

# Blog Data Touch Points

OneBigBroadcast's content creation software allows single, team, or multi-engine media calendar simulcast releases over 100 automatic social signals and 335 semi-automated feeds. With a choice of either real-time or scheduled deliveries, our powerful system reveals the incredible impact tangible engagement with viewers can have on your brand. With just one click you'll be instantly connected with our world-class team and well on your way to being at the top of every search result.

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## Facebook API

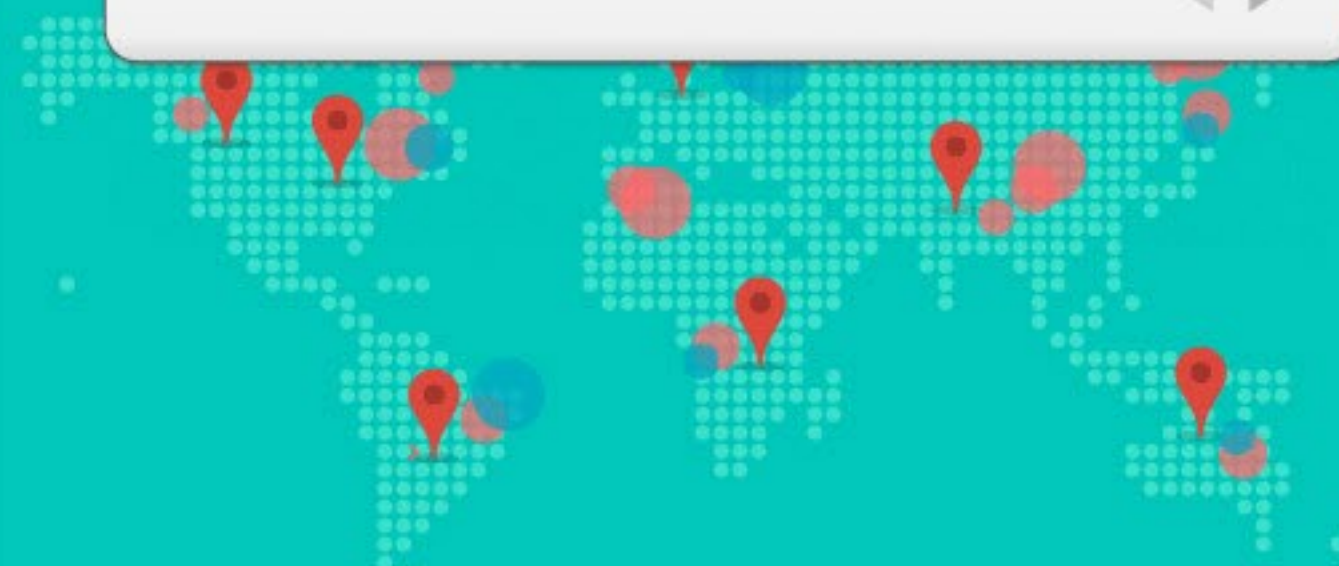
1. The API auto creates messages that can be sent to FB.
2. You'll have the option to turn message delivery to FB on or off.
3. The API auto selects images or videos and turns them into thumbnails to send to FB.
4. You can select any image.
5. You can load a new image
6. You can turn image delivery off.
7. The API creates tiny URL to be included with every Facebook post.
8. You can adjust or edit any custom message sent to Facebook.
9. Messages are sent to Facebook.
10. You have the option to send your message with or without image or video.
11. The tiny URLs create news links that lead from Facebook back to your blog post.



## Twitter API

1. The API auto creates messages that can be sent to Twitter.
2. You can turn message delivery to Twitter on or off.
3. The API auto selects images or videos and turns them into thumbnails to send to Twitter.
4. You can select any loaded image.
5. You can load a new image
6. You can turn image delivery off.
7. The API creates tiny URLs to be included with every Twitter post.
8. You can adjust or edit custom messages sent to Twitter.
9. Messages are sent to Twitter.
10. You have the option to send your message with or without image or video.
11. The tiny URLs create links that lead from Twitter back to your blog post.
12. A thumbnail image is sent to your Twitter account which results in twice the data and twice the SEO visibility.

Reach your customers on twitter quick and easy.



## Facebook Tiny URL auto creation & transmission

The API's tiny URL links important news events back to your corporate website from high traffic sites, a process that helps to attract SEO from search engines. Every content entry auto-creates a tiny URL that is transmitted with the news event back to the social account. The more posts you make the more important links will be sent back to the corporate site. This saves you the time it would take to create copy, and paste in any manual process.

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## Tiny URL Management

You can adjust the format of each tiny URL to ensure your desired depth of analysis.

## RSS + Multifeed RSS



Real Simple Syndication - visible XML files are sent to search engines and web properties that wish to syndicate your news feeds. This creates a link directly back to your website based on the number of sites that carry your feeds.

Most OneBigBroadcast users run more than a single blog because of the incredible power created through the use of our multi-engines. Our multi-RSS tool allows separate streams of any numbers from XML feeds to be combined into a single spot. This process makes it more attractive for websites to carry your multi blog formatted XML feeds.

## Widgets (4 feeds)

Made popular by Google, Widget code is a slightly more sophisticated version of RSS feeds. Our widgets allow webmasters to duplicate an entire blog on their website or blog - or simply take any number of the latest news feeds and publish them on their website or blog. This ensures deeper information and important links will be sent back to the source, i.e. your website.

## On site News Feed XML (per page)

Changing content is SEO friendly, and with Google's Penguin upgrades a good-looking site attracts longer visits, which, in turn, attracts SEO. Which is why news feeds can be customized to your look. At OneBigBroadcast we believe it's not all engine and data - it's the look and feel of your site that attracts people and creates a following. Our on-page news feeds duplicate key elements of any news event and transcribes them to any page in your web property, complete with a user chosen thumbnail image framed as a work of art.



## Image header

Each blog has a fully editable CMS header. This allows for any amount of content, from text to images, to provide links to other important areas, such as a web page created solely for the purpose of enhancing your news.

## IMGY (another network experience)

Think of IMGY as OneBigBroadcast's own 'Pinterest', only ours is packed with a lot more horsepower! Your image messages will 'live' on IMGY but you'll be able to feature these galleries on a branded site complete with manageable links, comments, and rankings. IMGY also melds Google Map technology with the world of content distribution so that the images you post become living maps that are constantly updated on social media sites. Perfect for community and sporting events attempting to attract search results, IMGY will increase SEO exposure for your chosen site while effectively saving you time by utilizing its automation skillset. SEO tools come with an admin panel so you can create any number of IMGY galleries while widgets will allow you to connect and display content on your chosen sites. Not only does IMGY do all of this but it also comes with built in social media and SEO tools as well as the ability to send emails and SMS of updated images to interested parties.

## Social Sharing Tools

You'll have fast access blog entry integration into upwards of 335 social engines, including such important sites as LinkedIn.



## Multi blog site feed

Simultaneous XML feeds populate news pages on corporate websites for up-to-the-minute news posts and, more importantly, changing content that will attract SEO. These feeds can be used on other sites as widgets to syndicate content while attracting visibility back to the site you've selected.

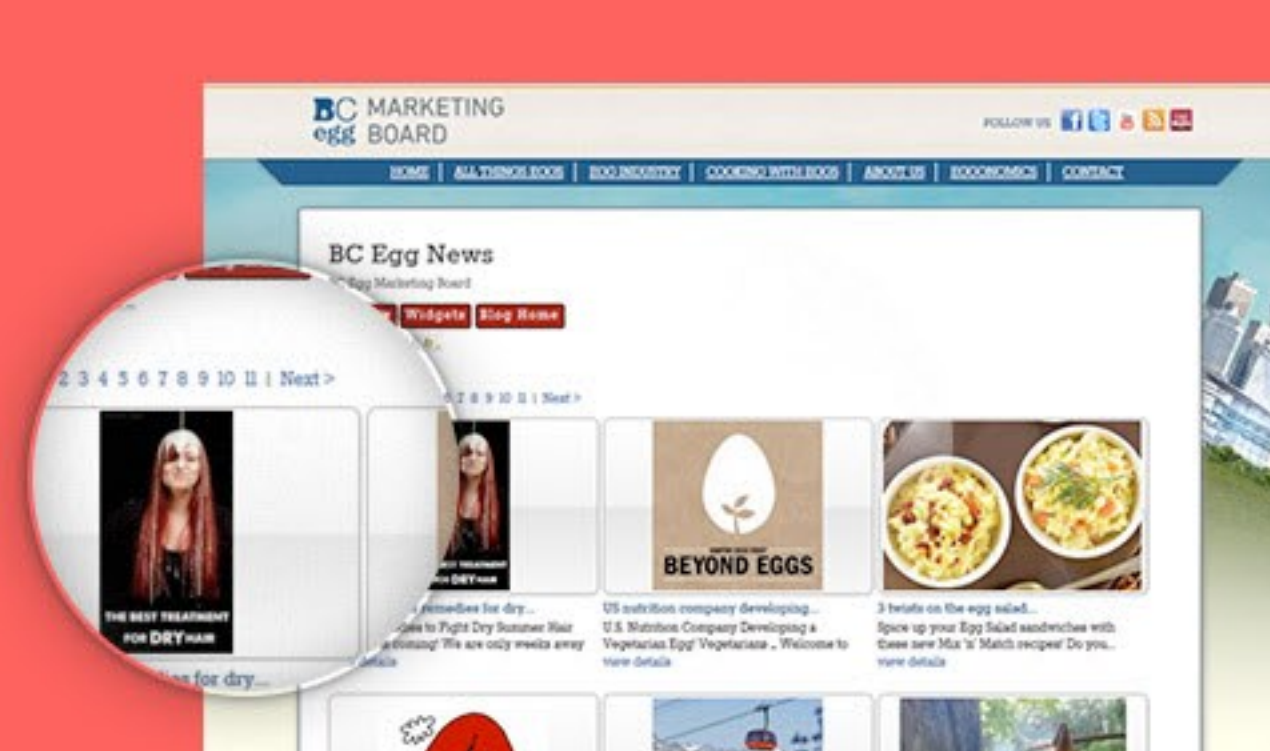
## XML - WebMaster tools Site Map + Analytics - Social reporting

Every blog event is harnessed and fed on an ongoing basis to Google Webmaster Tools. As the site becomes more active, Google and other search engines are able to locate things better and will actively scan the site. A non-active site however, will never be scanned and will drop in search rankings.

A collection of sophisticated, real-time, and historical reports monitor the value of a blog's individual content items across social accounts, thus measuring their actual value. This tool is a great way to 'listen' to customers for interest in specific content areas.

## Gallery feed translation

A picture is worth 1000 words, and as such, images are proving to be invaluable in the age of the creative economy. SEO works best through the value of the content on your site and the number of quality links that lead back to your site. With our gallery feature your blog images will double as your Pinterest landing pages. Millions of people will have access to your content as your SEO ranking rises.



## SEO Updates on site

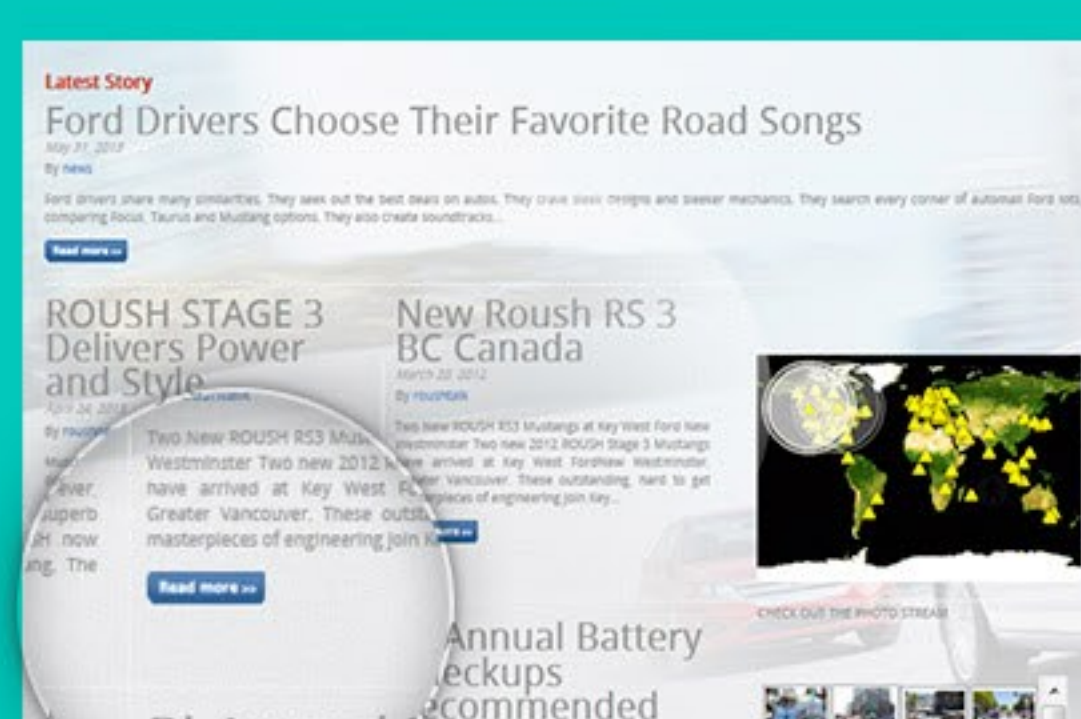
Admin will have access to SEO tags on each blog to create unique self-building 'knowledge banks'.

## Knowledge Bank Updates

Our Knowledge Bank tool is constantly building a library of information from your content and subject matter. Over time, well-organized, well-sorted content will translate into a wealth of understanding in your field as well as a deep familiarity with both your users and your SEO.

## News page summary updated

This is where you'll be updated with a multi-blog summary page feed.



## Blog scheduling - time savings

Media, single, or multiple blogs can schedule blog publishing dates. All scheduled blog posts come with editing capability. This is the ultimate combination of SEO and media calendar.

## Various Settings

1. Ability to adjust the title description, a feature that is extremely attractive to search engines.
2. Ability to adjust SEO tags that can help pinpoint search items within your blog.
3. Turn widgets on and off. Widgets are pieces of code that distribute content to other sites with a link back to your site. They create a much stronger search visibility.
4. Email a single recipient or many recipients from a list.
5. SMS.

## Video Blogs

This useful blog tool can host any number of videos from YouTube, turning your blogs into powerful Vblogs capable of attracting YouTube traffic.