Getting Started with BuzzStream

Step by Step, Everything You Need to Start Using BuzzStream in 20 Minutes

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Get Started with BuzzStream in 20 Minutes

BuzzStream Overview

Welcome to BuzzStream! We've put together this guide to help you get up and running as quickly as possible. Spend 20 minutes and you'll understand the core components of BuzzStream and how the product can help you.

Actions you should do right now are **highlighted in yellow.**
Follow these steps and you'll get up and running with BuzzStream as soon as possible.

Using BuzzStream, you can:

- Build a "little black book" of link prospects and partners that can be utilized across projects, clients, etc.
- Keep your link building efforts more organized and keep everyone on your team on the same page
- Conduct outreach that's both personalized and scalable
- Monitor backlink profiles

BuzzStream makes your link development efforts more efficient and more effective, leading to higher ROI on SEO budgets.

Getting Support

If you have questions or need any help, you can always reach us at **customer-service@buzzstream.com**.

Setting Up Your BuzzStream Account

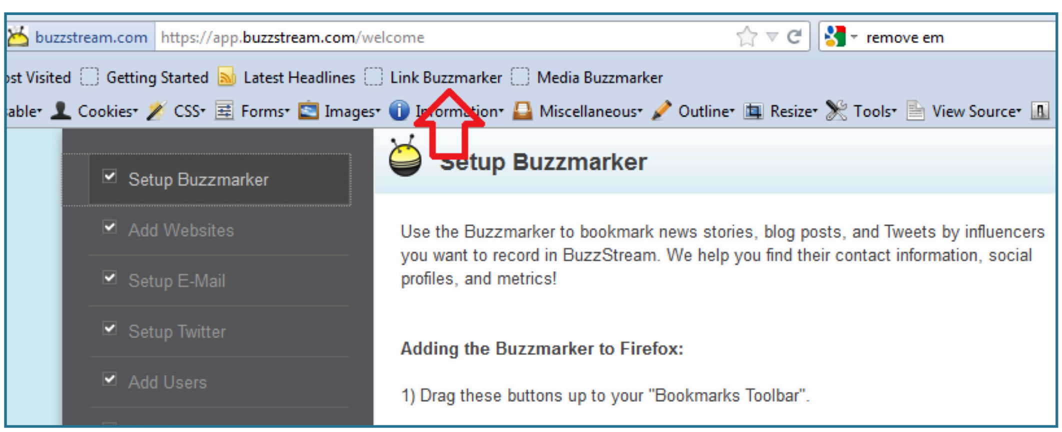
Add the Buzzmarker to your browser's bookmarks bar

Let's start by setting up your BuzzStream account. If you've already worked through the '**Welcome to BuzzStream**' screens, you can skip to **page 7**.

When you find a site that looks like a good link prospect, you can use the Buzzmarker to add it to your BuzzStream account in one click.

To set up the Buzzmarker, follow these steps:

1. Login at **https://app.buzzstream.com/login**
2. Go to **https://app.buzzstream.com/welcome** and select **Setup Buzzmarker.**
3. Drag the Buzzmarker button up on to your bookmarks bar. (Depending on your browser, you may have your bookmarks bar hidden. You can unhide it and move the Buzzmarker onto it.)



Add Your Website to BuzzStream

To keep track of your backlinks, add your website to your BuzzStream account. BuzzStream can automatically import your top 250 backlinks (from SEOmoz' Mozscape index) and check your links. Once a link is added, BuzzStream will continuously monitor it and it will notify you if it's removed, changed, or if there's an important change to the site or page that the link is on.

If you're an Administrator in BuzzStream, you can add a website by following these steps:

1. Go to **https://app.buzzstream.com/welcome** and select **Add Websites.**
2. Enter the URL and, if you want to import your top 250 backlinks, select **Auto-discover inbound links to these sites.**

Connect Your Email to BuzzStream

Connect your email accounts and BuzzStream will automatically keep track of all of your communications with your contacts and manage your outreach workflow for you. You'll also be able to send outreach emails directly from your account.

Don't worry – BuzzStream will never send emails without your consent and your contacts will never be shared with anyone outside of your account. Your BuzzStream account won't send an email until you hit the Send button.

To connect to an email account, follow these steps:

1. Make sure you're still on the welcome screen (**https://app.buzzstream.com/welcome**) and select **Setup Email.**
2. Select your email provider and enter your account information. Click **Save**.

Connect Your Twitter Account to BuzzStream

By connecting your Twitter account to your BuzzStream account, you'll automatically track the Twitter conversations you've had with your contacts.

To connect to your Twitter account, follow these steps:

1. Make sure you're still on the welcome screen (**https://app.buzzstream.com/welcome**) and select **Setup Twitter.**
2. Click the **Connect with Twitter** button and then select **Authorize**. Twitter will redirect you to the BuzzStream welcome screen.

Add Team Members to your Account

BuzzStream is particularly valuable for teams – entire link development organizations can share contacts, templates, and campaigns within their BuzzStream account. You can see the activities of other BuzzStream users from the dashboard & scale best practices across your entire link building organization.

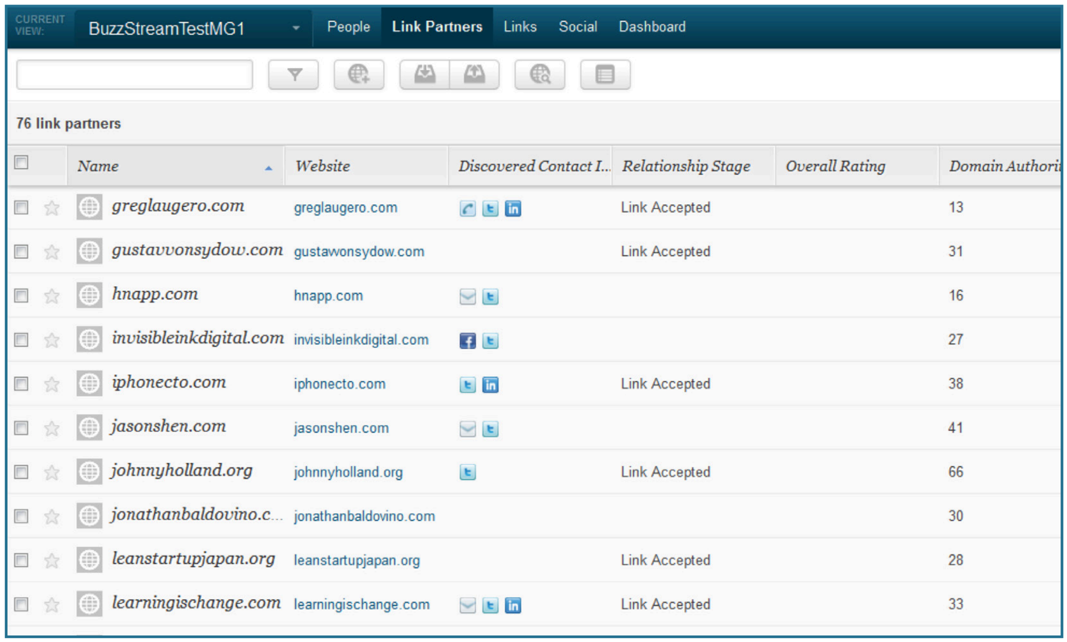
If you don't want to create accounts for your entire team yet, we recommend you create two users accounts so you can understand the team management capabilities of BuzzStream.

If you're an Administrator, you can add team members to your account by following these steps:

1. Make sure you're still on the welcome screen (**https://app.buzzstream.com/welcome**) and select **Add Users**
2. Fill in the form to add a new user with **Name, Email, Phone** (optional), **Role** and **Timezone**.

You're all set!

When you finish setup, you'll be taken to your Link Partners page. In Buzz-Stream, a Link Partner is a website that you either want links from or that you've received links from in the past.



Name	Website	Discovered Contact I...	Relationship Stage	Overall Rating	Domain Authori
greglaugero.com	greglaugero.com		Link Accepted		13
gustavvonsydow.com	gustawonsydow.com		Link Accepted		31
hnapp.com	hnapp.com				16
invisibleinkdigital.com	invisibleinkdigital.com				27
iphonecto.com	iphonecto.com		Link Accepted		38
jasonshen.com	jasonshen.com				41
johnnyholland.org	johnnyholland.org		Link Accepted		66
jonathanbaldovino.c...	jonathanbaldovino.com				30
leanstartupjapan.org	leanstartupjapan.org		Link Accepted		28
learningischange.com	learningischange.com		Link Accepted		33

If you imported backlinks from SEOmoz, your current list will include a list of sites that are linking to you. Having these in BuzzStream will be helpful when you conduct link prospecting, since you'll know that these sites don't need to be researched and added to BuzzStream.

As you can see, BuzzStream scans these link partners, gathers their SEO & influence metrics, and tries to find contact information. It also verifies the presence of the link.

Building a “Little Black Book”

Researching and Adding Sites to BuzzStream

BuzzStream provides you with a suite of tools for building a database of prospects and partners. The value of this database increases over time, because you can utilize it across multiple projects, clients, etc.

Let’s walk through some of these tools.

Find a Link Opportunity

The first step of any link development process is finding link opportunities. There are many ways to do this:

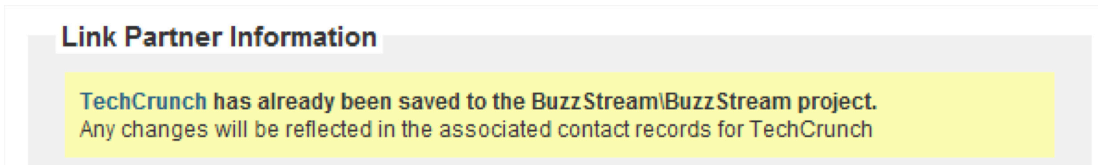
- Use BuzzStream’s Prospecting Toolset (learn more at **www.buzzstream.com/help/link- building/prospecting-toolset**)
- Use one of BuzzStream’s integrations with other SEO tools, such as:
    - SEOmoz Open Site Explorer
    - MajesticSEO
    - Citation Labs Link Prospector
- Use your own knowledge of influential sites in your industry

Once you’ve found a site that you might want a link on, you can use the Buzzmarker to quickly add it to your master database of prospects.

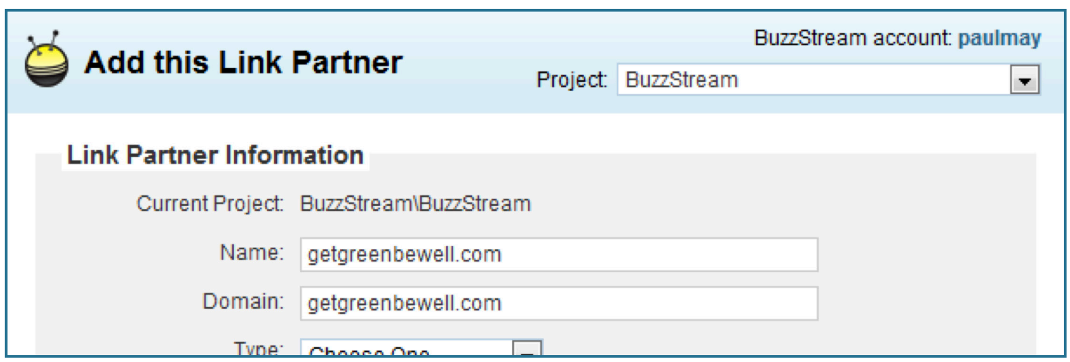
BuzzMark It

For this example, let’s Buzzmark **http://getgreenbewell.com**. Just click on **Link Buzzmarker** in your browser’s bookmark toolbar.

When you Buzzmark a website or link that’s already in your account, the Buzzmarker’s header notifies you. This saves time and prevents you from reaching out to someone you’re already engaged with.



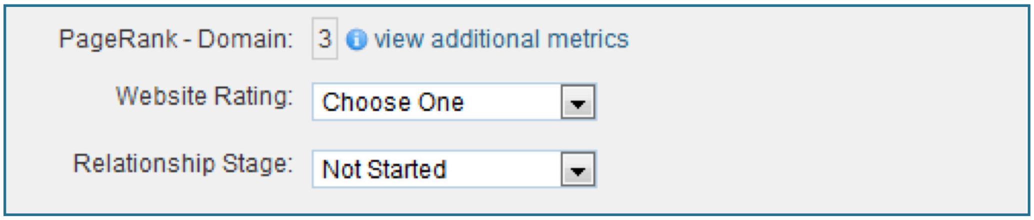
By default, the ‘Name’ field is populated with the domain name, but you can edit it.



Use **Types** and **Tags** to categorize the site (i.e., type of site, industry they cover, etc.). Later, when you’re building an outreach list or creating a report, you can filter on these to quickly isolate all relevant contacts. For this example, let’s add the tag “Green” to the contact. If you find yourself working on a similar client or project a year from now, you’ll be able to filter on this tag to quickly build a list.

Next to the **PageRank – Domain** field, click **view additional metrics.** To help you determine the SEO value of a site and to prioritize your outreach efforts, BuzzStream collects metrics like PageRank, mozRank, Domain Authority, inbound links, unique visitors and many others. You can use this information to set the ‘Website Rating’ field.

BuzzMark It
(continued...)



In the **Link Information** section, you can enter the page you want a link on, the page you want the link to go to and the anchor text you want the site to use. This information is optional, but when entered, BuzzStream's backlink checker will use it for monitoring purposes.

Next, the Buzzmarker scans the site for contact information – including the Contact name, email, Twitter, LinkedIn, Facebook, phone numbers, Contact Us pages, and more. This contact information is automatically added to Buzz-Stream.

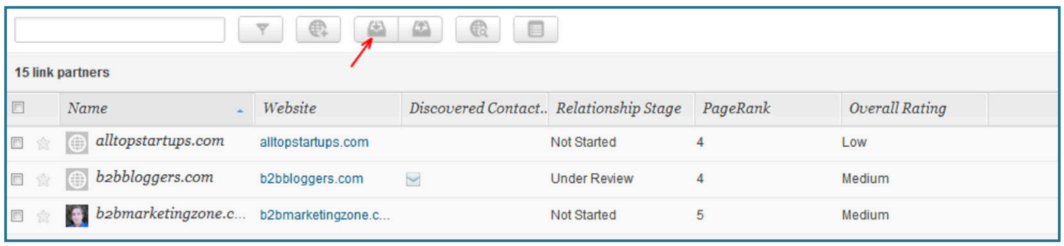
If BuzzStream doesn't find the contact information on the site (or if it's not present), you can click on the **Lookup Whois Info** button and BuzzStream will try to find contact information in the whois record for the domain.

Once you click **Save**, you're taken to a page where you can assign the contact to a team member and you can add notes to the contact record. This is a great place to add notes about relevant posts they've written, thoughts on pitch angles and pages you'd like links on.

Import Contacts from a Spreadsheet

BuzzStream is most powerful once you’ve built out your contact database – then you can segment and personalize your outreach at scale.

If you have an existing spreadsheet of prospects or past linkers, upload it into BuzzStream using the Import button on the Link Partners page:



BuzzStream will match your .CSV or Excel spreadsheet and import your contacts.

If you don’t have a spreadsheet, but want to see how BuzzStream works once it’s populated with contacts, we’ve created a file of sample data for you to upload – you can **download it here**. Don’t worry, we’ve tagged all these contacts with “Sample Dataset,” so you’ll be able to remove these contacts easily after you’ve finished this guide.

Once you’ve imported contacts, you can filter and sort by a number of criteria to build outreach lists. Click on the **Filters** button to see what you can filter on.

Some of the filtering criteria includes:

- Link Metrics and ‘Rating’
- Tags, Site Type and Opportunity Type
- Link history and outreach history
- Who the contact is assigned to
- Relationship/Outreach Stage

Keeping Track of Your Link Building Activities in BuzzStream

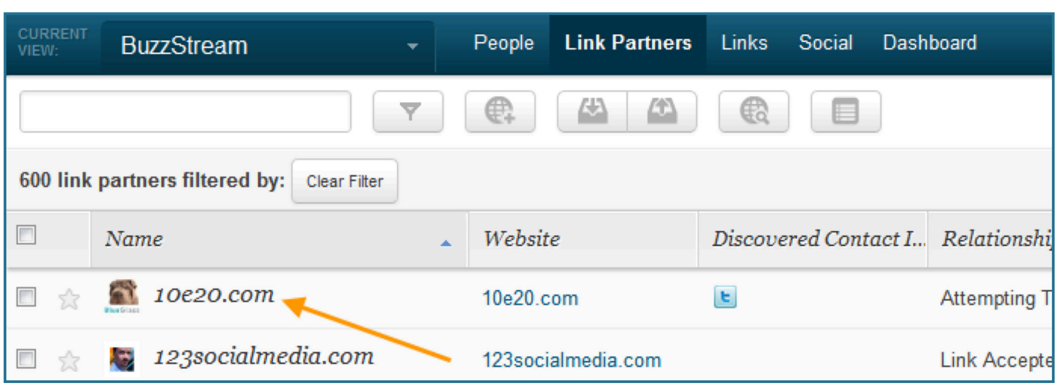
Link Partner Record

BuzzStream helps keep you and your team more organized, leading to more effective link building. BuzzStream makes link building projects more organized by centralizing project data, automating workflow and enabling better collaboration.

Let's take a look at a Link Partner record so that you will know all of the information that's captured by BuzzStream.

Open a Link Partner record by clicking on the **Name** for any of the Link Partners in your account.

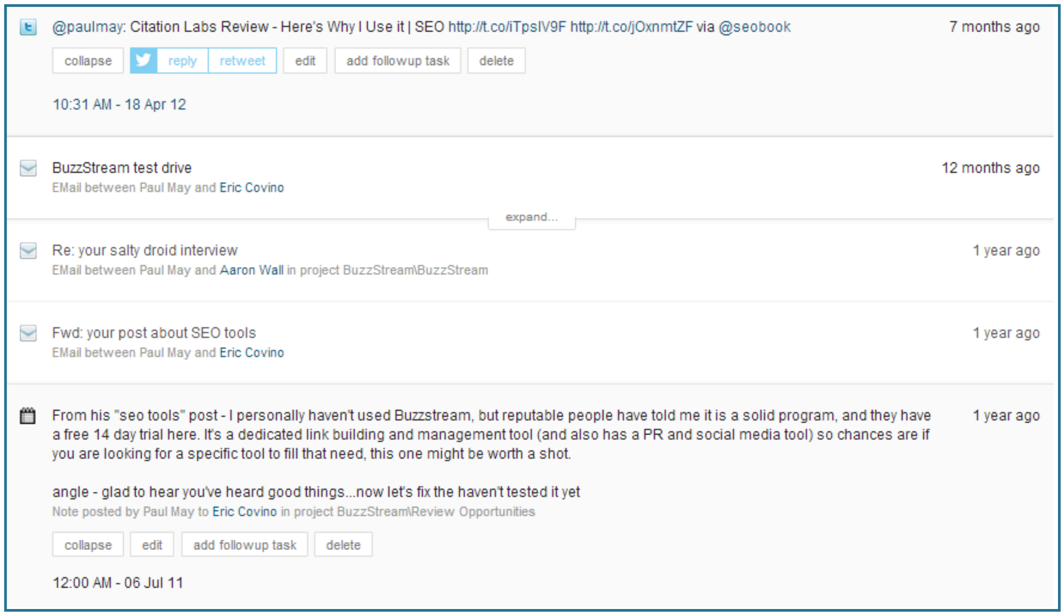
This will open up the contact details for that Link Partner.



The Link Partner record has three sections – the **History**, the '**Contact Info**' sidebar, and the '**Add**' widget.

History

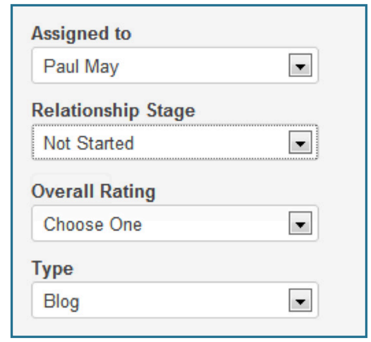
The History section shows a list of all Links you're either targeting or have built for that website and your activity history for the site.



As you can see, emails sent between you and your contacts are automatically added to the contact record (regardless of whether they're sent from within BuzzStream or from your email client). Tweets sent between you and your contacts are also added.

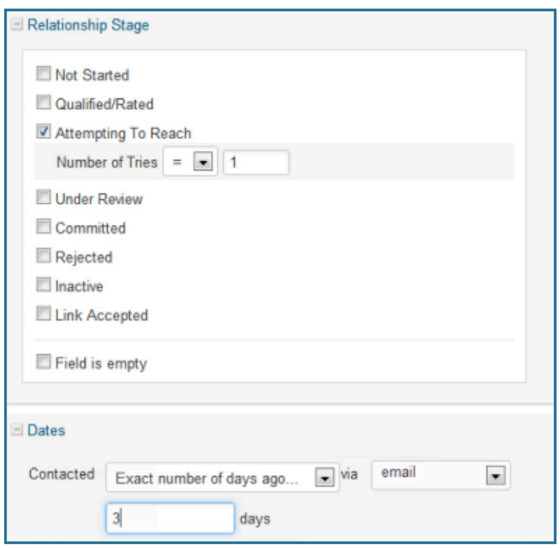
The Sidebar

The right sidebar includes status information about the contact as well as the contact information.



The **Relationship Stage** field is a key field in BuzzStream and is set automatically for you. By default, there are six stages for a Link Partner, three of which are set automatically for you:

- Initially, the Relationship Stage for a Link Partner is set to **Not Started**.
- When you email the Link Partner, the Relationship Stage is automatically changed to **Attempting to Reach, 1 Attempt**. Each time you send a follow-up email, the 'Number of Attempts' is incremented.
- Once a link is found on any pages you added as Links, the Stage is changed to **Link Accepted**.



The built-in workflow makes it easy to keep track of the contacts that require follow-up. For example, if your approach is to send an initial email and then follow-up three days later, you can create a follow up list by filtering on **Relationship Stage=Attempting to Reach, 1 attempt** and **Last Contacted=3 days ago**. You can even save the filter so that you can quickly get back to your outreach lists.

The Sidebar
(continued...)

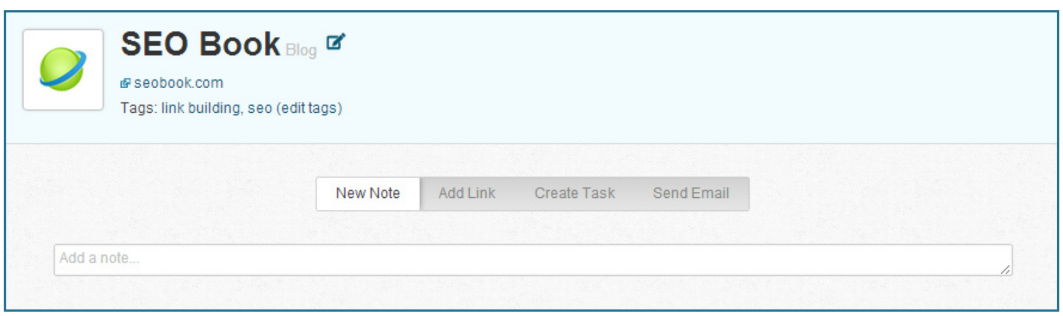
If you're working across multiple campaigns or multiple clients, you can enable ***Projects*** *so that you can set different* ***Relationship Stages*** *and* ***Assigned To*** *value for each campaign/client.*

For example, if you've identified a blog that's a potential prospect for both an infographic campaign and a guest post campaign, you can create a project called "Infographic Outreach" and another called "Guest Post Outreach." Within each project, the Relationship Stages for this Link Partner can be different and it can be assigned to different members of your team

To enable Projects, click on the gear icon in the top right-hand corner of the screen and select the ***Manage Projects*** *tab.*

The 'Add Widget'

At the top of the contact record is a section where you can add information to your contact, including Notes, Tasks, and Links (i.e., pages where you either want a link or that are already linking to you).



Using BuzzStream for Outreach

The Outreach Module

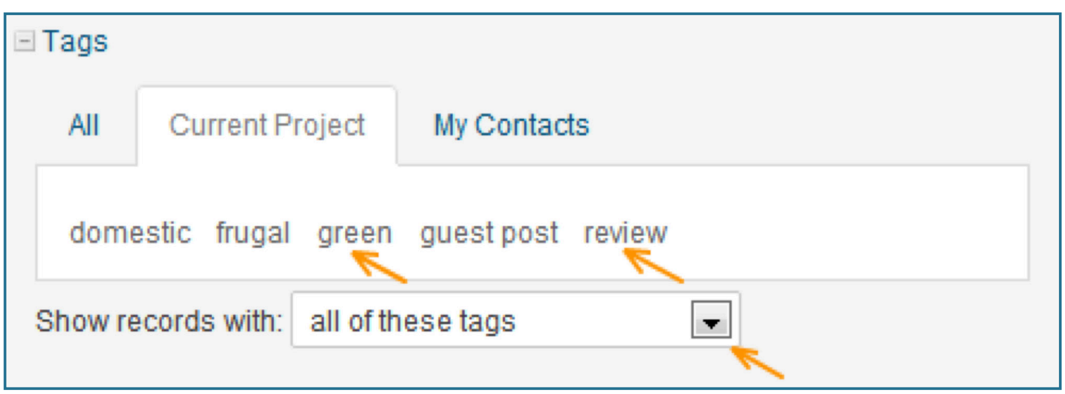
BuzzStream's **Outreach Module** gives you a way to scale your outreach without sacrificing the personalization that's needed for effective outreach. You can easily segment your contacts into a list, apply a template to your contacts and then view the contact information needed to personalize each email *without ever leaving the email.*

There are four steps to using the Outreach Module:

Step 1: Segment your contacts into a list

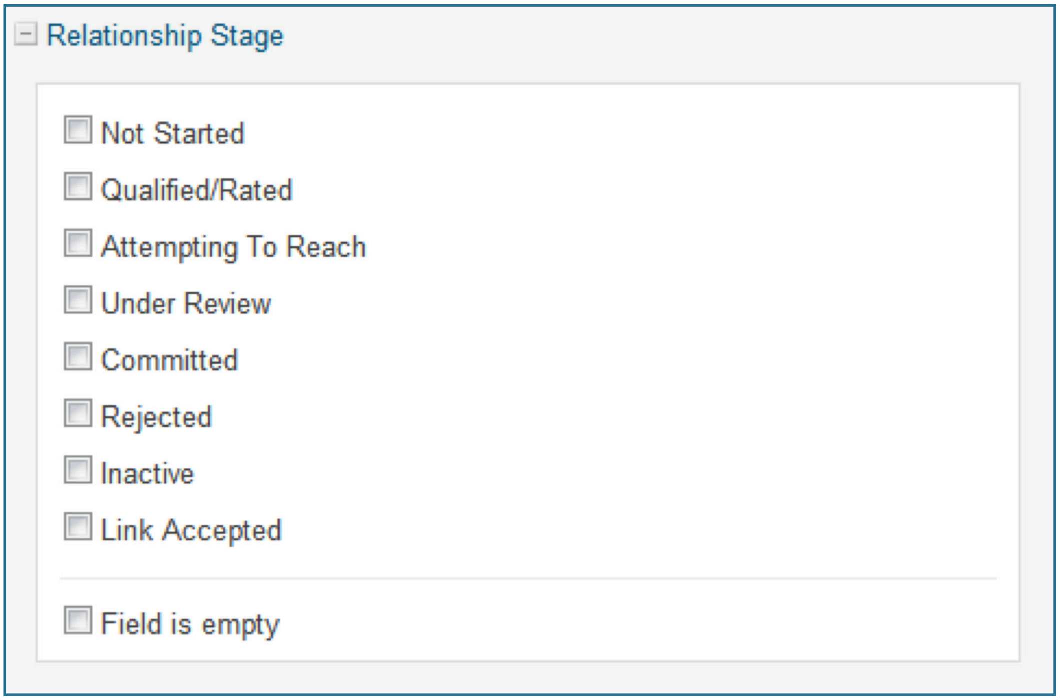
If you've imported the demo dataset, you can test this by filtering on the following:

In **Tags**, select "**green**" and "**review**"

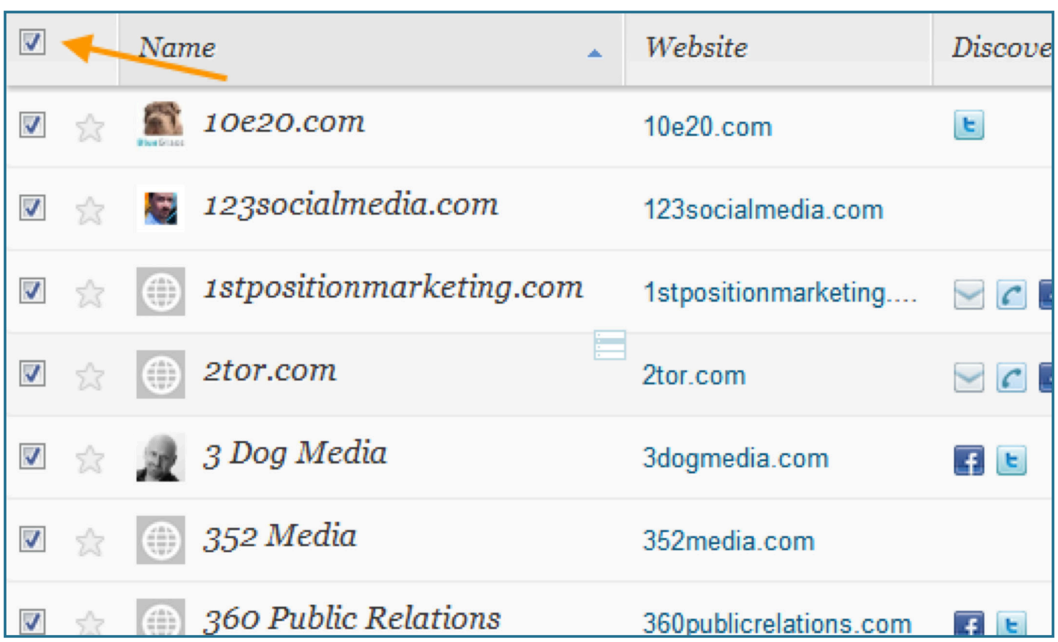


Step 1: Segment your contacts into a list
(continued...)

In **Relationship Stage**, select **Not Started**



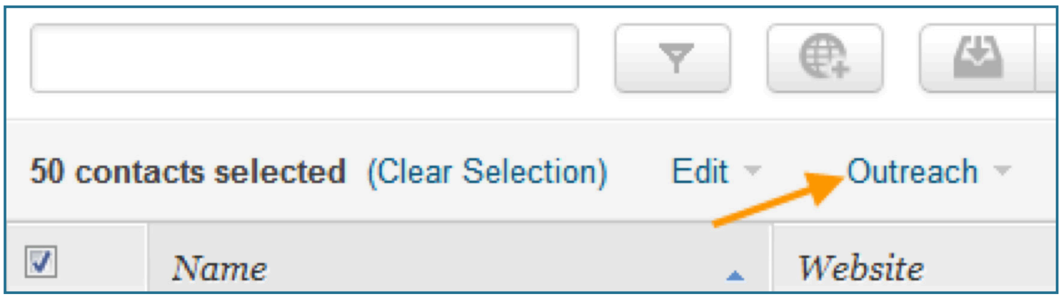
Step 2: Select the contacts to include in outreach.



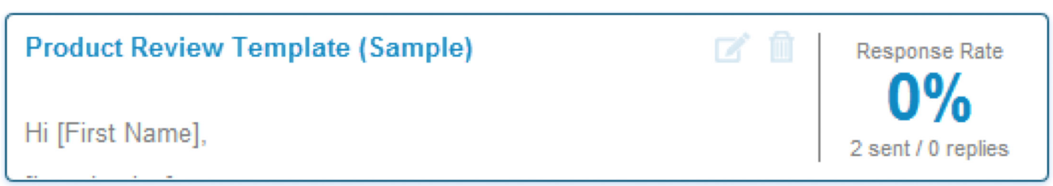
Step 3: Select an Email Template (or create a new template).

For this demo, let's create a new template that we'll call "Product Review Template (Sample)"

In the menu bar below the search box, click on **Outreach** and click **+ New Template**



Go to the '**Product Review Template (Sample)**' template and click **Edit**

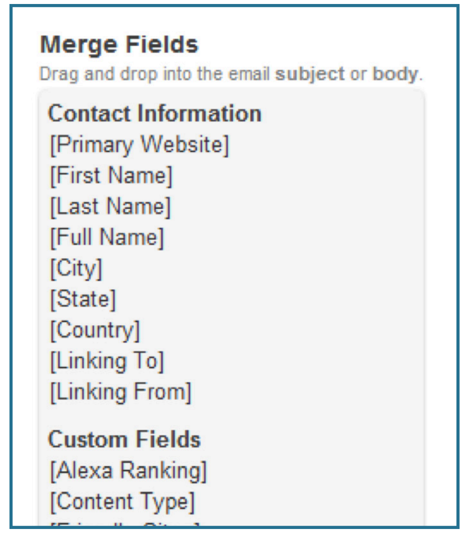


Step 3: Select an Email Template (or create a new template).
(continued...)

The template will serve as the starting point for each email you send. Note the merge fields on the far right.

These can be used for basic personalization of your emails, speeding up your outreach and ensuring that you use the right names in your pitch.

You can create your own template, or use this sample text:



Hi *[firstname]*,

I noticed you reviewed NewCo's showerhead recently. We recently launched our own product – WaterSavers – which is (in our humble opinion) the most advanced showerhead on the market. A team of 3 PhD physicists (2 ex-NASA, one ex-Lockheed Martin) have been working on it for 2 years now, and we think we've made some real progress in providing a superior shower that's better for the environment. In our tests, we've found it uses 2/3 as much water as NewCo while delivering a shower 75% of our testers rated as "stronger" and "nicer."

We'd love to send one along to you – can you send us your address in *[city]* ?

Thanks
[userfirstname] [userlastname]

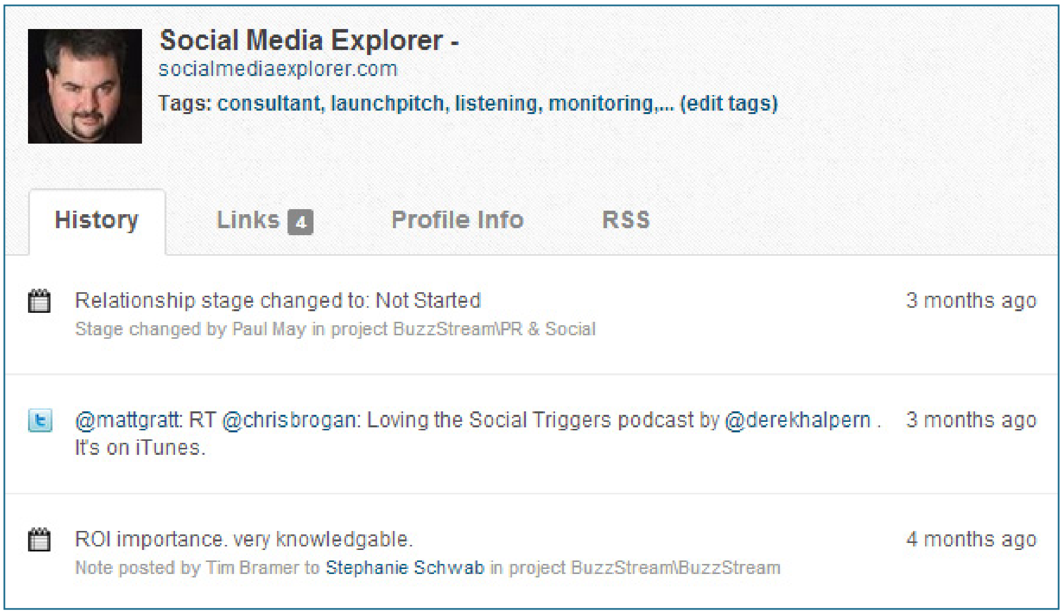
Click the '**Save and Continue**' button at the bottom right-hand corner of your screen.

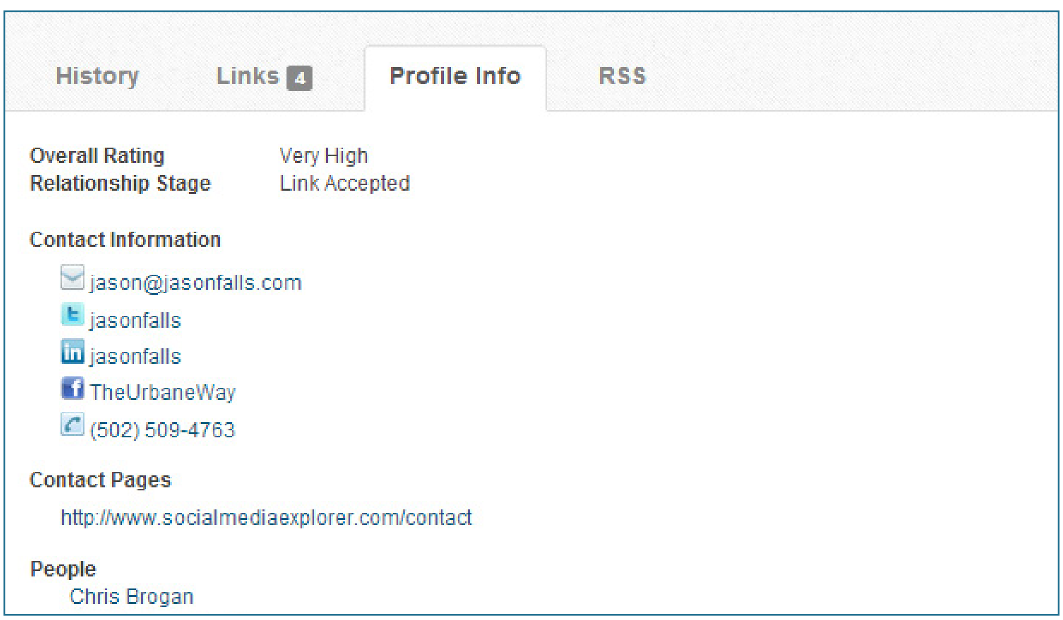
Step 4: Personalize and send each email.

This is where the magic happens.

For each contact record in your list, BuzzStream provides you with the contact information and the email template on the same screen. This makes it easy and fast to personalize each email.

On the left hand side, all of the information about the contact is shown:

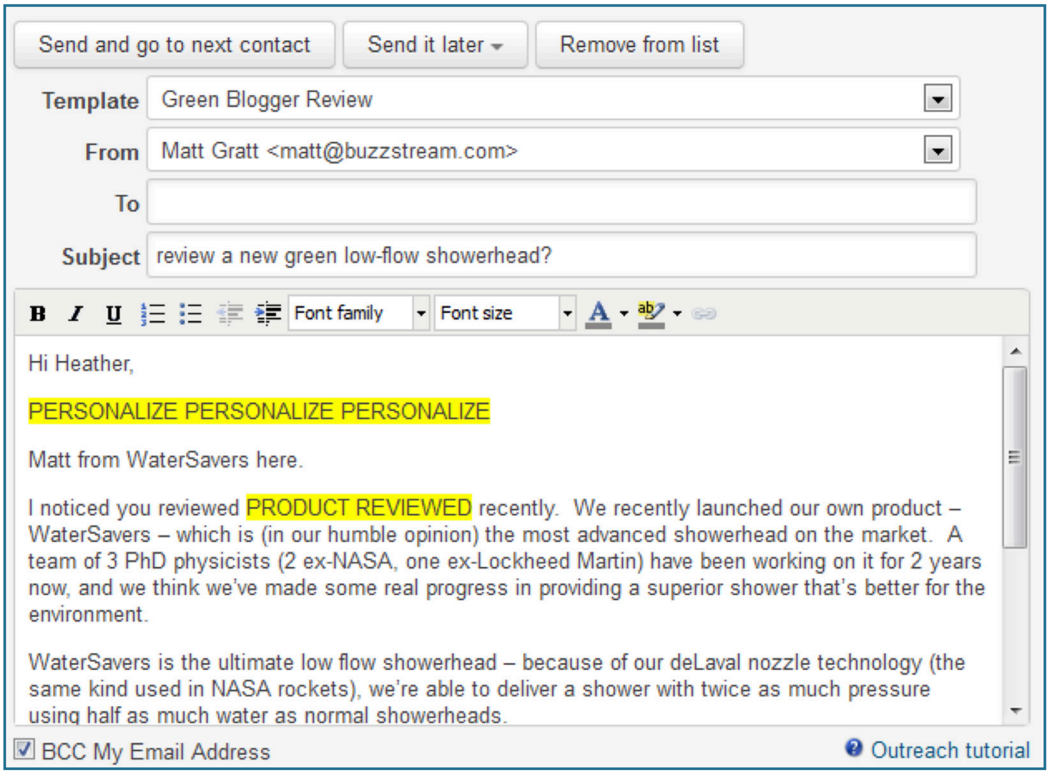




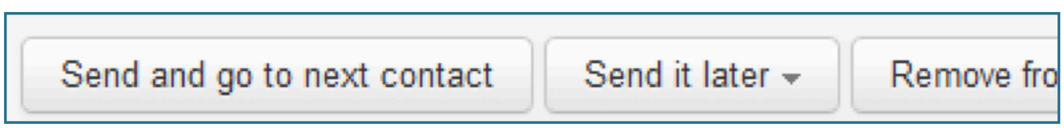
Step 4: Personalize and send each email.

(continued...)

The template is on the right-hand side. Use the notes, communications history and past linking activity to personalize the template:



If it's late at night or you're reaching out to a blogger in another time zone, you can use the **Send it later** functionality to schedule your email so it's received when the contact is most likely to be at their desk.



Measure Your Results & Report Your Impact

Backlink Checking

In any SEO setting, be it in-house or agency, measurement & reporting is the key to organizational buy-in and long-term budget. Manually measuring link development efforts – and checking and rechecking for links on pages – is dull and incredibly time-consuming. BuzzStream handles much of this for you – ensuring you know exactly what's going on with your link profile.

BuzzStream's backlink checker monitors your links & link pages every two weeks. Instead of laboriously checking if you got a link on a particular page, BuzzStream monitors the pages' links for you.

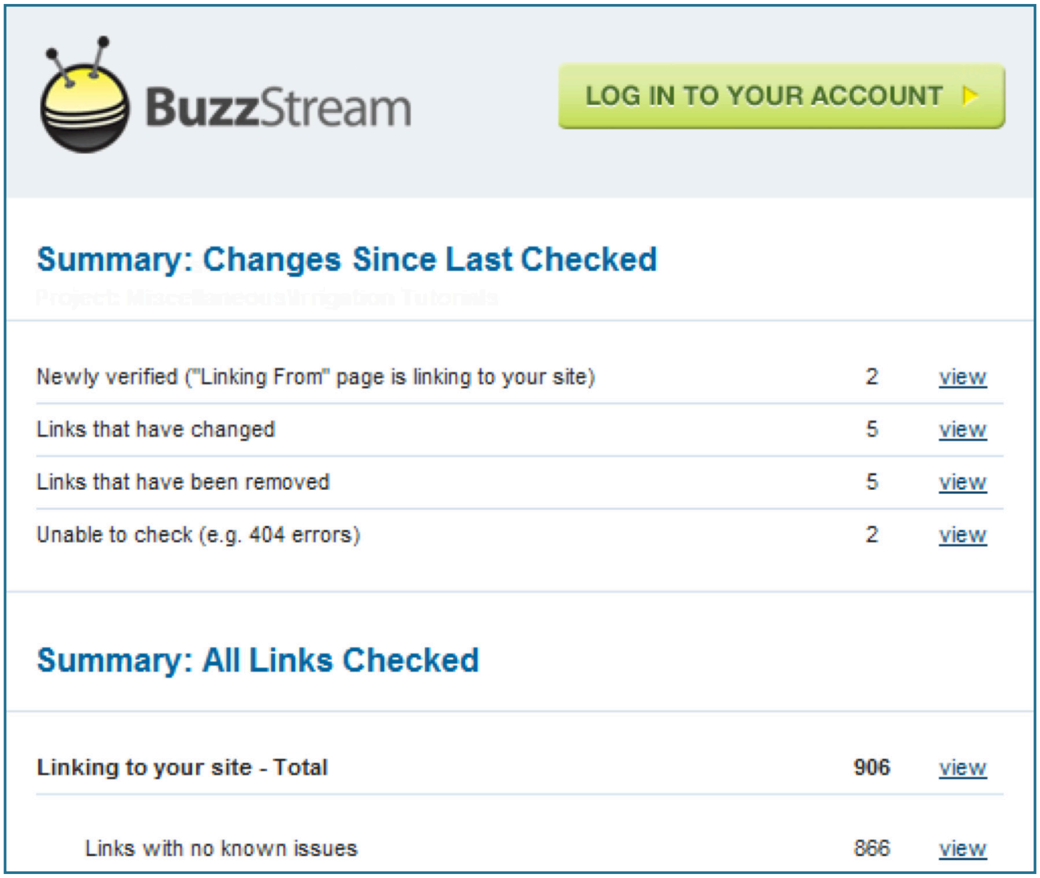
Additionally, if your link 'mysteriously' becomes nofollow'ed or gets taken down, or a large number of links to gambling, adult content, or other 'bad neighborhoods' appear on the page, BuzzStream will alert you.

BuzzStream's backlink checker runs every 2 weeks and sends you an email with the results:

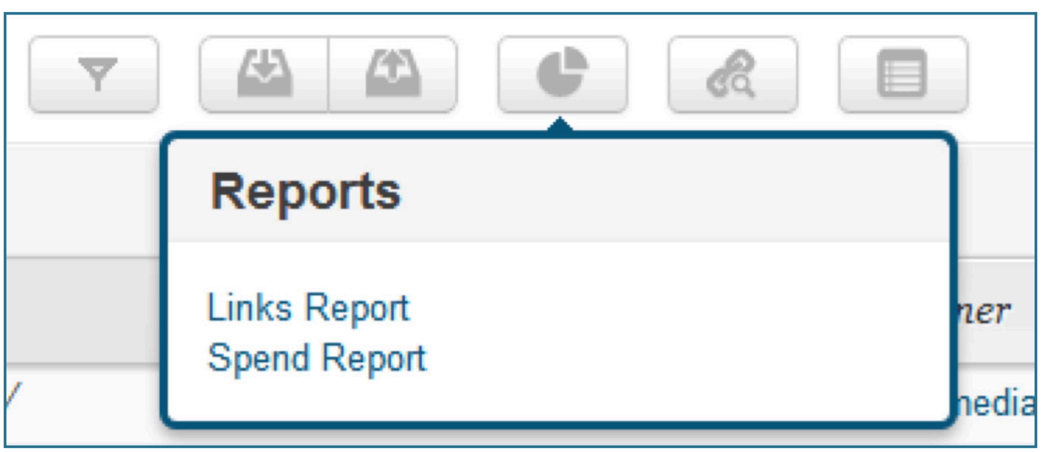
Link Reporting

Need to create reports of both activity & results quickly? You can use Buzz-Stream's link reporting functionality.

To create a Link Report, go to the **Links** tab and click the **Reports** button:



Step 2: Select the contacts to include in outreach.



More Support Resources

Congratulations!

You've completed the Getting Started Guide!

At BuzzStream, we're committed to making you successful, so if you have questions or need help, check out these resources:

- Contact our support team by email at **customer-service@buzzstream.com**
- Contact us by twitter **@buzzstream**
- Visit our user forum on **GetSatisfaction**.