

# Advance SEO Strategies Master Class

For Coders, Executives,  
Venture Capitalists  
& SaaS Founders



# Who is this for?

Freelancers & Agencies

SaaS Founders

Startups

Personal Brands

VCs & Private Equity

Marketing Executives & VPs

Marketing Managers

Entrepreneurs



# Agenda



**Ryan Huang**

[www.RyanHuang.io](http://www.RyanHuang.io)



- Introductions / Meet & Greet
- Training
  - Digital Marketing Master Class on SEO
  - Advance SEO Strategies in Case Studies:
    - Programmatic SEO
    - User Generated Content
    - Multi Language SEO
    - Modified Network Effect
    - Clout Synergy
- Free Gift
- Another Free Gift
- Yet Another Free Gift

# Who am I?



Ryan Huang

www.RyanHuang.io



I am Ryan Huang, a seasoned full stack web developer turned award winning digital marketer based out of sunny Los Angeles, California.

I founded PR Distribution. It emerged as a prominent press release platform, publishing over 50,000 press releases and earning numerous G2 awards. During my tenure, I sold over \$3 million dollars of press releases.

The screenshot shows the PR Distribution website. At the top, there is a navigation bar with the PR Distribution logo, links for Home, News, Solutions & Pricing, Resources, and Contact, and a green 'ORDER NOW' button. The main heading is '#1 Press Release Distribution Service'. Below this, it says 'More PR Distribution™ for Your PR Dollars.' and provides a brief description of the platform. There are two buttons: 'START YOUR ORDER NOW' and 'SEE PRICING & PLANS'. Below that, it mentions that PR Distribution has been mentioned in articles from Shopify, HubSpot, and Chamber of Commerce. A featured article titled '"Best SEO Tools"' is highlighted with a 5-star rating and a note that PR Distribution was named one of the Best SEO Tools in 2017 by Hook Agency. On the right side, there is a preview of a mobile app interface showing a featured article: 'Journalist Ian Urbina Honored With the Polk Award for International Reporting for Investigation'. The article includes a photo of Ian Urbina and the headline 'THE SECRETIVE LIBYAN PRISONS THAT KEEP MIGRANTS OUT OF EUROPE'. A 'Send Announcement Release' button is visible at the bottom of the article preview.

A row of eight G2 award badges. From left to right: 1. 'High Performer' badge for Winter 2023. 2. 'High Performer' badge for Small Business, Winter 2023. 3. 'High Performer' badge for Fall 2022. 4. 'High Performer' badge for Small Business, Fall 2022. 5. 'Best Meets Requirements' badge for Small Business, Fall 2022. 6. 'Easiest To Do Business With' badge for Winter 2022. 7. 'Easiest Setup' badge for Winter 2022. 8. 'High Performer' badge for Winter 2022.



# Beginner to Intermediate



Digital  
Marketing  
Master Class  
on SEO

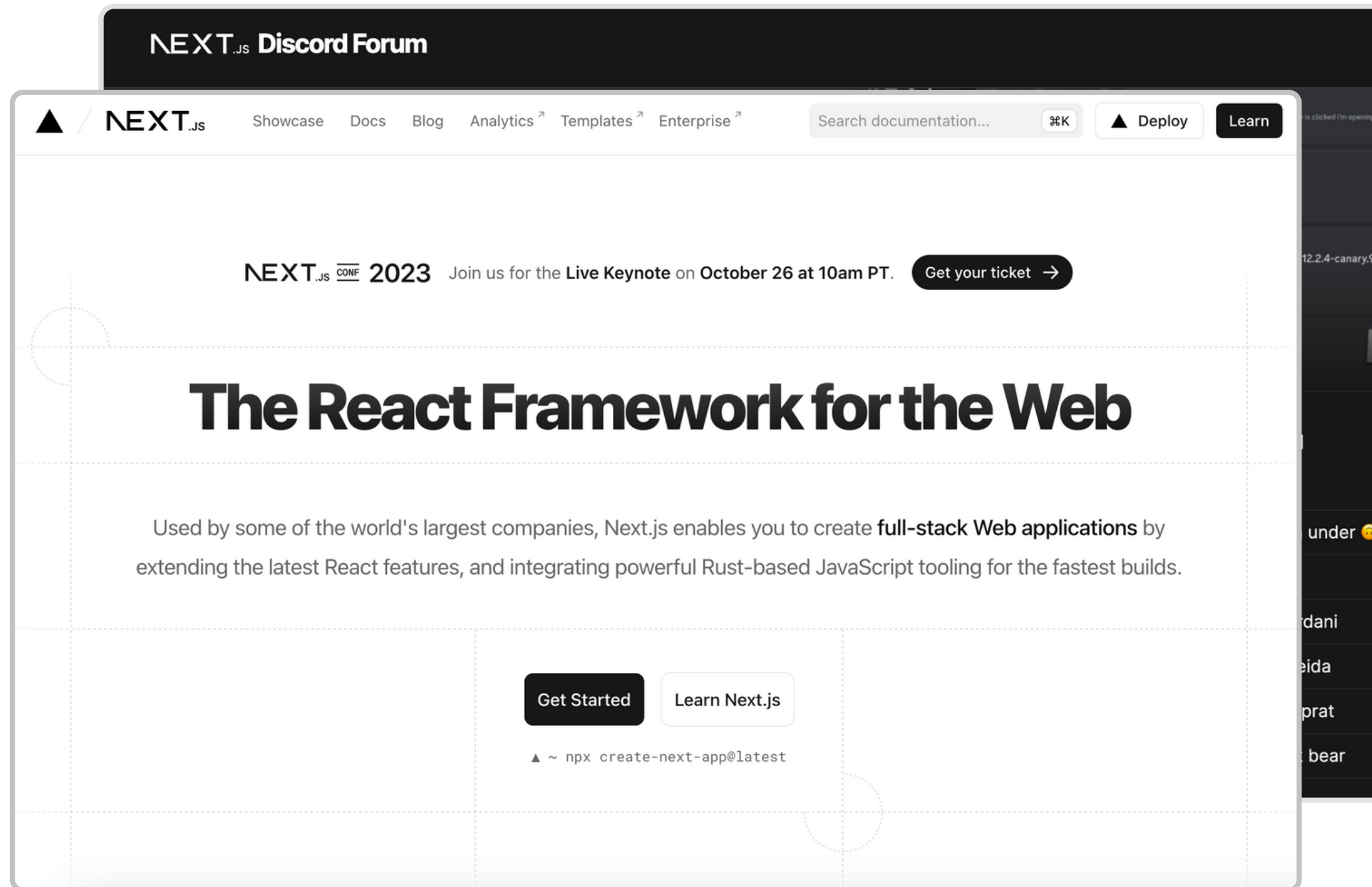
Digital  
Marketing  
Master Class  
on SEO

**FREE**

# Next.js

Most Popular Full Stack Framework

**Advance SEO Strategies:** Programmatic  
SEO + User Generated Content



## PSEO + UGC

- User Generated Content
- Programmatic SEO
- 7,639+ Pages on Next.js  
Discord Forum

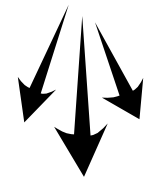
**RyanHuang.io** | The Programmatic Marketer™



# Next.js

Most Popular Full Stack Framework  
Advance SEO Strategies: Programmatic  
SEO + User Generated Content

Next.js Discord >  
help-forum >  
Question >



Post Created >  
sitemap.xml >  
Search Engines

Next.js help-forum

useState initializing with wrong value

App Directory Bug

jrnxf 17m ago

useState initializing with wrong value

I'm passing cookieUser from a server compon...

17 jrnxf: so strange though because cooki...

October 19, 2023

jrnxf Today at 12:00 PM

I'm passing cookieUser from a server component to a child client component, and as you can see, the prop cookieUser is set, but authUser gets initialized to the wrong value but memoizedAuthUser is assigned the correct one (this is the first render). Any idea what's going on here?

```
export const useAuth = () => useContext<ProviderProps>(AuthContext);
export const AuthProvider = ({
  children,
  cookieUser,
  testStr,
}) => {
  children: ReactNode;
  cookieUser?: any;
  testStr: string;
} => {
  const router = useRouter();
  const { toast } = useToast();
  const [authUser, setAuthUser] = useState(cookieUser);
  const memoizedAuthUser = useMemo(() => cookieUser, [cookieUser]);
```

cookieUsers: Object  
email: "colby@rnxf.co"  
iat: 1697741822  
name: "Colby Thomas"  
sub: "1"  
[[Prototype]]: Object

authUser: null

memoizedAuthUser: Object  
email: "colby@rnxf.co"  
iat: 1697741822  
name: "Colby Thomas"  
sub: "1"  
[[Prototype]]: Object

React to Post Follow

Next.js Forum BOT Today at 12:00 PM

Post created!

This post has been indexed in our web forum and will be seen by search engines so other users can find it outside Discord

Your user profile is private by default and won't be visible to users outside Discord, if you want to be visible in the web forum you can add the "Public Profile" role in Channels & Roles

Send a message in "useState initializing with wrong value"

# Next.js

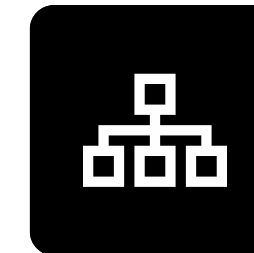
Most Popular Full Stack Framework

Advance SEO Strategies: Programmatic  
SEO + User Generated Content

<https://nextjs-forum.com/sitemap.xml>

This XML file does not appear to have any style information associated with it. The document tree is shown below.

```
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <url>
    <loc>https://nextjs-forum.com</loc>
    <changefreq>daily</changefreq>
    <priority>1</priority>
  </url>
  <url>
    <loc>https://nextjs-forum.com/post/1155410862115389480</loc>
    <lastmod>2023-10-06T04:29:11.000Z</lastmod>
    <changefreq>weekly</changefreq>
    <priority>0.9</priority>
  </url>
  <url>
    <loc>https://nextjs-forum.com/post/1134379052241784862</loc>
    <lastmod>2023-08-11T16:13:20.000Z</lastmod>
    <changefreq>weekly</changefreq>
    <priority>0.9</priority>
  </url>
  <url>
    <loc>https://nextjs-forum.com/post/1118965932795109406</loc>
    <lastmod>2023-06-29T17:06:56.000Z</lastmod>
    <changefreq>weekly</changefreq>
    <priority>0.9</priority>
  </url>
  <url>
    <loc>https://nextjs-forum.com/post/1149170675181961216</loc>
    <lastmod>2023-09-20T02:24:17.000Z</lastmod>
    <changefreq>weekly</changefreq>
    <priority>0.9</priority>
  </url>
</urlset>
```



## Sitemap Counter

RyanHuang.io/tools

<https://nextjs-forum.com/sitemap.xml>

Count Pages

Pages in Sitemap :

100% Scan done.

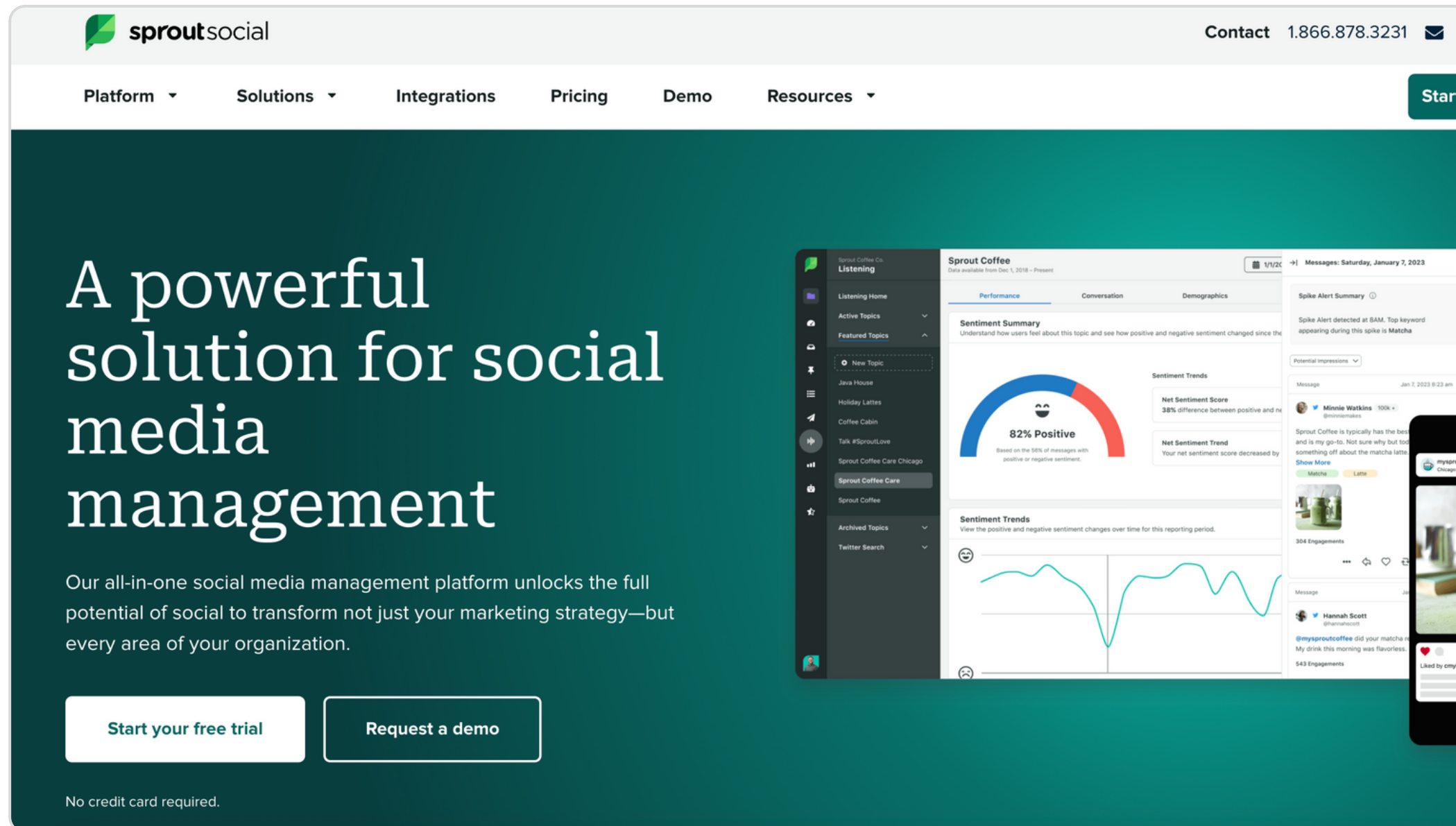
**Total Links: 7639**



# SproutSocial

Social Media Automation Tool

Advance SEO: Multi Language  
Programmatic SEO



The screenshot displays the SproutSocial interface. At the top, there's a navigation bar with 'Platform', 'Solutions', 'Integrations', 'Pricing', 'Demo', and 'Resources'. The main content area features a large green banner with the text 'A powerful solution for social media management'. Below this, a smaller text block states: 'Our all-in-one social media management platform unlocks the full potential of social to transform not just your marketing strategy—but every area of your organization.' Two buttons are present: 'Start your free trial' and 'Request a demo'. A small note at the bottom left says 'No credit card required.' On the right side of the banner, there's a preview of the 'Sprout Coffee' dashboard, showing a 'Sentiment Summary' with an '82% Positive' score, a 'Sentiment Trends' line graph, and a 'Spike Alert Summary' for the keyword 'Matcha'.

## PSEO

- Programmatic SEO with Multiple Languages
  - English
  - Spanish
  - Portuguese
  - Italian
  - French
  - German

# SproutSocial

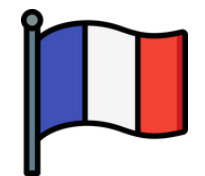
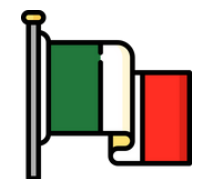
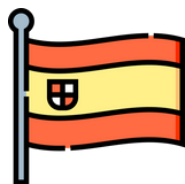
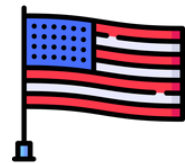
Social Media Automation Tool

## Advance SEO: Multi Language Programmatic SEO

```
<url>  
<loc>https://sproutsocial.com/</loc>  
<lastmod>2023-10-11T02:15:40+00:00</lastmod>  
<html:link rel="alternate" hreflang="es" href="https://sproutsocial.com/es/" />  
<html:link rel="alternate" hreflang="pt" href="https://sproutsocial.com/pt/" />  
<html:link rel="alternate" hreflang="it" href="https://sproutsocial.com/it/" />  
<html:link rel="alternate" hreflang="fr" href="https://sproutsocial.com/fr/" />  
<html:link rel="alternate" hreflang="de" href="https://sproutsocial.com/de/" />  
<html:link rel="alternate" hreflang="en" href="https://sproutsocial.com/" />  
<html:link rel="alternate" hreflang="x-default" href="https://sproutsocial.com/" />  
</url>
```

English  
Spanish  
Portuguese

Italian  
French  
German





# SproutSocial

Social Media Automation Tool

**Advance SEO: Multi Language  
Programmatic SEO**

Typically, this entails an automated process in which a set of variables is employed to select the appropriate language for each specific content element, depending on the chosen path.

For example, let's say you have {home.heading} then depending on /fr or /de, etc., it will fetch the corresponding piece of text.

It can also be done automatically through AI powered 3rd party software. I've personally used [gtranslate.io](https://gtranslate.io)



#### **Website Translator: Translate Your Website**

GTranslate is a website translator which can translate any website to any language automatically and make it available to the world!

[G | gtranslate.io](https://gtranslate.io)

**Note: I do not think SproutSocial uses these gtranslate. I've used them and I liked them.**

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# Apollo.io

**Advance SEO Strategies:**  
Programmatic SEO & Network Effect  
Lead Generation Platform

The screenshot shows the Apollo.io interface. At the top, there's a navigation bar with 'Platform', 'Teams', 'Resources', and 'Pricing' dropdowns, and buttons for 'Request a demo', 'Log in', and 'Sign up'. The main content area has a yellow background with the text 'Find and convert the perfect leads' and 'Find, contact, and close your ideal buyers with over 265M contacts and streamlined engagement workflows powered by AI.' Below this are 'Sign up for free' and 'Request a demo' buttons, and a star rating of 4.8/5 based on 5,780 reviews, with 'GDPR Compliant' text. On the right, a lead profile for Michael James is shown, with a 'Phone call' button. A sequence of actions is displayed, including 'Add contact to sequence' with a dropdown menu showing 'Previous customer - Marketing', 'Automatic Email', and 'Increase your production by 50%' with a toggle switch.


## PSEO

- **Programmatic SEO**
- **Directory of Businesses from A to Z**
- **Modified Network Effect:**  
The more businesses in their directory, the more pages they have for SEO


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# Apollo.io

**Advance SEO Strategies:**  
Programmatic SEO & Network Effect  
Lead Generation Platform




**Company Directory for 'A'**  
List of Companies in Apollo's database starting with 'A'  
Apollo.io

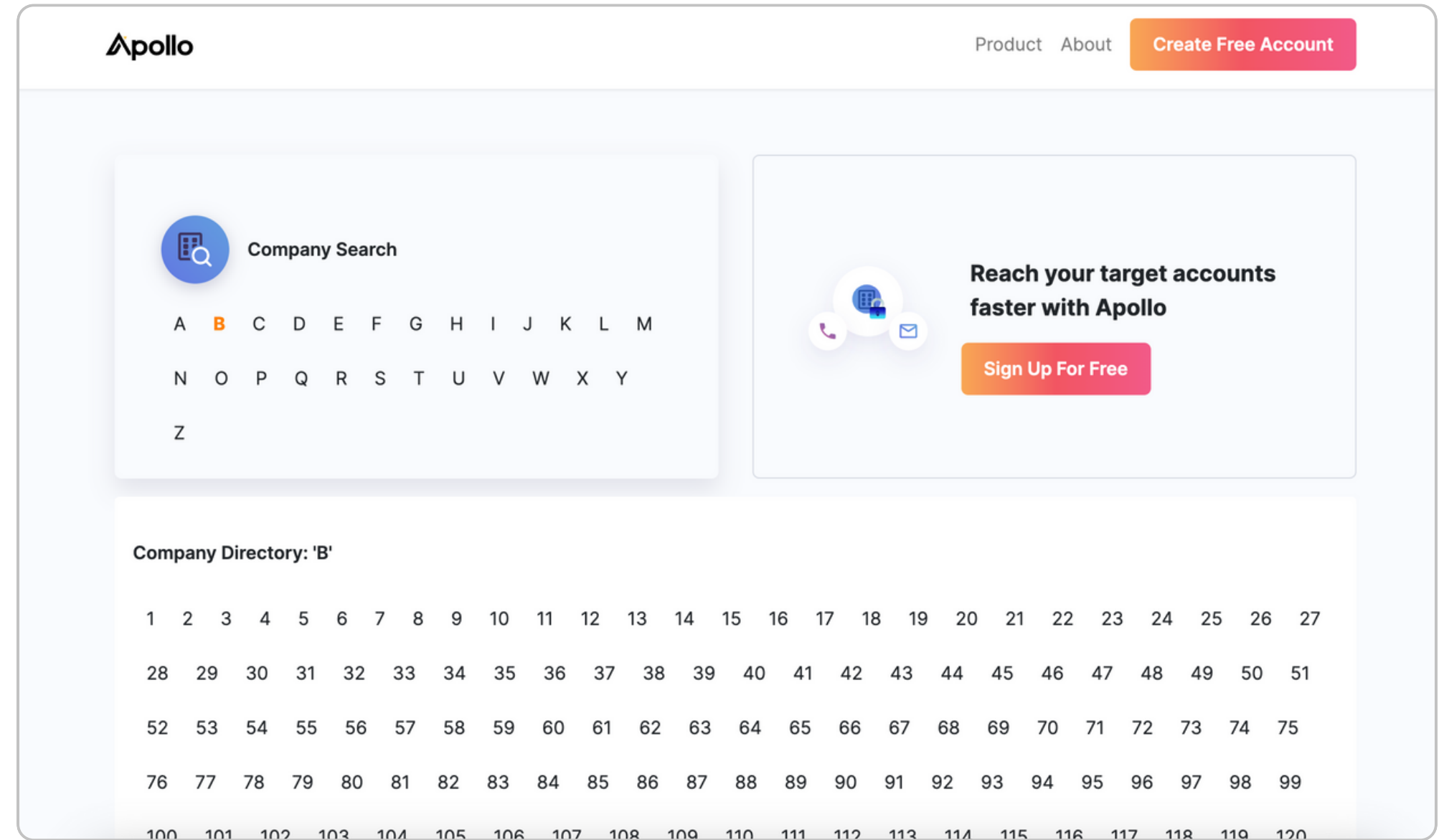


**Company Directory for 'B'**  
List of Companies in Apollo's database starting with 'B'  
Apollo.io

...



**Company Directory for 'Z'**  
List of Companies in Apollo's database starting with 'Z'  
Apollo.io

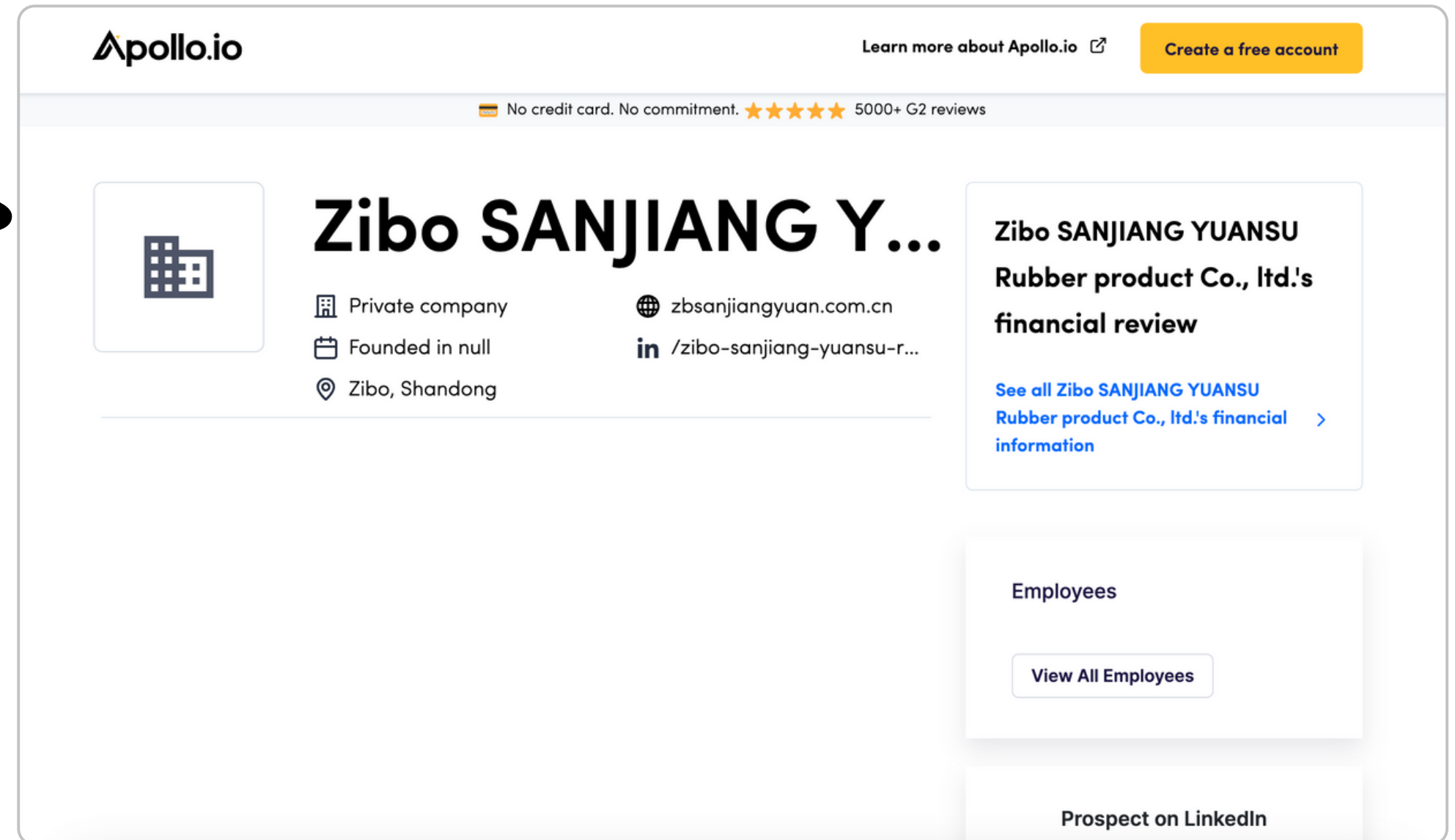
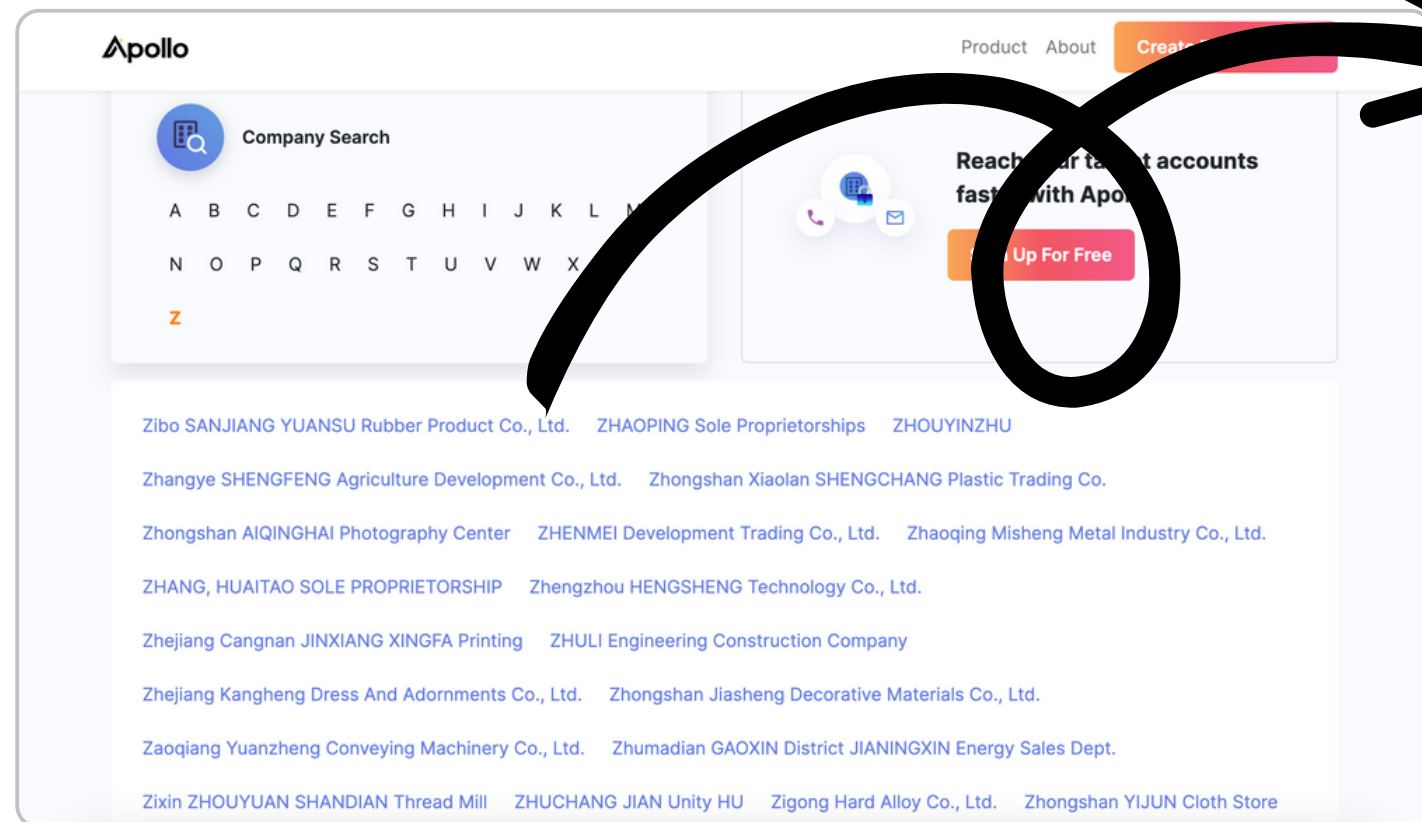


The screenshot shows the Apollo.io website interface. At the top, there is a navigation bar with the Apollo logo, links for 'Product' and 'About', and a 'Create Free Account' button. Below the navigation bar, there are two main sections. The left section is titled 'Company Search' and features a search icon and a list of letters from A to Z, with 'B' highlighted. The right section is titled 'Reach your target accounts faster with Apollo' and includes a 'Sign Up For Free' button. Below these sections, there is a 'Company Directory: 'B'' section with a grid of numbers from 1 to 120, representing a list of companies.



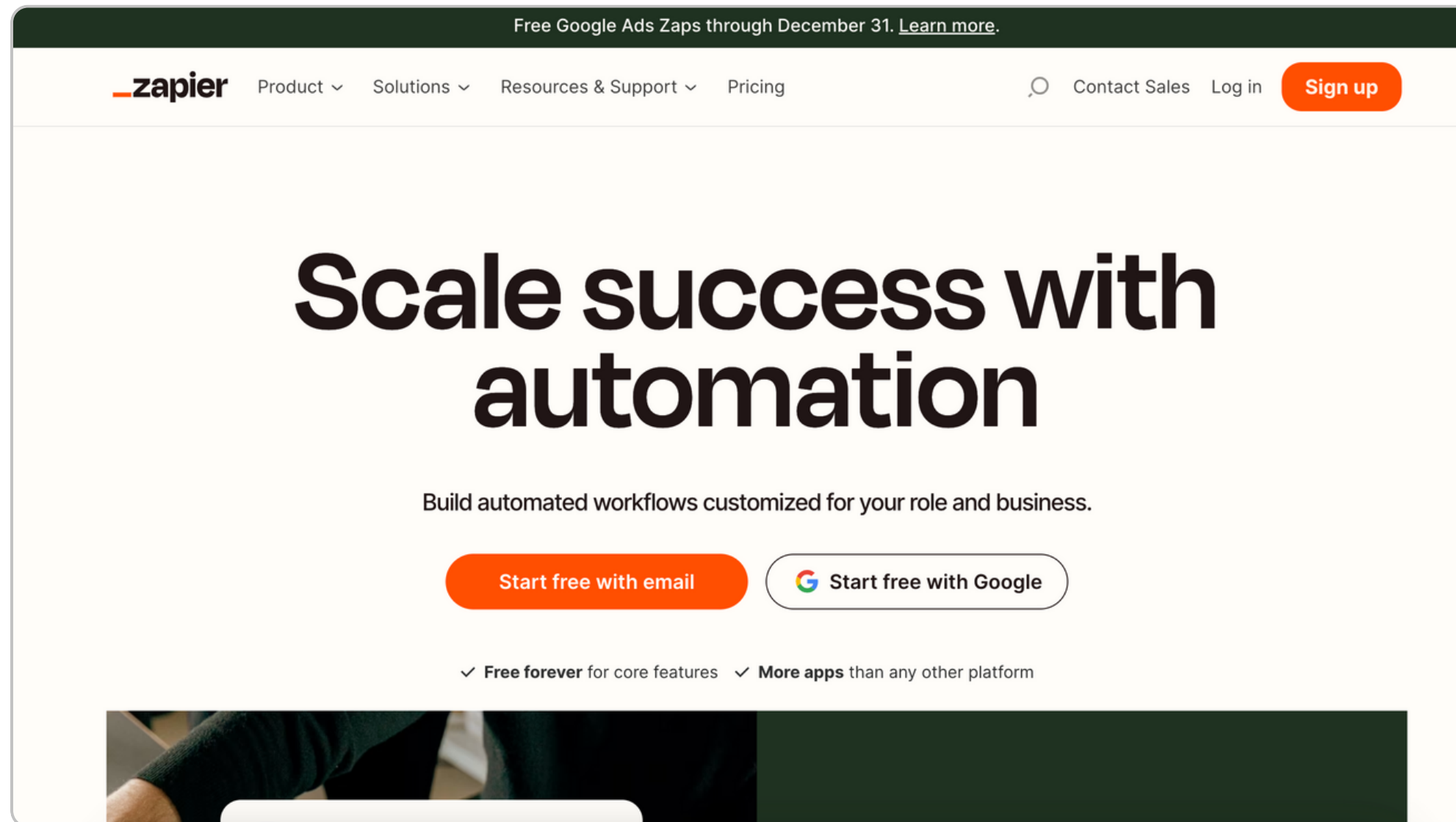
# Apollo.io

Advance SEO Strategies:  
Programmatic SEO & Network Effect  
Lead Generation Platform



# Zapier

**Advance SEO Strategies:**  
Programmatic SEO & Clout Synergy  
No Code Automation Tool



## PSEO

- Programmatic SEO
- Clout Synergy: Zapier is able to benefit in a synergistic way with each of its integrations, and from people searching for each permutation

# Zapier

**Advance SEO Strategies:**  
Programmatic SEO & Clout Synergy  
No Code Automation Tool

<https://zapier.com/apps/chime/integrations/paypal>

The screenshot shows the Zapier website interface for the Chime + PayPal integration. At the top, the Zapier logo is on the left, and navigation links for Product, Solutions, Resources & Support, and Pricing are in the center. On the right, there are links for Contact Sales, Log in, and a Sign up button. Below the navigation, the page title is "Chime + PayPal Integrations" with icons for Chime and PayPal. The main heading is "How to connect Chime + PayPal". Below this, a sub-heading reads "Zapier lets you send info between Chime and PayPal automatically—no code required. With 5,000+ supported apps, the possibilities are endless." The setup area consists of two dropdown menus: "Choose a Trigger" and "Choose an Action". The "Choose a Trigger" dropdown is currently set to "When this happens..." and has a red arrow pointing to it with the text "Start here". The "Choose an Action" dropdown is currently set to "automatically do this!". At the bottom of the setup area, there are two buttons: "Start free with email" and "Start free with Google".

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# Zapier

**Advance SEO Strategies:**  
Programmatic SEO & Clout Synergy  
No Code Automation Tool

<https://zapier.com/apps/chime/integrations/paypal>

<https://zapier.com/apps/chime/integrations/launch-control>

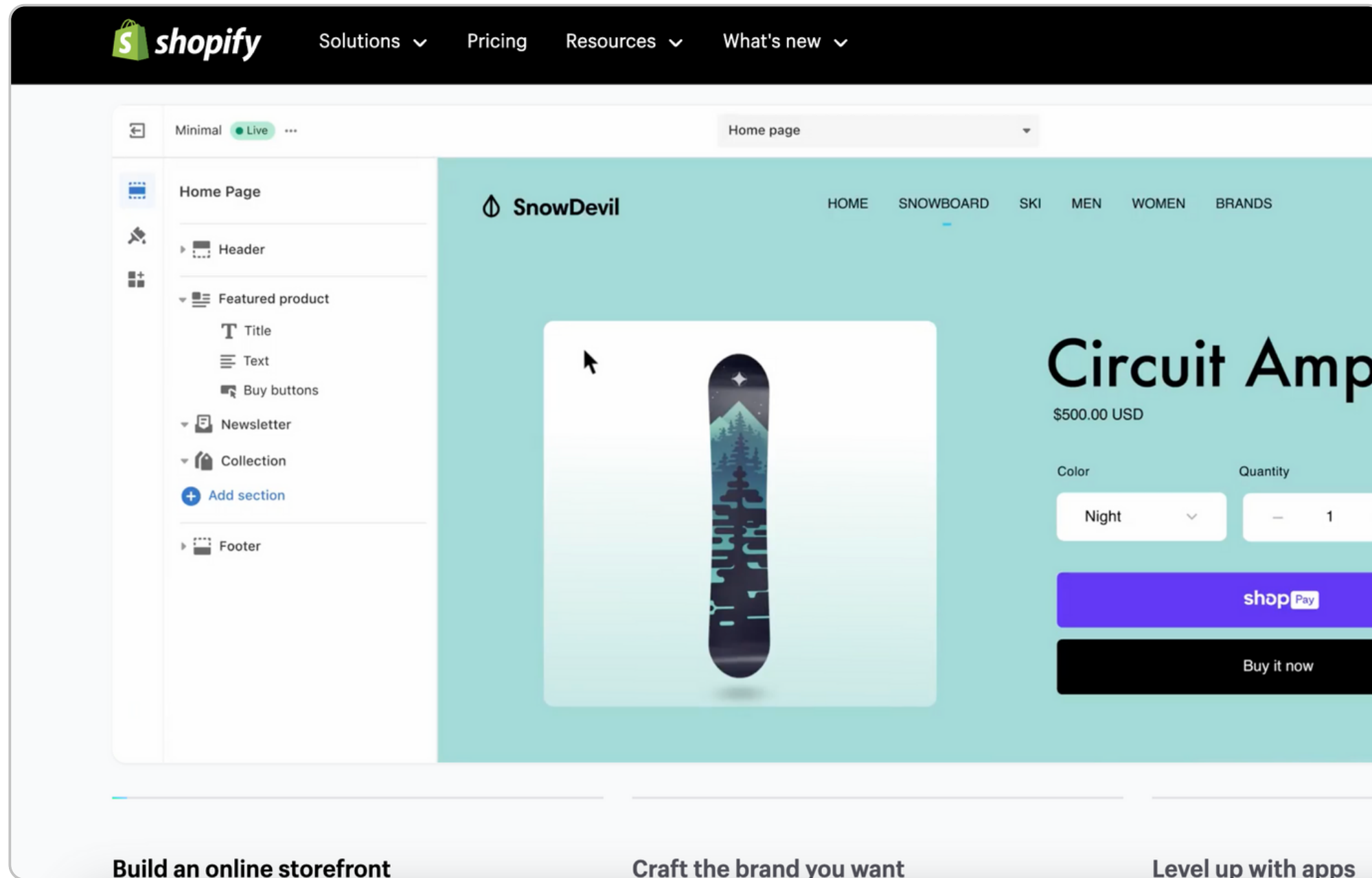
<https://zapier.com/apps/chime/integrations/front-app>

[https://zapier.com/apps/\[...\]/integrations/\[...\]](https://zapier.com/apps/[...]/integrations/[...])

**Each permutation is a separate programmatically generated page for the search engines.** Not all apps integrate with every other app, but for simplicity, if they have **6,000** apps; then that would lead to **36,000,000** content pages. Again, not all apps integrate with every other app, so the actual number is **FAR less**, but you get the idea.

# Shopify

**Advance SEO Strategies:** Competitor Comparisons, Clout Synergy  
Most Popular Ecommerce Platform



## Competitor Comparison

Comparisons of competitors, which are search queries that people who are researching would search for

# Shopify

**Advance SEO Strategies:** Competitor Comparisons, Clout Synergy  
Most Popular Ecommerce Platform

Etsy

Magento®

GoDaddy

PrestaShop

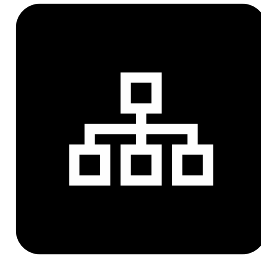
HostGator

The screenshot shows the Shopify website's navigation bar with the logo and links for Solutions, Pricing, Resources, and What's new. A 'Log in' link and a 'Start free trial' button are in the top right. The main content area features a green background with the article title 'Shopify vs. Magento 2023 — Which Platform Is Best for You?' and a sub-headline 'Shopify offers a first-party POS system, over 6,000 integrations, 24/7 support and advanced security features for businesses of any size.' Below the text is an email input field and another 'Start free trial' button. To the right, there is a composite image showing a woman in a white outfit holding a tablet, a bar chart, and a wooden stool. A black arrow points from the Magento logo on the left to the article title.



# Shopify

Advance SEO Strategies: Competitor Comparisons, Clout Synergy  
Most Popular Ecommerce Platform



## Sitemap Counter

RyanHuang.io/tools

**Sitemap URL**

**Count Pages**

Pages in Sitemap :

100% Scan done.

**Total Links: 1624**

```
▼<url>  
  <loc>https://www.shopify.com/compare/shopify-vs-hostgator</loc>  
  <lastmod>2023-10-22</lastmod>  
  <changefreq>daily</changefreq>  
  <priority>0.8</priority>  
</url>  
▼<url>  
  <loc>https://www.shopify.com/compare/shopify-vs-lightspeed</loc>  
  <lastmod>2023-10-22</lastmod>  
  <changefreq>daily</changefreq>  
  <priority>0.8</priority>  
</url>  
▼<url>  
  <loc>https://www.shopify.com/compare/shopify-vs-magento</loc>  
  <lastmod>2023-10-22</lastmod>  
  <changefreq>daily</changefreq>  
  <priority>0.8</priority>  
</url>  
▼<url>  
  <loc>https://www.shopify.com/compare/shopify-vs-poshmark</loc>  
  <lastmod>2023-10-22</lastmod>  
  <changefreq>daily</changefreq>  
  <priority>0.8</priority>  
</url>  
▼<url>  
  <loc>https://www.shopify.com/compare/shopify-vs-prestashop</loc>  
  <lastmod>2023-10-22</lastmod>  
  <changefreq>daily</changefreq>  
  <priority>0.8</priority>  
</url>
```

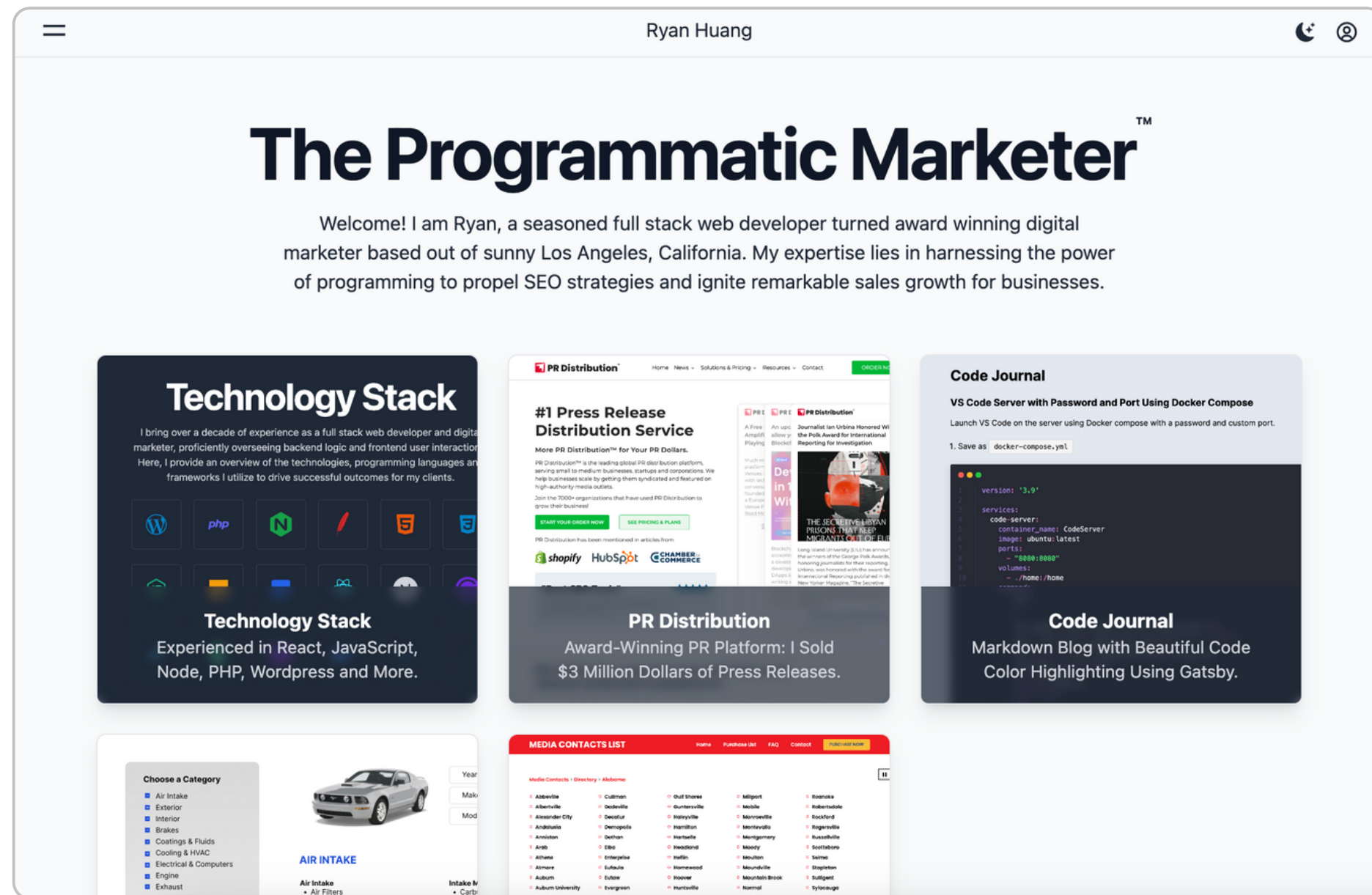
# Free Gift



**Digital  
Marketing  
Master Class  
on SEO**

**FREE**

# Another Free Gift

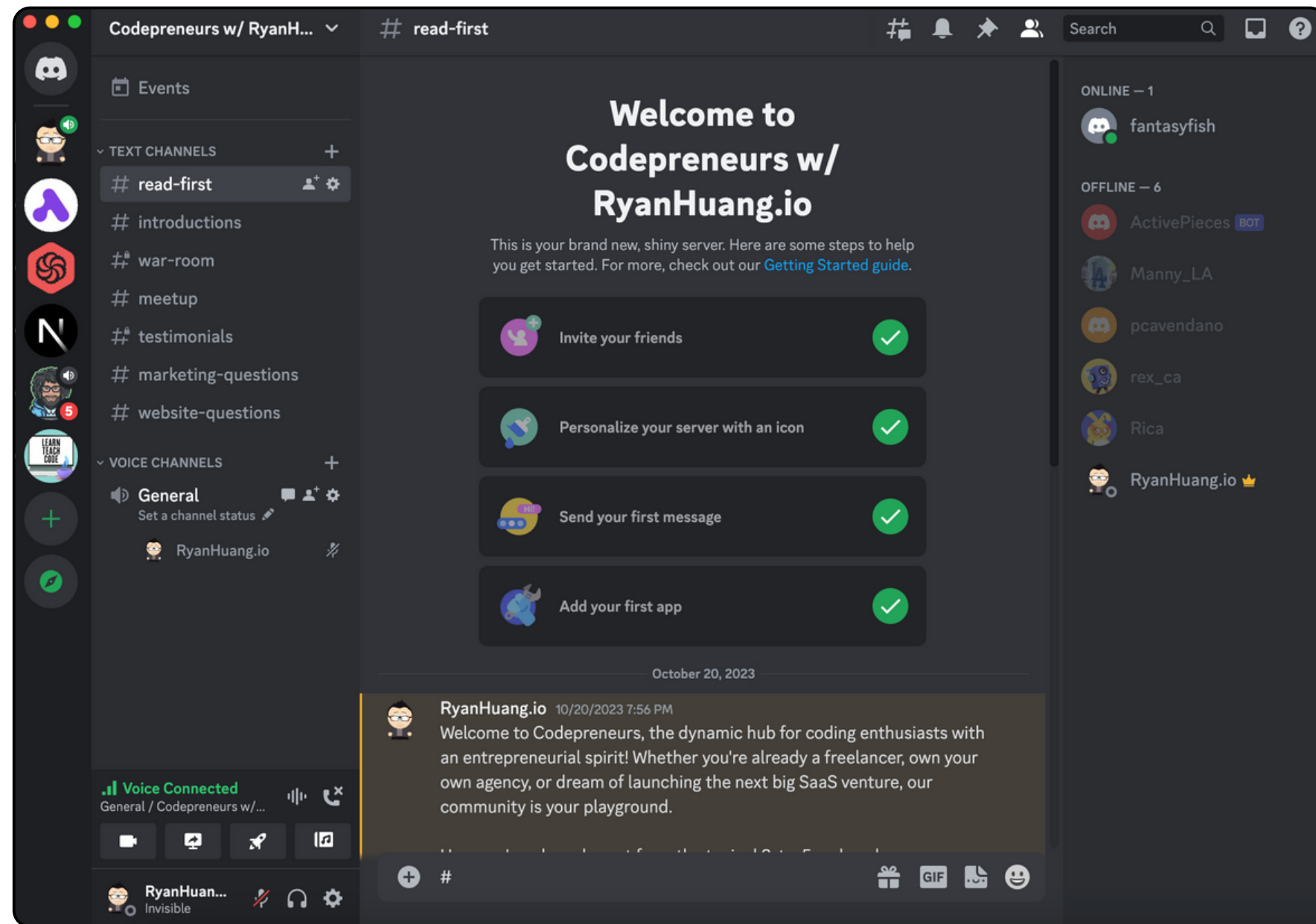


You can download the full PDF of this master class at **RyanHuang.io**

**FREE**



# Yet Another Free Gift



You can have direct access to me for **FREE** by joining the **Codepreneurs community** on Discord. Ask me questions.

The mission is to help **100,000 Codepreneurs** get to **\$100,000 or 10X**.

# Let's Connect



**Ryan Huang**

[www.RyanHuang.io](http://www.RyanHuang.io)



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