

## Update On Social Sharing & Retargeting Search Results

Here is the Stats For ShareThis. You have to be logged in  
<http://sharethis.com/mystream#toi>

### Link Diversity Using Review Sites

Copy and paste this into your browsers url window

[http://www.google.com/search?sourceid=navclient&ie=UTF-8&rlz=1T4GUEA\\_enUS439US439&q=rld+commercial+lighting](http://www.google.com/search?sourceid=navclient&ie=UTF-8&rlz=1T4GUEA_enUS439US439&q=rld+commercial+lighting)

Local Submission: Claim your site at each one. Yellow Bot, yellow pages etc. and city search

\*notice that CBS local is pulling review from [City Search](#) & yelp (one example of the viral nature of social sharing)

### Examples Of The Viral Nature Of Social Sharing

[Google Blog Is Viral](#)

Blog is being pulled to different sources.

Sign Up For hellotxt:

<http://hellotxt.com/equipment>

### Website Data Information Sites Are Viral

These types of websites pull vertical social media data. (Site below pulls rld's twitter feed)

<http://worth.im/www.rlldesign.com>

### Feed Aggregator Sites Are Also Viral

Feed: [Commercial Lighting Fixtures & Photometric Outdoor Light Design](#) Blog

### Yelp Is Viral & Syndicated (Registration Is Required)

<http://events.houston.cbslocal.com/sp?aff=1110&skin=100&siteId=263460>

### Search On Yahoo For "Houston rld commercial lighting.

[http://search.yahoo.com/search;\\_ylt=AgwiqMkJ.2dPJP6WZwXF83ievZx4?p=houston+rld+commercial+lighting&toggle=1&cop=mss&ei=UTF-8&fr=yfp-t-701](http://search.yahoo.com/search;_ylt=AgwiqMkJ.2dPJP6WZwXF83ievZx4?p=houston+rld+commercial+lighting&toggle=1&cop=mss&ei=UTF-8&fr=yfp-t-701)

### Dexknows Review Site:

[http://www.dexknows.com/business\\_profiles/rld\\_commercial\\_lighting-1827624705](http://www.dexknows.com/business_profiles/rld_commercial_lighting-1827624705)

Review of residential landscape lighting being pulled from killerstartups.com

<http://www.merchantcircle.com/business/Residential.Landscape.Lighting.Design.713-863-7699/review/list>

Upload your pictures to [Yelp](#) 4<sup>th</sup> listing is residential lighting design.

# Update On Social Sharing & Retargeting Search Results

## Retargeting Search Results

With good search statistics and knowing then the search term someone used to get to your website, you can then target them in various ways you believe reflect that search interest. This kind of tracking gives you a better idea of the value of certain search terms, so you can change your SEO approach to suit.

**Example 1:** Look at the statistics for [Residential Landscape Lighting & Design](#) and the 12<sup>th</sup> listing is [outdoor lighted christmas trees](#) is number 6 in the SERPs. Page needs to be adjusted to match the search term. This term also ranks on the same page [outdoor lighted christmas decorations](#) ranks number 3 in google. How can the page be improved?

**Example 2:** [landscape lighting design](#) ranks number 2 on google how can this page be improved?

**Example 3:** Do a Google search of your site, type this in to google search window “[christmas light sculptures site:www.residential-landscape-lighting-design.com](#)” The results is what google believes are the most important pages on your site for a particular keyword.

**Example 4:** Do a search for “[cove lighting residential](#)” do site search “[cove lighting residential](#)” [site:www.residential-landscape-lighting-design.com](#)” Click on [images](#) on left navbar.

Example 5: Do a search for commercial street lights <http://www.residential-landscape-lighting-design.com/commercial-street-lights.htm>

On the left navigation on the search results click on the left navigation bar on the word images. This will give you all the related images that exist on your site for the keyword “[Christmas light sculptures](#)”. Pick the most descriptive image that fits the content.