



THE SUPER BLOG™
Push the envelope.

a **PILLAR** Innovation

The Super Blog™ is the ultimate marketing enhancement for your blog.

What is it?

It is a software solution that integrates with your blog to automatically send out a monthly newsletter to subscribers and reuse your blog posts throughout your website.

Adding fresh content to your blog is an essential part of search engine optimization. By doing so, you are blasting this information out into the Internet and Google quickly picks up this information and puts it into its database. You may not know this, but when you perform a search with Google (or any search engine), you are not searching the web in real time. Instead, you are searching a database that can be a few seconds old to a couple of months old. If you make a change on your website, it may take much longer to change this information in the Google Index, versus a blog post you create. That can appear in the Google Index within 2 hours. That's why blogging is very similar to sending out an electronic news release (i.e. via prweb.com), it impacts more people than you know.

You may ask, 'Who reads my blog?' And, the answer is mostly people you don't know. These are people who are Googling for the information you are blogging about, whether its product or service information.

For your current customers, the ones you work with often or just once a year, it is important to stay in touch without being annoying. There is no better way than to send them an informative email newsletter. Yet, who has time to create and compile this content, let alone send it to so many people? The Super Blog™ is designed to do this essential part of marketing for you and automatically. All you need to do is have a blog and be sure to blog at least twice a week.

The content from your blog is placed into a custom-designed layout for your monthly newsletter. Subscribers can add and remove themselves via a box on your website that asks for their email address.

And, The Super Blog™ goes even further by reusing information in your blog to feed certain sections of your website. This way the great information you are blogging about is blasted to the Internet, reused in a newsletter, and reused within your website to add fresh content to otherwise static or not often changed pages. And, Google rewards sites that are changed frequently!



THE SUPER BLOG™

Push the envelope.

a **PILLAR** Innovation

The Super Blog™ Benefits:

- Automatically send out a monthly newsletter
- Automatically reuse the same great content on your blog throughout your website
- Save time as you maximize your marketing message
- Expert training on blogging, website traffic analysis, and online marketing tactics

The Super Blog™ Features:

- Integration with your website and your Wordpress or TypePad blog
- Subscription box integration with your website
- Subscription link for your email signage
- Not a yearly subscription. Buy it once and use it perpetually
- Expert training on enhancing your blog message and using The Super Blog™ included
- Free add-ons for a year

The Super Blog™ Requirements:

- Compatible web host (can be determined prior to purchase)
- Wordpress or TypePad blog (other platforms may not be compatible)
- Existing and frequently-updated blog content (at least 2 new posts per week)

The Super Blog™ is \$4,000 and includes all of the above.

The Super Blog™ is the ultimate marketing enhancement for your website and blog and was created by PILLAR. Made by the same people who created KeywordFriendly.com



PILLAR

The ONLY tech support call
you need to make.



TheAgency

Creators of Newsworthy
Web Apps

212.
255.3970
www.
pillarcc.com