



*Alternative Health* **Digital**  
*Marketing* for the *Health and Wellness* **Industry**

## VIRAL POSTS [CHEATSHEET]

Here's 10 things can do to get posts to go viral, along with some tools software developers use for Search Engine Optimization [SEO].

Surprisingly, Google, LinkedIn, FaceBook and any other platform you are sharing your posts with actually use SEO to choose which people send your post to.

### SEO MATTERS!

If you're new to sharing content, start with this tip:

1. Share someone else's viral video, as long as it is unique and specific to your industry and as a high emotional tug

Try to find a real tear-jerker.

Make sure it connects directly to your industry, and how you value others who also create value in your industry.

## 2. Use High Definition Graphics

Split tests show that HD graphics are very attractive to the eye. And, they speak highly of the quality of your work. It's the first thing a viewer notices.

Take the time to create a PNG file, it has better definition than JPEG formatting.

## 3. SUBTITLE your video

70% of videos are viewed without sound. Making the investment to add subtitles allows the viewer to receive your message. Subtitles set you apart, and are a professional must have.

## 4. Write and format a KILLER HEADLINE

I take about 5 hours to optimize mine, and I use software to score my headline's Internet friendliness.

Creating the killer headline is a topic of great importance. Please go to -->> <https://youtu.be/hiiw6ftyfHM>  
YouTube: **Alternative Health Digital** channel to watch my 10 minute video on formatting the KILLER HEADLINE.

## 5. Use TAGLINES

Know the difference between a hashtag, a tag, and a tagline.

**Hashtags:** hashtags are useful for groups of people with similar interests. However, People using your hashtag on a search will only find the most recent posts. Don't rely on this strategy.

**Tags:** are individual names put into a post. These are generally ignored by the recipient. Tags are best kept as used in comments of OTHER PEOPLE's posts, to alert a friend/colleague to the relevancy of someone else's material, not to help those who are tagged find your post.

**TAGLINE:** The tagline is picked up by the SEO and is used to match the viewer with your post. It's the first set of characters in the post. It's the same as the characters captured on the TWITTER feed. USE your tagline as the best tool for SEO.

## 6. Send your post as a DIRECT MESSAGE

Help people find your post by DIRECT MESSAGING them on the same platform.

Wait for them to respond to your message first, then ASK FOR PERMISSION to send the post as a direct message.

Let them know, “ I specifically chose to share this post with you because I thought I might be useful. Would you like to see it?”

Then, when they respond, SHARE the post as a DIRECT MESSAGE to the viewer. Then you'll know they're watching!

Don't worry about massive numbers of views.

You only need a few people who are digesting your content to create a new group of potential customers.

## 7. Use EMOTION to grab the viewer's attention

There is literally no substitute. Don't be afraid to get personal. People want to know how you resolved a very difficult situation.

## 8. VALUE is outdated

Viewers are saturated with value. They want ENTERTAINMENT.

They've seen and heard it all. BE UNIQUE and don't worry about selling anything, or even introducing yourself.

Curiosity killed the cat, and especially on LinkedIn, people will VIEW your PROFILE, so make sure you look presentable. You'll be getting CHECKED OUT!

### 9. Be relevant

Post topics which are up-to-date, and use industry phrases and hot insider words. Set a trend, don't redo someone else's ideas. Step outside of the box.

### 10. Keep it brief

Show that you respect the viewer's time by keeping it brief. Most viewers stop watching by 47 seconds, so pack the most important material within the first 30 seconds.

Don't make 'em wait!



© 2019 Alexia All Rights Reserved  
[www.AlternativeHealthDigital.com](http://www.AlternativeHealthDigital.com)