



overdrive  
INTERACTIVE

## Socialize Your SEO

Presented by:  
Harry J. Gold  
CEO, Overdrive Interactive  
@ovrdrv

Download this presentation at:

[www.OverdriveInteractive.com/PR](http://www.OverdriveInteractive.com/PR)

# About Overdrive Interactive

- Overdrive helps companies compete and win in the online space
- Integrate:
  - Social media marketing
  - Search marketing
  - Online media
  - Content and creative
  - Website and application development



2010 MITX  
Interactive Agency of the Year

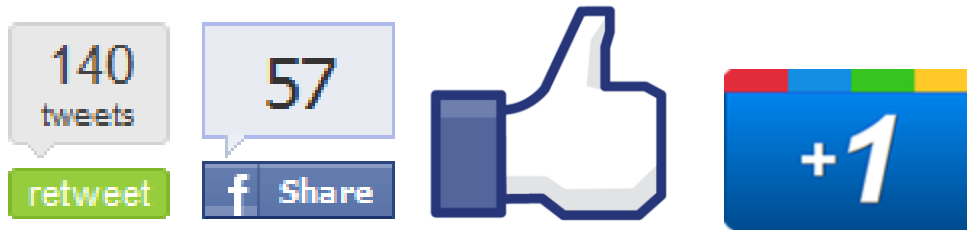
**Success in social  
is often realized  
via search.**

**You don't need a  
million fans or  
followers to  
leverage social  
media!**

**Why? Because  
there are literally  
billion of social  
shares happening  
every day...**

# Socially Enable Content

- Chiclets are the web 2.0 glue of the social web



[www.ovrdrv.com/chiclets](http://www.ovrdrv.com/chiclets)









# Don't Hide The Share – Celebrate It!

**NO: Share Button Aggregators**

**YES: Promote the Big 5**



 AddThis™

 Reddit  
 Facebook  
 del.icio.us  
 Technorati  
 Newsvine  
 Furl  
 Current  
 Windows Live

 Digg  
 MySpace  
 StumbleUpon  
 Propeller  
 BlinkList  
 Mixx  
 Google  
 Yahoo!



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to contact careers blog

## Social Media Map for Social Media Marketing

Overdrive Interactive's 2011 Social Media Map is available for download now. This Social Media Marketing resource is free—just fill out the form to the right to receive a copy and please go ahead and send it out to people you know or post the image to your blog. All we ask is that you give a link back to this page. Of course, if you feel we missed something critical please let us know via the button below.

Share the Map

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  Tweet

 Email
  Share

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First Name

Last Name

# Share on the Object/Product Level & Use Your Copy

## Social Media Map for Social Media Marketing

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 Share this Link

 Share: On your own Wall ▾

Write Something...



### Social Media Map - by Overdrive Interactive

<http://ovrdrv.com/social-media-map/?soci...>

This Social Media Map for Social Media Marketing from Overdrive is a high-level view of the current social media landscape that you can download as a PDF with live links.

◀ ▶ 1 of 1

No Thumbnail

twitter 



HarryJGold ▾

Share a link with your followers

Social Media Map by @Ovrdrv will get your head around the expanding world of social media. #infographic #socialmedia <http://t.co/XHvSwuq>

# Google™



# +1 Will Effect Organic Search, Not Paid

## +1s will be one of many signals in organic search

+1 is one of many social signals used for search ranking. We also use data from other social platforms, such as Twitter & Flickr, and hundreds of other other signals to inform search ranking.

+1s may affect search ranking and should be a positive thing for high quality sites.



## +1s will not change how we determine quality scores

As always, we look at an ad's performance relative to that of other ads for the same query, position, and UI treatment.

However, we believe that +1s will increase CTR, which would positively affect high quality sites and ads.





## New: Google Classifies Subdomains As Internal Links Within Webmaster Tools

Sep 1, 2011 at 9:51am ET by Barry Schwartz

Like 87 Tweet 588 +1 39 Share 262

Google  
Google  
externa

Google  
explain  
version

Mos  
sam  
or w  
dom  
othe  
links  
links

You sho  
link rep

But wh  
results  
unclear



Harry Gold publicly +1'd this

This is interesting...

### New: Google Classifies Subdomains As Internal Links Within Webmaster Tools



Google has changed the way they handle reporting links within Google Webmaster Tools. Instead of considering subdomain links as external links, they are now considered internal links. Google made this...

+ Add circles or people to share with...

Share

In 2007, Google [changed how they handled subdomains](#) by indenting more but that flipped back

 Search

### Get Our News, Everywhere!

Follow @sengineland - 63.8K followers

Like 24,837 people like this.

+1 1.1k

in over 26,000 members

71,575 subscribers take our [RSS feed](#)

Daily Email:

ACQUISIO

Free eBook :  
**BEST PRACTICES  
IN FACEBOOK  
MARKETING**

DOWNLOAD eBook



Google+



Find people

[Send an email](#)

In Harry's circles (14)

[View all »](#)

# Harry Gold

Zeal!

[Edit Profile](#)**Posts**[About](#)[Photos](#)[Videos](#)[+1's](#)[Buzz](#)[View profile as...](#)**Harry Gold** - 1:38 PM - +1'd on searchengineland.com - Public

This is interesting...

## **New: Google Classifies Subdomains As Internal Links Within Webmaster Tools**



Google has changed the way they handle reporting links within Google Webmaster Tools. Instead of considering subdomain links as external links, they are now considered internal links. Google made this...

[+1](#) - [Comment](#) - [Share](#)



new: google subdomains



SafeSearch on

About 1,560,000 results (0.42 seconds)

Advanced search

Everything

Images

Videos

News

Shopping

Discussions

More

Newton, MA

Change location

All results

Sites with images

Related searches

SALE - \$5.99 Domain Names - Why Pay More? Limited Time |

Ad

GoDaddy.com +1 🔍

www.godaddy.com

Free Hosting w/Site Builder & more.

### News for new: google subdomains

Google restructures subdomain linking power 🔍

Kingpin Webmaster News - 1 hour ago

Rarely do **subdomains** have an abundance of independent inbound linking. If this were the case then, yes this **new Google** adjustment could have a profound ...

Google Changes the Way it Counts Links from Subdomains 🔍

Online News Website (blog) - 5 related articles

New: Google Classifies Subdomains As Internal Links Within ... +1 🔍

searchengineland.com/new-google-classifies-subdomains-as-internal... - Cached

6 days ago – **Google** has changed the way they handle reporting links within **Google** Webmaster Tools. Instead of considering **subdomain** links as external ...

You +1'd this

6 days ago – Google has changed  
Webmaster Tools. Instead of con.

You +1'd this

Documents Photos Reader Web more ▾

Google+



Find people



Julie

Welcome

**Stream**

- Family
- Friends
- Acquaintances
- Following
- Sites
- Co-Workers
- Incoming
- Notifications

## Stream

Share what's new...



**Harry Gold** - 1:38 PM - +1'd on searchengineland.com - Public

This is interesting...

**⚙️ New: Google Classifies Subdomains As Internal Links Within Webmaster Tools**



Google has changed the way they handle reporting links within Google Webmaster Tools. Instead of considering subdomain links as external links, they are now considered internal links. Google made this...

 - Comment - Share

Maps News Mail more ▾

new: google classifies subdomains as

About 824,000 results (0.28 seconds)

▶ **[New: Google Classifies Subdomains As Internal Links Within ...](#)**  

[searchengineland.com/new-google-classifies-subdomains-as-internal...](#) - Cached

6 days ago – **Google** has changed the way they handle reporting links within **Google Webmaster Tools**. Instead of considering **subdomain** links as external ...

 You and  [Harry Gold](#) +1'd this

**Webmaster Tools. Instead of consid**

 You and  [Harry Gold](#) +1'd this

# Social SEO Case Study

- Traditional SEO
  - Content development
  - Social sharing
  - Link baiting
  - Blogger outreach
  - Thought leadership
  - Fan driving
  - Lead generation
- 
- All rolled into one program!

# Infographic Lead Gen: Overdrive Social Media Map



# SEO Optimized Page with Chiclets to Encourage Social Sharing

Who are you trying to reach?

## Social Media Map for Social Media Marketi

Overdrive Interactive's 2009 Social Media Map is available for download now. This Social Media Marketing resource totally free - just fill out the form below to receive a copy and please go ahead and send it out to people you know or post the image to your blog. All we ask is that you give us a link back to this page. Of course, if you feel we are missing something critical please let us know via the form to the right. Also, standby for the expanded online version coming soon!

**facebook**  
post to your profile

**digg**  
this page

**delicious**  
share on delicious

**twitter**  
this page

(Online version coming soon)



Click to Enlarge

twitter Overdrive Interactive's Social Media Map - Help Search

Realtime results for Overdrive Interactive's Social Media Map - Helping You 1.50 seconds

-  **amerikenjones:** Overdrive Interactive's Social Media Map - Helping You Through the **Social Media** Landscape <http://www.ovrdrv.com/social-media-map/> about 10 hours ago · Reply · View Tweet
-  **jerrykidd:** Overdrive Interactive's Social Media Map - Helping You Through the **Social Media** Landscape <http://www.ovrdrv.com/social-media-map/> 1 day ago · Reply · View Tweet
-  **fabailey:** Overdrive Interactive's Social Media Map - Helping You Through the **Social Media** Landscape <http://www.ovrdrv.com/social-media-map/> 1 day ago · Reply · View Tweet
-  **ricwol:** Overdrive Interactive's Social Media Map - Helping You Through the **Social Media** Landscape <http://www.ovrdrv.com/social-media-map/> 4 days ago · Reply · View Tweet
-  **impactomh:** Overdrive Interactive's Social Media Map - Helping You Through the **Social Media** Landscape <http://www.ovrdrv.com/social-media-map/> 6 days ago · Reply · View Tweet

twitter Home Profile Friends People

What are you doing?

Overdrive Interactive's Social Media Map - Helping You Through the Social Media Landscape <http://www.ovrdrv.com/social-media-map/>

update

ovrdrv  
929 following 774 followers

Home

# Twitter Tweets Drive Traffic and Leads

Realtime results for **Overdrive Interactive**  
Media Map - Helping You

**amerikenjones:** Overdrive Interactive Through the **Social Media** Landscape about 10 hours ago · Reply · View Tweet

**jerrykidd:** Overdrive Interactive's Social Media Landscape <http://www.impactomh.com> 1 day ago · Reply · View Tweet

**fabailey:** Overdrive Interactive's Social Media Landscape <http://www.impactomh.com> 1 day ago · Reply · View Tweet

**ricwol:** Overdrive Interactive's Social Media Landscape <http://www.impactomh.com> 4 days ago · Reply · View Tweet

**impactomh:** Overdrive Interactive's Social Media Landscape <http://www.impactomh.com>

**Name** Jerry Kidd  
**Location** Blackhawk, California  
**Web** <http://RealtyTech...>  
**Bio** real estate guy into technology for Realtors®

375 following | 349 followers | 277 updates

**Name** fabailey  
**Location** San Antonio, Texas  
**Web** <http://www.fabai...>  
**Bio** your retired veteran, your Full Time Realtor for all your San Antonio, Texas real estate needs!

352 following | 227 followers | 164 updates

**Name** impactomh  
**Location** New York, NY  
**Web** <http://www.impact...>  
**Bio** Branding, Design & CSR. We offer personalized services to help forward-thinking clients develop stories that make a global impact.

100 following | 111 followers | 135 updates

**fabailey's 227 Followers**

**kennarealestate / Rita Burke**  
follow

**bl**

**creightonwelch / creighton welch**

**Just these 3 tweets reach over 670 people**

**Result of all the tweeting about Overdrive: Over 11% of Overdrive's site traffic comes from Social Map Twitter tweets.**

**Top Traffic Sources**

Sources	% visits
(direct) ((none))	37.92%
google (organic)	15.98%
twitter.com (referral)	11.37%
blogs.openforum.com (refer...	6.23%
facebook.com (referral)	5.92%

Browser tabs and address bars showing multiple instances of Internet Explorer. The active tab is 'FUEL LINES - Windows Internet Explorer' with the URL 'http://fuelingnewbusiness.com/'. Other tabs include 'Social Media Map for Social Media Marketing - Black Hat Forum' and 'New Year's Resolution for the Social Media Marketer | Social Marketing 2.0'.

### Social Media Marketing Map Used For Ad Agency's New Business

January 5, 2009  
Sam Decker, [Decker Marketing](#), recently shared on Twitter this great example of an agency's self promotion using social media.


[Overdrive Interactive](#) has created a [Social Media Marketing Map](#) as a way to promote their agency as well as educate marketers on the power of social media. The agency is offering the map as a free download. The map becomes viral by encouraging site visitors to download and share it with their friends, colleagues and clients. Visitors can email it as a PDF attachment, bookmark it or post it on their blogs or websites. There are also convenient buttons to post the map to facebook, digg, delicious and/or twitter. All the agency asks in return is to provide a link back to their map page.




Overdrive Interactive's 2009 Social Media Map is available for download by clicking [here](#).

For the latest agency new business updates subscribe to FUEL LINES by [Email](#)

MICHAEL GASS



Welcome to my blog, **FUEL LINES**: tips, tactics, trends, talent and tools for advertising agencies new business. The best business development practices to create a more clearly defined focus and differentiating business strategy.




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# Social Media Map Number One In Google

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About 84,700,000 results (0.14 seconds) [Advanced search](#)

 **Everything**  
 **Images**

**All results**  
[Related searches](#)  
[Wonder wheel](#)  
[Sites with images](#)

[Images for social media map](#) - [Report images](#)


**[Social Media Map](#), [Social Media Marketing by Overdrive Interactive](#)**  
 Overdrive Interactive's 2010 **Social Media Map** is available for download now. This Social Media Marketing resource is free - just fill out the form to the ...  
[www.ovdrv.com/social-media-map/](http://www.ovdrv.com/social-media-map/) - [Cached](#) - [Similar](#)

[\[PDF\] is.gd URL Shortener - The Shortest URLs Around](#)  
 File Format: PDF/Adobe Acrobat - [Quick View](#)  
 Page 1. O Webs/fes • Tools.  
[www.ovdrv.com/social-media-map/pdf/social-media-map.pdf](http://www.ovdrv.com/social-media-map/pdf/social-media-map.pdf) - [Similar](#)

**[Social Media Maps](#)**  
<http://www.cherensonprblog.com/2008/07/great-social-media-map.html> ... this is a nice representation of many of the latest **social media maps**. it seems that ...  
[www.scribd.com/doc/7844566/Social-Media-Maps](http://www.scribd.com/doc/7844566/Social-Media-Maps) - [Cached](#) - [Similar](#)

**[Creating Your Organization's Social Media Strategy Map](#)**  
[http://beth.typepad.com/beths\\_blog/2009/01/creating-your-organizations-social-media-strategy-map.html](http://beth.typepad.com/beths_blog/2009/01/creating-your-organizations-social-media-strategy-map.html).  
[www.slideshare.net/creating-your-organizations-social-media-strategy-map-presentation](http://www.slideshare.net/creating-your-organizations-social-media-strategy-map-presentation)

## [Social Media Tools Map | Socialnomics](#)

[www.socialnomics.net/2011/08/09/social-media-tools-map/](http://www.socialnomics.net/2011/08/09/social-media-tools-map/) 

Aug 9, 2011 – **Social Media Tools Map** image listed out all the social networks, social tracking tools, social gaming, blogs, social coupons, social commerce, ...

You visited this page on 9/21/11.

## [Social Media Tools Map | Derek Richardson - Social Media Strategist](#)

[derek-richardson.com/2011/08/social-media-tools-map/](http://derek-richardson.com/2011/08/social-media-tools-map/) 

Aug 10, 2011 – The guys at Overdrive Interactive released their most recent **social media tools** Via Socialnomics Thanks.

## [Social Media Landscape | Flickr](#)

[www.flickr.com/photos/fredcavazza/2](http://www.flickr.com/photos/fredcavazza/2)

Jun 9, 2008 – An overview of **social** Places ... Good job :) IMHO, **social**

## [Visual Loop - Social Media To](#)

[visualloop.tumblr.com/post/92743312](http://visualloop.tumblr.com/post/92743312)

Aug 22, 2011 – A non-stop stream of other worldwide Visualization Design

## [11 Twitter & Social Media To](#)

[socialmediatoday.com/.../11-twitter](http://socialmediatoday.com/.../11-twitter)

Nov 4, 2010 – ... all the **tools** available **media** ... yeah not a bad list, not the



**Socialnomics**  
World of Mouth for Social Good

About | Buzz | Erik Qualman | Speaking | Contact |

Books | Case Studies | **Graphics** | Statistics | Stories | Videos

Browse: Home / Featured, Graphics, Infographic / Social Media Tools Map

248 tweets 

### Social Media Tools Map

By Erik Qualman | August 9, 2011

Our good friends at Overdrive Interactive released their most recent social media tools map (below).

## SOCIAL MEDIA MAP

Overdrive Interactive Social Media Map  
The stuff we think you should care about


Social Networks	Tools/ROI Tracking	Social Bookmarking	URL Shorteners	Reviews/Travel
<ul style="list-style-type: none"> <li>facebook.com</li> <li>plus.google.com</li> <li>myspace.com</li> <li>ning.com</li> <li>zoho.com</li> <li>friendster.com</li> <li>vk.com</li> </ul>	<ul style="list-style-type: none"> <li>socialize.com</li> <li>tweetback.com</li> <li>usersocial.com</li> <li>coovet.com</li> <li>hootsuite.com</li> <li>radar.com</li> <li>tailer.com</li> <li>socialmedia.atarian.com</li> <li>buzzient.com</li> <li>vkout.com</li> </ul>	<ul style="list-style-type: none"> <li>diigo.com</li> <li>stumbleupon.com</li> <li>reddit.com</li> <li>del.icio.us</li> <li>stark.com</li> <li>sphinn.com</li> <li>master-wang.com</li> </ul>	<ul style="list-style-type: none"> <li>bit.ly</li> <li>tinyurl.com</li> <li>shorturl.com</li> <li>is.gd</li> <li>tinyurl.com</li> <li>is.gd</li> <li>tinyurl.com</li> </ul>	<ul style="list-style-type: none"> <li> Yelp.com</li> <li> TripAdvisor.com</li> <li> CitySearch.com</li> <li> TripAdvisor.com</li> <li> UrbanSpoon.com</li> <li> Google.com/blacks</li> <li> OnePlanet.com</li> </ul>
International Social Sites	Conferences	Social Q&A	Social Search	Social Wikis
<ul style="list-style-type: none"> <li>odnoklassniki.ru</li> <li>hyves.nl</li> <li>mixi.jp</li> <li>wretch.cc</li> <li>vk.com</li> <li>weibo.com</li> <li>weibo.com</li> </ul>	<ul style="list-style-type: none"> <li>searchmarketingmag.com</li> <li>searchmarketingexpo.com</li> <li>we2webo.com</li> <li>blogworldexpo.com</li> <li>socialmediaconference.com</li> <li>we2summit.com</li> </ul>	<ul style="list-style-type: none"> <li>ForSparring</li> <li>Quora</li> <li>Yahoo Answers</li> <li>WikiAnswers.com</li> <li>Aardark</li> <li>Askville.amazon.com</li> <li>Allexperts.com</li> <li>Answers.com</li> <li>Answers.com</li> <li>Blurt.com</li> </ul>	<ul style="list-style-type: none"> <li>Technorati.com</li> <li>Alttop.com</li> <li>Blogsearch.google.com</li> <li>Search.twitter.com</li> <li>Socialment.com</li> <li>Bing.com/social</li> <li>Google.com/feature</li> </ul>	<ul style="list-style-type: none"> <li>Wikipedia.com</li> <li>Answers.yahoo.com</li> <li>Wiki.com</li> <li>Quora.com</li> <li>Socialment.com</li> <li>Wiki.com</li> <li>Wiki.org</li> </ul>
Music Social	Microblogging	Social Couponing	Licensing	
<ul style="list-style-type: none"> <li>pandora.com</li> <li>last.fm</li> </ul>	<ul style="list-style-type: none"> <li>twitter.com</li> </ul>	<ul style="list-style-type: none"> <li>Groupon.com</li> <li>LivingSocial.com</li> <li>Opentable.com</li> </ul>	<ul style="list-style-type: none"> <li>Ustream.tv</li> <li>Ustream.tv</li> <li>Ustream.com</li> <li>Ustream.com</li> </ul>	




socialnomics  
The world's most innovative transforms the way we live and do business  
erik qualman

Welcome to the Revolution!  
Purchase the Book


Qualman is to social media what Demming is to quality and Drucker to management.   
Scott Galloway


# Google Image Search


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    SafeSearch - Moderat ▾


Ungefähr 129.000 Ergebnisse (0,27 Sekunden) Google.com in English Erweiterte Suche

 Alles

 Bilder

 Videos

 News

 Shopping


Mehr


---

**Nach Relevanz sortiert**  
Nach Thema sortiert

**Alle Größen**  
Groß  
Mittel  
Piktogramm

**Alle Farben**  
Farbig  
Schwarz-Weiß





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### Social Media Map

The Social Media Map promotes the importance of the social media marketing space and what tools marketers can use to widen their online branding and marketing channels.

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### More Resources:



#### 100 Ways to Make Friends

This guide has been developed to help marketers build their company's Friend, Fan, Like and Follower base on Facebook, Twitter and other social platforms. The tactics listed range from simple and free, through paid media, to a few that will certainly push the envelope.

[Like us for access to this resource](#)



#### Chiclets The Social Glue of the Web

Chiclets: The Social Glue of the Web was developed to help marketers understand the functionality and potential applications of chiclet technologies now provided by Facebook, Twitter, Blogger, WordPress, and other social properties.

#### Admins (8) [See All](#)



- Use Facebook as Overdrive Interactive
- Notifications
- Promote with an Ad
- View Insights
- Invite Friends

#### You and Overdrive Interactive



- 308 friends like this.
- Samsonite, Buell Motorcycle Company, Unshackle Upstate

#### Quick Tips

Get more people to like your Page with Facebook Ads today!

#### Sample Ad: Overdrive Interactive

Your ad text here.

POPULARITY  
x RELEVANCE  
x RECENCY  
x EDGERANK

Like · Harry Gold likes this.

#### Advertise Page

#### Sponsored Story [See All](#)

Emma Willmann likes Vinformative.

Wine Vinformative [Like](#)

#### Sponsored [Create an Ad](#)

**Conversion Conf Oct 19-20**  
conversionconference.com

Register Today to Train with 25 Experts. Learn actionable tactics to Master Conversion Rates, Increase ROI, & Boost...

- Bianca Garcia
- Christian Kolos
- Dirk von Burgsdorff
- Dominik Johnson
- Harold Williams Cooney
- Julie Vera
- Kerry Mahoney
- Melanie DiBasio
- Michael Orlinski
- Pete Eisenberg
- Peter Badalament
- Shane Kelly
- Shaun Campos
- Simone Kutz
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- Bianca Garcia
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- Dirk von Burgsdorff
- Dominik Johnson
- Harold Williams Cooney
- Julie Vera
- Kerry Mahoney
- Melanie DiBasio
- Michael Orlinski
- Pete Eisenberg
- Peter Badalament
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- Wall
- Info
- Portfolio
- Resource Library**
- Invite Friends
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**2,129**  
like this

- Likes [See All](#)
- Las Vegas Chamber of Commerce**
  - Liberty Medical**
  - Cold-EEZE**
  - Sweet•Tweets**

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# Overdrive Resource Library



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#### Admins (8) [?]



- Use Facebook as Overdrive Interactive
- Notifications ▾
- Promote with an Ad
- View Insights
- Invite Friends

#### You and Overdrive Interactive



- 308 friends like this.
- Samsonite, Harley-Davidson Museum, Liberty Medical

#### Quick Tips

Get more people to like your Page with Facebook Ads today!

#### Sample Ad: Overdrive Interactive

Your ad text here.



Like · Harry Gold likes this.

[Promote My Page](#)

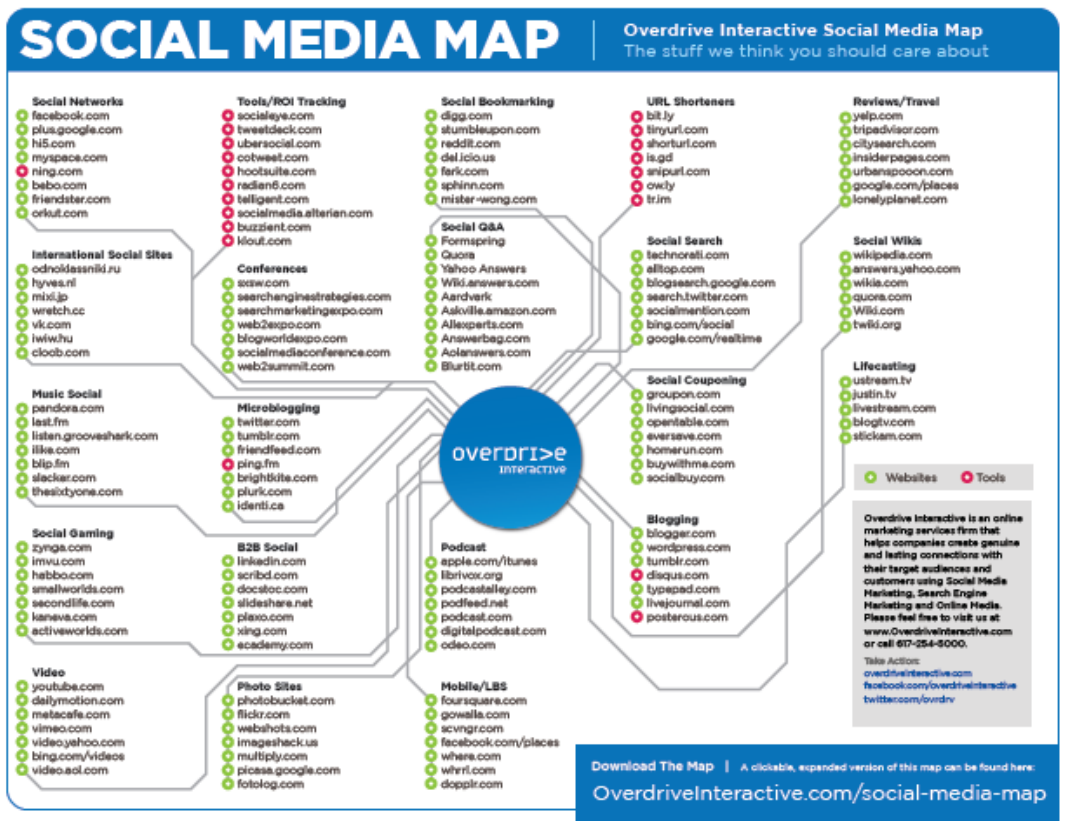
#### Sponsored

[Create an Ad](#)

Spend \$100, Get \$10 Back



Cardmembers, link any eligible American Express® Card and get



### Overdrive Interactive ▶ Resource Library

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- Wall
- Info
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- Resource Lib**
- Invite Friends
- Questions
- Photos
- Notes
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like this

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- Las Vegas Chamber of Commerce
- Liberty Medical
- Cold-EEZE
- Sweet•Tweets

**Post to Your Wall**



**Social Media Map**  
Overdrive Resource Library

This Social Media Map for Social Media Marketing from Overdrive is a high-level view of the current social media landscape that can viewed online or downloaded as a PDF with live links.

via Overdrive Resource Library

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### More Resources:



**100 Ways to Make Friends**

This guide has been developed to help marketers build their company's Friend, Fan, Like and Follower base on Facebook, Twitter and other social platforms. The tactics listed range from simple and free, through paid media, to a few that will certainly push the envelope.


[DOWNLOAD](#) [SHARE](#)



**Chiclets The Social Glue of the Web**

Chiclets: The Social Glue of the Web was developed to help marketers understand the functionality and potential


See...



as Overdrive Interactive

an Ad

ive Interactive



e this.

[Samsonite, Harley-Davidson Museum, Liberty Medical](#)

**Quick Tips**

Get more people to like your Page with Facebook Ads today!

**Sample Ad: Overdrive Interactive**  
Your ad text here.




[Like](#) · Harry Gold likes this.

[Promote My Page](#)

**Sponsored** [Create an A](#)

**Spend \$100, Get \$10 Back**



Cardmembers, link any eligible American Express® Card and get

facebook



Search



## Harry Gold

CEO at Overdrive Interactive
 Studied at Southern Vermont College
 Lives in Boston, Massachusetts
 From Brookline, Massachusetts
 Add languages you know
 Edit Profile



Wall

Info

Photos (247)

Notes

Friends

Update Status
 Add Photo
 Ask Question

### Friends (644)



**John Liu**  
Brown



**Michiko Lynn Powers**  
Stanford



**Vanessa Berger**



**Harry Gold**  
Check it out!



### Social Media Map

Overdrive Resource Library

This Social Media Map for Social Media Marketing from Overdrive is a high-level view of the current social media landscape that can be viewed online or downloaded as a PDF with live links.

Like · Comment · 13 seconds ago via Overdrive Resource Library



**Harry Gold** was tagged in Anyah Lee's album.



Susan Donovan Normandin  
Edit My Profile

FAVORITES

News Feed

Messages

Events

Friends

GROUPS

Summer Ball at the Harvard Cl

APPS

Game Requests

Questions

News Feed

Top News • Most Recent

Update Status Add Photo Ask Question

What's on your mind?



TY Velde likes Cold-EEZE.

Like Page · 44 seconds ago



Harry Gold  
Check it out!



Social Media Map

Overdrive Resource Library

This Social Media Map for Social Media Marketing from Overdrive is a high-level view of the current social media landscape that can viewed online or downloaded as a PDF with live links.

Like · Comment · about an hour ago via Overdrive Resource Library

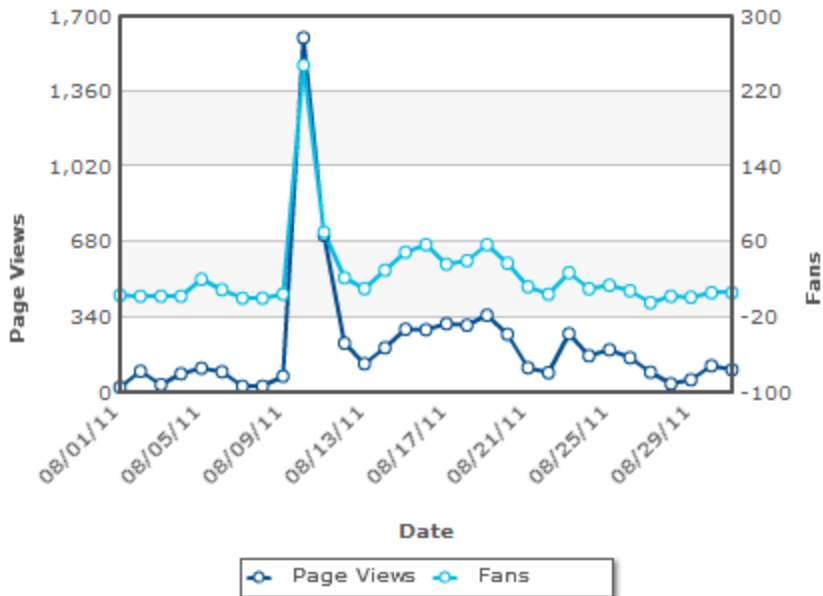
Harry Gold likes this.

Write a comment...

### Facebook - Overdrive Interactive

08/01/2011 08/31/2011

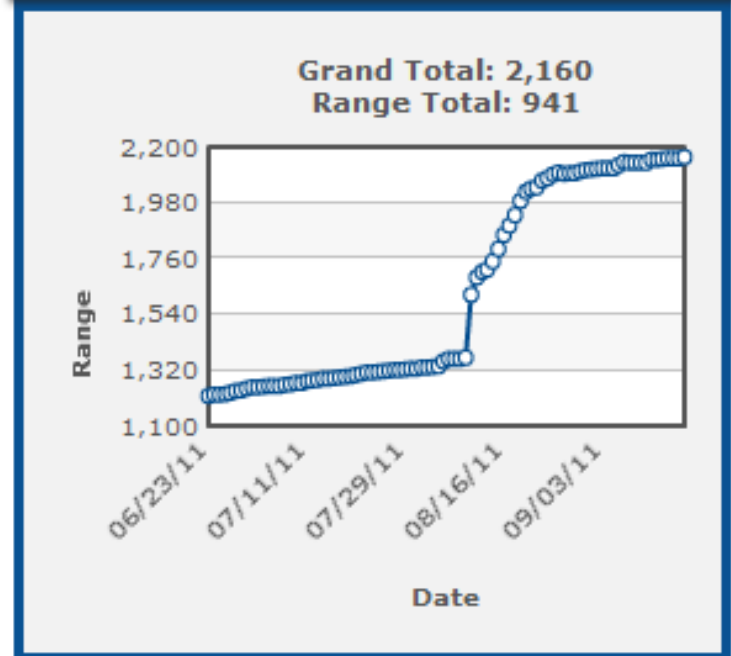
Fans and Page Views



External Referrers

socialmediatoday.com	363
t.co	307
ovrdrv.com	148

Facebook Cumulative Fans

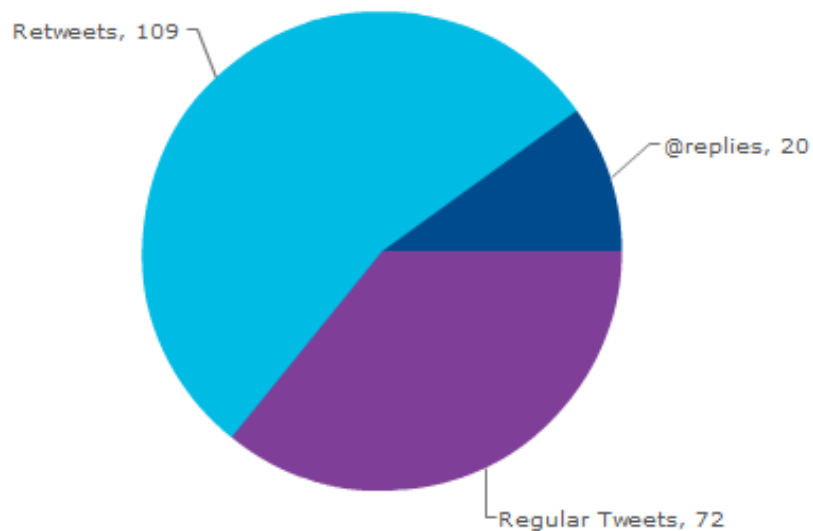


# Twitter Presence Up: 185%

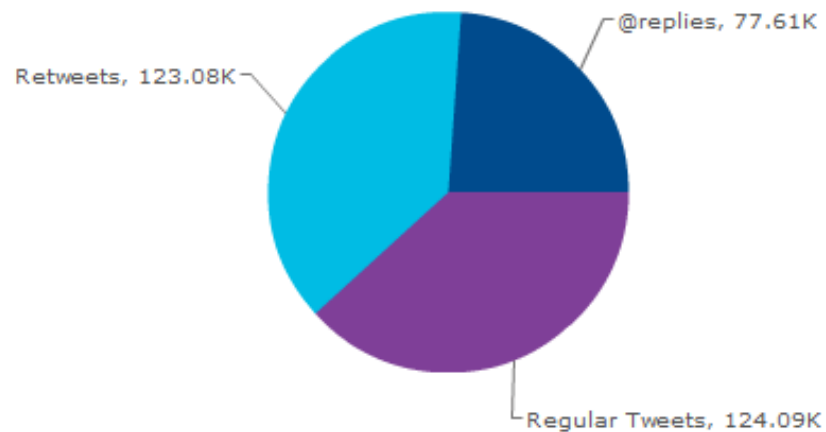
# Twitter Presence – July 2011

## Reach Results for @ovrdrv, @harryjgold

Total Tweets: 201



Impressions: 324,776



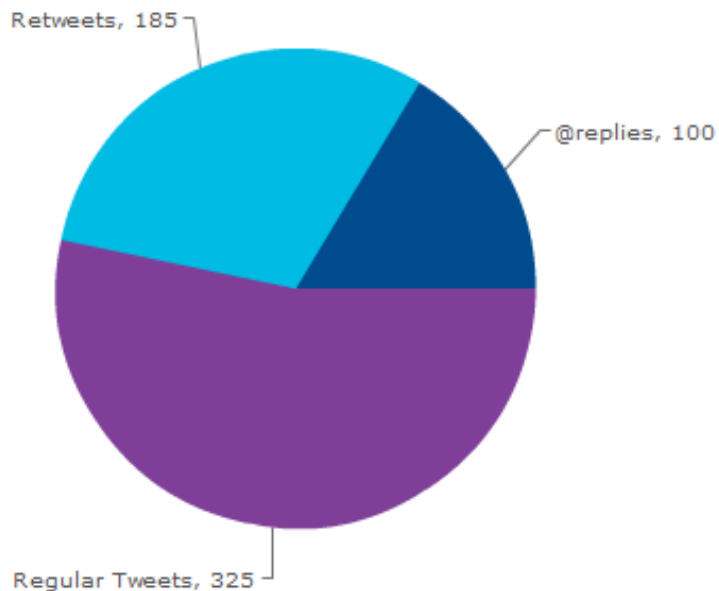
## Impressions Contributed by 107 Users

User	Tweets	Followers (average)	Impressions	Following	Followed By	DM
<a href="#">twittersuggests</a>	1	56,986	56,986	■	■	■
<a href="#">KrisColvin</a>	1	38,491	38,491	■	■	■
<a href="#">HarryJGold</a>	23	1,396	32,114	■	■	■
<a href="#">socialkaty</a>	1	29,791	29,791	■	■	■
<a href="#">TheSunQueen</a>	9	2,850	25,646	■	■	■
<a href="#">ovrdrv</a>	6	3,244	19,465	■	■	■
<a href="#">gifts4free</a>	1	13,480	13,480	■	■	■
<a href="#">michaelorlinski</a>	7	1,429	10,006	■	■	■
<a href="#">HCMSanMarcos</a>	1	6,768	6,768	■	■	■
<a href="#">UsefulArts</a>	1	5,315	5,315	■	■	■
<a href="#">Infosourcer</a>	1	4,933	4,933	■	■	■
<a href="#">stefaniehawkes</a>	8	595	4,762	■	■	■
<a href="#">social2b</a>	1	4,352	4,352	■	■	■
<a href="#">MediaTip</a>	2	2,078	4,156	■	■	■
<a href="#">Krochmal</a>	1	3,770	3,770	■	■	■
<a href="#">DavidHazeltine</a>	2	1,696	3,417	■	■	■
<a href="#">mustafaduran</a>	1	3,208	3,208	■	■	■
<a href="#">SEOSEM</a>	1	3,023	3,023	■	■	■
<a href="#">conversion_doc</a>	2	1,464	2,927	■	■	■
<a href="#">BrianHawkins</a>	3	940	2,842	■	■	■
<a href="#">kemipa</a>	3	815	2,461	■	■	■
<a href="#">iEllie</a>	1	2,452	2,452	■	■	■
<a href="#">faheemday</a>	3	699	2,098	■	■	■
<a href="#">_alexoswald</a>	1	2,048	2,048			
<a href="#">atm_hoque</a>	1	1,908	1,908			

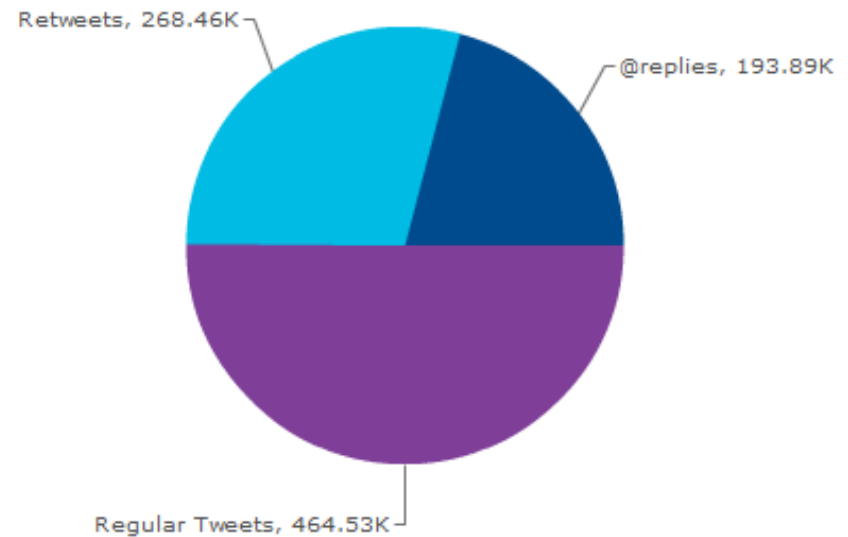
# Twitter Presence – August 2011

## Reach Results for @ovrdrv, @harryjgold

Total Tweets: 610



Impressions: 926,886



## Impressions Contributed by 281 Users

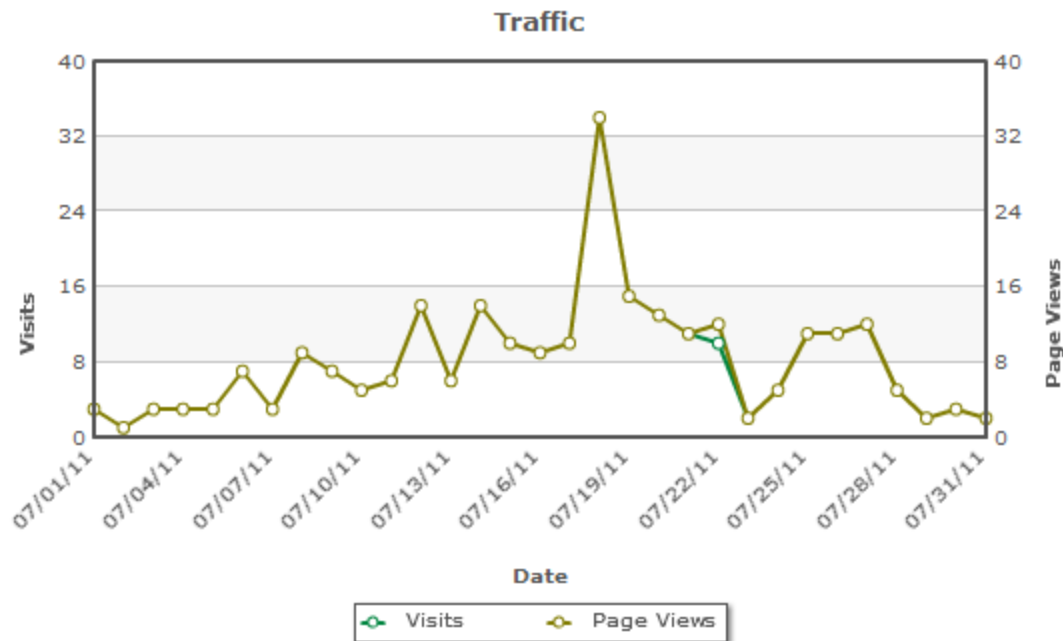
User	Tweets	Followers (average)	Impressions	Following	Followed By	DM
<a href="#">ovrdrv</a>	47	3,297	154,982	■	■	■
<a href="#">equalman</a>	2	50,280	100,571	■	■	■
<a href="#">twittersuggests</a>	1	73,640	73,640	■	■	■
<a href="#">TheSunQueen</a>	21	2,884	60,605	■	■	■
<a href="#">HarryJGold</a>	41	1,418	58,149	■	■	■
<a href="#">BenJerrysTruck</a>	4	11,350	45,316	■	■	■
<a href="#">michaelorlinski</a>	13	1,433	18,626	■	■	■
<a href="#">AnaLuciaNovak</a>	1	16,383	16,383	■	■	■
<a href="#">MelonieDodaro</a>	1	15,079	15,079	■	■	■
<a href="#">vitruue</a>	2	6,640	13,280	■	■	■
<a href="#">diamondsf</a>	1	11,682	11,682	■	■	■
<a href="#">chrsgomedia</a>	1	11,131	11,131	■	■	■
<a href="#">DanielOvidioes</a>	13	817	11,019	■	■	■
<a href="#">Tips_n_Tricks</a>	1	9,541	9,541	■	■	■
<a href="#">pgillin</a>	1	9,030	9,030	■	■	■
<a href="#">mPortray</a>	3	2,991	8,974	■	■	■
<a href="#">bodyPROUD</a>	2	4,334	8,668	■	■	■
<a href="#">universalhub</a>	1	8,520	8,520	■	■	■
<a href="#">wds7</a>	2	3,993	8,117	■	■	■
<a href="#">GreatTwitTips</a>	2	3,664	7,327	■	■	■
<a href="#">angusfraserDXB</a>	2	3,456	6,912	■	■	■
<a href="#">Sparksheet</a>	1	6,890	6,890	■	■	■
<a href="#">RyderMedia</a>	1	6,385	6,385	■	■	■
<a href="#">ptamaro</a>	2	2,965	5,930	■	■	■
<a href="#">Mikelowndes</a>	1	5,824	5,824	■	■	■

**Socially refereed  
site traffic up  
506%**



- Executive
- Dashboard
- Social Networks
- Youtube
- Videos
- Chatter
- Analytics
- Bitly
- Content
- Admin
- Logout

### Analytics - Overdrive Interactive

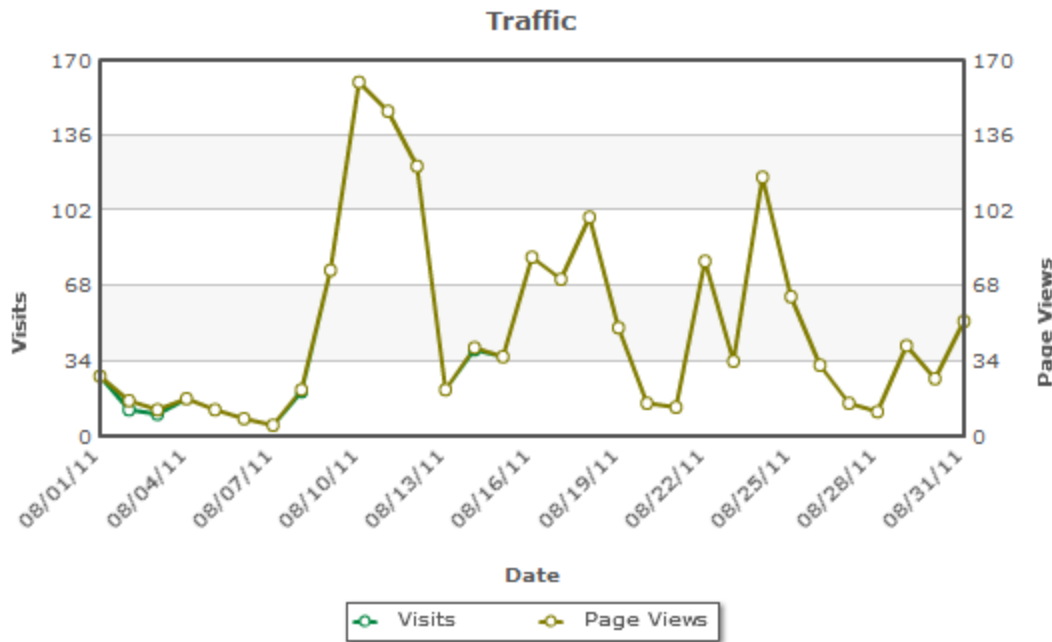


Visits		Page Views	
■ Grand Total:	206,563	■ Grand Total:	212,377
■ Total:	249	■ Total:	251
07/01/11	3	07/01/11	3
07/02/11	1	07/02/11	1
07/03/11	3	07/03/11	3
07/04/11	3	07/04/11	3
07/05/11	3	07/05/11	3
07/06/11	7	07/06/11	7
07/07/11	3	07/07/11	3
07/08/11	9	07/08/11	9
07/09/11	7	07/09/11	7
07/10/11	5	07/10/11	5



- Executive
- Dashboard
- Social Networks
- Youtube
- Videos
- Chatter
- Analytics
- Bitly
- Content
- Admin
- Logout

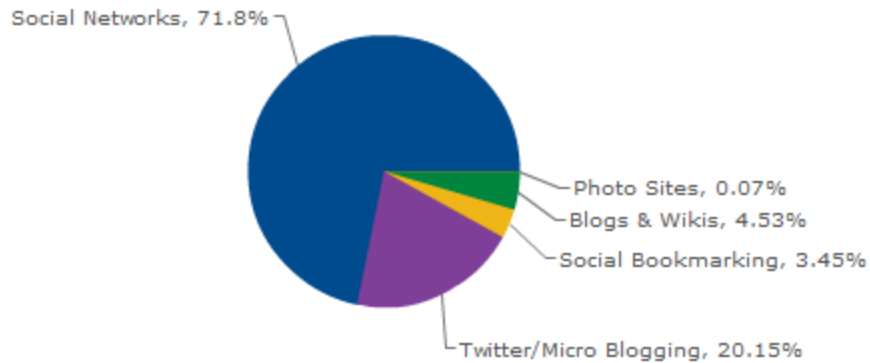
### Analytics - Overdrive Interactive



Visits		Page Views	
■ Grand Total:	206,563	■ Grand Total:	212,377
■ Total:	1,509	■ Total:	1,517
08/01/11	27	08/01/11	27
08/02/11	12	08/02/11	16
08/03/11	10	08/03/11	12
08/04/11	17	08/04/11	17
08/05/11	12	08/05/11	12
08/06/11	8	08/06/11	8
08/07/11	5	08/07/11	5
08/08/11	20	08/08/11	21
08/09/11	75	08/09/11	75
08/10/11	160	08/10/11	160
	▶		▶

# Social Traffic Sources

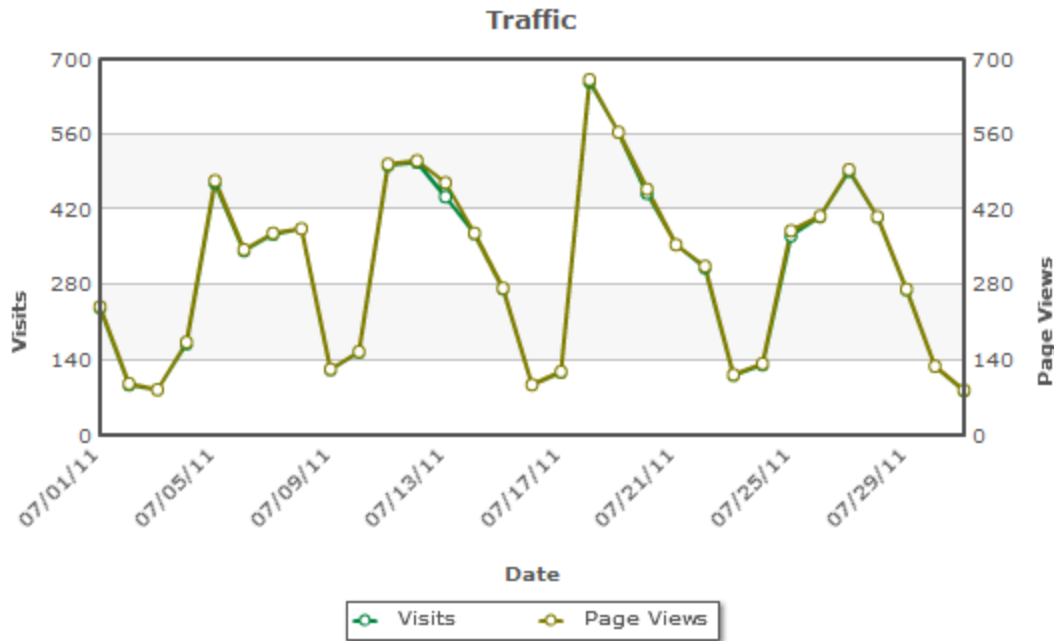
Traffic Sources



Domain	Visits	View
<a href="#">facebook.com</a>	29.821%	29.821%
<a href="#">linkedin</a>	15.043%	15.043%
<a href="#">facebook</a>	13.784%	13.784%
<a href="#">twitter</a>	12.127%	12.127%
<a href="#">linkedin.com</a>	11.862%	11.862%
<a href="#">twitter.com</a>	7.886%	7.886%
<a href="#">stumbleupon.com</a>	3.048%	3.048%
<a href="#">trainingkonzepte.blogspot.com</a>	1.458%	1.458%
<a href="#">m.facebook.com</a>	1.259%	1.259%
<a href="#">valoriprimilab.blogspot.com</a>	0.795%	0.795%
<a href="#">giornalaio.wordpress.com</a>	0.729%	0.729%
<a href="#">thebrainjob.wordpress.com</a>	0.530%	0.530%
<a href="#">delicious.com</a>	0.398%	0.398%
<a href="#">relaxedmachinery.ning.com</a>	0.265%	0.265%
<a href="#">casualab.blogspot.com</a>	0.133%	0.133%
<a href="#">socialmediaview.blogspot.com</a>	0.133%	0.133%
<a href="#">kiraosullivan.wordpress.com</a>	0.133%	0.133%
<a href="#">trainingtime.wordpress.com</a>	0.066%	0.066%
<a href="#">slideshare.net</a>	0.066%	0.066%
<a href="#">beantownweb.blogspot.com</a>	0.066%	0.066%
<a href="#">flickr.com</a>	0.066%	0.066%
<a href="#">iabusa.wordpress.com</a>	0.066%	0.066%
<a href="#">mobile.twitter.com</a>	0.066%	0.066%

**Overall site traffic  
up 112%**

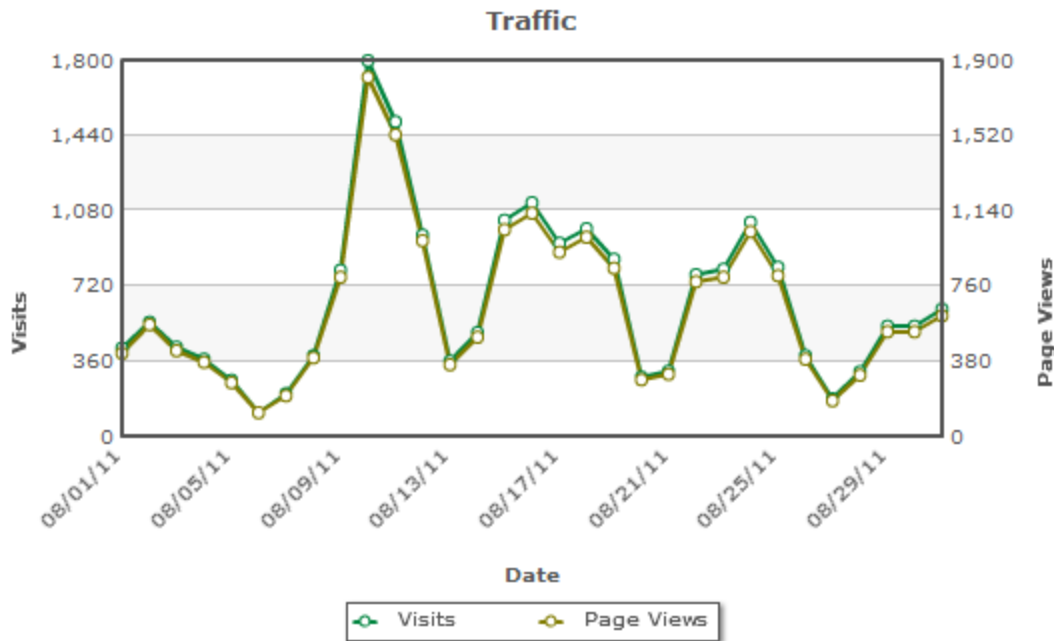
### Analytics - Overdrive Interactive



Visits		Page Views	
■ Grand Total:	206,563	■ Grand Total:	212,377
■ Total:	9,486	■ Total:	9,571
07/01/11	237	07/01/11	239
07/02/11	94	07/02/11	96
07/03/11	85	07/03/11	85
07/04/11	170	07/04/11	173
07/05/11	470	07/05/11	474
07/06/11	343	07/06/11	345
07/07/11	374	07/07/11	376
07/08/11	384	07/08/11	384
07/09/11	122	07/09/11	123
07/10/11	154	07/10/11	155

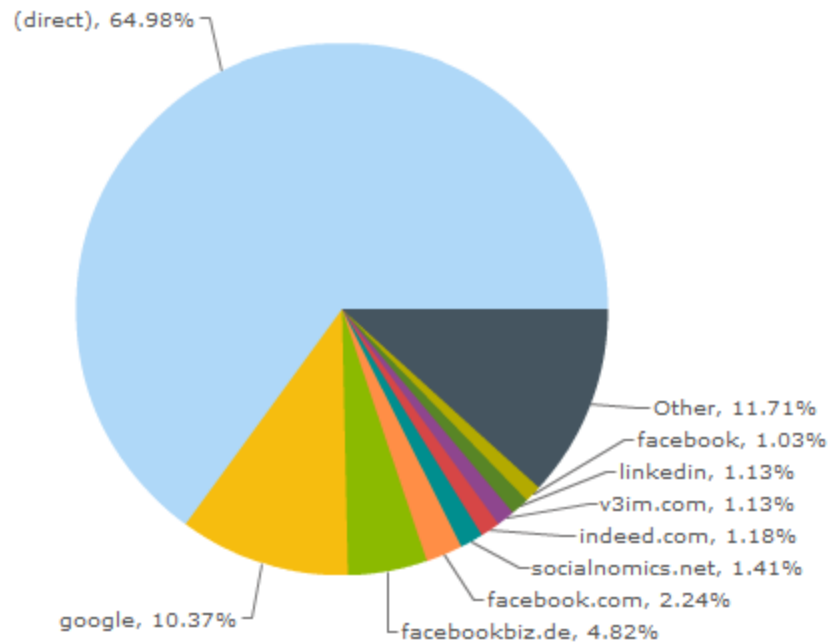
### Analytics - Overdrive Interactive

ovdrv.com | Traffic | All | 08/01/2011 | 08/31/2011 |



Visits		Page Views	
■ Grand Total:	206,563	■ Grand Total:	212,377
■ Total:	20,099	■ Total:	20,287
08/01/11	420	08/01/11	420
08/02/11	546	08/02/11	563
08/03/11	427	08/03/11	433
08/04/11	369	08/04/11	373
08/05/11	267	08/05/11	269
08/06/11	113	08/06/11	118
08/07/11	204	08/07/11	204
08/08/11	386	08/08/11	397
08/09/11	795	08/09/11	802
08/10/11	1,798	08/10/11	1,815
▶		▶	

Traffic Sources



Domain	Visits
(direct)	64,980
<a href="#">google</a>	10,370
<a href="#">facebookbiz.de</a>	4,810
<a href="#">facebook.com</a>	2,230
<a href="#">socialnomics.net</a>	1,410
<a href="#">indeed.com</a>	1,170
<a href="#">v3im.com</a>	1,130
<a href="#">linkedin</a>	1,120
<a href="#">facebook</a>	1,030
<a href="#">blog.ovrdrv.com</a>	990
<a href="#">twitter</a>	910
<a href="#">linkedin.com</a>	890
<a href="#">ovrdrv.com</a>	630
<a href="#">twitter.com</a>	590
<a href="#">socialeye.com</a>	550
<a href="#">boston.craigslist.org</a>	500
<a href="#">ststqc.com</a>	430
<a href="#">plus.google.com</a>	400
<a href="#">conversation.cipr.co.uk</a>	300
<a href="#">jobs.mashable.com</a>	250
<a href="#">t.co</a>	250
<a href="#">stumbleupon.com</a>	220
<a href="#">i-love-startups.com</a>	220

# Reverse IP Lookup – Reaching Prospects

Amazon.com, Inc.	<a href="http://www.ovrdrv.com/blog/2008/12/newly-released">http://www.ovrdrv.com/blog/2008/12/newly-released</a>
Amazon.com, Inc.	<a href="http://www.ovrdrv.com/blog/2008/12/newly-released">http://www.ovrdrv.com/blog/2008/12/newly-released</a>
INFONXX	<a href="http://www.ovrdrv.com/blog/2008/12/newly-released">http://www.ovrdrv.com/blog/2008/12/newly-released</a>
SC Marte Solutions SRL	<a href="http://www.ovrdrv.com/blog/2008/12/newly-released">http://www.ovrdrv.com/blog/2008/12/newly-released</a>
[automated entry] awaiting description	<a href="http://www.ovrdrv.com/social-media-map/">http://www.ovrdrv.com/social-media-map/</a>
1-800-FLOWERS	<a href="http://www.ovrdrv.com/social-media-map/">http://www.ovrdrv.com/social-media-map/</a>
2vega Inc	<a href="http://www.ovrdrv.com/social-media-map/">http://www.ovrdrv.com/social-media-map/</a>
754th Electronic Systems Group	<a href="http://www.ovrdrv.com/social-media-map/">http://www.ovrdrv.com/social-media-map/</a>
ACCOR NORTH AMERICA	<a href="http://www.ovrdrv.com/social-media-map/">http://www.ovrdrv.com/social-media-map/</a>
ACCU REV INC.	<a href="http://www.ovrdrv.com/social-media-map/">http://www.ovrdrv.com/social-media-map/</a>
AGENCE DE VOYAGES	<a href="http://www.ovrdrv.com/social-media-map/">http://www.ovrdrv.com/social-media-map/</a>
AKQA	<a href="http://www.ovrdrv.com/social-media-map/">http://www.ovrdrv.com/social-media-map/</a>
Algonquin Studios	<a href="http://www.ovrdrv.com/social-media-map/">http://www.ovrdrv.com/social-media-map/</a>
Allstate Insurance Company	<a href="http://www.ovrdrv.com/social-media-map/">http://www.ovrdrv.com/social-media-map/</a>
Amazon.com, Inc.	<a href="http://www.ovrdrv.com/social-media-map/">http://www.ovrdrv.com/social-media-map/</a>
American Automobile Association, Inc. - AAA/National	<a href="http://www.ovrdrv.com/social-media-map/">http://www.ovrdrv.com/social-media-map/</a>
Anheuser Busch Companies, Inc.	<a href="http://www.ovrdrv.com/social-media-map/">http://www.ovrdrv.com/social-media-map/</a>
aQuantive Inc.	<a href="http://www.ovrdrv.com/social-media-map/">http://www.ovrdrv.com/social-media-map/</a>
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aQuantive Inc.	<a href="http://www.ovrdrv.com/social-media-map/">http://www.ovrdrv.com/social-media-map/</a>
Arena One, LLC	<a href="http://www.ovrdrv.com/social-media-map/">http://www.ovrdrv.com/social-media-map/</a>
Assigned to Samsung Electronics Nordic AB	<a href="http://www.ovrdrv.com/social-media-map/">http://www.ovrdrv.com/social-media-map/</a>
ASTRAL TIMISOARA	<a href="http://www.ovrdrv.com/social-media-map/">http://www.ovrdrv.com/social-media-map/</a>
Avvid Technologies	<a href="http://www.ovrdrv.com/social-media-map/">http://www.ovrdrv.com/social-media-map/</a>



# Over 50,000 Leads Since Launch

```
User Agent: Mozilla/5.0 (Windows NT 5.1) AppleWebKit/535.1  
Gecko) Chrome/14.0.835.163 Safari/535.1  
HTTP_REFERER: http://www.ovrdrv.com/social-media-map/
```

```
-----  
----- Overdrive Social Media Map PDF -----  
-----
```

```
First Name: Ch [REDACTED]  
Last Name: Ba [REDACTED]  
Company: Expedia  
Title:  
Email: cb\[REDACTED\].com  
Phone: 691332622  
[REDACTED]
```

**Blog Lead**

```
-----  
-----  
-----  
----- Lead Labeling -----  
-----
```

```
Engine: NA:ns  
Keyword: NA  
URL: http://www.socialnomics.net/2011/08/09/social-media-to
```

# Over 50,000 Leads Since Launch

```
Firefox/6.0.2
HTTP_REFERER: http://www.ovrdrv.com/social-media-map/
-----
----- Overdrive Social Media Map PDF -----
-----
First Name: ██████████
Last Name: ██████████
Company: dramira
Title:
Email: ad██████████@██████████.com
Phone: 96██████████
██████████
-----
----- Lead Labeling -----
-----
Engine: Google:ns
Keyword: social media mapping tools
URL:
http://www.google.co.in/url?sa=t&source=web&cd=1&sqi=2&ved=2Fsocial-media-map%2F&rct=i&a=social%20media%20mapping%20
```

**Search Lead**

## Digital Prescription

1. The lines between social, SEO, media and creative are blurring
2. Bring it all together and apply SEO best practices to social and social best practices to SEO and content
3. You don't need a million fans or followers to leverage social – a million shares can be just as good as a million fans!
4. Social ROI and actions are often realized through search
5. You can measure Social ROI

Download this presentation at:

[www.OverdriveInteractive.com/PR](http://www.OverdriveInteractive.com/PR)

## Thank You, Any Questions?

Harry J. Gold

CEO/Managing Partner

Direct 617-254-5000 x 1100

[hgold@OverdriveInteractive.com](mailto:hgold@OverdriveInteractive.com)

**@OVRDRV**

**@HarryJGold**

**Facebook.com/OverdriveInteractive**