You can generate even more awareness by opening a line of communication with respondents. You also build a relationship in this way, and may earn a loyal consumer, as well as advocates for your products and services.
4. **Check back in.** Maintaining threads of communication and commenting on new topics that arise on sites you've already visited will keep your company in the viewer's mind.
5. **Represent.** Remember, every time you leave a comment, review or shout-out, you are responsible for representing what it means to be your company. Always be respectful and keep in mind the tone and personality you want people to associate with your brand.
6. **Use trash-talkers to your advantage.** This relates to the above paragraph. There will inevitably be "trash-talkers," who try to put down what it is you are sharing. Most trash talking is based on ignorance. Take this opportunity to educate them. Don't stoop to

their level, and don't play their game. Respond to a trash-talker once. If they want to continue, just move on and let it go. It's the "last asshole" rule. Allow the trash-talker to downgrade their own reputation while maintaining your own.



Every comment is an opportunity to represent your brand. Even people who say things you'd rather not hear can be an opportunity to show what your brand is made of. Remember your ethics and stick to them. Engage with compassion. Of course, you will ultimately draw the line at what you find acceptable and have every right to delete or report speech you deem to be in poor taste or ethically unsound.

Chapter 6: Summary

Building awareness online is an essential part of your modern marketing campaign. It can be time consuming and each new platform brings with it a brand new learning curve. However, the process can also be rewarding.

You have the potential to build new relationships, forge partnerships you may not have considered before, and create global connections with people who align with your interests and goals. Over time, you'll also see your audience flourishing.

Following some simple principles can make your experience—and your audience's experience—fun, powerful and enlightening.

Leave your brand name in as many places as you can, ensuring that you always represent the values of your brand and only interact with websites and people that you want to be associated with your brand.

Contact Me

If you would like a more in depth strategy for identifying, curating and growing your Instagram following that is specific to your business and your audience, reach out to discuss building out a custom plan.

Visit www.Rephrase.Life for more information about me and contact me through my website. Be sure to follow my Instagram accounts [@rephraselife](https://www.instagram.com/rephraselife) and [@arainia](https://www.instagram.com/arainia).

Bio



Lyana Pearson is a professional blogger and content writer. She spent over a decade in the marketing, branding and advertising industry—designing, coding and writing for a wide variety of clients. During those years, her gift for writing

marketing messages that persuade, inform and engage rose to the surface.

Over the last few years, Lyana's professional focus has become writing engaging content for the personal self-development services and wellness products industries.

In her own writing, her focus is human potential, personal growth and changing perception. She writes about life, about people and the unique gifts each brings to the world.

Drawing out the romance in everyday objects, scenarios and people around her keeps her inspired.

Taking a closer look at widely accepted concepts and digging into the deeper meaning behind our words, actions and cultural beliefs spikes her passion.

Seeing through appearances to underlying motivations, teasing out the best qualities in a person and what they do—understanding how they see the world—brings her joy.

Perception is everything and perceptions can be overcome.

Sometimes all it takes is a few words.

She loves hearing people's stories and rephrasing their experiences in a way that shapes their perspective, helping them to see the world in a more positive light.

Perception is everything and perceptions can be overcome. Sometimes, all it takes is a few words.

Lyana calls it Rephrase because she believe that just about anything can be re-framed to create a sense of satisfaction or awe, appeal to real emotion and show a person or service for the authentic, unique contribution they are.

Learn more at: www.Rephrase.Life

Quick disclosure: In preparation for my next book, I plan to market this one using paid advertising through social media and other ad platforms. I've never boosted any of my following audiences, or sold my own writing services using advertising so this will be a journey of exploration. I'll use the same principles I've laid out in this book and add paid advertising. I look forward to sharing with you what I learn.