SOCIAL BOOKMARKING SECRETS

How To Use Social Bookmarking To Increase Traffic And Develop Customers For Life

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INTRODUCTION

Social media is quickly becoming a popular online activity, and there are many ways that both offline and online businesses can participate. Social media is based on the concepts of community building, and as a result, helps to identify target markets, tastes, and preferences. Based on many of the concepts of viral marketing, social bookmarking is another way to promote your brand and enter new markets with ongoing participation.

Any business interested in driving traffic to their website, and increasing customers as a result, needs to take part in social media as part of their internet marketing strategy. Not only is this pool of customers ready and available to listen, but developing a brand presence within specific communities can lead to ongoing traffic and most of all, results.

If you're looking for a valuable strategy to boost sales, increase customers, or simply develop a steady stream of visitors for your blog, social bookmarking offers many benefits for propelling your business towards success. Developing a consistent strategy will take some time, but once you begin, you can look forward to increased traffic and customers—for life!

CHAPTER 1
INTRODUCTION TO SOCIAL BOOKMARKING

WHAT IS SOCIAL BOOKMARKING?

Social bookmarking is based on the concept of sharing information on the web, and has evolved rapidly with the growth of the internet communities and interactive sites. As more people turn to websites to learn, research, and even read the latest news, the ability to track and monitor this behavior is becoming even easier.

Collective intelligence is leading the wave of sharing information based on specific keywords and subjects, and can help marketers and business owners in many ways. Today's social networking sites are incorporating many social bookmarking elements into the platform. This allows users to learn even more about each other, and is engaging people online by building communities, opening up new networking channels, and giving marketers and business owners a chance to track behavior.

The Wikipedia definition for social bookmarking states: "an activity performed over a computer network that allows users to save and categorize (see folksonomy) a personal collection of bookmarks and share them with others. Users may also take bookmarks saved by others and add them to their own collection, as well as to subscribe to the lists of others. - a personal knowledge management tool."

Each social bookmarking site is designed differently, but ultimately allows users to create a profile, update their preferences, and share this information with friends and family. Since they are creating this growing network of information, **a pattern of tastes and preferences is established**—and made publicly available.

This profile is the key element of interest to marketers; it's created with basic registration and in most cases, an e-mail address and login name allow complete access to the social bookmaking platform. The visitor can begin publishing their activity to share with fellow social bookmarkers, and this creates a network of categories.

Discovering and sharing information with keywords in specific topic is what allows social bookmarking networks to grow; as more information is provided, the categories of interest also develop to provide key information.

Digg.com is a perfect example of social bookmarking that is growing rapidly. Users can rate and comment on articles, video content, and podcasts on thousands of topics; the more popular items are posted on the Digg.com front page, while others are rated and logged for the community to review.

While Digg.com is primarily a news site, it is just one example of a valuable social bookmarking network that has developed into a proliferating online community. Any articles or information that is posted on Digg.com has the potential of being viewed by millions of visitors. Getting to the Digg.com front page ensures thousands of page views, all at a very low initial cost. Of course, the information that reaches this level must be valuable to Digg.com readers; since the votes are all user-generated, it allows anyone submitting information to learn about their audience from the ground up.

HOW AND WHY CONSUMERS BUILD SOCIAL BOOKMARKING PROFILES

The fundamental reason why consumers build social bookmarking profiles is to create an identity to share. After doing so, they are able to interact on social networking sites on a regular basis, and marketers can use this behavior to their advantage by:

- Monitoring their favorite brands
- Reading about new products
- Learning about competitor products
- Identifying with other users
- Seeing what friends and family find interesting
- Finding out what the latest trends are
- Identifying new products to purchase

In order to create a profile on many of today's leading social bookmarking sites, a user simply creates a screen name, login information, and possibly uploads a picture. Depending on the theme of the site, the user will then go ahead and 'upload' the relevant information such as links or products to their profile pages. After that, they can become a part of a community.

Community members and leaders rise to the top 'ranks' of the site based on a variety of factors including:

- Level of activity
- User feedback
- Number of products reviewed or discussions created
- Popularity within the community
- Number of fans

In many ways, social bookmarking is considered to be a form of collective intelligence. Collective intelligence based on a few trends in the marketplace, news, or other information can provide very important data to a third party observer. Filtering data has become even more important today as it provides insights and information on direct experiences with many of the goods and services available in the marketplace.

DEVELOPING YOUR WEBSITE USING SOCIAL MEDIA

Social media offers the latest roundup of online technologies that is based on the concept of community. Sharing opinions, posting comments, participating in discussion boards, and simply exchanging media files are all facets of social media on the web today, and social bookmarking and networking are just a couple of these online activities.

Knowing how to develop your website so that it is conducive to social media applications can help you interact with your customers in a variety of new ways, and ultimately, lead to the traffic levels you desire. Increased traffic is a necessary result of innovation, and attractive websites that encourage user interaction are making the business of marketing much easier.

Social media sites encourage users to set up a profile and interact with other community members. Communities and niche channels develop organically, with limited effort from a company or site owner. By joining some of these networks as a business entity, you can create a valuable presence with a variety of customers and find out what they are most interested in.

Submitting valuable articles and content, and then sharing it in a niche community, is an excellent way to create a positive presence in the world of social media, but there are some specific steps involved when publishing on the web. SEO-friendly content is not the only way to develop a presence, as there is an element of interacting with community members involved as well.

But why is social media so important in your everyday business and marketing efforts? What role does it play in reaching your target market?

These are both questions that many website owners and businesses ask, and determining the effectiveness of social media will be a part of your internet marketing strategy.

Social media is quickly becoming one of the web's fastest growing online activities, a place for customers in a variety of markets and niche communities to learn, educate others, and interact with other buyers. As a result, it is in your best interest to track and gauge different patterns. Consider social media just one channel to accurately gauge your customer's interests, tastes, and preferences.

Each contributor is essentially volunteering testimonials on products, likes, dislikes, and other information that was once only available from direct market surveys or interviews. Social media platforms offer you some insight on what the customer truly wants at any given time.

Developing your website so that it uses at least two to three of today's leading social media technologies can help boost traffic with less and less direct marketing efforts. Consider the value for social media activities such as:

- Wikipedia
- Social networking communities

- Video sharing
- Virtual reality and events
- Online audio episodes
- Livecasting
- Media sharing

WIKIPEDIA

Wikipedia is quickly becoming a valuable way for businesses to attract fresh visitors, simply through educating and informing them on a specific subject. Developing an article with your business link, and then submitting it to a Wikipedia directory, can easily help you reach a variety of targeted visitors who have a specific interest in your subject. The only effort you need to make in this case is to provide a quality article or material, and submit it to the appropriate category on Wikipedia.

Wikipedia receives thousands, even millions of web visitors each day. Simply creating one link to your information can be all it takes to reach a wider audience. In the event that a visitor finds the information especially useful, you have the chance to join a social bookmarking network as well; social bookmarkers are always looking for valuable content to link to and submit, and you have a chance to join a new community with each submission as a result.

SOCIAL NETWORKING COMMUNITIES

Social networking communities offer another opportunity to join the social media channels. Every effort you make to identify your brand and web presence can be increased tenfold when you join a consumer-driven and user-generated community such as MySpace, LinkedIn, or other social

networking platform. These sites encourage regular interaction in a casual and conversational style; although you won't be submitting specific articles or content, you will be growing your brand presence with your users. IN addition, you can use the Search features on any of these sites to narrow down your target market.

VIDEO SHARING

Video sharing can work well in conjunction with your article and content submissions, and is becoming especially popular with social bookmarkers. Creating and publishing videos to deliver a message can easily be picked up by many social bookmarkers and shared instantly; the idea is to create something unique and creative so that more people are driven to view it— and ultimately, head back to your website!

VIRTUAL REALITY AND EVENTS

Virtual reality and events are another way to attract new viewers to your website, and can create an instant impact with other marketing efforts. If you submit a press release about your event or the latest innovations on your website to different social bookmarking networks, the chances of increased exposure are much higher.

Making sure all of your submissions are tagged and indexed in the right categories will help you create a strong presence in the community; essentially, you are notifying your community of the upcoming event or news in press release form. If you catch onto a trend or other newsworthy subject, you can gain instant favor on a variety of social bookmarking communities such as Digg, Technorati, or Reddit. This is a great example of buzz marketing at its best, and can benefit your website promotion efforts in multiple ways.

ONLINE AUDIO EPISODES

Developing online audio episodes of content is quickly becoming a popular activity for bloggers and website owners, and including this type of media on your website can help you promote your work in a new way. The immediate attraction of audio on your website can also be submitted to social bookmarking sites and other media channels, and once you have a system in place for publishing these files on your site, you can start sharing the link on a regular basis. Sites including Digg and Technorati now have a section for podcasts and audio files; more people are becoming interested in simply listening than reading, and you can begin to reach a much wider market by taking advantage of this trend.

LIVECASTING

If you have a business or website that can create news, tips, or advice, then Livecasting may be another opportunity for you. These segments of online video are designed to share an idea, showcase an event, or even stage a seminar. The idea is to generate enough interested users who 'join' the session from anywhere; livecasts are online events that can be used to generate buzz. A press release that highlights the event can easily be submitted to social bookmarking sites and directories for instant exposure.

MEDIA SHARING

Media sharing is one of the precursors to social bookmarking and networking, developing from the concept of photo sharing and music exchanges. As these sites have grown, more people are learning to share and create profiles so that they can fit into different communities naturally. Flickr and Zoomr

are just a couple of examples of these, and you can create a small profile of your own to join. Always remember to include al ink back to your main website, as this will be the ultimate driver of new traffic.

All of these social media platforms offer you an opportunity to establish a presence within a community, and then start to network with other individuals. Always keep in mind that any piece of content that is published on the web has potential for sharing; **the link** is what will be submitted to social bookmarking directories and networks, and you can work on building a profile of your won, or counting on your customers to do this for you. The goal is to create a valuable and consistent presence in **a variety** of social media outlets so that the chances of being bookmarked and shared are much higher.

THE IMPACT OF WEB 2.0

Building a network of like-minded users and visitors is the basis of Web 2.0 applications on the web today, and social bookmarking is just one element of this growth. Web 2.0 sites are based on a few key principles that encourage interaction and sharing information with ease. By using tagging and breaking down information into keyword structures, everything is organized in a way that makes it easy to search and find specific information. From blogs to shopping sites, Web 2.0 has allowed new, media-rich applications to serve as platforms for all users. Sites such as Digg.com, StumbleUpon, LinkedIN, ThisNext, and dozens of others are building communities and creating networks.

BUT WHY IS THIS RELEVANT TO A MARKETER?

Web 2.0 applications are essentially doing what market research departments have been working on for decades; **filtering information on consumers**, and segmenting the market. Market segmentation is an essential part of consolidating demographic information, and has often been compiled through surveys, focus groups, and other market research initiatives. Web 2.0 applications allow many marketers to simply skip these steps; if your consumer market is voluntarily sharing information about their tastes, preferences, and other ideas through social bookmarking channels, it becomes much easier to learn and develop new tactics to keep them engaged.

Many industries can gain significant insights and information from experimenting with social bookmarking and networking tools. This concept of creating a knowledge economy is growing rapidly in areas such as:

- Retail banking
- Pharmaceuticals
- Education
- Research and Development
- Communications
- Retail and Shopping

Social bookmarking allows marketers to:

- Segment and augment their market
- Help with branding
- Develop relevant RSS feeds
- Open up a platform for visitor comments
- Monitor and track how specific products perform in the marketplace

- Increase revenues
- Reduce expenses

Social bookmarking is influential, and many sites develop a format where similar products, articles, or items are conveniently located next to the current one for easier navigation. This creates a more enriching experience for the visitor, but also helps track basic preferences for a variety of users. This recommendation concept has been very successful on shopping sites such as Amazon.com, and is gaining speed in multimedia, articles, blogs, and other information hubs as well.

OTHER BENEFITS OF SOCIAL BOOKMARKING FOR BUSINESS

In addition to the marketing and branding benefits of participating in a social bookmarking network, there are other benefits involved. The following metrics can be generated as a result of ongoing participation:

- **Increased traffic;** articles and submissions posted to social bookmarking sites can be tracked easily

- **Increased revenues:** customers that are continuously participating in a specific genre or community are more likely to simply buy something through this portal or channel. This gives rise to increased revenue

- **Rankings:** determining how well a specific product is doing becomes much easier as it reaches the high ranks of a specific community

- **Lower expenses:** social bookmarking and marketing on the web offer the added benefit of reduced costs. Businesses are more likely to reach a wider audience with minimal effort

MARKETING ON THE WEB

Social bookmarking offers many benefits to bloggers, consumers, and visitors, but there are additional benefits for marketers and businesses owners. Both of these groups can take advantage of a plethora of information readily available. Social bookmarking allows users to share and promote their tastes, preferences, and brand choices. Not only are they doing this without prompting, but there is an element of creating a network with like-minded users involved.

The old ways of conducting market research and finding out more about target markets and customers are long gone; with today's web tools and freely distributed information, tracking down the target market and identifying new trends has become much easier.

It's interesting to compare and contrast the old and new ways of marketing on the web. When website and internet marketing first became effective, the most common applications included:

- Surveys
- Online newsletters
- Direct e-mail campaigns
- Auto responders
- E-mail collection services
- Visitor feedback through comments

With the surge in Web 2.0 technologies, blogging, and a higher level of interaction on the web, the focus has shifted to **interaction and community building**. As a result, the most common applications for marketers on the web today include:

- Blogging
- Social networking
- Wiki-style site building
- Online chat
- Vlogging
- Online events
- Social bookmarking networks

By seeing exactly what consumers are looking for online, a business or marketing team can even increase their own exposure in the right channels. Branding by increasing exposure is an excellent way to cut costs on marketing budgets; social bookmarking is an inexpensive way to simply 'insert' and include a brand in a growing consumer activity.

At a very basic level, social bookmarking allows users to create a profile and share information. When building a profile, users are looking for other people with similar interests. Any business or brand can create an identity and join various communities. By doing so, they can reach well beyond their target market and join various networks after a few simple steps.

It's easy to attract and maintain a steady presence by using the following guidelines when developing a submission:

- Make the content easy to read and understand
- Offer useful tools

- Use keywords
- Make the best use of tagging so users can find information with ease

UNDERSTANDING TAGGING

A large number of websites are implementing tagging systems in an effort to control and organize the information on their site, and categorize various pieces of data. A tag is a relevant keyword or term associated with a specific piece of information; it can be used to describe or represent a picture, media file, article, or product and is used by social bookmarking sites to organize and categorize the data.

In most cases, each media file or piece of information will have one or more tags associated with it. Tags are essentially a way for categorizing data, and are the critical first steps in developing a niche subject. Even though there may be some contextual issues involved with specific keywords, most tags become a part of a collaborative effort to organize all data available.

After collecting and organizing this data, the following options exist:

- Facilitating networking
- Analyzing source tags and keywords (essential for article marketing)
- Increasing branding
- Improving user communications and interaction
- Developing new products
- Developing new blogs or online channels

TRACKING DOWN YOUR TARGET MARKET WITH SOCIAL BOOKMARKING

A typical business can not only position themselves within each of their relevant channels on social bookmarking sites, but can also work on presenting themselves professionally after learning about their target market.

Tracking down the target market has commonly been done with parsing technologies, and only possible after collecting large amounts of data based on surveys or other input. Many of these research studies are conducted by expensive marketing departments, and can take months and even years to consolidate.

Still, tracking down a target market is worth the effort; finding out exactly where potential customers are, learning about their buying habits, and engaging them in new ways of interaction with a company, can help improve brand presence and create a shift in consumer behavior.

With social bookmarking sites, the **information about consumer behavior and preferences** is readily available. Social bookmarking sites that create a community based on preferences pave the way for reviewing trends, patterns, and basically learn what the market is interested in at any given time.

Reviewing independent profiles and trends on a regular basis can make trend forecasting much easier. It can help with identifying market leaders, and learning first hand from the consumer about feedback on specific products. Engaging within a community can help create a brand presence, but also learn about direct customer experiences.

CHAPTER 2

WHY SOCIAL BOOKMARKING?

THE THINKING PROCESS OF A SOCIAL BOOKMARKER

Social bookmarking offers many opportunities for marketers to collect information and learn about the behavior patterns of their customers, as well as firsthand reviews for particular brands and products. Social bookmarking sites are chock full of different perspectives and information, and all of this is stored in an easily searchable database.

Since like-minded individuals are creating tags on every item they post, it becomes easy to find relevant products and related subjects within each area of interest.

Social bookmarkers are primarily interested in learning more about products and ideas that interest them, and will network accordingly. They are more exposed to new information, whether this is pulled from blogs, media sites, or simply a product page from a business. The more involved marketers are with these social networks, the higher the chances of increased brand exposure. As more social bookmarkers participate in their communities, the buzz about a particular product or idea can easily be broadcast across multiple markets with very little effort.

The thinking process of a social bookmarker is relatively simple. First, they find an idea or product of interest. They then upload this information to the social bookmarking platform, whether this is a news site such as Digg.com, or a social shopping sites such as ThisNext.com. Next, they describe the

product or idea, usually posting a brief summary that includes keywords and other relevant information. This is noted on the social bookmarking site's search engine, as well as the tags that are added to the item after this. Once complete, a picture or other media clip may be added, followed by the social bookmarker's signature (if it does not automatically get posted as part of the profile). Once submitted, the new item is organized and implemented into the appropriate category on the site.

Any new information posted to the site can now be viewed by the entire audience; subscribers to various channels will see new topics posted immediately, in a very similar format to an RSS feed on a blog. In either case, this fresh information will be on the 'roster' of all the people in that community. If others find it important as well, this increases the chances of sharing as they are more likely to 'note' it and include it on their lists.

But what does all this mean for the marketer?

Essentially, this means that the marketer or business can create unique content and products to *send* to various social bookmarking sites. Once they create a valuable presence, it becomes much easier to **influence the decision makers** in each and every community. This is the essence of social bookmarking and networking at its best; community building can create a network of influence that can now also be enjoyed by marketers and entrepreneurs on the web.

HOW TO GET ON THE FRONT PAGE OF A SOCIAL BOOKMARKING SITE

Given how simple it can be to get information in front of influential customers, it only makes sense to take the steps to get on the front page. The front page of social bookmarking sites offers an opportunity for increased

page views, visitors, and increased exposure across multiple channels. Getting on the front page makes it easy for millions of visitors to get the 'first impression' with very little effort. Still, it's not an easy process. Sites such as StumbleUpon.com, for example, can generate as much as 20,000 page views after just one showcase on the front page. But how is this possible?

The first step in reaching the top ranks is to develop a creative headline. All articles on social bookmarking sites that have some leverage contain a unique and compelling opening; they encourage readers to click on the link, and essentially draw people in. It may be helpful to brush up on article-writing and effective web copy to understand the guidelines for **writing compelling headlines.**

The next step is to right an appropriate description. **Descriptions are essential** for ensuring your captive audience stays with the article through completion. The first 10-15 words can make or break the article, and this is the time to keep the information short and concise but informative enough to keep the reader engaged. Some social bookmarking sites don't allow more than 150 characters, so you may need to edit the text down according to site standards.

After reviewing the headlines and description, you will need to **make sure the first paragraph is just as compelling**. You've grabbed the user's attention, and now it's time to continue on with a unique presentation. Posting irrelevant information may result in banning from the site, so it's important to stay within spamming guidelines.

If you are posting information from a blog, it may be simpler to just **add a bookmarking button on the site.** Bookmarking buttons can be pasted within a website or blog with some simple HTML code. You will simply copy the code and implement it on the site so that others can link to it easily. Or instead of adding bookmarking buttons one at a time from each social

bookmarking site, you can run simple scripts that will add multiple buttons all at one time like the free script from http://addtobookmarks.com/

Once you've submitted your piece, it's important to **network and 'socialize' with other people in the community**. This can help you create an active profile with various communities, but also provide added exposure for relevant posts or links. Cooperation and collaboration on social bookmarking sites are essential for creating a valuable network, and you can gain an even more influential presence as you find the right networks and communities to join. Responding to comments, posting information on other people's articles or blogs, and just staying connected to various channels will help you build a positive online reputation.

WHY COMMUNITY BUILDING IS IMPORTANT ON THE WEB TODAY

Building a brand in the offline world involves maximizing exposure and creating easy access to your business. Online, this takes the form of communities and social interaction. It is even more important to become engaged and get the right level of exposure on the web today, and community building is a part of this process.   Joining relevant networks, providing appropriate content, and building an online profile are all effective ways to make this possible, and building a strong foundation requires some skill and knowledge about social networking overall. Ensuring that positive feedback, comments, and relevant information are posted is one way to promote a brand or identity with ease. As more readers begin to learn about your particular topic or niche, it becomes easier for them to associate and grow with you.

HOW TO FIND THE RIGHT NETWORKS AND COMMUNITIES TO JOIN

Finding the right networks and communities to join will take some time; you will need to set up your profile first, highlighting key areas of interest, tagging your information appropriately, and sharing the information in already-established web communities. After that, you can start communicating with other social bookmarkers to learn about the different groups available.

Many social bookmarking sites are organized by topic and subject, and you'll want to narrow down your fields of interest to about 4-5 different areas. If you are selling beauty products, for example, you may choose to set your sights on Fashion, Lifestyle, Shopping, and Style. If you are promoting a home products-based business, you may choose to focus on Stay at Home Mom groups, Entrepreneurs, and Small Business networks. It's important to think in larger terms when choosing communities and networks to join, as you can narrow down the crowds after entering and introducing yourself.

Introductions are very informal on social bookmarking sites, and are different than joining a discussion forum, group, or portal. On these sites, your ranking and seniority is largely determined by the date you joined, and the level of activity. It may also be calculated by the number of positive ratings or comments you have received, as well as a calculation of page views. Whatever the case may be, it's important to learn about community rules and guidelines, and then begin posting in areas that are relevant to your identity.

HOW TO INCREASE LINKS TO YOUR WEBSITE

Link building is a natural by-product of social bookmarking sites, since you are using your links and blog posts as leverage while you network. It becomes very simple to locate groups of interest, and then to proceed with sharing your links through article submissions and relevant posts. Building a profile with a link to your website is the first step, since the more prominent your position on the network, the more that other community members will want to learn more about you.

Increasing links to your website can be done in a few different ways, without spamming:

1. Commenting on blogs, articles, and posts and providing link back information of relevance

2. Including your link as a tag on your profile name

3. Making sure people are aware of new information that you have posted, by copying and pasting the link on relevant discussions or comments

These are all effective traffic builders for your website, and can start to spread the message about a particular topic or article of interest.

EXAMPLES OF SUCCESSFUL BOOKMARKERS

The internet is filled with successful social bookmarkers on a variety of topics and subjects, but its sites such as Reddit.com and StumbleUpon.com that can really get a startup noticed. Even if you are joining these networks on a

personal level, it can help to begin learning about a community, understanding key preferences and 'lingo' of particular communities and utilizing the common applications and tools available on social bookmarking sites today.

Some of the most attractive opportunities lie in:

GENERAL NEWS

- **Reddit.com**:
  http://reddit.com/
  where news and topics about the most recent lifestyle and daily topics is ranked in a Top 25 on the front page, as well as a listing of popular 'subreddits' for upcoming topics

- **Digg.com**
  http://digg.com/
  is a popular site that lists topics in the last 24 hours, 7 days, 30 days ,and 365 days in the 'All News' section. Categories filed here include Technology, Science, World & Business, Sports, Entertainment, Gaming, and a listing of the Top 10 overall.

- **Del.icio.us**
  http://del.icio.us/
  is one of the most used software applications available, and was one of the first active social bookmarking websites. The site hosts a "Hot List" of social bookmarks, and can easily be tagged and searched.

- **De.lirio.us**
  http://de.lirio.us/
  is another well-established social bookmarking website that includes 2-3 line descriptions with all headlines for easy reference. The simple

site is just a list of the most recent bookmark posts, and is also easy to track and review.

NICHE MARKETS

- **ThisNext**:
  http:/www.thisnext.com
  is a social shopping service that specializes in online shopping. The dedicated shoppers on this site share and recommend specific products, and anyone can upload a profile and start creating wishlists.

- **LibraryThing**:
  http://www.libarything.com
  is a bookmarking site for sharing books and reviews. Similar to Amazon.com's recommendation service, the site hosts multiple books for sale (through Amazon), and categorizes all information with tags and keywords.

- **RawSugar**:
  http://www.rawsugar.com
  is a simple and easy bookmarking site that focuses on internet news, web 2.0, programming, blogging, and silicon valley.

- **TheThingsIWant**:
  http://www.thethingsiwant.com/
  is a social bookmarking community that specializes in wedding registries, gifts, and baby items. It is another social shopping community that allows users to create wishlists, discuss products, and share reviews.

- **Wists.com**:
  http://www.wists.com/

is a growing social site that lists thousands of shareable wish lists (wists) that are indexed by popular tags, top users, and popular users. The site also lists the number of posts in each category, making it easy to seek out specific keywords and relevant information. Getting to the top users section on this site can increase the chances of exposure.

- **Blinklist**:

  http://www.blinklist.com/

  allows you to share and make lists on a variety of topics and subjects on the web. It is easy to save websites for reference and research, and find in-depth information on multiple topics. The recent activity on the BlinkList community can provide easy access to keywords of relevance.

CHAPTER 3

DEVELOPING A MARKETING STRATEGY WITH SOCIAL BOOKMARKING

Consolidating your efforts for an effective online marketing campaign will take some time, and you'll need to gather the right set of resources and tools to make the best of scripts and widgets available. Overdoing this on a website or blog is an easy way to turn visitors off, and you'll need to use only a few social bookmarking tools to start networking effectively.

DEVELOPING AN ONLINE MARKETING STRATEGY

In addition to social bookmarking efforts, there are other ways to develop an online marketing strategy. You need to develop as much visibility as possible on search engines, and the more exposure you receive from customers sharing links of your website amongst each other, the higher the chances of getting high search engine rankings as well.

The most common ways to reach your target market include:

- Creating focus ads on websites
- Creating sticky ads that require visitors to click on the link
- Developing a strong search engine presence

- Joining paid inclusion sites
- Developing email campaigns
- Joining social networks

Focus advertising involves using search engines and website links to create direct response. These types of ads allow you to search and find new markets, increase market share, and reach a targeted audience because the ads only appear on particular websites and niche markets. Pop-up ads and banners aren't always the right formula for attracting attention; this is why 'sticky ads' are another option for many marketers, allowing customers to express interest by clicking on a link instead. Sticky ads can be designed to be informative so that they reach the right audience with impact. They may include graphics, animation, and key phrases that exemplify the company logo. However these are cleverly designed, the chances of having consumers share a unique ad or creative content on a social bookmarking site are also relatively high.

Developing a strong search engine presence is another element of effective online marketing strategy, and will allow you to reach a higher level of visibility with your target audience. Determining which keywords are relevant to your business is the first step. You may also use keyword selector tools such as Overture and other options to establish a set of attractive keywords; this makes the process much easier, and you'll be able to keep track of the highest paid keywords and content.

Search engines essentially give you the largest audience as well as the maximum amount of exposure. It's important to be mindful of search engine submissions services that may result in your website being de-listed. Maintaining an effective search engine presence will require time and patience as you work on updating the site, maintaining consistency with quality content, and gaining exposure through social bookmarking networks.

Search engines rank websites based on the amount of time they have been established on the web, as well as the quality of the website. Google places a high level of importance on the number of websites linking to yours, and achieving a high Google rank will help you increase credibility for your site as well. Making sure your site is submitted to the major databases such as AOL, Yahoo!, DMOZ, MSN, and Hotbot is essential for your long-term presence.

Paid inclusion sites offer another way to join the high ranks of search engines, and these will get you to the top of directories for maximum market saturation. Yahoo.com offers paid inclusion services for just under $300 per year, while other sites range from $50-$75 per link ad.

While sites such as Inktomi.com, (Now owned by Yahoo!), offer multiple groupings and exposure across many search engines, it is important to understand that the URLs that you are paying for may be difficult for some search engines to follow. As a result, many businesses choose to use Pay Per Click Ad programs instead. These will reach a larger audience, and can lead to increased page views after a very short period of time. Google actually offers the least expensive pay-per-click option. This search engine allows you to place individual ads above other products and services in just the same way as Yahoo, except these ads can reach a much larger audience.

E-mail campaigns have grown in scope and size over the years, and are still a valuable way to reach your target customer. E-mail tools can help you create an effective newsletter or articles to share, and these articles work very well on a variety of social bookmarking networks as well. You can simply copy and paste link ads into each newsletter, and this can track response rates as well. Partnering with other companies or businesses to cross-promote e-mail campaigns can also help you to reach a larger audience. Always remember that anything that seems valuable to just one

person has the chance to become listed on their social bookmarking network. Making it simple to add your content to a social bookmarking network is essential!

Finally, joining a variety of social networking communities will help you gain a high level of brand exposure and help to develop a sense of place for your company. Simply exploring a variety of networks can help you discern which communities have a high level of consumers that fit your target market, and which ones can offer the highest return of investment. As you begin to build a presence on an effective social networking site, it is important to follow all community guidelines and ensure that you are maintaining a positive image throughout.

WHERE SOCIAL BOOKMARKING FITS IN ONLINE MARKETING

After choosing the most effective online marketing strategies, you'll be able to better connect social bookmarking into the whole equation. Social bookmarking is essentially an avenue of opportunity for your target market to market *for* you. By finding useful information on your site, your links, or any other content you post across a variety of channels, the chances of the word-of-mouth phenomena are increased tenfold.

Developing relevant content is the first step in effective social bookmarking; without it, your potential customers and target market will have nothing to link to. As your site builds in traffic, making sure that social bookmarking buttons are implemented will help people get involved at a touch of a button. You will no longer have to take part in extra direct marketing efforts when your social networks are thriving and providing plenty of linkbacks.

HOW TO DIRECT VISITORS TO YOUR SITE ON SOCIAL BOOKMARKING NETWORKS

The simplest way to direct visitors to your site is to simply provide relevant links. You'll want to ensure that a link to your main website is always included on any profile pages and signatures, and even sending out an e-mail blast that highlights which social bookmarking networks you are on can help you create some momentum.

Ensuring that all visitors can see which social bookmarking sites you are linkable to is the next step.

HOW TO IMPLEMENT BOOKMARKING SCRIPTS ON YOUR SITE

Bookmarking scripts are the code used to place widgets on your site, and are the first step in developing your network. When a web site visitor registers with any of the web's social bookmarking sites, they create an account where they can simply click a button to save the link. The bookmarking site then keeps track of the number of votes per link, and can give you a strong idea of what is popular at any given time.

In order to make this process more efficient, you will simply need to place some code on your site that puts the button right under any article or piece of content. This makes the steps a 'one-touch' system, and encourages your site visitors to start interacting with your website in fresh new ways.

You'll want to start by implementing the set of code for each social bookmarking site and widget; you'll want to select only 4-6 different plug-ins

to avoid overloading the site with too many distracting logos. The most common social bookmarking sites to choose from include:

- Del.icio.us
- Newsvine
- StumbleUpon
- Windows Live
- Google
- Rawsugar
- Digg
- Netscape
- Technorati
- Yahoo MyWeb
- Magnolia
- Spurl
- Furl
- Reddit
- Squidoo
- Ask
- Ning
- Tagtooga

Each one has a different set of code and logo for those sites adjacent to a new post on a website. You'll want to download and insert the entire code with images directly in the area you are interested in posting to. Each site offers specific directions on how to do this.

CHAPTER 4

HOW TO SUBMIT CONTENT TO SOCIAL BOOKMARKING SITES

When you get involved with social bookmarking, you are essentially submitting a link to the content that is displayed on your website. In order to reap the most benefits from your hard work, it can be helpful to create and devise specific pieces of content that can easily reach the top ranks of social bookmarking sites.

Today's leading sites such as Digg.com are very efficient and user-friendly. It has become important to push content that is relevant and useful to readers, and the right headline and description can make way for a variety of opportunities for exposure.

HOW TO IMPORT LINKS AND RSS FEEDS TO YOUR WEBSITE

After adding the appropriate social bookmarking widgets to your website, you'll also need to make sure you are importing links and RSS feeds. Opening up at least 3-4 RSS feed modules will ensure that your visitors can have easy access to another way to review your content.

Setting up a link roll or blogroll will also help you improve web traffic. Almost all bloggers are involved with social networking to some extent, and when you add them to a list or insert their link as static content on your website, you are offering them a service. Make sure you send an e-mail

informing them that you have created a space for them on your page, and you'll instantly start to build rapport. Savvy bloggers are more likely to do the same, and may engage in your budding social community as a result.

As you can see, there are many different approaches to social networking and effective uses of social bookmarking tools. You'll need to handle each area accordingly, but ultimately want to encourage as many people as possible to make use of all the content on your site.

DO'S AND DON'TS OF SUBMITTING CONTENT

Even though submitting your own content first hand is a practical way of getting some immediate results, it will not work in the long term. Ideally, you will set up a system where fans and visitors are voluntarily submitting content that they find on your site. If a story is on your site, you will want to have a friend submit it on your behalf. Remember that anonymity is difficult to keep on maintain on most social bookmarking sites, and it is better to be a participant as a social bookmarker with relevant links than actively promoting your own. The idea is to create a positive presence within the community of your target market; the chances of interactivity are much higher, and you won't be breaking any community guidelines as a result.

Buying votes has become a popular way for many 'successes' of content on social bookmarking sites, but will not necessarily help you grow authentically. A large part of successful networking is the organic growth involved; this means you need to put time and effort into community-building, and the success of your site will largely depend on the quality content you create and the frequency of visitors.

It is essential to avoid spamming in any way or form at all costs; spamming will break community guidelines and possibly have your website delisted

from the network—for life. You'll want to participate positively and build a reputation so that you do not become vulnerable to spamming as often as possible.

Be generous about linking. You can do this by including links in articles, linking out to sources, and even including links within a blog. AS you develop fresh content, make sure to send a quick e-mail to the article owners that you link to; this can create an instant new fan or prospective customer, and will help with building business relations overall.

After a significant amount of time and effort, you can become a top user on a variety of sites. Gaining this status in different communities will provide additional exposure, and thus increase the likelihood of others linking to you. If you can submit quality content on a regular basis, it will help you build a reputation that's hard to break!

Stimulating traffic by using social bookmarking leverage is a very effective way to grow your online business. The key benefits of using social media in this way are to:

- Become linked on as many social bookmarking sites as possible
- Create a pool of new subscribers
- Obtain backlinks from authority sites-these will naturally drive traffic with little direct marketing effort
- Comparable return on investment from e-mail marketing and direct SEO

Keep in mind that there are five main sites to focus on when you first start out: Digg, StumbleUpon, Netscape, Reddit, and Del.icio.us. Furl and Yahoo MyWeb are two others that offer some benefits, but you will need to take some time to review their potential.

Apart from the active work of submitting each piece of content, it's important to pay attention to the *type* of content that you are developing on the website.

Quality is even more important today as search engines are only indexing relevant and appropriate content that is balanced in keywords. The days of excessive keywords and even SEO-based content are declining, and search engines are becoming much smarter at recognizing and identifying information that is relevant to a site, subject, or topic. As a result, it's important to create content that is both informative and search engine friendly.

By providing useful content on a regular basis, you are building site popularity, encouraging new visitors, and giving search engines a chance to index your site on the top ranks.

DO'S AND DON'TS OF CREATING CONTENT FOR SUBMISSION

There are some specific rules that apply when creating content for websites, and you will either need the expertise of a proficient web writer, or pick up the skills to make your content both readable and search engine friendly. Keep in mind that effective and compelling content is what will get circulated on social bookmarking sites, and it has the potential to *stay* on the web for far longer than 'disposable' or time-sensitive material.

SEO-FRIENDLY CONTENT

Developing SEO-friendly content needs to be a part of your plan when you develop an article or piece of media on your website. SEO-friendly content

allows search engines to index and find your information much more quickly than a standard spider search, and you will reach the top ranks of search engines much faster. Still, this does not necessarily mean it will be well-received on social bookmarking sites. Keep in mind that social bookmarking sites are looking for creative, unique, and appropriate content and much of today's SEO-focused content has become mechanical and almost robotic in format.

HOW DO YOU FIND THE RIGHT BALANCE?

The trick in creating appropriate content is to think of it with the 'evergreen' concept in mind. Evergreen content does not get outdated easily, and you thousands of people will be able to turn to it over time. Evergreen will require some skill and creativity to develop, but it is the best way to ensure that the article will be shared time and time again.

TIPS FOR WRITING SEO-FRIENDLY CONTENT

Here are some tips for writing SEO-Friendly content:

1. Don't use hidden text. This is a tactic used by many black hat SEO artists, and search engines are simply getting smarter at spotting these. You'll want to keep things clean.

2. Use keywords in all ALT tags in images; these are effective ways to get search engine spiders to pay attention

3. Create keyword dense paragraphs in your first few paragraphs and headers. The first couple of paragraphs offer the most potential for a

search engine crawl, but you do need to make sure that these sentences make sense and 'flow' with the rest of your article

4. Keep the website up to date; making sure you are posting new content regularly and frequently will help you develop a strong search engine presence, and also allow any RSS subscribers to take note. Remember that the more visible you are to potential subscribers, the higher the chances of being bookmarked.

5. Use major keywords inside the H1, H2, H3, Title, Anchor, and META Tags. This will be an element of your web publishing platform and it is very important that you pay attention to headings and sub headings as a result.

6. Break up the content into multiple pages; remember that most people lose interest after about 400-500 words. You can separate our content to make it easier to read, simply by adding bullets and spaces as needed.

HOW TO WRITE RELEVANT ARTICLES FOR WEBSITE READERS

Writing articles for the web is very different than standard copywriting, and you will need to ensure that the information is provided in an easy-to-read format, and that you have included enough links and relevant information to track back to your main site. Even when an article is only published on one page of your website, you will need to include linkbacks, links that go out to resources, and even interlinking for the maximum effect.

The first step in writing relevant articles for the web is to develop a central topic. Remember that you can easily turn off visitors, (and lower the chances of having this specific piece bookmarked) if you provide something

poorly written or something that is not legible. Paragraphs are organized differently on websites, as well as headings and titles. Keep in mind that web readers are looking for:

- Quick reading
- Simple concepts
- Illustration
- Easy to understand words
- Simple examples
- Keywords

When you are developing a story for print, it's likely that you'll use multiple resources and quotes from interviews. Web writing can also do this, but ultimately you are writing to inform and illustrate with just a couple of examples. Blogging culture has made it even easier to simply link out to another article to show an example; it's no longer necessary to quote or paraphrase in a complicated format, and your content will benefit immensely from simple linking out like this.

Structuring content for the web reader involves:

- Keeping it short and simple
- Using a conversational tone
- Making sure you are providing references and additional resources whenever possible
- Creating scannable content; the page must be easy to read from top to bottom, not necessarily left to right
- Providing specific information, and avoiding generalizations and complicated information

Here are some tips for writing effective content for the web:

1. Make sure it is keyword rich but still uses the right tone and sentence structure

2. Start with the conclusion. This can help summarize the article and encourage readers to learn more

3. Use bulleted lists; bullets help to make web copy much more readable

4. Use typeface variations. This can help emphasize a main point

5. Be direct. This helps to maintain the flow of your web content

6. Provide timely and relevant material. Outdated material does not fare well on the web, and will be less likely to be submitted to social bookmarking sites as a result.

7. Only include appropriate affiliate links, if any

KNOWING THE DIFFERENCE BETWEEN SELLING AND PRESENTING INFORMATION

Many businesses make the mistake of hiring a copywriter to develop creative content that isn't intended to sell anything. When you are writing web copy, it is important to highlight the goal of each piece. Indirect selling is still possible with articles that are simply involved with presenting a new idea, but there are some key things to keep in mind.

- First, do not place links within the article unless they are relevant. Web readers are becoming more weary about what is considered

'spam' content, and if they feel that you are trying to push or promote something, you will have a higher chance of being blacklisted. Your articles and web content needs to cater to your target market; anything beyond this may lead to negative comments and reduced readership.

- Secondly, present the information in an easy to read format. Web readers can get bored very easily, and will simply move somewhere else if they are not getting solid information. Use bullets, headings, and titles to streamline your content so that they can quickly pick up the basic message. . .and move onto your next article.

- Finally, when you *are* selling something, sell directly. You can do this in a friendly and conversational manner by simply introducing the product; it's no longer necessary to create ad copy that imitates those found in publications. Selling with affiliate links and other links has become more acceptable on the web, and it's a simple way to help and engage your readers rather than push a product on them. As long as the affiliate links and items are contextually balanced with your article, the process can be very beneficial in the long term.

HOW TO IMPROVE PAGERANK WITH THE TOP SOCIAL BOOKMARKING NETWORKS

Improving your PageRank overall will take time and patience, but with diligent effort the process will become very simple and natural. Here are a few more ways to improve PageRank and boost the chances of ranking within the top social bookmarking networks:

- Add link exchanges; these offer both visitors and search engines to determine your online 'integrity.' The more valuable links you have available, the more credible your website will become.

- Only submit your website to search engines and directories ONE time. It is important that you list yourself on the top search sites only once, or you will risk being banned for life. Sending in repeated submission to these directories is considered spamming, and you will lose the chance of increased exposure and marketing from this very valuable resource.

- Use conventional file naming with underscores and hyphens; remember that search engines cannot index spaces in your title tags, so it's best to include tags and meta-tags appropriately.

- Submit press releases with back links. Many of the top press release directories on the web are free, and you can create a brief 400-450 word article to obtain the right amount of exposure.

Being responsible with both content submissions and the networks you join in social networking communities is essential to business growth. Your online reputation is just as important as any offline business, and the more involved you are with providing material on the web, the higher the chances of brand exposure. Making sure you follow all community guidelines and submitting effectively will help set a strong foundation for your growth across many different networks.

HOW AFFILIATE LINKS CAN IMPROVE YOUR SOCIAL BOOKMARKING EFFORTS

Affiliate links offer another revenue stream for your company or website, and can even help improve your social bookmarking efforts. You'll want to make sure these are relevant to your target market of course, but when they are

used appropriately, you can easily start to generate a new form of income *and* provide more benefits to readers.

Readers who are searching for specific information and products are looking for direct links to sites; providing these link with a simple affiliate link that is carefully positioned can be a very positive addition to your website or web pages.

Keep in mind that every single time a web page is shared with another network, the affiliate links go with it. This increases your chances of having that affiliate link clicked, and is an advanced step for social bookmarkers who are interested in generating revenue.

An effective way to get started is to join affiliate blog networks such as Pingoat.com. These are directories that announce any new posts, and each time you provide something new, your submission will be listed on the site. Always remember that the more people that are linking up to a particular piece of content, the higher the chances of it being read through and browsed. If you are pushing a product or idea, you'll start to earn commissions on click-thrus and sales after just a few initial steps.

Many affiliate link programs also offer the option of joining a blog carnival or link exchange program. This means that when you are added to the roster of participants, other users can easily link up to you and find out more about you. This may then lead to more social bookmarkers that join your network, increasing your exposure with very little effort.

CHAPTER 5
TOP SOCIAL
BOOKMARKING SITES

Joining the right social bookmarking sites will help you start to build a solid network, and become more efficient with your marketing efforts. It's best to start with the largest networks, establish a profile and steady networking, and then move onto the smaller ones. As you increase a presence on these social bookmarking sites, you'll notice a significant increase in traffic in just a few weeks. Always remember that the more valuable your website is to readers, the higher the chances of your links being shared across multiple networks.

The major social bookmarking sites sort content based on keywords and tags, and this will require an extra step when you submit each piece. You will simply be breaking down the basic ideas and headlines into single words to create these tags. For example, if you are submitting an article titled, 'Latest Prices of Airline Tickets to Hawaii', the set of tags you would post with this article would include:

Hawaii, travel, tickets, cheap tickets, discount travel, ticket price, Hawaii flights, flight, traveling, exotic vacation, vacation, vacations, getaway, paradise getaway

The idea is to include as many concepts and keywords as possible; after doing this, your article will show up on the search results whenever anybody types in any one of those keywords.

In addition to categorizing your information correctly, you will need to develop strong content. Nothing will reduce readership faster than poor content, and you will be ruining your chances of attracting an audience if you don't set your standards high enough.

The basic guidelines are simply:

Provide quality content = receive a quality social network

Social bookmarking is a very valuable vehicle that makes this possible, and you can use it to your advantage in a variety of ways. Start with these top eight bookmarking sites, then move on from there:

1. Del.icio.us
2. Newsvine
3. StumbleUpon
4. Windows Live
5. Ma.gnolia
6. Rawsugar
7. Digg
8. Technorati

DEL.ICIO.US: REGISTRATION, RESULTS, AND WHAT YOU NEED TO KNOW

Del.icio.us is the most established social bookmarking site on the web today, and has a very simple format and structure. The site was founded in 2003 and has grown considerably since then. **Del.icio.us** uses the concept of folksonomy which means that all users are free to choose tags and keywords of relevance for a particular submission. A wiki on the site is

designed to display all of the most recent tags, and a hotlist appears on the home page to showcase the most popular and recent pages. You can take a look at what other people are bookmarking in one click; your goal is to make your website and links will soon rise to prominence here. Creating a network will help you subscribe to other relevant lists and subscriptions, and Del.icio.us is one network that will allow you to post and review independent articles and links, not just complete websites. Still, simply getting your website listed on these directories with the appropriate tags will help improve exposure.

REGISTRATION AND OTHER INFORMATION

Registration is a two-step process. First, you will need to develop a username and password, followed by a confirmation click on an e-mail. After setting up a basic profile, you will be allowed to start collecting bookmarks of your own and establishing a network for sharing. Tagging each of your bookmarks will help you categorize and sort them when you are bookmarking yourself, and make it easier for users in your network to find specific items. Choose an easily identifiable username so that visitors can make the mental brand connection immediately. This will be significant over the long term, and it serves as your primary identity.

NEWSVINE: REGISTRATION, RESULTS, AND WHAT YOU NEED TO KNOW

Newsvine is a popular news source and community that features channels including Local News, Sports, Politics, Tech, and Entertainment. Once you join this community, you can chat and communicate with other community members and even start up your own column. The columns on Newsvine are

a popular feature, and will help you establish even more of an online social networking presence. This is a great place to provide press releases and highlight your website in a variety of channels. Newsvine is relatively new, and launched in 2006. A section to categorize all information includes a leaderboard, 'Wall of Vineness,' and an ElectionVine for some themed collections of recent material.

REGISTRATION AND OTHER INFORMATION

Registration requires entering an e-mail address, password, and developing a display name. You will also be given a newsvine.com domain name so that you can create and develop your own column.

STUMBLEUPON: REGISTRATION, RESULTS, AND WHAT YOU NEED TO KNOW

StumbleUpon is becoming one of the fastest growing social bookmarking sites on the web today, and offers anyone a chance to find others with similar interests. It's another site that lets you find out what other people are visiting and discovering, and the search engine on the site can help you find exactly what you need.

The site is very simple in structure and is sectioned off into Websites, People, Videos, and a downloadable toolbar. Each website or information found on StumbleUpon can be reviewed and tagged, and the most popular websites are listed on the front page.

REGISTRATION AND OTHER INFORMATION

Registration requires an e-mal address and user name; after confirmation of the e-mail, the account setup is complete. The highly interactive component of StumbleUpon makes this a fast-paced social bookmarking community. Users can find other 'stumblers' based on their e-mail addresses and contacts, and a comprehensive listing of the most popular websites makes it easy to track down specific material.

MA.GNOLIA: REGISTRATION, RESULTS, AND WHAT YOU NEED TO KNOW

Ma.gnolia is a powerful social bookmarking site that is very user-friendly and offers a strong visual element. You can see a screenshot of all the latest links and results, and discover new sites with a simple search feature. Featured Linkers and Hot Groups are listed on the front page, and you can download a toolbar to make all web surfing much more efficient. The Feeds feature is one of the best ways to scan headlines, and is widely used by web surfers and researchers today.

Registration simply requires entering an e-mail address, username, and password setup. If you have an OpenID, you can use this one to get going as well.

RAWSUGAR: REGISTRATION, RESULTS, AND WHAT YOU NEED TO KNOW

Rawsugar is a variation of Del.ici.ous and is a very easy way to search and find blogs that are relevant to your niche. Its primary focus is on technical content and anything that is Web 2.0 related. Each post is tagged and sorted for easy collaboration, and the community here is growing. The main

page allows you to quickly 'Invite a Friend' to introduce new people to the network. This can help you develop a social network with a simple invitation. The site requires a username and password for registration, and validation of an e-mail address.

DIGG: REGISTRATION, RESULTS, AND WHAT YOU NEED TO KNOW

Digg.com is one of the best networks to begin social networking and social bookmarking, and has grown considerably in the last few years. There are no editors involved in the process, and the site is completely driven by users and visitors. Everything on Digg, including podcasts and videos, is submitted by independent users. As a result, it completely relies on the 'collective intelligence' to promote and make content visible to the masses.

Digg.com launched at the end of 2004, and has become one of the most popular information sources on the web today. Categories include Health, Education, Games & Hobbies, Music, News, Religion, Sport, and TV/Film. Adding a Digg.com widget to your website is one of the easiest ways to encourage visitors to Digg articles and content they find on your site, and you can start submitting articles, video links, and podcasts immediately after registration.

Some of the fresh ways that Digg is categorizing information on the site include real-time reporting. Digg labs has crated special tools such as Digg Spy and Digg Swarm that pull all the information together using keywords. You'll find it very easy to locate information of interest to you, and it makes it even more important to add the appropriate tags so that you become listed in as many places as possible.

The site links on the side of the page offer a search toolbar, RSS feeds, and a popular archive to track down information. Digg works in a very simple process. You'll start by submitting your link where it reaches the 'Upcoming Stories' section immediately. This can be considered primetime for your submission, as it is the easiest place for anyone to find it. The item becomes popular as other bookmarkers start to 'Digg it.' And if a submission receives enough Diggs within a certain time period, it will fall out of the Upcoming section and start to climb the ranks of Most Popular. Users can track all submissions with the Swarm, Stack, and Big Spy tools and watch the titles and descriptions of popular items roll down the page on Digg Spy.

Building a network involves inviting friends to the Digg network, and adding them to a friends list. You can keep track of collective news in this way, and comment features are also available.

Commenting on a regular basis is another way to increase your online presence and activities. Participating in discussions and providing feedback to potential customers creates a positive presence within a community, and can lead to clicking on your profile to find out more about you, or simply becoming a friend within your network. Tracking results is easy with the statistics and history report.

TECHNORATI: REGISTRATION, RESULTS, AND WHAT YOU NEED TO KNOW

Technorati is a dynamic blog and social bookmarking community, and you'll find plenty of enthusiastic tech-savvy users on this site. This is a news site similar to Digg, but much more specialized. The goal of Technorati is to provide 'citizen media' in a fresh format, and the site tracks the Live Web in the process. All the blogs and content is organized into categories simply

based on keywords. The most popular keywords and tags are listed on the right side of the front page, and the top three blogs, videos, and videos are showcased on the front page. The number of links are included under each title, giving you an idea of how well a specific piece of content is doing at any given time. In the blogs section, an 'Authority' number provides indication on how valuable a particular blog may be.

The site is media-rich and very user-friendly; you'll find a scrolling set of keywords in green across the top of the page, and a simple search bar to locate information. If your website or blog can reach the top ranks of the 'Linked To' or 'Most Favorited' page on Technorati, the chances of increasing visitors skyrockets. These are a listing of the most popular websites in the last six months, and range from breaking news sites to independent blogs. Obtaining steady readership for a blog is much easier when you reach the Top 100 list on Technorati. Not only do visitors browse here on a regular basis, but you can reach a very specialized niche market as a result.

WINDOWS LIVE WRITER: REGISTRATION, RESULTS, AND WHAT YOU NEED TO KNOW

Windows Live Writer is another new service that is actually a downloadable desktop application for blogging. After you download the platform, it's easy to import a social bookmarking element to a blog or website by importing the most commonly used social bookmarking tags and icons. After you click on any of the social bookmarking icons, you can login immediately to each and all of the sites without having to enter information each time.

CHAPTER 6

HOW TO PROMOTE SOCIAL BOOKMARKING CONTENT AND TAGS EVEN FURTHER

In addition to the basic social bookmarking sites listed above, there are a few more opportunities that have evolved since the early social bookmarking days. Squidoo is a helpful site to promote your blog and websites, and is quickly becoming one of the web's largest online communities.

Anyone can sign up for the Squidoo community, and you'll find almost every topic available. Just remember that the web is moving in a new direction with user-generated content. Squidoo makes use of the following key Web 2.0 areas that can help boost your business and exposure with the right strategy:

- Spotlighting blogs
- Creating another social network
- Making use of tagging
- Providing a platform for user generated content
- Showcasing viral videos
- Creating space for affiliate marketing
- Allowing users to create and promote their personal profiles

Using Squidoo offers many benefits for your business, and can be a supplement to your blog or website.

HOW JOINING SQUIDOO CAN HELP YOUR MARKETING EFFORTS

The key benefits of using Squidoo as part of your blogging or promotional strategy include:

- The ability to establish yourself as an expert on a specific topic
- Being able to create a strong affiliate marketing network
- Increasing your search engine presence with additional content and channels
- Building extra channels
- Building a list of subscribers
- Promoting your personal profile
- Creating fresh tags that rise to the top of search engines faster than other sites
- Turning PLR articles into revenue generators
- Making donations to your favorite charity
- Driving even more visitors to your blog or website from one simple click
- Creating and developing a new niche topic

Squidoo also links up to articles and other web content where users can 'add to Squidoo' just as they would on other social bookmarking sites. This makes it easy for you to interact with new subscribers and lead them to joining another network that you update on a regular basis.

Keep in mind that each and every on of these strategies offers you a chance to increase visitor counts and traffic. The more content and material you

provide in your Squidoo lens, the more valuable your link will be to your readers. As your lens grows in scope and size, the chances of increasing your web presence are much higher.

Owning and managing a Squidoo lens also offers you a chance to join a thriving online community. The online community on Squidoo is full of enthusiastic, creative, and tech-savvy people who are eager to learn about new topics and niches. Providing quality information will help you establish a strong presence within the community, giving you some credibility and favorable page rankings as a result. In addition, people can start linking to your lens on their own blogs, further increasing the chances of traffic.

Best of all, Squidoo is absolutely free. You can join a variety of niches and categories simply by participating, and there are many places to explore, learn, and develop your own set of lenses and blogs with increased participation.

HOW TO SET UP YOUR SQUIDOO LENS

The first step in setting up your Squidoo lens is to create an account. An account will require you to register with an e-mail address, your full name, and other relevant information. This is the area where you'll need to include any website or blog links, as well as affiliate IDs if you have them.

The next step is to start making your lens. The lens is essentially the platform that you will be working from, and will need to be created in the right category and section. Take some time to narrow down the keywords that best describe your market; you may need to do some background research on this using keyword selector tools such as Overture, but the extra time and effort will be well worth it!

After you've developed the lens format and chosen a category, you'll need to start by adding the first site of keywords. The 'Edit Your Lens' page will show you where to publish various elements of your lens, but don't worry too much since you can always edit this later. In order to formally publish your lens, you will simply need to push the 'Publish' button.

Now that the lens is 'live,' you can start to edit and implement the appropriate content. The first area of importance is the introduction; here you'll need to provide a lead-in to describe what your lens is about, and add an appropriate picture of relevance. Then, start adding content in the text/write module blocks. Squidoo offers one of the best self-publishing tools available, and it's very user-friendly. You'll be able to edit, copy, and paste your content with no HTML knowledge required!

After that, you'll need to start building the interactive section. This is a prime area to upload some of your own affiliate products, or simply make use of an Amazon.com store and add items relevant to your topic. This gives any visitor a chance to buy your recommendation, and you'll earn a commission from each product sold. You may need to set up an Amazon.com affiliate account link in order to do this, but the process should not take longer than a couple of days. After approval, you'll start earning revenue on every item that is sold through your lens, so the more popular it becomes, the higher the chances that you will create a continuous stream of income.

The best way to promote affiliate links without making people think you are simply 'selling ' them something is to create your product module with small summaries or tags. When you are recommending specific products, books, or programs, be sure to include a few sentences outlining the 'why' and 'how' of using the product. This makes your lens much more personable and relevant to your audience, and will also make your contributions more credible!

After the lens is built and you've started generating content, continue to provide content at least once per week. Many Squidoo lenses are just sitting at the bottom of the pile in their category because they simply have not been updated. Updating your lens can increase the chances of subscribers, and it may even reach the Top 100 LensRank on Squidoo where you'll be visible to a much larger audience.

The Top 100 LensRank is a coveted position in the Squidoo community, giving you a chance to maximize your exposure across all channels and categories. The lenses here are popular for a variety of reasons:

- Keeping up with the latest news
- They are easy to read
- They are not only being used to sell something, but providing quality information
- They are making use of all media applications, including pictures video, and other multimedia additions that allow the visitor to learn about the topic in innovative ways
- Personable and approachable; the lens is different than a blog or website because it is created in a very concise and casual manner.

Developing a strong Squidoo presence can take up a few weeks, even months, but the more relevant your topic is to current readers, the higher the chances of getting maximum exposure. Creating a promotional study for the Squidoo lens is another option; you can start building a community through your own blog or website by encouraging readers to visit your lens, and even sending out e-mail blasts notifying them of your online presence there. This can encourage people to simply visit the lens and then start sharing the link on social bookmarking sites such as Technorati, Del.ici.ous, or even Digg.com.

The goal of setting up a Squidoo lens is to provide another way for visitors to reach you. This is a part of your internet marketing efforts because it will allow you to develop another element to your web publishing efforts. The higher the visibility of the content you publish, the higher the chances of a steady flow of traffic. Just remember the following equation as you set forth on building traffic for any content you publish:

Relevant content + effective keyword placement + search engine presence = stronger traffic flow!

HOW AND WHY YOU NEED TO PARTICIPATE REGULARLY ON DIGG.COM

Even though many social networking gurus and social bookmarkers prefer not to participate on larger platforms such as Digg.com, it can be a very valuable promotional tool with the right strategy. Digg.com revolutionized the way people learned about news and shared information, and when it launched in 2004, it only covered a few technology and news categories.

Today, Digg.com is one of the online news leaders for consumer news, media updates, and a variety of other news sites where tagging and indexing information is needed. Other link ranking news sites have entered the online sphere in an effort to provide better, faster and more community-oriented networking platforms. These have including BlinkList, Newsvine, StumbleUpon, CoRank, and Spotplex. While some are focused on user-generated submissions, others are aggregators that 'pull' information automatically.

Digg is not personalized in any way, so there is not much room to share a profile or 'socialize' with other participants. However, it does offer some key opportunities for you and your business with regular participation. These include:

- Gaining credibility under a username
- Showing your tracking history of sites visited, 'Dugg' and keywords and tags of relevance
- Enabling you to search and find specific topics
- Allowing you to review real-time rankings of each piece of content submitted

It's important to remember that you will be banned from Digg if you are over-doing the self-promotion aspect of marketing. While Digg submissions are user-generated, the community can easily spot a user that may not be participating on fair terms. As a result, it's important to join the community with a fair and sometimes unbiased point of view. Participation does not involve submitting your own content, but instead becoming a frequent user by:

- Searching and finding relevant content for your niche, and rating it accordingly.
- Leaving appropriate (and ***positive***) comments on similar sites or networks, and learning what makes these stand out
- Using content found on Digg as a resource for creating and developing your own
- Tracking specific topics and content so you understand what is working at any given time; this is a great way to establish your presence as you continue to develop each submission for the web

HOW TO GET PEOPLE TO SUBMIT CONTENT TO DIGG FOR INCREASED PAGE VIEWS

The best way to submit content to Digg is to have someone else do it for you; this may involve hiring an intern or assistant to post relevant articles to each category, since you should not necessarily be posting your own content to Digg all of the time as it may be perceived as advertising/spam. Or you can form kind of a cooperative with other marketers you know and trust to submit each others articles. If you have established strong readership or a subscription from a blog or website, you can even include the Digg widget so that readers can submit something they've read in one easy step. The idea is to make it as easy as possible for any reader or visitor to take initiative and post your content onto Digg.

Whether you have a team of assistants working on social media placement, or you are making an attempt to Digg articles yourself, here are a few more tips and suggestions:

1. Rework an article to make it Digg-friendly. Even if your submission is doing well on your site, you can re-create a different version and still link back to your original article as a source. This can help you provide a unique submission each time you do it.

2. Always provide a catchy title and description. Digg readers are usually looking for something they can scan through and learn about in a few minutes. Make an extra effort to develop a short and concise summary to accompany each submission.

3. Use information from multiple resources. Get used to harnessing new information about your industry or article topic by using an RSS reader or news aggregator. This will help you keep track of new and current

information, making it much easier to develop a story and submit quickly.

4. Be a respectful Digger! As you start building a profile and networking with other community members, it's essential that you follow all community guidelines and make sure you are providing valuable comments yourself. Don't link to your personal blog or unrelated information that may be deemed a spamming effort!

5. Don't use all caps in the title. This is considered offensive in the social media sphere, and will not get you the quality visitors, traffic, or readers.

6. Submit stories from reliable sources and articles, not always your own blog. This can help build your presence in the community.

7. Submit the majority of your stories on weekday mornings; this seems to be the primetime reading hour for many internet and web surfers.

8. Be helpful. You can post information that may be of help to other readers and submitters, as well as finding information on the forums of Digg itself.

9. Watch your grammar! Avoid overly edited content and keep your articles and submissions concise and simple. You'll have a wider range of readers and be able to set a consistent standard so people get used to your 'voice.

The Digg top pages offer the biggest advantages for gaining an online presence, and the easier you make it for the community to see your content, the higher the chances of direct traffic for your site. Digg is one of the most

effective social bookmarking tools available to you, and although it will take some time to master, the effort will be well worth it!

CHAPTER 7
HOW TAGGING AND
PINGING WORK

Tagging and pinging are common terms used in social bookmarking and web publishing, and it's important to learn how to do both effectively when you need the top rankings on sites and search engines. Search engines and social bookmarking aggregators work in very similar ways, and the most effective strategy for gaining prominence in either of these is to code your copy correctly!

TAGGING: WHAT IS IT?

Developing search-engine friendly copy has become even easier with the introduction of tagging widgets on a variety of web publishing interfaces. Tagging is simply a process of breaking down your submissions into keywords. Keywords of relevance are usually general in scope, and will make your copy fit into a variety of indexes and categories with a few simple tweaks.

Consider tagging to be a condensed version of your main idea. This is an effective approach when you are trying to make sense of the process, and the best way to do it is to start with your heading and title. Your title will serve as the main source of indexing by search engines, and you can make it stand out even more by adding relevant tags.

As a general rule, you'll want to make sure you are also using the appropriate tags and meta-tags in descriptions and heading titles. Both Yahoo! and MSN use these areas to index anything you publish, and it's important that they are relevant and free of spam.

Still, tagging within a social bookmarking site offers multiple benefits. Many social bookmarking sites such as Digg and Technorati make use of tag clouds that break out each article and section it off to different categories. Using keywords such as 'internet' or 'computer' for example will automatically list your article or submission in both areas. It's just another way for users to find articles or entries of relevance; whenever they click on one of these tag clouds, a full listing of articles with those tags will show up on their screen.

A growing number of portals and websites are offering tagging systems to index content. This is especially helpful for blogs and other larger resources where context is highly important. Think about the millions of articles and entries on the web today, and how difficult it would be for someone to find your specific article if they could only find you with a few keywords. Tagging helps to create context and relevance within different categories, and once a user has reached the social bookmarking platform; it makes it much easier to find *you*.

More people are becoming comfortable and familiar with using tag clouds to group and find the information they need; your website can reach a much wider audience when it's easily found in a variety of areas, instead of just under one content page or index.

As each social bookmarking site indexes and aggregates the incoming data, patterns of tags start to emerge; the more popular a particular theme or idea becomes, the larger the tag cloud. You'll notice this as you review different tag clouds, and you'll see some words standing out far more than others. This means that more people are submitting articles with the same tags, and

more people are viewing them. It's an easy way to monitor and review how well specific topics are doing at any given time.

TAGGING: HOW TO DO IT

Tagging each entry you submit will become a habit, but you do need to make sure that the tags are relevant and free of spam. Only use keywords that actually apply to your entry; if you start using extra words simply to gain exposure or search engine placement, another user may report it and you may be forced off the network.

Think of tagging as labeling all of your data; you are creating an easily index-able system so that search engines and social bookmarking sites can find and place your article.   Breaking down your article into a 'notes' form is a very effective strategy for rising to prominence!

You'll need to break down your main idea into general topics, then narrow it down to more specific keywords. Titles in your article are a good way to start, and you do not need to include words such as 'the', 'it', or 'a'. If you do, the tagging system will usually just take them out. Be sure to pick keywords that classify your submission the best; while there are no limits to the number of tags you can add, it's important to limit them to only those of relevance.

PINGING: WHAT IS IT?

Pinging has quickly become a popular activity with the social networking boom, and in most cases it is an automatic process. Pinging is the process of identifying your IP address and making sure that it is a valid address for search engines. Pings identify the web address to various hosts, and once

the address is verified, it can be networked and updated in search engines and indexes.

Bloggers make use of pinging when in cases where posts are not updated automatically. Pinging allows the user to update search engines and various indexes that a new blog posting has been submitted. This is necessary for indexing purposes only, and can help search engine spiders and indexers 'pick up' your submission much faster. Old search engine strategies required manually entering sites and submissions for pinging; today, however, most publishing platforms take care of this process automatically.

CHAPTER 8
USING YOUR BLOG AS A
SOCIAL BOOKMARKING
PLATFORM

Blogs offer countless opportunities for launching your business into the social media networks, and they can be designed as an extension of an existing website, or simply stand alone. Blogging is moving far beyond the casual journal style of the initial growth stages, allowing businesses and large companies to develop a fresh identity.

Blogging culture allows you to take part in a conversational style of marketing, reaching hundreds and thousands of visitors on a daily basis, and even creating a following. Providing high quality content is an important component of your blog; without good articles and content, your readers will simply move elsewhere.

A blog can be used as a platform for your social bookmarking efforts since each and every link to an article can be shared independently. This is why you need to implement a social bookmarking badge or link on your site, since the times that you are not independently marketing yourself, another visitor may go ahead and do it for you!

Blogs are an easy way to break apart your website into different subjects and categories. Even a well-organized website can be limited when it does not offer comments or space for feedback. While many websites are being

designed in this way, the benefits of launching a blog along with your site are a valuable opportunity to generate higher readership.

Blogs also give you an option to implement an RSS subscription service. Since many people simply do not have the time to visit multiple sites in a given day, an RSS feed can deliver new content to their e-mail box or other RSS reader. This gives you a chance to share the link with each and every subscriber, and every time you publish, you increase the chances of someone simply submitting your content to a social bookmarking site or network.

SETTING UP YOUR BLOG TO BE SOCIAL MEDIA FRIENDLY

Your blog may be setup through a variety of services including Blogger, WordPress, or TypePad. Whichever format you choose, it's a good idea to look for widgets and code that can add social bookmarking buttons to the site immediately. Remember that this makes it very easy and efficient for your readers to start submitting something they read to multiple social bookmarking networks and search engines; all you have to do during these stages is provide quality content on a regular basis, and work on generating a large amount of traffic. Traffic will build on itself, and the more-established your blog becomes, the higher the chances that it will be discovered.

As your content starts to join the networks such as StumbleUpon and Digg, you'll notice immediate surges in traffic. Traffic is driven largely by the number of interested visitors who rate and vote on your site, and how valuable the content is to a variety of readers. Not only do you need to focus on creating evergreen and valuable content on a regular basis, but it's important to make it easy for search engine rankings with the appropriate amount of keywords.

<u>INCREASING YOUR BLOG'S POPULARITY WITH SOCIAL BOOKMARKING</u>

The only way to effectively increase your blog's popularity with social bookmarking is to spread out your endeavors across multiple social media sites. This may include Technorati, Google Links, Del.ici.ous, and Yahoo! Links where your individual articles and submissions are mentioned either within another blog, or standing alone in a particular category.

Tools such as SocialMeter can help you keep track of how well your blog or webstie is doing in the social bookmarking networks at any given time. SocialMeter scans the largest social websites and ranks them against each other based on how many times your link or website is indexed in each one. You just type in your URL and the results will run a search on each site to give you a final tally.

Badges and 'chiclets', the tools that you can add to your blog or website are very effective ways to develop your social bookmarking activity. Your blog's popularity will instantly increase because you are:

1. Providing users increased interaction. You'll be surprised how many static sites that make this shift can start building traffic with very little direct marketing. Once the news spreads that you are offering this added value to your website, you can look forward to increased traffic on a regular basis.

2. Making it easy to reach Digg and other social bookmarking networks hat allow users to vote. Voting and rating articles is becoming a very

popular activity on the web, and if you write something particularly compelling you can start to create a traffic boost overnight.

3. Increasing your exposure naturally in the social networking hemisphere. Social networking and bookmarking gives you a chance to increase your exposure tenfold; visitors who find an article worth sharing will help you reach a much more targeted and refined audience than simply publishing a website and hoping to get readers. You will be delivering your news and information with a much stronger reach.

In addition to promoting yourself on social bookmarking sites, there are some effective ways to market the blog itself. Again, this will encourage your visitors to share the 'news' from your blog on their own. Some effective strategies for blog promotion may include:

1. Join an RSS submission network. These will help you submit to an even larger listing of sites, all from the RSS feeds that you create. Syndication allows you to reach a much larger audience, and building a steady list of subscribers can increase traffic flow instantly.

2. Post announcements about your blog and website on forums, bulletins, and community boards. When you have identified your specific channels, start promoting yourself with news announcements, new articles, or simply an introduction to community members. Include your link and you'll easily start to drive traffic.

3. Join discussion groups and forums about your industry or topic, and leave a link to your blog or website in your profile every time you post.

THE POWER OF BACKLINKS AND TRACKBACKS FOR YOUR BLOG

Backlinks can also be used as an effective tool for promoting your blog, and will give it more value and credibility for any new visitors. Backlinking was once only used by websites in the 'resources' or 'links' section, and today it's a fundamental tool for helping build your blog on search engines such as Google.

Backlinks can help get you traffic from other sites, and you can make use of it by adding comments to different blogs or websites and providing a direct link to your own. Backlinking responsibly is very important, and you do need to makes sure that you are getting quality links going in and out of your site. Google is becoming much more better at identifying poorly linked sites and blogs, and you may lose out on consistent page rankings if you do not do this carefully.

While this is an indirect effort for your social bookmarking network, it will help you establish a better PageRank so more social bookmarkers can find you.

Trackbacks are another way for your to manage your user feedback and increase interaction. Trackback functions are usually a part of your blogging management system, and give you the chance to see how many people are linking back to your blog on a regular basis. These are usually placed in comment boxes, and even though you can keep track of comments in your blog management software program, it's a good idea to use trackbacks for easier reference.

Social Bookmarking sites that are ranked above a "PR 5" by GOOGLE are considered "Authority Sites". That means they are sites Google considers

weight related or carrying enough popularity weight to positively affect sites linked from the authority sites, so they have a positive affect on the site linked to, regarding it's "Search Engine Results Position" (SERP).

Plus GOOGLE gives more weight to one way links than it does reciprocal links. In other words, the more one way links you have from PR 5+ Sites pointing at articles or posts on your site(s), the better SERP's you're going to get. Therefore it only makes sense that you want as many links on as many Authority Sites as possible pointing to your site(s) and/or blog(s).

Here is a list of Authority Sites Ranking PR 5 (Of a possible 10) and above:

PR	Social Bookmarking Site	PR	Social Bookmarking Site
PR8	http://del.icio.us/	PR6	http://www.clipmarks.com/
PR8	http://www.digg.com/	PR6	http://www.thisnext.com
PR8	http://www.stumbleupon.com/	PR6	http://www.rawsugar.com/
PR8	http://reddit.com/	PR5	http://www.feedmarker.com
PR7	http://www.furl.net/	PR5	http://buddymarks.com

While Google's Page Ranking system is not the all to end all when it comes to measuring how popular a site is, it is a fairly good indicator. (*Disclaimer*: *These sites were active with the Page Rank shown at the time of this printing but Page Rank can change without notice.*)

CHAPTER 9

SPAMMING DANGERS AND

HOW TO MAKE SOCIAL

BOOKMARKING WORK FOR YOU

POSITIVELY

Even though most social bookmarking engines and websites are designed with spam blockers and filters, there are still many potential dangers when you are working on different platforms. In just the same way as blog comments, spam can easily infiltrate your social bookmarking submissions, and it's important to keep an eye on your submissions to make sure they are not becoming corrupt.

The growth of social media sites makes it much easier for spammers to attack different communities, and if any of your content becomes filled with spam, you will be far less likely to receive support and increased bookmarking from other community members.

Social software is exploding on the web, but there are many that designed securely enough to filter out spam. The idea of reaching hundreds upon thousands of computers after a single submission is an attractive one for both business-minded individuals and spammers alike; since the goal is to simply drive traffic in a competitive marketplace, the temptation to abuse the system becomes even stronger.

Being aware that social bookmarking exploitation is a risk involved with your participating in social media networks is important. Large sites such as del.icio.us and Blogger have set up spam filters by requesting a 'captcha' from each submitter. Still, there are many programs designed to automatically get by various spam filters and you will need to monitor your content on a frequent basis to watch for it.

In addition to online vandalism in the form of spam, you'll find that many websites and social bookmarkers are simply 'rehashing' old content. Duplicate content does have some value when it is used effectively, but it's important that you use enough of your own ideas and words to make the piece unique. Always keep in mind that the integrity of your profile and company is behind each submission and what you publish on the web; if people do not consider you to be a reliable source, you can lose credibility in a very short period of time.

MAKING SURE YOU DON'T SPAM

Social bookmarking offers you a lot of freedom, and can help you drive traffic to your website overnight. Still, abusing this freedom can lower the credibility of your business, your brand, and your company name. Moving beyond the potential for spamming will help you to build a strong and regular community, instead of being booted off a social bookmarking network.

It's important to review your submissions to make sure you're not overusing keywords. Keyword overuse is a turnoff for readers anyway, and you should aim for a keyword density between 6-8% at the maximum level. Most readers will easily pick up on articles that simply do not make sense, and this will limit your ability to promote quality work. Instead of focusing exclusively on SEO, create something unique with an attractive headline instead.

Google and Yahoo! are also becoming vigilant about catching spam-type articles and you will lower your chances of indexing as a result. The most important factors for indexing by Google include:

- Publishing content that is relevant to the heading or topic
- Quality formatting
- Appropriate links and references
- Appropriate amount of keywords

Reading all terms of use and guidelines will ensure that you can make the most of your participation, and grow with your community so you are developing a strong presence.

AVOIDING BECOMING A SPAMMER IF YOU'RE USING DUPLICATE CONTENT

Duplicate content makes it easier for you to write about your topic of choice, giving you a pre-researched format and guideline. Still, it's important to make many changes to the article, and obtain permission rights from the author when necessary. A single sentence or paragraph that is copied word for word can be detrimental to your search engine placement, and may even lead to copyright infringement.

THE SOFTWARE QUESTION:
TO BUY, OR NOT TO BUY

You'll find a variety of submission directory software packages and applications available on the web today, but it's important to review the risks involved with using an automated service. Since many of these can be blocked by spam filters, the efforts may not be worth your time. These software packages are designed to submit your content and information on multiple sites in one simple step.

Some social bookmarking submission software packages are designed to be compatible with multiple websites, but you may find that some of your content simply becomes pushed onto spamming sites and bogs. This is why submitting to quality directories and sites is even more important today. Automation does not necessarily guarantee quality, and only you can make the decision on whether this is appropriate for your business, your blog, or your website.

Still, you may find some value in free sites such as Socializer 2.0. Socializer is free web service from eKstreme.com that allows you submit one link to several social bookmarking websites by adding some code to your site. The company has also developed customizable Wordpress and Movable Type plugins and you can find instructions on downloading this information directly from the website.

You can book mark your articles to one folder in your IE Favorites, export it to it's own folder and import all book marks in that folder to Del.icou.us and them tag/label them. Many of the other Social Bookmarking Sites have

features that will allow you to import those favorites directly into your account from Del.icio.us.

IMPORTANT: Remember to mark all your bookmarks in all Social Bookmarking Sites as public. When you import bookmarks, most sites will automatically or by default mark them as private. When they are marked as private, no one including search engines can find of view your bookmarks. If you leave them marked as private, it of course then defeats the purpose of Social Bookmarking from a marketing standpoint.

CHAPTER 10

CONCLUSION & SUMMARIES

Social bookmarking is quickly becoming a valuable opportunity for businesses of any size and scope. With the explosion of online media channels and advertising opportunities, the potential to grow traffic through a fresh outlet presents itself as a prime opportunity through social bookmarking. Social bookmarking is just one way to help create exposure and brand leverage for your business, and strategizing an internet marketing approach with a social bookmarking element can help create new opportunities; a chance to nurture customers for life!

This eBook covered a variety of topics that explored the world of social media and how social bookmarking fits into your online marketing mix.

In **Chapter 1**, you learned what social bookmarking is, and how it is becoming a popular online activity. We explored how to create a profile, and develop a website so that it would be more conducive to social media. Social bookmarking and networking require a different approach to website design and even writing articles, and the more that you focus on the appropriate design and relevance of your material, the higher the chances of achieving higher search engine rankings and introduction to the appropriate channels. In this chapter, you also learned the different outlets that are being used on the web today; media sharing, social networking communities, Wikipedia, and online audio broadcasts are just a few of the various channels that go hand in hand with social bookmarking efforts. Learning how to adapt your website to take part in all of these areas can help boost traffic in multiple ways.

The key benefits of social bookmarking were also discussed in this chapter, highlighting how to increase revenue, drive website rankings, and even lower expenses in your marketing budget. Since social bookmarking only requires consistency and time, your efforts can easily be measured using analytical measurement tools through blogging services and website statistics.

We learned that community building is the essence of social bookmarking, and driving traffic often involves participation in multiple channels. Building traffic to ensure visitor turn into lifelong customers is a fundamental goal for both online and offline businesses, and becoming proficient with social bookmarking can help drive new customer interest.

In **Chapter 2**, we learned about the process of social bookmarking, and why it is relevant in today's online marketplace. Social bookmarking can become a very valuable market research tool, as it provides firsthand information on what topics are of the highest interest at any given time. For example, the growth of tag clouds in social bookmarking communities makes it easy to glance at a particular subject and learn how popular it is in 'real-time.' This is advantageous when developing new content, and also assessing where to find potential customers.

Learning how to increase exposure for specific pieces of web content will be a part of your social bookmarking efforts, and sites such as Digg and Technorati can help create a boost of visitors overnight. You can enjoy increased exposure from multiple channels, simply by reaching the front page or top rankings of these sites. Digg.com receives millions of visitors each day, and the rolling list of new articles gives you a chance to achieve a high rating from readers so that you get on the front page and receive instant traffic.

In addition to these chances of an overnight success, you learned about developing content that is appropriate for the web. Catering to the social

media crowds means writing fro your audience, and there are some key strategies to keep in mind when writing content that is published online. In addition to appropriate content, we discussed increasing links to your website, and how to participate in various blog communities and social networking platforms. Establishing your brand and business identity online can help develop traffic, and you can become a reliable resource for news as your subscribers and visitors continue to grow.

This chapter also highlighted the key bookmarking sites to become involved with, and how to cater to each one depending on your niche industry or interests.

In **Chapter 3**, we discussed how to develop your marketing strategy using social bookmarking. Developing an online marketing strategy no longer means appropriate search engine placement, as more consumers are shifting to multiple resources such as blogs and social networking communities, to get information. Social bookmarking can help you gain exposure in a variety of new communities, and as a result, drive traffic directly to your website.

We mapped out the most common internet marketing strategies that exist today; focus ads, paid inclusion sites, and email campaigns are just a few. Joining social networks is quickly becoming an advanced way to reach your target market, and can help you increase the word-of-mouth elements of marketing with very little upfront investment.

You learned how to implement social bookmarking scripts on your website so that any visitor could begin participating. Social bookmarking scripts and widgets help a reader add your links to their list, and once they start sharing these lists themselves, the chances of increasing traffic grow exponentially.

In **Chapter 4**, we discussed how to submit content to various social bookmarking sites. There are dozens of social bookmarking sites available on the web today, and you must learn the terms and guidelines of each before submitting content. It's also important to remember that many social bookmarking sites need to be accessed by your customers; that is, you may not need to submit your own content in every situation. The most effective way to spread your message and articles across multiple channels is to simply share it with the leaders in the community; you can do this by participating in communities regularly, and providing relevant and useful information on a regular basis.

Importing links and RSS feeds to your website can also help you gain an advantage on many social networking sites, as more people are becoming comfortable with subscribing to different channels, then posting what they've found to their own lists. This is just one effective approach for making use of social bookmarking in an indirect way.

This chapter also discussed the different 'do's and don'ts' of social bookmarking, and highlighting the importance of becoming linked on different social bookmarking sites, obtaining backlnks, and learning about quality SEO. An overview of writing tips for SEO-friendly content was also outlined here, giving you some insights on writing appropriately for the web to enhance page views.

Effective article and content development is a balance of ad copywriting techniques and SEO strategies. We discussed the difference between selling and presenting information, and learned about different ways to present the information for your readers so that it would be easy to read and provide enough value. PageRank and reaching the top of social bookmarking networks were also discussed, and you learned about submitting repress release and search engine directory submission strategies.

In this chapter, we also discussed how affiliate links can be used in conjunction with your social bookmarking efforts. Learning what your readers may be interested in purchasing is a part of this process, but can help you drive fresh traffic from multiple resources through affiliate link exchange programs. This can essentially create an additional revenue stream for your business, but can also lead to increased traffic with very little ongoing effort.

In **Chapter 5**, we learned about the top social bookmarking sites on the web today, and how to distribute your internet marketing efforts across each of them. You learned how to write effective tags and headlines, and the importance of tagging in order to have your content organized appropriately. We walked through eight quality social bookmarking sites to gets started: Del.icio.us, Newsvine, StumbleUpon, Windows Live, Ma.gnolia, Rawsugar, Digg, and Technorati.

Registration and other information were all discussed for each, and Del.ici.ous proves itself to be a strong start for many industries and subjects. You learned why your website and links should reach the top pages on Del.ici.ous, Newsvine, and StumbleUpon, and how to get the results you need by submitting the appropriate channels. You learned about the different categories available; news, sports, entertainment, business, or fashion and style for each of these bookmarking sites, and how to submit with relevance for each one.

The importance of building a community presence, and networking with other social bookmarkers, was identified as another important part of traffic building. Commenting on other people's blogs and leaving a trail of links and relevant information is an effective way to build interest across various niche markets. Providing feedback to potential customers within a community, and tracking results on statistics and history reports, can also be very valuable in your traffic-building efforts.

Technorati is another growing community of the web, and many businesses have beome an overnight traffic-building success with just one or two articles. Technorati is a dynamic blog and social bookmarking community, a place for tech-savvy visitors to keep up with the latest news. Developing content that is a strong fit on this site can help you maintain visibility and deliver a strong message. Since this site is very media-rich, it can be helpful to add content such as video clips, podcasts and even audio files to supplement your entries.

Reaching the Digg.com front page offers similar opportunities, and the community itself is growing at a rapid pace. The site is completely user-driven, which means that you will need to become popular enough to be submitted on a specific topic. However, if your article or content can be submitted to this directory and reach the front pages, the potential for instant traffic is very high. Digg articles have a strong potential for sharing and distribution, and each category is arranged into subjects such as Education, Sport, News, Religion, and Music. You learned that the best way to reach the Digg top ranks is to add a widget to your website; widgets work in a similar way as a badge on a website, making it much easier for a random visitor to simply submit your site. After submission, the article or piece of content is rated by other readers and the more Diggs it receives, the more potential it will have to reach the front page Top Ten. Top Ten diggers often receive traffic counts in the thousands, so this offers a prime opportunity for your website and brand.

In **Chapter 6**, you learned how to promote social bookmarking content and tags even further. Instead of taking a direct approach with social bookmarking websites, it's also possible to take advantage of your content and start distributing it on blogs, social networking communities, user-generated platforms, and even viral videos. Both Squidoo and Digg offer

several advantages and options; you can begin building a following after consistent effort and developing fresh content for submission.

Squidoo was introduced in this chapter, a blossoming community on the web, that is home to a collection of tools and web applications to share information. Squidoo can serve as a supplement to your blog or website, offering a chance to spotlight a blog, create another social network, add tags, and create space for any affiliate marketing ventures you may be interested in. Since the web is growing in diverse and dynamic ways, Squidoo is another place to take advantage of user-generated content in one platform.

You learned how to set up your Squidoo lens, and how the strategy could help your online marketing efforts. The key benefits of using Squidoo include building extra channels, building a list of subscribers, creating a personal profile, and turning PLR articles into revenue generators. In addition to creating this mirror of your website or blog, the chance to increase visitors and traffic from existing Squidoo lenses is much higher. You can reach targeted communities and channels in this lively and growing community. Since Squidoo is absolutely free, it offers you a chance to develop a set of lenses that complement your business and help boost your brand.

In this chapter, we also discussed how to build your first lens, and why it is important to reach the Top 100 level in the community. The top lenses have a few significant traits, and these include: providing quality information, keeping up with the latest news, making sure the lens is personable and approachable in style, and making sure it is easy to read.

Although developing a strong Squidoo presence can take a few weeks, even months, it is important to keep updating it with relevant information, just as would with your website or blog. Promoting affiliate links on this site can also serve a secondary purpose, and you can make product recommendations or simply spotlight key products as you start to attract new visitors.

In this chapter, you also learned how and why you need to participate regularly on Digg. Digg.com is one of the web's largest social networking platforms, and offers you chance to enjoy instant traffic increases. You learned how to get people to submit content to dig, and how finding relevant content in your niche market can help you find potential prospects. Tracking down specific topics that are popular at any given time is also a way to develop new content for your website.

In this chapter, you learned about the key aspects of making your content and information Digg-friendly. You learned why it's important to style and showcase your content in a particular way, and why it's important to provide a catchy title or description.

Overall, both Digg and Squidoo have proven to be effective online marketing channels for a variety of industries and businesses.

Chapter 7 discussed the nature of tagging and pinging, and how to make them work for you as you venture into social bookmarking and internet marketing overall. Tagging and pinging are common terms used in web publishing, essentially alerting search engines and web aggregators that there is something new on the web. This is important for search engine placement and gaining prominence in various directories and indexes; still, there are some rules and strategies involved in making sure that these are submitted appropriately. Many search engines can spot a 'spamming' effort when dealing with tagging and pinging submissions, and it is important to follow all rules and guidelines to make sure you are cooperating.

In this chapter you learned exactly what tags are on the web, and how they are used to day. You also learned how to capture the appropriate tags using the keyword method, and how a growing number of portals and websites are offering tagging systems to index their content. You learned how to develop

context for each of these, and the value of tag clouds on many of today's most popular social bookmarking sites.

You also learned the value of pinging, and how it was used initially across many blog and website portals. Pings identify the web address to various hosts, and today this is a relatively automated process.

In **Chapter 8**, you learned how to use your blog as a social bookmarking platform. Social bookmarking has become a very popular way for consumers and essentially, your customers, to gain insight about your company, or just stay up to date on relevant news. Blogs offer multiple opportunities for launching your business across social media channels, and it has moved far beyond the casual journal style when it first became popular. Blogging culture allows you reach your target market on a daily basis, and providing high quality content is an essential part of keeping your visitors engaged.

Driving traffic by promoting a blog can be a valuable way to increase your social bookmarking efforts. Blogs can help break out your website into specific categories, and designed with your logo and brand so that you can increase brand awareness through each and every promotional effort.

In this chapter, you learned how to set up your blog to become more appropriate for today's leading social media channels. You learned how to format and develop widgets for easy social bookmarking use, and how larger networks could pick up your blog easily.

You also learned how to increase your blog's popularity with social bookmarking sites, and the value of submitting individual articles directly from the blog as a potential traffic builder. Badges and chiclets were introduced in this chapter, allowing you to place social bookmarking tools directly within your text. We discussed the power of backlinks and trackbacks for your blog, and how these can help you keep track of your

customer responses, as well as boost your online presence when other bloggers and participants linked back to you.

Finally, in **Chapter 9**, we discussed the dangers of spamming, and how to make social bookmarking work for you in a positive way. Both social bookmarking search engines, and the standard search engines on the internet, make use of special spam filters to remove unwanted content. In addition to spam-bots that are often found lurking on sites, making sure that you are not exploiting social bookmarking networks is a top priority.

Any communities that feel that your content is spam, or that it may have an alternative purpose, may be removed from the site and your profile may lose credibility. In addition, a site moderator could also remove you from the site completely.

In this chapter, you learned the importance of building your brand and company, but also how to ensure that you are not booted off a social bookmarking network. Some of the key ways to do this includes publishing relevant content and only using the appropriate amount of keywords. Keyword density also plays a role in search engine rankings, and you have a higher chance of earning strong rankings on search engines with the appropriate amount of keywords and quality links in the article. You learned the importance of avoiding the use of duplicate content, and how to write carefully constructed articles so that they could be valuable to both the search engines and social bookmarking communities.

You also learned how to determine if free social submission directory software was right for you. Social software submissions services make it much easier to bookmark and send out a single link to multiple social bookmarking sites, instead of visiting each site directly and having to submit it. Although it may not be appropriate for all companies, it can be a helpful addition to a blog or website that needs an instant boost—and can afford the

risk of joining what some call social bookmarking spammer networks. I prefer to call them Social Bookmarking Cooperatives.

INTERNET MARKETING RESOURCES:

Private Label Resell Rights Products you can resell as your own

http://www.sourcecodegoldmine.com & www.PLRights.com

"How to write and publish your own OUTRAGEOUSLY Profitable eBook in as little as 7 days - even if you can't write, can't type and failed high school English class!" Go to

http://www.jeremyburns.com/a/7dayebook to get started

Merchant Account Authorize / e-OnlineData –

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This is our 1st choice recommendation for merchant accounts, this is a very easy place to get approved and in the many systems we have tested are the easiest to work with! **Super Low Rates!!**

Shopping Cart 1ShoppingCart.com –

http://www.webmarketingmagic.com: Instant merchant accounts and real-time payment gateway services. This is a private label of the 1sc system and provides great service!

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"Learn how to make a life-changing income of $100,000 to $250,000 with your Internet business... even if you're a computer dummy!"

Review: "The Insider Secrets to Marketing Your Business on the Internet" by Corey Rudl"

I've just finished reading the brand-new version of Corey Rudl's top-selling Internet marketing system, "*The Insider Secrets To Marketing Your Business On The Internet*," and frankly, I'm overwhelmed by the huge amount of critical wealth-building information he's managed to pack into these **two hefty binders and 3 CDs!**

But I guess I shouldn't be surprised; after all, when the box containing these materials showed up at my door, it weighed in at **over 10 pounds!**

That's 10 pounds of the most comprehensive **marketing strategies, test results, case studies, tools, and ideas** for generating a life-changing income online (from $1,000s to <u>over $1 million</u>) you're ever likely to read!

I'm talking about information like...

- Step-by-step advice for starting your own Internet business **in as little as 48 hours!**

- How to build a top-selling web site... for less than $100!

- Where to find hot products to sell (in 20 minutes or LESS)!

- 100s of FREE and cheap online tools, resources, and software

- How to get 1,000s of qualified NEW visitors to your web site... for FREE!

- How to **get #1 rankings in the search engines** and get tons of FREE traffic from the "Big Guys" like Google!

- Secrets to writing sales copy that can **increase sales by up to 400% (or MORE)!** And <u>much more</u>!

If you're unsure who Corey is, you should know that he's been a recognized expert in online marketing for a decade now. Not only has he generated **$40,000,000 in online sales**, his sites also attract **450,000 visitor a week!**

What's *really* great about Corey is that he can show ANYONE how to have a **wildly profitable Internet business** (that takes just a few hours each day to run)...

... ***even if you're an absolute computer dummy!***

And <u>if you *already* have an Internet business</u>, he can help YOU, too. The advanced sections of his system show you how you can **increase your sales by 400%... 700%... even as much as 1,000%!**

I give Corey's system the highest rating possible! Its 1,300+ pages of step-by-step lessons contain the

exact SAME tested and proven fast-growth strategies he has personally used to generate over $40 million in online sales -- *starting on a shoestring budget!*

And it's the SAME SYSTEM that literally **1,000s of his students have used** to drive "truckloads" of cash out of the Internet.

I strongly urge you to check out Corey's wealth-building system as soon as possible! Go to www.JeremyBurns.com/a/tips for a FREE preview.

Free Bonus

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Private Label Right's products are hot right now! There is a killing to be made from these ready made turn-key products if you know the insider secrets to making them work. I have worked out a special deal with Jeremy Burns where you can grab a copy of PLR Tips with your purchase of this package as my gift to you! PLRTips.com