

SEO Tools: Twitter Automation

Brent D. Payne

@BrentDPayne



Twitter Automation



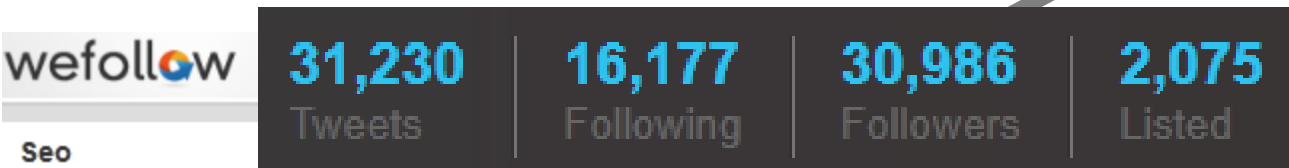
The image shows a screenshot of a Twitter profile for Brent D. Payne (@BrentDPayne). The profile includes a header with the Twitter logo, a search bar, and navigation links (Home, Profile, Messages, Who To Follow). The profile picture is a headshot of a man. The bio states: "Former Tribune SEO Director. Now owner of BaldSEO, LLC a social media and SEO consulting firm. Proud father of Luke Payne and fiancée of @SpicyMarina. #BaldSEO" with a link to http://d.amn.gd/BaldSEO. To the right, a dark overlay shows statistics: 31,230 Tweets, 16,177 Following, 30,986 Followers, and 2,075 Listed. An arrow points from the 'Following' stat to a 'wefollow' widget below.

Brent D. Payne
@BrentDPayne Chicago, IL
Former Tribune SEO Director. Now owner of BaldSEO, LLC a social media and SEO consulting firm. Proud father of Luke Payne and fiancée of @SpicyMarina. #BaldSEO
<http://d.amn.gd/BaldSEO>

About @BrentDPayne

31,230 Tweets	16,177 Following	30,986 Followers	2,075 Listed
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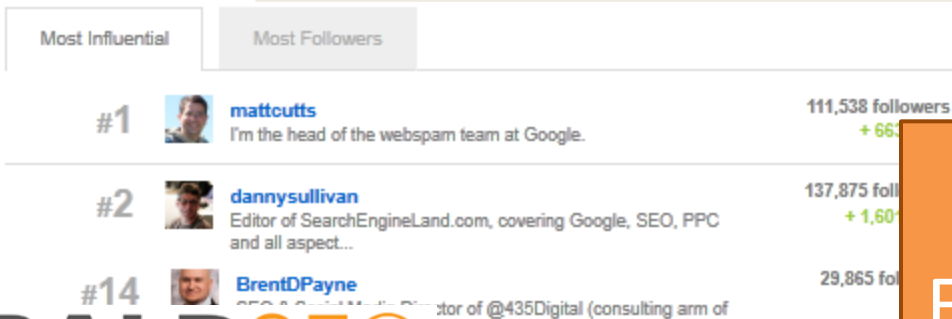
Recent Images · [view all](#)



The 'wefollow' widget displays the same statistics as the Twitter profile: 31,230 Tweets, 16,177 Following, 30,986 Followers, and 2,075 Listed.

wefollow

31,230 Tweets	16,177 Following	30,986 Followers	2,075 Listed
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A list titled 'Most Followers' showing a ranking of users. Brent D. Payne is at rank #14 with 29,865 followers.

Most Influential | **Most Followers**

Rank	Profile Picture	Username	Bio	Followers
#1		mattcutts	I'm the head of the webspam team at Google.	111,538 followers +66%
#2		dannysullivan	Editor of SearchEngineLand.com, covering Google, SEO, PPC and all aspect...	137,875 follo +1,60%
#14		BrentDPayne	CEO & Founder of @435Digital (consulting arm of	29,865 follo

I Haven't Manually
Followed Anyone in 2 Years!

Keywords

- Search for titles, topics, company names, etc.

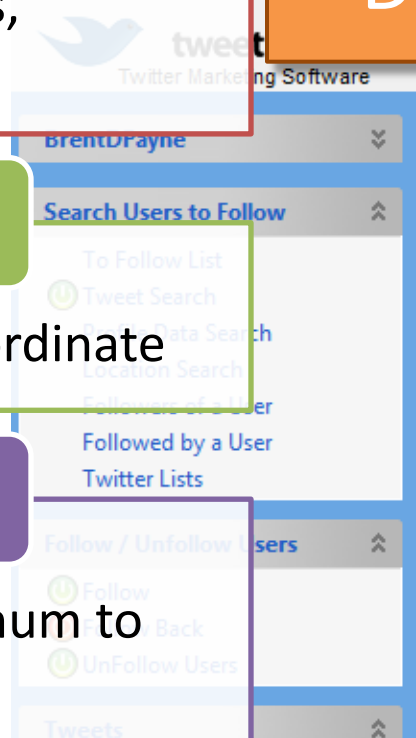
Location

- Enter a city or GPS coordinate

of ...

- Set minimum & maximum to help minimize spam

Search Twitter Profile Data to Find Followers



Search Options:

Keyword(s)

Location

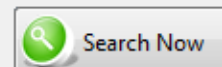
of Followers -

Following -

of Updates -

Profiles with default profile images?

Profiles with URLs set?



Username	Name	Followers	Following	Updates	Bio	
PhilipNowak	Philip Nowak	16890	13685	17752	Social Media Analyst, Delver.com at Sears Holdings	Founder at FirmologyConnect
ginidietrich	Gini Dietrich	12576	12494	38929	CEO of Arment Dietrich. Author of spinsucks.com. Vistage member. Author. Speaker. Communicator. Avid cyclist. A foodie. Loves shoes & wine.	http://www.spinsucks.com
JeffKnize	Jeff Knize	22979	22122	2951	CEO - ClickProSEO.com & Wooxie.com. Sold #1 ranked treadmills site on Google. SEO, Tae Kwon Doe, Family Guy, Lover of Life.	http://ClickProSEO.com
k9cuisine	Anthony Holloway	10087	10418	5715	CEO K9 Cuisine - Entrepreneur And Dog Lover	http://www.k9cuisine.com
TheYoungHustla	The Young Hustla	10301	328	4844	I LOVE GOD & @ImmortalMedia & Celeb Music Producer & Writer & Graphic/Web Designer & Mixtape DJ & Philanthropist &	http://TheYoungHustla.com
		12604	16253		Social Media Analyst, Delver.com at Sears Holdings	Founder & CEO at Firmology t
		11638	34982		CEO of Arment Dietrich. Author of spinsucks.com. Vistage member. Author. Speaker. Communicator. Avid cyclist. A foodie. Loves shoes & wine.	http://www.spinsucks.com

Follow All Followers of a Specific User

Choose a Twitter User

- Choose influential profiles
- Profiles with more followers will provide quicker results

Be Mindful of . . .

- Following Matt Cutts' mother!
- Following second and third profiles of users

Time Your Approach Appropriately

- Don't target the same profile too often
- Profiles that email notifications of new follows may notice your tactics if it's not spaced out



About @mattcutts

13,855
Tweets

305
Following

134,086
Followers

10,100
Listed

YUMMY!!

Find Followers of a User

Search

Twitter User

MattCutts



Search Now



Stop

Username	Name	Last Tweet	Last Tweet Time	Location
JonahHill	Jonah Hill	That ref will never work again	Sun Sep 18 04:31:43 +0000 2011	none
tomcoates	Tom Coates	A song from the time when having a mobile phone was really exciting and weird: http://t.co/iawsApLC	Tue Sep 20 02:21:55 +0000 2011	San Francisco, CA
TamuraJones	Tamura Jones	#genealogy #hot FamilySearch planning to introduce	Mon Sep 19 18:10:40 +0000 2011	Leiden
cool_tools	Cool Tools	Coby CV198 Noise Cancelling Headphones http://t.co/mbvdkJT3	Mon Sep 19 13:41:07 +0000 2011	Pacifica, CA
Mlsif	Micah Sifry	\$8 Trillion since 2000!! US has spent \$5.9 T on defense and nuclear weapons, \$1.36T on Iraq and Afghanistan, \$636B on Homeland Security!	Mon Sep 19 14:35:54 +0000 2011	Home
obviouscorp	Obvious	Office design http://t.co/drldontn3	Thu Sep 15 23:49:16 +0000 2011	San Francisco, CA
		iesGleick Trudeau's genius amazes me. I've been reading him for 30 years and he still feels fresh. A ssentially American voice.	Sun Sep 11 21:06:39 +0000 2011	none

Follow Everyone A Specific User Is Following

Choose a Twitter User

- Choose influential profiles
- Choose profiles that follow a considerably LOWER number of people than follow them

Be Mindful of . . .

- Following Matt Cutts' mother! 😊
- Following Twitterbots created by the user

Advantages of This Tactic...

- If you follow the people the influencers are following you have HIGHER QUALITY
- You can get to know the person that knows THE person



About @mattcutts

13,855 Tweets | 305 Following | 134,086 Followers | 10,100 Listed

IMPORTANT PEOPLE?!

Username	Name	Last Tweet	Last Tweet Time	Location
JonahHill	Jonah Hill	That ref will never work again	Sun Sep 18 04:31:43 +0000 2011	none
tomcoates	Tom Coates	A song from the time when having a mobile phone was really exciting and weird: http://t.co/iawsApLC	Tue Sep 20 02:21:55 +0000 2011	San Francisco, CA
TamuraJones	Tamura Jones	#genealogy #hot FamilySearch planning to introduce	Mon Sep 19 18:10:40 +0000 2011	Leiden
cool_tools	Cool Tools	Coby CV198 Noise Cancelling Headphones http://t.co/mbvdkJT3	Mon Sep 19 13:41:07 +0000 2011	Pacifica, CA
Mlsif	Micah Sifry	\$8 Trillion since 2000!! US has spent \$5.9 T on defense and nuclear weapons, \$1.36T on Iraq and Afghanistan, \$636B on Homeland Security!	Mon Sep 19 14:35:54 +0000 2011	Home
obviouscorp	Obvious	Office design http://t.co/drldontn3	Thu Sep 15 23:49:16 +0000 2011	San Francisco, CA
		esGleick Trudeau's genius amazes me. I've been reading him for 30 years and he still feels fresh. A ssentially American voice.	Sun Sep 11 21:06:39 +0000 2011	none

Choose a Twitter User

- Choose influential people that have created longer lists

Be Mindful of...

- Following Matt Cutts' mother! 😊
- Off topic interests of the user that may not be helpful for you to follow

Advantages of This Tactic...

- Have a high editorial value from the influencer
- Saves time researching 'best of'

Follow a Curated List Created by an Influencer

socialmedia



A public list
Curated by **Danny Sullivan**

+ Follow this list

Tweets Following: 53 Followers: 143

Search Users to Follow

To Follow List

Twitter User DannySullivan

List Name socialmedia

Search Now

Stop

Categorized List of VIPs!

Username	Name	Last Tweet	Last Tweet Time	Location
wordpress	WordPress	@JessicaAmento No problem, good luck!	Fri Sep 16 18:35:31 +0000 2011	All over the world
marcedavis	Marc Davis	Omar Green says we need open source risk models to move the payments and banking models forward. Nice. #mobile2	Fri Sep 02 00:45:36 +0000 2011	iPhone: 40.769768,-73.981216
LaSandraBrill	LaSandra Brill	Date night! The kids are asleep and we're headed to the Quora Community party in San Fran!	Sun Sep 18 02:43:29 +0000 2011	Silicon Valley - California
dannysanswers	Danny Sullivan	@fullfilth Use the	Thu Jun 03 16:41:26 +0000 2010	Twitter
JustinKownacki	Justin Kownacki	@lmcnelly You do good work. This is a valuable project. No one else gets this varied perspective across all types of production.	Mon Sep 19 22:16:30 +0000 2011	Baltimore, MD
ltherMedia	ltherMedia	Hanny to announce UberSocial for Android! http://t.co/5h0UC15	Thu Sep 01 19:32:40 +0000 2011	Pasadena, CA, USA
		aines sure that's not a satellite falling to Earth? http://t.co/GK1GUeqq	Tue Sep 20 02:28:08 +0000 2011	Tompkins County, New York

Choose a Proper Phrase

- Choose a phrase that allows you to interact or share commonality

Be Mindful of...

- Avoiding “Matt Cutts is a good boy” as it would result in . . . Following Matt Cutts’ mother! ☺
- Being too general or too specific
- Other meanings of phrases and languages

Advantages of This Tactic...

- Following brand name mentions delayed long enough to not appear as a bot
- Finding common interests with other Twitter users

Follow Everyone That Tweets a Specific Phrase

A Very Important Group of People! ☺
“I am bald”

The screenshot shows the 'Tweet Adder' interface with the following settings:

- Automation:** On
- Search Options:**
 - Keyword(s):** "I am bald" (indicated by an arrow)
 - Location:** (empty)
 - Recency:** Any days
 - Language:** English
- Buttons:** Search Now, Stop, Add Automated Search

Username	Name	Tweet	Last Tweet Time	Location
Dimasbaguspriyo	Dimas Bagus Priyo U	YES absolutely RIGHT@KembangGoyang: Still about her @Dimasbaguspriyo: Everybody asking why I am bald..this is my representation that I'm so	Tue Jul 20 15:17:51 +0000 2010	Jogjakarta,Indonesia
KembangGoyang	Lizdalya Andayani	Still about her RT @Dimasbaguspriyo: Everybody asking why I am bald..this is my representation that I'm so serious about she..yeah she is	Fri Jan 22 07:40:01 +0000 2010	Balikpapan, Kalimantan Timur
Dimasbaguspriyo	Dimas Bagus Priyo U	Everybody asking why I am bald..this is my representation that I'm so serious about she..yeah she is	Tue Jul 20 15:17:51 +0000 2010	Jogjakarta,Indonesia
btflbaldgrl	Jana Buhlmann	@hairlossdotcom Mantra: I am beautiful because I am bald, not despite this truth.	Fri Apr 22 18:31:13 +0000 2011	Vancouver BC
Fuck_DBland	- Follow ME \u2714	Damn I feel bald well I am bald ,	Sun Jan 09 02:05:48 +0000 2011	Were The Head Hunter At .
Polustarfish	PoluesterStarfish	@MatchboxTwenty I am bald so I do the king and I laugh daily. Hell I even throw in a	Wed Mar 25 14:11:14 +0000 2009	Gene Hackman kick your ass
		nganttt That's as valid as how I am bald because my brain is so big the follicles have no room	Wed Sep 03 11:15:27 +0000 2008	in the wind

Find the Proper RSS Feed

- Find an RSS Feed that will be reliably interesting and accurate for you to share without curating

Be Mindful of...

- Automatically sharing brand term related RSS feeds...may be BAD NEWS you're sharing!
- Freshness of the information you're sharing with your followers

Advantages of This Tactic...

- Perception by followers that you are completely on top of your topic area
- Less effort to share other's content on the web
- Reciprocal tweet exchanges with other influencers (it's not banned by Google...yet!)



Automation On

RSS Settings

RSS URL	Title	Description
http://www.huffingtonpost.com/author/index .	true	false
http://feeds.feedburner.com/pawngo?format=	true	false
http://news.google.com/news?q=pawngo&hl=true	true	false
http://news.google.com/news?q=author:%22LDSEO%22	true	false
http://news.google.com/news?q=s?hl=en&gl=us&q=true	true	false
blogspot/amDG?	true	false
GoogleNewsBlog	true	false

Automatically Tweet Info from an RSS Feed

Post RSS Tweet Every to Minutes

Maximum # of RSS Tweets per Day

Add RSS Feed

RSS URL

☐ Include Title

☐ Include Description

Tweet Prefix

Tweet Suffix

Instantly Share Information Curated by an RSS Feed!

Suffix	Last Checked
	2011-09-20 12:18:49
	2011-09-16 17:44:58
	2011-09-16 18:15:12
	2011-09-16 18:33:56
	2011-09-20 11:03:32
	2011-09-20 11:45:01
Journalism	2011-09-20 11:57:20

Lots of Other Options

- Long list of other options available within TweetAdder 3.0
 - Location Search
 - Black/White Listing
 - Auto Unfollow
 - Auto Re-Tweets
 - Auto Thank You
 - Auto Direct Messages
 - ...Much More!!

TweetAdder 3.0 Has A Ton of Other Options!

Be Mindful of...

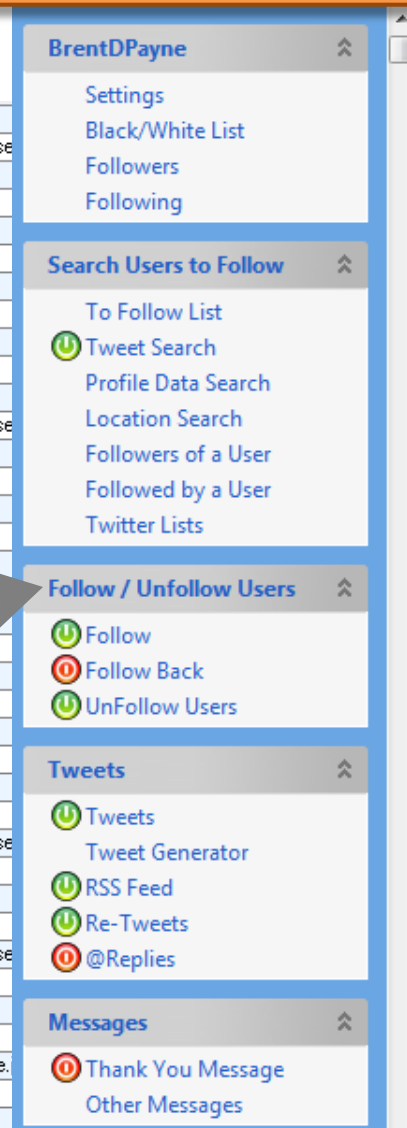
- Limitations imposed by Twitter
- Use it only for augmentation not the majority of your activities

Advantages of TweetAdder 3.0

- Allows you to be much more strategic in your Twitter strategy
- Saves significant time and resources with your Twitter campaign
- Not using the Twitter APIs so less restrictions on the automations

BaldSEO - 9/20/2011 12:41:04 PM - Follow Skipped - No more IDs to follow - No search results found
BaldSEO - 9/20/2011 12:41:04 PM - Auto Tweet Search was skipped because there are no search terms to se
BaldSEO - 9/20/2011 12:41:04 PM - Follow Skipped - No more IDs to follow
BaldSEO - 9/20/2011 12:41:04 PM - UnFollow skipped - No more IDs to UnFollow
BrentDPayne - 9/20/2011 12:40:53 PM - Tweet not posted - no tweets to post.
BrentDPayne - 9/20/2011 12:40:52 PM - Followed 22872643
BrentDPayne - 9/20/2011 12:39:51 PM - Unfollow skipped because ratio limit setting was reached
BaldSEO - 9/20/2011 12:37:57 PM - UnFollow skipped - No more IDs to UnFollow
BrentDPayne - 9/20/2011 12:37:42 PM - Followed 5743162
BrentDPayne - 9/20/2011 12:36:37 PM - Unfollow skipped because ratio limit setting was reached
20/2011 12:34:04 PM - Follow Skipped - No more IDs to follow - No search results found
20/2011 12:34:04 PM - Auto Tweet Search was skipped because there are no search terms to se
20/2011 12:34:04 PM - Follow Skipped - No more IDs to follow
BaldSEO - 9/20/2011 12:34:04 PM - UnFollow skipped - No more IDs to UnFollow
BrentDPayne - 9/20/2011 12:33:33 PM - Tweet not posted - no tweets to post.
BrentDPayne - 9/20/2011 12:32:29 PM - Followed 216453702
BrentDPayne - 9/20/2011 12:32:27 PM - Unfollow skipped because ratio limit setting was reached
BaldSEO - 9/20/2011 12:30:20 PM - Follow skipped - No more IDs to UnFollow
BaldSEO - 9/20/2011 12:29:21 PM - Loaded Following List Successfully
BrentDPayne - 9/20/2011 12:29:21 PM - Followed 216453702
BaldSEO - 9/20/2011 12:29:20 PM - Follow Skipped - No more IDs to follow - No search results found
BaldSEO - 9/20/2011 12:29:20 PM - Auto Tweet Search was skipped because there are no search terms to se
BaldSEO - 9/20/2011 12:28:22 PM - Follow Skipped - No more IDs to follow
BaldSEO - 9/20/2011 12:28:22 PM - Unfollow skipped because ratio limit setting was reached
BaldSEO - 9/20/2011 12:27:19 PM - Follow Skipped - No more IDs to follow - No search results found
BaldSEO - 9/20/2011 12:26:21 PM - UnFollow skipped - No more IDs to UnFollow
BaldSEO - 9/20/2011 12:24:18 PM - Follow Skipped - No more IDs to follow - No search results found
BaldSEO - 9/20/2011 12:24:18 PM - Auto Tweet Search was skipped because there are no search terms to se
BaldSEO - 9/20/2011 12:24:18 PM - Follow Skipped - No more IDs to follow
BrentDPayne - 9/20/2011 12:23:17 PM - Tweet not posted - no tweets to post.
BrentDPayne - 9/20/2011 12:23:17 PM - Unfollow skipped because ratio limit setting was reached
BrentDPayne - 9/20/2011 12:22:17 PM - Follow Failed - Error: Not found", "request": "/1/friendships/create.
BaldSEO - 9/20/2011 12:21:19 PM - UnFollow skipped - No more IDs to UnFollow
BrentDPayne - 9/20/2011 12:19:48 PM - Unfollow skipped because ratio limit setting was reached

**Churn baby,
churn!!**



Contact Us for More Details



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