

Document Sharing Secrets

By: Matthew Olson
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Introduction...

I'm about to share with you one of those rarely used traffic methods that will absolutely explode your article marketing efforts in a very short period of time and with the least amount of effort.

The method I'm talking about is called document sharing. You can get a TON of traffic from document sharing websites and they're a great alternative to "standard" article marketing directories like EZA.

The search engines absolutely love document sharing sites! As a matter of fact, with document sharing sites I'm EASILY able to outrank EZA, Goarticles, Buzzle, Article Dashboard, Wordpress, Blogger, Hub Pages, Squidoo and any other article directory or Web 2.0 sites. There's no comparison... document sharing wins hands down and is the focus of the majority of my article marketing efforts.

I've found that most article marketers are mostly unaware that these document sharing sites even exist. Those that do typically don't know

how to fully capitalize on this hidden gem of a resource.

In the course I will teach you EXACTLY what I do to easily and quickly get almost 90% of my document sharing articles to the first page of Google and how you can do it too!

Let's get started...

What Is Document Sharing?

Document sharing sites are directories that allow you to upload your articles as PDFs, Word documents and/or slide presentations (like Powerpoint). Most of these sites also allow liberal use of live links or “anchor text” adding to their value from an article marketing perspective.

Why Document Sharing Is Better Than “Regular” Article Marketing

When I say “regular” article marketing, I mean the type of article marketing or “Bum Marketing” most of us are familiar with. You know, submitting tons of articles to EZA, Goarticles, Article Dashboard, etc. and then building backlinks to them with the hopes that some of them will rank high on Google and the other search engines.

As I mentioned at the beginning of this course, I've done more than my fair share of “regular” article marketing (I have over 500 articles published on EZA alone and thousands on other directories). Now that I've discovered document sharing I rarely submit to the standard article directories like EZA anymore. Document sharing is so powerful that it's the main focus of my article marketing strategy.

Here is a list of why document sharing is superior:

* **Google love.** Google and the other major search engines really favor document sharing sites! For months I struggled to get my EZA articles to rank high. It was very hit and miss (mostly miss). If I was lucky maybe 10-15% of these articles ever reached the first page of Google. With my document sharing articles I'm virtually guaranteed a high search engine placement for a fraction of the work. My documents almost always rank higher than articles on any other directories or Web 2.0 properties. As a matter of fact I'm easily able to get close to 90% of my document articles to the first page of Google!

* **Super fast indexing.** The vast majority of my documents are indexed on Google within a few hours and often as fast as a few minutes! And this isn't just a temporary position that lasts a day or so. I've found that the positions typically hold and then rapidly climb when I point a few basic backlinks to them (more on that later).

* **No review process.** Popular article directories like EZA and Buzzle can take days or even weeks to review and approve your articles. With document sharing sites there is no waiting period... just upload your articles and you're good to go.

* **Live links.** Unlike most article directories, document sharing sites don't limit live links to the bottom of your article in the resource box. You are allowed to add live links throughout your article... the beginning, middle, end... wherever you choose. This boosts search engine rankings as well as click through rates. You can also promote affiliate links if you choose (the only exception to this is Scribd).

* **Don't need unique content.** I have many documents ranking high by just using PLR material. As long as you have distribution rights you can submit PLR content. This can save you a ton of time because you no longer have to write dozens or even hundreds of unique

articles. Can PLR material rank highly even though the content can already be found on the internet? You bet! Contrary to what some may say, duplicate content CAN and WILL rank highly (especially when posting to document sharing sites). Just make sure if you're using PLR content that the material is of high quality and follows the basic rules of being helpful and informative.

*** Images are allowed.** Adding clickable images to your documents adds to the overall appearance of your articles and ultimately higher click-through rates.

Best Document Sharing Sites

The following are my favorite document sharing sites. Keep in mind that this is by no means a complete list... they are simply my favorites and the ones I've had the most success with so far. Feel free to experiment with other document sharing sites too (I've listed some of the more popular ones as well).

Top 3 Personal Favorites:

1. [Docstoc](http://www.docstoc.com) (<http://www.docstoc.com>)

Docstoc is by far my favorite document sharing site. Google seems to love these guys and I consistently rank on the first page of the serps for my Docstoc articles. They are very “marketer friendly” and allow a liberal use of anchor text in your documents.

Docstoc also has a cool feature called “DocCash” that allows you to add your AdSense account to your Docstoc account and they split the profits with you.

Here's how to setup DocCash in case that interests you:

1. Log into your AdSense account
2. Click on "AdSense Setup"
3. Click on "Channels"
4. Click on "URL Channels"
5. Click "+ Add New URL Channels"
6. Enter docstoc.com and click "Add Channels"

Docstoc rocks! But please don't saturate this site with spam or sub-par articles. Keep the quality high and Docstoc will continue to be an outstanding resource for all article marketers to benefit from long term.

2. [Scribd](http://www.scribd.com) (<http://www.scribd.com>)

I have to be honest, I have a love/hate relationship with Scribd. I almost didn't include them in my 'favorites' list because of this. However, used correctly Scribd can be an incredible source of traffic which is why I decided to include them. But be warned: Using Scribd incorrectly will result in your accounts being banned and all your documents removed.

Google loves Scribd just as much, if not more, than Docstoc. And there was a time when you could upload hundreds of article documents with live links and everything was cool. Then a certain "popular" internet marketing class recommended Scribd to their students and that's when the site got bombarded with spam. Scribd took swift action and deleted any accounts that looked even remotely promotional. Thousands of documents were eliminated and a lot of marketer's had all their hard work vanish practically overnight. Very similar to what a lot of marketers experienced with Squidoo.

I had only one account deleted but my other ones survived. Maybe I was lucky. But I think a lot of it has to do with my "surviving" accounts having articles that are focused on being helpful and informative rather than "salesy" or promotional.

If you're going to use Scribd make sure that your articles do not have a promotional vibe to them and only use live anchor text once (and make sure that link goes to an informative blog or website, not a sales page). Even then there is no guarantee that your Scribd account won't get deleted.

My suggestion if you're going to use Scribd: Start off slowly and test the waters. Give them what they want - quality, helpful content. Create separate accounts for different niches and see what happens. Many of my Scribd documents are still going strong so I know it's still possible to benefit from this great resource.

3. [Slideshare](http://www.slideshare.com) (<http://www.slideshare.com>)

Slideshare is a really cool site because you can upload Powerpoint presentations as well as PDF or Word documents. Don't have Powerpoint? No big deal, just focus on uploading PDFs or Word docs. But if you know how to use Powerpoint then using Slideshare to upload your slide presentations is a great way to go. Also, like most document sharing sites Slideshare gets a lot of Google love!

Other Document Sharing Sites: *The following sites are ones that I've either dabbled in or haven't personally used but have heard other marketers reporting success. Feel free to try these sites as well. Who knows, you may find that some of them do just as well or better than my personal top three.*

4. [Authorstream](http://www.authorstream.com) (<http://www.authorstream.com>)

Similar to Slideshare but they only allow you to upload slide presentations, (no PDFs or Word documents).

5. [Calameo](http://www.calameo.com) (<http://www.calameo.com>)

I've heard other article marketers swear by Calameo. The few Calameo articles I've uploaded have all done very well in the search engine rankings with very little effort on my part. Personally I think their viewing format is a bit awkward so I haven't used them much. Word or Open Office documents seem to work better than PDFs.

6. [Edocr](http://www.edocr.com) (<http://www.edocr.com>)

7. [Isuu](http://www.isuu.com) (<http://www.isuu.com>)

8. [Yudu](http://www.yudu.com) (<http://www.yudu.com>)

9. [Esnips](http://www.esnips.com) (<http://www.esnips.com>)

10. [Slideboom](http://www.slideboom.com) (<http://www.slideboom.com>)

WARNING! Just a quick word of caution guys... *please don't spam these sites with poor quality articles loaded with affiliate links. If these document sharing communities sense that they are being invaded by a bunch of inconsiderate marketers then they will probably take steps to delete accounts, change the TOS and basically make it difficult for any article that is even remotely promotional to be accepted. This already happened to some degree with Scribd. Let's treat these sites with respect and offer high quality information that adds real value. That way we can all enjoy the benefits of these awesome resources for months and years to come!*

How To Create Your Document

You can't upload any old article document and expect it to magically get a massive amount of traffic. You have to pay close attention to how you optimize your documents. Do this correctly and you'll benefit from traffic directly from the document sharing sites as well as top search engine placement. This is easy to do, you just need to pay

attention to certain basic details like the following:

Article length: I've found that 400-600 words works best.

Font size: The vast majority of documents I see on these sites are using font that is way too small, making it hard to read online. I've found that a font size of 14-16 pts creates an ideal viewing format.

Title: Save your document to your computer using the exact title you want (make sure the keyword phrase you want to rank for is included). Many of the document sharing sites automatically create a title using whatever text you originally saved your article as. I also put the title at the top of my document using a slightly larger font than the body of my article.

Anchor Text: I like to use anchor text approximately three times in my documents. Remember, most document sharing sites will allow you to use anchor text throughout your articles. Unlike EZA or other popular article directories, you're not restricted to just placing your anchor text at the bottom of the article in the resource box. Use anchor text in the beginning and middle of your articles as well.

LSI Keywords: Create keyword-rich documents by liberally using LSI keywords throughout your articles. LSI (Latent Semantic Indexing) simply means using words and phrases that are related to your main keyword. For example, if your main keyword phrase is “dog” then LSI keywords may include “puppy”, “canine”, “pet”, etc. If you write naturally then LSI keywords will usually automatically come out.

Adding a Footer: I've noticed that a lot of the more popular documents use a footer in their documents. I decided to try this myself and noticed a boost in my search engine rankings. I'm not sure why this is, but it's so easy to do you might as well add footer to your documents too.

Here's an easy way to create a footer for your article documents:

- Create a text document using Open Office. If you don't have Open Office you can download it for free [here](#). Open Office is a great alternative if you don't have Word. Open Office documents can easily be saved as PDFs too (more on using Open Office later).
- Click on “Insert” at the top
- Click on “footer”
- Choose “default”
- In the footer space provided, simply write or paste the title of your document. It will show up at the bottom of each page of your document.

Example

Below is an example of one of my documents I created under a pen name so you can see how I incorporate the different elements discussed above:

[Electronic Cigarette Review](#)

The article example above was sitting at the #7 spot for several months and at the time of this writing has slipped to #11. This is not too shabby considering that a search for the term “electronic cigarette review” reveals 4 million competitive sites (yes, that's in “quotes”).

Most article marketing guides say you shouldn't try to rank for keywords that have more than 50,000 competitive sites (when you do a keyword search in quotations). Anything higher than that is supposedly too difficult. Well, the above example pretty much shoots that “rule of thumb” down doesn't it? With document sharing sites you can definitely go for much more competitive keywords with confidence,

This article got a high ranking with very little effort on my part. I haven't been keeping a sharp eye on it since it only gets about 2900 global searches per month. Still, it's a decent keyword and a handful of simple backlinks should easily bring it back up again.

Using Open Office To Create Text Document And PDFs

As mentioned earlier, I like to use Open Office to create my article documents. It's a great alternative if you don't have Microsoft Word. It's very user friendly and you can download it free [here](#).

With Open Office you can create a Text document or save your article as a PDF. If you want a PDF with clickable links you must use the Open Office built in PDF exporter.

Here's how it works...

Creating a text document:

- Open the Open Office software
- Click on "Text Document"
- Create your article
- Remember to change the font size to 14-16 pts
- Use the Hyperlink button to create live links
- Click on "File"
- Click "Save"

Creating a PDF:

Follow the exact same steps as above except instead of clicking "Save" click "Export as PDF". You will now have a PDF file with clickable links in it.

Should you create PDFs or text documents? I've yet to see a difference in search engine rankings or click through rates for either, so it's really just a matter of personal preference. I've done both successfully.

Creating an Ebook or Report

Another option is to upload a free ebook or short report embedded with affiliate links. You can create it yourself or use PLR content, just make sure it's high quality.

If you choose a popular niche like relationships, weight loss, fitness, etc., there is a good chance you'll get a lot of people downloading your ebook/report.

The document sharing sites are active communities with members who are regularly searching for quality ebooks. Each site has it's own culture... research what the hot niches are and give them what they want! And of course you'll get a ton of downloads once you've reached a top position in the search engines as well.

How To Load Your Document

Loading your documents to the different sites is very simple and straight forward. Every site is slightly different so I'm not going to go into the exact steps required with each individual site. Just follow the instructions on each site and you should be fine.

However, most document sharing sites have the following elements in common that you should be aware of when loading your articles.

Adding Your Tags:

Most sites will have an area where you can add descriptive tags. Proper tags are very important and you should provide around 30 of them for each document.

Here are some easy ways to get plenty of appropriate descriptive tags:

Google Keyword Tool. I'm sure most of you are familiar with this tool. If not, go [here](#) and type in your main keyword phrase and choose some keywords with a high monthly Global Search Volume.

Google Wonder Wheel. This underused tool is especially good for finding great LSI keywords. Here's how to use the Google Wonder Wheel:

- Go to the Google search bar and do a search for your keyword phrase.
- Click on "Show options" in the upper left of the page
- Look at the menu on the left side and find "Standard view"
- Under "Standard view" click on "Wonder wheel"

You can now choose any of the keywords that show up on the first page or continue to dig deeper by clicking on the various phrases you see in the "wheel".

Youtube. Type in your keyword and do a search for videos that have a lot of views. Click on "Description" and you'll see a bunch of tags listed. Use some of these.

Adding Your Descriptions:

Again, most document sharing sites will have an area where you can

post a description of your article. Don't rush through this... treat the description almost like a mini-article. This is the first thing people searching the document sharing sites will see and I believe it contributes to search engine rankings as well.

Your descriptions should be very catchy, around 100-200 words and have plenty of LSI keywords. Of course include your main keyword phrase at the beginning and 1-2 more times in the body of the description. Sometimes I just use the first paragraph or two of my article and just edit it by adding a few extra keywords.

Make Public:

Many of the sites will offer you an option under "Privacy" of listing your documents as public or private. Always be sure to check "Public".

Your Profile:

Boost your credibility by taking a few minutes and filling out your profile and adding a photo.

How Many Documents To Upload?

There is no absolute rule as far as how many documents you should upload. That being said, my philosophy is the more the better... as long as the quality is still high.

If you have a niche that you know is profitable then by all means submit as many articles to the document sharing sites as possible. There is a strong chance you'll be able to rank highly for the majority of your keywords.

When I was submitting hundreds of articles to EZA, only a small fraction of them were getting any kind of significant traffic. Most of that traffic was directly from people searching the EZA directory and

that only lasts about a day. I spent a lot of time building backlinks to my articles in an effort to get them to rank high on Google. Only a small fraction ever made it to the first page, maybe 10-15%.

With document sharing sites I'm able to get close to 90% of my articles to the first page of Google! This is a huge difference. So the reality is I can upload a fraction of the articles I used to with EZA but with far greater returns for my efforts.

Also, with document sharing sites remember that you don't necessarily need to write totally unique content. By using quality PLR material you can upload a lot more articles because you're not spending hours and hours writing fresh content.

Multiple Accounts

It's important that you create totally separate accounts with different pen names for each individual niche you're promoting. Why? Because you look a lot more like a credible expert in a field if you just focus on one niche at a time. If someone searches for other articles written by you and sees that you're jumping all over the place and writing about relationships, weight loss, internet marketing, etc., it takes away from the credible expert factor.

Also, creating multiple accounts gives you a bit more security. If one of your accounts gets deleted you still have others ones as back up and you won't lose all your hard work. This is unlikely to happen as most document sharing sites like Docstoc are very relaxed about promotional marketing documents as long as the quality is there. But things can change (as they did with Scribd) and it's a good idea to be prepared. Only submit quality articles, spread your documents/niches over multiple accounts and everything should be fine.

Boosting Your Search Engine Rankings

Just mention the word backlinks and a lot of article marketers will cringe and run the other way! Backlinking often brings to mind hours upon hours of tedious and repetitive tasks with the hopes of maybe inching forward in the search engine rankings. That's certainly how it was for me when I was building backlinks to my articles on 'regular' article marketing directories.

Does the above scenario sound familiar? If so, you'll be pleasantly surprised to find that boosting the search engine rankings for your document sharing site articles is MUCH easier! As I've mentioned earlier, Google loves document sharing sites and responds VERY favorably to any extra backlink building you may do.

If you have a backlink building approach that you're comfortable with then by all means apply it to your document sharing articles. I'm certain you'll get much better results for a fraction of the work. And the great thing is you won't have to spent countless hours building hundreds or even thousands of backlinks. I know this may sound too good to be true, but in fact I can often can get an article ranked on the first page with only a couple social bookmarks and a handful of high PR profile backlinks (like Angela's packets - more on that later).

The following steps are what I personally use to consistently rank on the first page of Google for almost 90% of my document sharing articles. This is a proven backlink building strategy that will work for you too.

* **Ping your document.** Immediately after uploading your article, ping the article url at either [Pinger](#), [Pingomatic](#), or [Pingoat](#).

* **Social bookmarking.** No need to get carried away here, just submit to [Digg](#) and [Reddit](#). Yep, just those two. As a matter of fact, I can usually get my articles indexed in the first hour or two (and often in a few minutes) by simply submitting to Digg. Your Digg submissions will usually get indexed quickly as well. Later on if you want to give your document another boost go ahead and submit to some of the other

social bookmarking sites too. [Socialmarker](#) works fine for this.

*** High PR profile page backlinks.** I specifically use Angela's backlink packets for this. If you don't know what Angela's backlink packets are you can check them out [here](#) (only \$5 per month).

However, the problem with using these profile page backlinks is that many of them are not spidered by Google for weeks or months (or often never). If Google doesn't know they exist then your backlinks are not going to be count. This is why you'll hear many people saying that these types of backlinks are worthless. Not true. They are very effective BUT you have to make sure they get spidered and indexed by Google as quickly as possible.

Here is a method I use to get my profile page backlinks indexed quickly:

RSS feed method. This involves creating RSS feeds out of your profile backlink urls. This isn't as technical as it may sound. It's actually quite simple and I've outlined the steps below:

- Create your profile backlinks as instructed in Angela's packets. I automate this process by using a great software called [Linking Loophole](#). It saves me a ton of time and I highly recommend it if it's in your budget (it costs \$1 to try it for 5 days [here](#)).
- Copy and paste each individual profile page url that you create into a text file for easy reference.
- Go to [HTML2RSS](#) and register a free account (this is a free service that allows you to take all your profile urls and mash them into one RSS feed that you can submit to the RSS aggregators).
- Once you've created your free account, click on “URLs 2 feed”

- Copy and paste your profile urls into the space provided (only add 15-20 urls at a time. Any more than that and the site becomes unreliable in creating a feed).

- Click on "Create RSS Now!"

- You will now have a new RSS feed url that is made up of your combined profile backlinks.

You can now promote your new RSS feed to the RSS aggregators. This will get your profile backlinks spidered and indexed very quickly. You only have to submit your feeds to the aggregators once.

Here are two ways to do this:

A. Post manually to the RSS aggregators. Here is a list of some of the best RSS aggregators:

- * BadRSS.com
- * Friendfeed.com
- * Feedraider.com
- * Feedage.com
- * Rss2.com
- * RssMountain.com
- * Postrank.com

B. Use software to automate your RSS feed submissions. I recommend [Badassrss](http://Badassrss.com) (It costs \$1 to try it for 3 days [here](#)). Two other good ones are [RSS Feeds Submit](#) or [RSSBot](#).

If you really want to save time, I recommend using one of the RSS submitters listed above. Of course if you're on a tight budget then it's perfectly fine to do these tasks manually. That's how I did it in the beginning. But once you can afford it then it just makes sense to use some of these tools to make your life easier.

Some details on how to create profile backlinks:

If you're using Angela's backlink packets (or any other profile style backlinks) there is a certain formula I follow that seems to be very effective.

For each profile I create, I usually add 4 links with different anchor text. I know that some people even add more. Peter Drew, the creator of Linking Loophole (the software that automates this profile backlinking process) recommends around 4 links per profile so that's what I do.

So for example, if I was adding profile backlinks for the keyword "electronic cigarette" here is one way I could do this:

For each profile account I could add anchor text with the following example keywords:

- electronic cigarette
- electronic cigarette review
- best electronic cigarette
- electric cigarettes

In the example above I'm focusing on just one article and using the main keyword (electronic cigarette) and reinforcing that main keyword with variations (Google seems to like that).

Another way would be to add 4 completely different keywords for each profile account.

For example:

- electronic cigarette
- weight loss
- acne cures
- get your ex back

In this last example I'm trying to rank for 4 totally different articles and keywords at once.

The first example (building profile backlinks for 1 article keyword) is a good strategy for keywords with higher competition.

The second example is fine if you're trying to rank for multiple articles that have lower competition.

I tend to focus on the 1st example because I usually want to rank for bigger keywords.

Alternative backlinking process:

There is another way to get your profile page backlinks indexed very quickly that involves using a free Blogger blog and there is no software required. I was going to outline the method here but then realized it wouldn't be fair to the creator of this method who is also a fellow Warrior Forum member. The course that teaches this method only costs \$7 and has a money back guarantee. If you're interested click here to visit the sales page. It's a pretty cool method and I highly recommend checking it out [here](#).

Ok, let's recap the 5 step basic backlink building strategy:

1. Ping your document url
2. Submit to Digg and Reddit.
3. Create some profile page backlinks using Angela's backlink packets (1-2 packets to start is good).
4. Create RSS feeds out of your profile page urls and submit to the

RSS aggregators.

5. If needed, create some more profile page backlinks (but no more than twice per week).

That's it. Rinse and repeat the above steps for your other article documents and the majority of the time you'll hit the first page of Google rather quickly. Of course you need to be realistic about the keyword phrases you're targeting. Don't expect to get the #1 slot for ridiculously competitive terms like "weight loss", etc. But for keyword phrases that have a competition of 200,000 in quotes or a bit higher is definitely very realistic.

With the document sharing sites it's common to see your document get indexed VERY quickly... often in an hour or so. Then the "Google dance" will kick in and it may disappear for a couple days and come back at a higher position.

The basic rules of article marketing still apply to document sharing sites. The big advantage of these sites is that it's much easier to get high rankings than with "traditional" article marketing directories. But it can still take some time and patience especially with the more competitive keywords.

That being said, you are definitely going to get much better and faster results with your backlink building than with any other article marketing directory. I'm thrilled about my results and I'm sure you will be too. I now have total confidence that I'm going to be properly rewarded for my efforts and that I'm not just "shooting in the dark".

Note: *The above backlink building strategy is not "written in stone". As mentioned earlier, if you have your own method of backlinking you're comfortable with then by all means use it. The method I outlined here is one I'm comfortable with and I know it works. Plus I use software to automate many of the tasks so it goes pretty fast.*

Conclusion...

Are you starting to see the power of document sharing? I hope you're getting excited about the possibilities that are about to open up for you with this method. Imagine having dozens or even hundreds of your article documents at the top of Google, all bringing you sales and residual income for months or even years!

Document sharing is hands down one of the best ways to get your articles consistently, quickly and easily to the front page of Google. But don't just take my word for it... get out there and prove it to yourself! If you're an active article marketer then this is a no-brainer... you're going to get a lot better results for a fraction of the work you're already doing.

And remember... if you get stuck, need help or have ANY questions, please feel free to contact me via PM on the Warrior Forum. I do IM full time and always try to make myself as available as possible. Nothing makes me happier then seeing my customers and students succeeding. The way I see it, your success is my success as well!

To Your Success,

Matthew Olson