

Episode 1

Welcome to the first of our audio podcasts designed to help you raise your company's profile using the latest tools that the Internet and the world of social media has to offer.

We have deliberately used a system called Audio Boo to record these podcasts, partly to demonstrate just how easy this technology is to harness – it might interest you to know that this was actually recorded and uploaded using my mobile phone – but also to restrict these podcasts to simple, bite-sized chunks.

At the time of writing, it is our intention to produce a series of six of these podcasts - each addressing a different issue – that will build into reference work that you can access as and when you see fit.

The initial episodes are scheduled to be:

- Getting Started
- What do you write about
- How often should you write
- Adding audio or video
- Attracting traffic
- Harnessing the power of social media

If you're wondering what gives us the right to talk about these subjects, let us tell you that in addition to building the demolitionnews.com blog (which took about two hours, by the way), we've also built and operated websites for demolition-related companies and organisations including:

- The National Federation of Demolition Contractors
- Dig A Crusher and Dig A Screener
- Rammer Hammers
- Kocurek

We're also regular contributors to websites and blogs operated by the likes of C&D Consultancy.

OK, that's the intro out of the way.

The next episode will get right down to business.

Thanks for listening.

Oh, and by the way, if you'd like any additional advice on any of the subjects covered in these podcasts, just drop us a line at manthony@markanthonypublicity.co.uk.

Episode 2

Welcome to episode two of our podcast series on raising your company's web profile.

We've entitled this episode Getting Started, even though we're assuming that most of you already have a company website or weblog (or blog for short).

In the same way that high street shops regularly change their window displays, it is vital that your website or blog changes on a regular and ideally frequent basis. Not only does this help push your website further up the Google rankings, it is also more likely to be revisited by your customers and potential customers.

Most modern websites have a News section and this, generally, is the area that is updated the most regularly.

However, we have all seen websites with a news section that has remained static for weeks, months and even years. In fact, customers and potential customers could well be turned off when they see that a website isn't being maintained properly or regularly.

The secret, therefore, is to update your news section as often as you possibly can.

But don't think you have to be William Shakespeare.

As we will cover in our next episode, you can write about a whole host of subjects; and very few of them will require you to write more than a few paragraphs.

However, there is one important distinction that we would draw here.

Those companies that achieve the highest on and offline profiles are those that manage to squeeze the maximum value out of every word they write.

As an example, let's say that your company is currently involved in a relatively interesting contract to demolish a police station.

If you have your wits about you,

- You will photograph AND video the work in progress
- And you will write an article on the job while it's in progress

If you have done these jobs properly – all of which should be achievable in a single visit to the site – you have the basis for a:

- Press Release that could be used by magazines like Demolition & Dismantling, D&Ri, PDI and Demolition Engineer as well as the construction press.
- A news item for your website or blog
- A data sheet that you can give to your customers and prospects
- And a video that can be added to your website or blog AND which can be used to help raise your profile on YouTube, Vimeo and the various other video hosting sites.

If you're wondering what information you should include in your press release, please drop us a line at manthony@markanthonypublicity.co.uk and we'll send you a form that we produced for the members of the National Federation of Demolition Contractors.

And don't forget, the researching, writing and photographing can be very easily outsourced to an external media relations or publicity company like Mark Anthony Publicity.

In the next edition, we will look at the issue of how often you should aim to write.

Episode 3

Welcome to episode three of our podcast series on raising your company's web profile.

In this edition, we will be looking at the tricky issue of how often you should write something new for your website or blog.

One of the most common complaints we hear on this subject is that most demolition contractors have nothing to write about. Our reply is simply "you're not trying hard enough".

Bearing in mind that your audience is either existing or potential customers with whom you are seeking to create or maintain a relationship, the website should be viewed as your way of keeping people informed of what your company is doing both internally and externally.

So yes, it would be great if every post was on a new demolition project that your company has won, but don't overlook things like:

- Staff appointments
- Awards won by the company
- Links to positive mentions of your company in the press
- Links to articles on other websites and blogs that you believe might be of interest to your audience

And here's another point. Many demolition contractors spend a lot of money liaising with local communities and schools to help overcome any possible negativity associated with the demolition works.

And yet, a stand-alone blog specifically on that contract can be created in about an hour and at no cost.

This can then be updated throughout the progress of the contract, right up to completion, including photos and videos. If you're feeling especially brave, you could even invite locals to comment on that blog.

If you'd like more information on any of the subjects covered in this episode, or if you'd like to know how to set up a contract-specific blog free-of-charge, please drop us a line at manthony@markanthonypublicity.co.uk

Episode 4

Welcome to episode four of our podcast series on raising your company's web profile.

In this edition, we're going to be looking at the seemingly tricky business of adding audio and video to your website or blog.

Before we get into this, let's just consider why you might want to add audio or video to your blog. Now the saying goes that "a picture speaks a thousand words" but, beyond this, there are two key reasons for doing this.

The first is that audio and video has a degree of novelty value that makes it more interesting to visitors to your website.

To give you an example of how that translates into web traffic, demolitionnews.com has regularly written articles and produced audio or video content on the same subject. Almost without fail, the audio or video will receive three, four or even five times more hits than our carefully crafted words.

The second is that video in particular delivers your message far beyond the realms of your own website or blog.

Some months ago, we posted a video of a Komatsu excavator being rolled down a hill to test the integrity of its cab.

- Via demolitionnews.com, that post attracted around 2,000 individual and unique "hits"
- Via YouTube (where we hosted that video), it has attracted more than 30,000 hits...and the number's still rising.

In addition to this, a video can show many unseen items or things that words cannot express. Imagine a prospective customer watching a video showing one of your contracts on which all your team can be clearly seen to be

- wearing their proper PPE
- following correct procedures
- using the very latest equipment

And don't forget that video does not have to be a Steven Spielberg epic. Some of the video on demolitionnews.com has been shot with a little hand-held camera that cost less than £100.

If you'd like to know more about uploading or embedding video to YouTube, please drop us a line at manthony@markanthonypublicity.co.uk

Episode 5

Welcome to episode five of our podcast series on raising your company's web profile.

If you have made it all the way to the fifth episode, you're clearly serious about raising your company's digital presence. So thanks for sticking with us.

This penultimate part of this current series has been devised to accomplish two key tasks:

- To drive more traffic to your website or blog
- And to establish you (or your company) as experts in your field.

So how do you do it?

Actually, it's remarkably easy. In fact, all you have to do is comment on other people's related websites and blogs.

When you get a minute, take a look at each of the blog posts on demolitionnews.com and you will see at the foot of each piece there is the word Comments written in blue.

When you click this link, you're taken to an area where you can add your views and thoughts on the subject covered in the post and, just as importantly, you can add the URL or web address of your own website or blog.

Immediately, you have just exposed your website or blog to the thousands of readers that visit demolitionnews.com each and every week.

And [demolitionnews](http://demolitionnews.com) isn't the only site out there with a comments facility. Take a look at the demolishdismantle.com website run by IDE vice president John Woodward; or the D&Ri website at khl.com; or at digacrusher.com; or any number of others.

In short, by sharing your expertise or by merely venting your spleen, you can expose your website to a totally new, wider and like-minded audience.

If you'd like more information on any of the subjects covered in this episode, please drop us a line at manthony@markanthonypublicity.co.uk

Thanks for listening

Episode 6

Welcome to the sixth and final episode in our podcast series on raising your company's web profile.

Let me start by thanking you for sticking with us. We hope that some of the information we have shared has proved useful and that you're now applying some or all of these lessons to help boost your company's digital presence.

If you have listened to all of the episodes to date, you should by now know

- What to write about
- How often you should write
- How to add audio or video to your website or blog
- How to attract traffic to your website or blog

So we're now moving on to how you harness the power of social media. Now let's start by saying that while social media or social networking sounds awfully complex, it is actually just using third-party websites like Facebook and Twitter to make even more people aware of your company, its products and services.

With any luck, your website or blog will already have an RSS feed capability.

If it has, you will simply need to harness a few free and easy-to-use tools such as Twitterfeed to ensure that each new addition to your website is automatically broadcast to Twitter, Facebook, MySpace and a whole host of other external sites.

If it hasn't, you're looking at broadcasting in a more manual way although, thankfully, it couldn't be easier.

To the uninitiated, Twitter is a micro-blogging website that allows you to issue short news updates of a maximum of 140 characters (roughly the length of a mobile phone text message) to a group of people that have chosen to "follow" your Twitter feed.

Now I'm sure you're thinking that Twitter is the preserve of celebrities like Stephen Fry or teenagers.

But think again. There is a growing number of demolition and demolition-related people making use of this service. In addition to demolitionnews.com, the National Federation of Demolition Contractors chief executive Howard Button is a regular user. So is the IDE vice president John Woodward. And Caterpillar, Hyundai, D&Ri and a whole host of others.

What this means is that you are joining and helping to grow a community of online followers while, at the same time, accessing a whole new source of information, news and opinion.

Best of all, Twitter is free to use. Simply visit www.twitter.com, sign up (it takes about 30 seconds) and you're ready to begin.

Once you have set up your Twitter account, you are free to start posting your own news and views. It is worth remembering that the most popular Twitterers are those that share information. So this is an ideal opportunity for you to post links back to new and interesting content on your own website. Just one final point. We would strongly recommend that if you are planning to make use of Twitter that you download the free Tweetdeck software. This will make it considerably easier for you to manage both your incoming and outgoing tweets.

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