

# **social** **BOOKMARKING** **INTELLIGENCE**

**2011**  
**SOCIAL**  
**BOOKMARKING**  
**FOR YOU**



Everything you need to know about Tagging ,

Social Bookmarking & Pinging to attract Traffic to your blog

## **How to Make Social Bookmarking Work For You**

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**Laura Maya –New Book at Amazon**

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**[http://www.amazon.com/Blogging-Million-Earn-Millions-Committed/dp/1432765930/ref=sr\\_1\\_1?ie=UTF8&s=books&qid=1295077309&sr=1-1](http://www.amazon.com/Blogging-Million-Earn-Millions-Committed/dp/1432765930/ref=sr_1_1?ie=UTF8&s=books&qid=1295077309&sr=1-1)**

It covers most details from blogging to social networking, social media marketing, creating business goals, traffic generation, link building, keyword research, emailing and tracking of keywords to search engine optimization, and offers enterprising recommendations which can be put into practice for success. This Book provides you tools and resources to implement an online money making program, a chance to try out your new Ideas. You do not need a Lot of Money to implement this program; you need commitment and the desire to succeed and a strong determination will and be focused.



## **Blogging By Million. Earn By Millions**

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Learn the right way to generate new traffic to all of your websites by using FREE social bookmarking sites .The goal is to present you with the resources tips and tools to apply to your niche and goal . Build online social media marketing strategies for your business. Learn how you can drive massive web traffic and increasing your quality social media agenda to improve your business

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## **How Does Social Bookmarking benefit Web Users?**

On a Social Bookmarking system, users can store lists of Internet resources that they find useful. These lists can be accessible to the public by users of a specific network or website. Not only can you save your favorite websites and send them to your friends, but you can also look at what other people have found interesting enough to tag.

Most social bookmarking sites allow you to browse based on a certain category like shopping, technology, politics, blogging, news, sports, etc., and usually they allow you to vote on the submitted link, or story which will in turn show the No of reader whom visit your site.

You can also search through what people have bookmarked by typing in what you are looking for in the search tool. The Bigger book-marking site who has Millions of members also provide a wider scope of categories which simplify your search therefore it is as good as a Search Engine Platform some time.

## **What is Social News? Is Social News the Same as Social Bookmarking?**

Websites like Digg, Delicious, douban, Reddit, Shuqian.qq and Propeller focus on social bookmarking of news-related items such as politics, sports, technology, etc. These websites will often feature breaking headlines and bloggers discussing the current news items.

Social news sites are different from standard social bookmarking sites as they focus on specific articles and blog posts rather than websites thus providing a great source of news, and they also offer participation to member in the discussion by leaving comments on popular news items.

## **How Can I Benefit From Social Bookmarking?**

Social bookmarking and social news allow you to specifically target what you want to see. Instead of going into a search engine, typing something in, and then searching for that needle in a haystack, you can quickly narrow down the items to what you are looking for. It's pretty easy to tell that the article with a hundred votes might be your best choice.

You no longer need to look through thousands of results to find your subject of interest. Now, you can simply go to a social bookmarking site, choose the category or tag that matches your interest, and find the most popular websites.

Most social bookmarking services allow users to search for bookmarks which are associated with given “tags”, and rank the resources by the number of users which have bookmarked them.

Its increasing popularity and competition have extended the services to offer more than just sharing bookmarks, such as commenting, and rating and the ability to import and export, add photo, reviews, story, email links. Creating groups with your own follower, send notification and also provide feed subscription.

Social Bookmarking can bring immediate traffic to your website, as web 2.0 community websites such as Digg, Reddit ,Diigo ,Baidu Soucang , Twine, Stumbleupon & Delicious provide almost immediate information on various topics. These type of Bookmarking sites index and categorize content usually faster than the major search engines. People looking for the latest information on certain topics usually refer to these types of services.

The benefit is two fold. They provide immediate traffic from like-minded targeted viewers but also powerful back links to your sites that bring positive SEO and Search Engine results.



## **Social Bookmarking and Tagging**

Welcome to Social Bookmarking and Tagging, the powerful practice of adding URLs into a social content website and ‘tagging’ them with familiar keywords.

There are many web tools , and social Bookmarking sites which allow the easy creation of Social Bookmarks . Simply register with a site such as <http://www.delicious.com>, [www.stumbleupon.com](http://www.stumbleupon.com) and [www.digg.com](http://www.digg.com) where you can store Social Bookmarks and add Tagging – a simple categorizing exercise to make finding these sites easier for everyone.

Visitors to these websites can quickly find your Social Bookmarks by searching for websites by such criteria as keywords, phrases ,tag related to your subject interest

Social content websites like , propeller ,[delicious.com](http://delicious.com) and [digg.com](http://digg.com) allow people to share their favorite websites with others and in ,most cases enable the addition of comments. It’s becoming common for websites to include icons or links to the most popular social tagging sites to encourage visitors to tag them, with a view to generating more site traffic.

Tagging therefore forms a vital element of social media optimization (SMO), a way to enhance the placement of websites on social media sites . It also forms an important part of Search Engine Optimization (SEO) since it builds ‘link popularity’ for your pages.

Bookmarking is the practice of saving bookmarks – or Favorites – to a user-driven website and ‘tagging’ them with keywords. Other users are invited to review these bookmarks and get involved at a more meaningful level, by tagging them in their own social bookmarking profiles or linking to them from their own websites. Most social bookmarking sites tend to work the same way: the contributing user tags a URL and other users decide if they want to tag and link to the website from their own.

## **Introduction**

Facebook , Myspace & Friendster are the 3 major Social networking site which has boost the new trends generating higher traffic in your site by Socializing on the Network . You've seen the signs, you've read the ads... but how do you REALLY get people to visit your site... through this New trends , and will it cost you a hole in your pocket .

Of course, Nobody like to spend on new technology which they are not familiar .

All the Internet marketers want people to buy something from them in order to make and earn a living online . In order to do that ,they need to generate traffic to visit their site or to get the visitors to visit their affiliate links so that they can earn some money.

So how do you do that? There IS new growing trendy method to produce high volumes of traffic, almost on demand, without even paying for it but Investing your time and hard work will be necessary .

It's easy to learn the basics. In fact, after you read this guide you will be well on your way to better business.

What is this new or next generation tool? ?

## **Social Bookmarking , Knowing the process of Tagging and Pinging**

Exactly what is tag and ping? It is Not Tick - Tack - Toe!!

The purpose of tag and ping is to get links and traffic to your site using the latest Social Bookmarking trend. This new system involves a LABELLING exercise.. What does that mean?

Well “ LABELLING ” means Internet users can categorize the content they have, including web pages, photographs and links into labels which they call “tags”.

Eg , when you wish to post a blog article on the iphone , you can suggest the following tags which relates to the iphone eg ..

Tags : iphone, Apple, apps , movies, music , iPad
---

By categorizing article in this way, a website owner can improve their search engine effectiveness. Why?

Normally The content on a blog or website now uses what people call a shared vocabulary. This allows others to easily access each page when the information they search relies and happened to be of the same tags or labels.

Let's say for example you have a blog you categorize as “iphone ”. There are many sites; sites like delicious , dig , where you can search “iphone ” and up will come your site among many others whom has the same tags

This guide is meant to help you understand the basics of tagging and pinging as well as social bookmarking so you can learn how to drive traffic to your sites effortlessly.

Now, there are many programs out there that claim to do just this. In this book you will learn about a no cost method you can use to drive targeted consumers to your site, your blog, your products and your services. And it isn't difficult to learn the basics.

Even by learning just the basics you are setting the stage for a successful income.

The process of labeling material is not really a new phenomenon. In fact, people often use what they call, "social bookmarks" to help keep their links organized, and often blog search engines have tag clouds so someone can locate information in a blog quickly.

As social sites often receive inbound links and traffic easily, so Internet users are catching on that they should organize their sites in this way to help improve traffic.

## **Tagging Plays a Major Part in Social Bookmarking**

There are many benefits of tagging. The biggest benefit is that it can attract more visitors and that can increase the targeted traffic you have coming to your site, and gain quality backlinks to add to your site. People visiting your site can find information easily on your site.

# Chapter 1

## **Tagging, Pinging and Social Bookmarking**

Just the past few years ,when Blogging became more common , “Blog and Ping ” were the buzzwords among smart and savvy consumers. There is a good reason for this as Blogging and pinging involved writing keyword rich entries into blog posts and then pinging the posts with directory sites like My Yahoo, Pingomatic , etc so that your information and entry would become indexed on major search engines. This technique can work, but it doesn’t work as well as it used to because search engines work differently now.

In place of Blog and Ping is now Tag and Ping of your blog post through social bookmarking

Tag and Ping is a great way to drive targeted traffic to your sites. When we mention good targeted traffic we are meant about traffic from consumers that have an interest in what you have to say in your Blog’s post and what you may have to offer.

With Tagging and pinging it will involves placing tags throughout your site. Your ultimate purpose is to utilize the tags to optimize your pages for search engines by strategically placing keywords or “tags” throughout your site , so that it will get Indexed and will be rank

In this way , the tags will be similarly use as keywords to get your sites and pages indexed much more quickly. People that want to read your sites, they will have the ability to tag or categorize keywords on your sites which will boost audience’s visit.

Compared to the Blog and Ping method ,What is happening is a change in the way things work. In the past, we created and defined our sites then we ping to major Pinging sites .But when you use tagging and pinging, your visitors end up eventually defining your site for you.

## **Tags**

What are tags? They are keywords or labels you use to categorize your website or web pages. Tags is presently the best way to bookmark a site. It does help to organize your “Favorites” under different keywords selected by you, on your social Bookmarking site. When you try to retrieve your favorite from a List of bookmarks, the tag function will help you to sort out all the sites under a chosen Tag, which you nominated, and you do not need to remember where you put your links.

You just browse your Keyword list (which you tagged) and that select the tag word – eg. Movies, then all favorites related with Movies will bring up the pages (which has been tagged) up to your screen, in your social bookmarking’s site.

## **Tag and Keywords**

Tagging is nothing more than a way you can categorize information on your website and place it on the web. Normally what happens when someone starts or builds a website is they place keywords throughout their website and hope search engine spiders will find their site and list their site.

In the case with tagging, it is slightly different .

Tags are nothing more than a way of organizing, much like keywords are. As it organize ,it sorts and categorize , and then it bring together similar tags under the same category together ,this way Search engine also is able to find the site, with related tags , and there it bring up the pages under this mentioned tag

Let's say you write an article on "Portable Media Player" . So you can tag the word "Portable Media Player" , or "Digital Media Player" . A tag is a bit more than a keyword however, because it also includes a description of the content the tag is all about.

When someone clicks that information, they don't just bring up the word "Digital media Player" but they also bring up a short description of the content related to Digital Media Player which you refer to on your web page.

As the ultimate requirement is to bring traffic to your site , the new social Bookmarking trend has set a way that Site which are properly tagged and organized in a logical way will have better chance to be found by search engine ,so therefore you will have to clean up and reorganize your existing site with New Keyword which are more frequently used as tag , this way all the information , articles , or posts you have on your site can be easily found by search engine web browser.



## **Match with Tag**

Tagging is commonized , and therefore there are many prominent sites which have search categories that may match the ones you create on your site.

So try to match your tag with some of the tag of these big sites so that when someone searches for a popular “tag”, and happens you have Matched tagged information on your site under that tag, you get free advertising and a link to your site.

To simply , when example Google search for “Digital media Player “, some top 10 rank pages will have sites from major players like Western Digital , Seagate , TVix , Denon etc... but as you have tagged and match your website with the “Digital media Player “, knowing that ie . Seagate and Western digital are prominent user of this tag , your website may come up within the first 20 rank , and web surfer whom are searching for this product , will find your website in the first 20 rank page.

## **Social Bookmarks**

After understanding the concept of Tagging , Now we will discuss on the feasibility of social Bookmarking and the backlinks that come with the process.

As mentioned earlier before social bookmarking is a way to make all your favorite links readily accessible to the public. You can post your Photo albums , your links or your bookmarks or your favorites online so that you can access them at any computer, and it allows you to Publicize your bookmarks to the public or keep it private to selected friends.

As the social Bookmarking allows you to put up all your favorite web pages and blogs online, then you don't need your personal computer to find them. Imagine if you are away from home or at a friend's place using another computer, they won't have your favorites , but you can easily get online to find them at your social bookmarking site.

Backlinks are inbound links that directs to a web site . These links are important for search engine optimization because many search engines offer websites with good quality backlinks with better page ranks. This are important as Google is famous for crediting sites for having inbound links, so it pays to have them if you can.

Social Book Marking is important social tools these days It's brilliant and it's easy. It makes life on the Internet easy. Social bookmarking sites are showing up in the search engine rankings. So if you add your link to them the chances your link will be seen are much greater.

Let's say you find bookmarks other people made on the subject of 'smartphone' and that is your keyword, you don't have to spend hours on the net looking for smartphone, you can just look up the tag word "smartphone" on a social bookmarking site.

This is a great way to get your site noticed and bring in more traffic without much effort. Someone looking for smartphone in general or for another site about smartphone may accidentally bump into your site since it is listed in the social bookmarking site, then that person may go on to tag your site using the same or another keyword.

## **Summary of the Process**

We'll go into much more detail about the actual process of tagging and pinging later, but here is a quick summary of how it works:

- First, you write a post or an article.
- Next, you categorize or tag your post or article . If you are posting to a blog, you can categorize your post under many different categories.
- Then, set your blog or site up and pings it with pingomatic and other big social bookmarking sites like Delicious , Buzz, Diig ,multiply etc
- Now your site will be update with most search engine after this Blog and Ping step

The Pinging exercise will allow sites like diigo.com or delicious and other popular sites, to automatically visit your post and place you under the tags you categorized your post at. By doing this exercise, your site will gain more exposure than normal traffic generating method

The screenshot displays the Diigo website interface within a web browser window. The browser's address bar shows the URL <http://www.diigo.com/index>. The page header includes the Diigo logo, navigation links for "My Library", "My Network", "My Groups", and "Community", and a search bar. The main content area features a large heading: "Diigo is a powerful research tool and a knowledge-sharing community". Below this, there are several sections: a "Join Diigo via:" section with social media icons for Facebook, Twitter, Google, and Yahoo!; a "Research" section with the subtext "Annotate, Archive, Organize" and a bullet point stating "Online bookmark: Organize by tags or lists; Access from anywhere, anytime!"; a "Share" section with the subtext "Build Personal Learning Network" and a bullet point stating "Share your annotated pages with your followers on Diigo or elsewhere."; and a "Collaborate" section with the subtext "Create a Group Knowledge Repository" and a bullet point stating "Create a private or public group for your company, class, and teams." The page also includes a "My Library" section with a list of bookmarks, a "Items from People I follow" section, and a "Diigo Community" section. At the bottom, there are buttons for "Install Chrome Extension" and "Take A Tour".

## **Popular Tags and Page Rank**

Some major Blog directory will list a weekly “ Hot” Tag list . Check out at [technorati.com](http://technorati.com) ( just upgraded their site ) and you will find their “hot list” of popular tags. If you write and categorize posts and articles under these tags, you are much more likely to produce a lot of free traffic to your site. This way , you can focus on certain niche article or post ,to compliment with the mentioned “Hot “ Tags to increase your chance to get web surfers to click and visit your site.

When they do come to your site , make sure you send them direct to your sales landing page and pitch them the products or services you have. If you have a hard-hitting sales page, you may win most of your visitors over.

If you have content rich site you can drive targeted traffic to your site and earn money through affiliate commissions or Google Adsense.

# Chapter 2

## **Tagging and Pinging For Websites**

Websites get socially bookmarked usually , and blogs are socially pinged but can be bookmarked also While they both get tagged, it is important you distinguish between the two.

Websites get bookmarks. These bookmarks are picked up by major social bookmarking websites, including sites like Technorati.com.

## **Basic Bookmarking**

Most of the social bookmarking sites will allow users to enter the site and place their bookmarks once after registering. This process takes just five minutes. All you do is enter a user ID and a password. You may have to provide your email address and that is about it.

First, all you need to do is open your browser. You probably have Internet Explorer, Netscape, Google Chrome or Mozilla Firefox. Any browser will do if you plan to set up your website with social bookmarking sites. Most computers are set up to use Internet Explorer by default.

Once you open your browser, it's time to register with your first social bookmarking site. Let's go to a very popular site, and friendly site.

Go to the site [Delicious .com](http://Delicious.com)

Delicious is an social bookmarking website that help you store,share,and discover new online bookmarks. The visitors to the site can tag their bookmarks in a unique system that follows the keyword categorizing system.

You'll need to register with this site to use it. Sign up by creating a user name and password, it is that easy.

Delicious.com suggest installing a “my delicious ” button and “tag this” button after you registered. What this will do is install a button in your browser that will allow you to automatically tag items and bookmark pages on your site.

Then you'll need to restart your Internet Browser after which when you restart your browser you will see your Delicious buttons on the top of your toolbar.



To further organize your Bookmarks , we suggest ,you put up a New folder in the Favorites and Title this new folder “mybookmarklets.” That way you can easily keep track of all your tags in an organized fashion. It is much like organizing your favorites into folders and subdirectories in your bookmarks list.

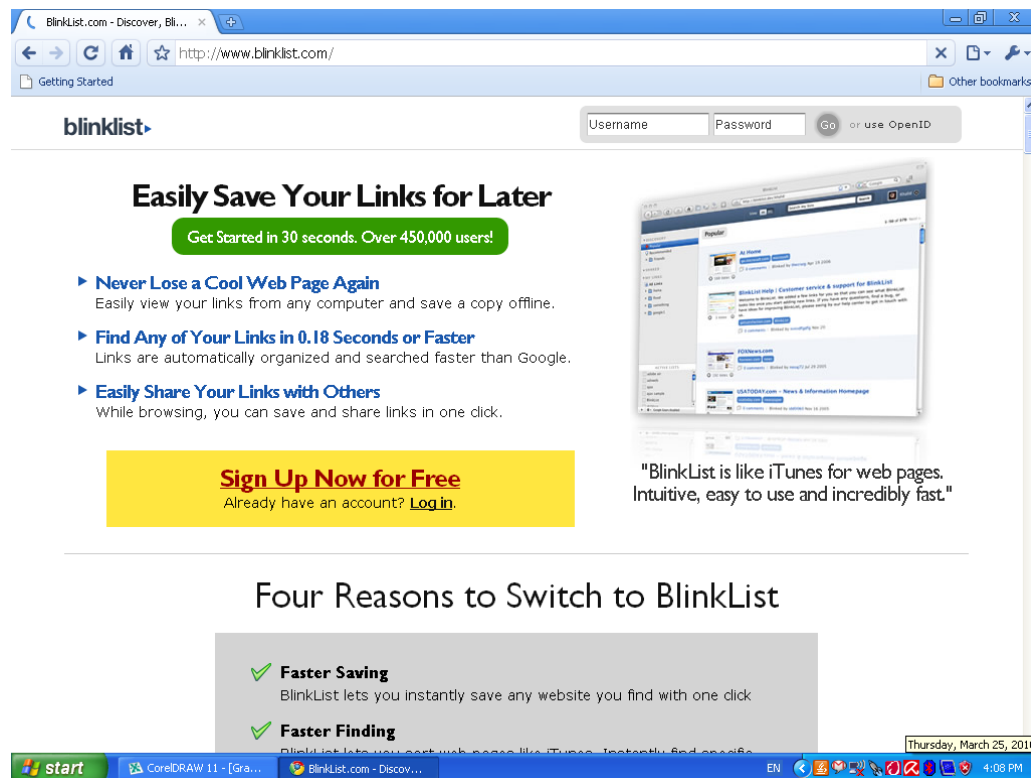
Now let’s visit another social bookmarking site. Go to [www.blinklist.com](http://www.blinklist.com), it is also another site for Discover , Blink and share

Similar to the Delicious . You will have to register for this site as well. Just enter a username and password, and provide them with a valid email address. Once your account is set up, Blinklist takes you through a quick tutorial explaining how to add the blink button to your browser and how to bookmark sites.

Go to the bottom of this page and there is a button titled “how to use blinklist.” You will also see a choice that says “Blink this site.” You can click this button, or you can put this button into your bookmarklets folder for keeping track of your social bookmarks.

The blink button allows you to add a website’s link to your list with a single click. Instead of taking you to the Blinklist site, the button will bring up a small window where you can add the appropriate keyword tags, type in a small description, rate the website, or send /share the site to a friend. If you highlight a portion of text on the website before clicking the button, this text will appear in the notes field, just save it

Since this is a beginner's view of social bookmarking. You always have the choice of course just to click the button “**blink this**” or “**tag this**” and just have the site marked generically in your bookmarks. This is an easy way to keep track of your tags. If you are just starting out, you may want to try this, then later worry about creating a separate folder to store your bookmarklets in. Now let's spend some time learning how to bookmark target websites.



**blinklist** Username Password Go or use OpenID

### Easily Save Your Links for Later

Get Started in 30 seconds. Over 450,000 users!

- ▶ **Never Lose a Cool Web Page Again**  
Easily view your links from any computer and save a copy offline.
- ▶ **Find Any of Your Links in 0.18 Seconds or Faster**  
Links are automatically organized and searched faster than Google.
- ▶ **Easily Share Your Links with Others**  
While browsing, you can save and share links in one click.

**Sign Up Now for Free**  
Already have an account? [Login](#).

"BlinkList is like iTunes for web pages. Intuitive, easy to use and incredibly fast."

### Four Reasons to Switch to BlinkList

- ✓ **Faster Saving**  
BlinkList lets you instantly save any website you find with one click.
- ✓ **Faster Finding**  
BlinkList lets you instantly find any website you save.

Thursday, March 25, 2010 4:08 PM

# Chapter 3

## **Bookmarking target Websites with Delicious and Blinklist**

Target websites are individual websites you want to bookmark. You may have many websites, or you may have many pages throughout your website you want to tag and mark. You can take a target website and bookmark it one by one if you want. The process is simple. You can go to a dozen social bookmarking sites, but let's just start with the two we are already working with.

Let's say you go to your website, [www.socialaddress.com](http://www.socialaddress.com)

What you want to do is copy some of the information on the page, you can use Control C or Edit, copy from your toolbar menu, then clicks your “**tag me**” button and a window will come up. You will see the information you highlighted is added in this window. You then must add the tag.

Remember, this is where categorizing information becomes important. You can put any tag you want. If you select a tag related to your site that is a “hot” or popular tag, you are more likely to attract more visitors to your site. Let's say you have a site about Movies You can out the tag “Blu-ray Movies ” and bookmark the information. Then you can save that information.

You can then click you're "my delicious button" once you log into [www.Delicious.com](http://www.Delicious.com) and make sure your tag has been saved. You will find your site and the information you added on the site. You may come across someone else has already bookmarked your site. Remember, the wonderful trick of social bookmarking is that you start the process by tagging relevant information on your site. Overtime other people also start tagging your site. So as it grows ,you can build your site up and traffic will come in.

Lets Try with [www.Blinklist.com](http://www.Blinklist.com), now .

You can do this by using a Control V command to paste the information you copied from your site into blinklist after you click your "blink this" button. You can again enter any tags that you want to enter. If you then go to [www.blinklist.com](http://www.blinklist.com) you can click on "my list" and find your site and the information you entered.

Other people will also visit your site, and may tag your site as well, again bringing in even more traffic.

Preferably you should choose the Public area on [blinklist.com](http://blinklist.com) or any other social bookmarking site and enter your keywords (or your tags) into the search box. When you do this you should be able to call up your information, including a description and a link to your site. You can easily start promoting your site with the click of a button.

You can also add other booklets found on the site to your list easily, either one by one or add them all at once.

## **Finding the right Category to Post In**

Remember categories are like keywords. You want to use “hot” keywords or tags and categories to post your information in. The hotter the better, because more people are likely to see your information.

Social bookmarking sites provide you with Bookmarking tools you can use to find out if the categories you are listing in are popular or not. To start off ;we will use Delicious .com to find a topic.

Now think about the topic or the niche you want to search. Let’s say again you are looking for information on “Phone “. After typing in the name , you’ll notice a list of different tags come up that you can use and add as categories in your blog. Let’s say for example you put in the word “phone,” and you might find “mobile phone” and “smart phone”.

Those may be potential categories you can use. What you want to do is try to pick the categories that are most likely to attract response clicks from potential customers. This method is simple and fast will eventually help drive the most traffic to your site.

## **Technicalities of Pinging**

A pinging system for social bookmark sites is different from those for blogs.

Blogs has to be frequently pinged in order for it to be regularly updated on the “Most searched” search engine.

When it comes to social bookmarking, you can’t simply submit your log to them. But you can put a mechanism in place that will allow people who see your post to bookmark it. There are many different ways of doing this. You can do this using a plugins for example. There is one available here:

<a href="#">addthis.com</a> , or <a href="#">Bookmark this</a>
--

When you click on this site, you can download the widget for example, from Addthis.

You need to download it first, then upload it to the plugins directory for your blog. This will allow people to automatically come in and bookmark the pages they want or the posts they want on your blog. It’s act as a simple tools for visitor to just click and then book mark to their prefer social bookmarking site . This Addthis widget usually provide links to more then 30 social Bookmarking sites ,with one click , and all the site will come out in a new window lining small icon of for their affiliate Bookmarking site for your selection

If you were to go back to your blog, and back to your admin pages, you can go to the Plugins option on the toolbar and you should find “Addthis” . You can activate it and allow others to bookmark your site. This is just another way to help increase exposure to your site and improve the popularity of your site.

There are many sites apart from Delicious and BlinkList you can go to, like blinkbits, blogmarks, Digg , LinkaGoGo, NewsVine, YahooMyWeb( Buzz ) etc easily up to more than 300 Bookmarking sites are available today.

# Chapter 4

## Social Bookmarking and Annotation

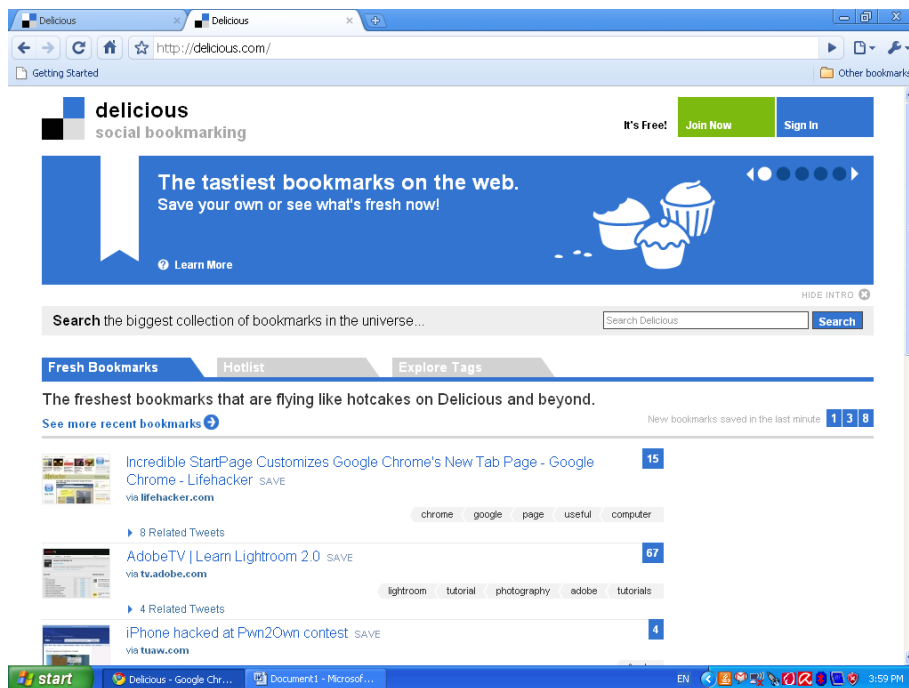
Diigo is a research and Knowledge sharing Bookmarking site, it has all of the basic social bookmarking features. You can bookmark any site, add a description and tags, and allow others to comment on your bookmarks. There is one exclusive feature for Diigo, that is its annotation features. How it works is that, you can attach highlighted text and notes to any bookmark and even simultaneously bookmark to other social bookmarking services, such as Delicious, Blinklist, , and more.

Diigo allows for easy annotating a page and then bookmark it to Diigo and Delicious and because the notes are saved to Diigo, the next time I go to that website from my Delicious bookmarks, the notes will be there. You don't have to use Diigo for its bookmarking. You may also import your browser or Delicious bookmarks to Diigo and export them when needed.

With the annotation features. Users can bookmark a page and **highlight text and images** on the page to take note of. Highlights on a page by the user will then save and appear as a blue dashed underline whenever they visit the site again.



Being able to bookmark and annotate a page is very helpful. In terms of research, you can bookmark and annotate all the sites related to the topic you are researching. When your done getting all the information you need, select all the bookmarks in the “My Bookmarks” area and select in the top right drop down, “Extract highlights.” This will then grab all your notes from all the sources you’ve saved and display them on a clean page for you to look over and print.



## **Extra tips on Social Bookmarking**

There are several other things you can do to improve your page rank and to increase the visitors that come to your site.

Here are some tips:

- When ping, the more sites you ping to the better. There are more than 250 social bookmarking sites. You may not be able to ping to all of them, it will take some time. But the more you post to the better.
- Make sure you use Delicious.com or Diigo.com, even if you do not use other sites. You should try to get as many sites in as possible, So start registering go from there. Plan to book mark at the top 20 social bookmarking sites , we are talking exposure to many millions user already
- Consider which and what tags you plan to place on your site – You need to find many more tags for your site if you want to do well. If you are short on ideas, go to [diigo.com](http://diigo.com) or [technorati.com](http://technorati.com) and go ahead and register. You can use this site to search for Hot tags, or keyword terms you might use on your site. Once you do this, you should come up with a large list of potential tags, words and sites other people are bookmarking that are popular.
- You can put as many tags as you want on your site, but probably less than 20. Some tags attract and pull in good traffic, like “Anime ” or “ Movies ” or “earn money online ,” but please avoid using tags that are not suitable for your post. Avoid using words that does not suit to your site, or you could get have your site banned. If you use popular words to tag just to get traffic with Non related content , you will get categorized as “tag spam”.
- When looking at a site, you may see how often a tag is saved. You’ll see what some common tags are, and what sites people are clicking on the most

- Always keep a watch on new trends . Look to see how many people are looking for particular subjects or niche products . You can click the Delicious's hotlist to see what is popular. That may give you some ideas of what to do with your site, and you may see what trends start to develop over time. You may try adding some content related to trends.

## Bookmark distribution with Bookmarking demon

**Bookmarking Demon** is the fastest, and easiest way to auto-submit web content to all of your social bookmarking sites.



**Fark**



**Blinklist**



**Bookmark  
Sync**



**Connotea**



**Delicious**



**Digg**



**Faves**



**FriendFeed**



**Google  
Bookmark  
s**



**Hi5**



**Jumptags**



**Reddit**



**MySpace**



**Newsvine**



**Plaxo**



**Plurk**



**Propeller**



**Mixx**



You can consider to put your Bookmarking efforts into autopilot mode, using a Fast submission software like Bookmarking demon to bookmark many accounts at once.

When you purchase the software you can interface many bookmark accounts and with one simple procedure bookmark your blog post to all your accounts at once.

Bookmarking demon works with Pligg, Scuttle site with different PLR ( ranking ) ,the following are some of the Bookmark accounts which it works with and easily it can handle up to thousand of bookmarking site submission fully automatically.

- Backflip
- Blinklist
- BlueDot
- Diigo
- Linkroll
- Delicious
- Ma.gnolia
- Shadows
- Simpy
- Spurl
- Wink
- Rawsugar

Etc etc.....

## **Updating Your Bookmarking software**

To date, Social bookmarking is still one of the fastest ways to drive hordes of targeted traffic to your site and the following will be the basic criteria for selecting a good Bookmarking software:

- bookmark to 100+ social bookmarking sites
- supports adding unlimited scuttle, scuttleplus, pligg and php dug sites
- has no monthly fees
- free updates
- bookmarking randomization
- bookmarking camouflage.
- email verification
- scheduler to drip your bookmarks
- pinging feature
- random proxy servers
- multi-threading for faster bookmarking
- visual aid with decaptcher

Once you have bookmarked your pages via the Recommended Bookmarking demon interface, you can supercharge your bookmarks by pinging your individual Bookmarks accounts Like delicious, blinklist, etc

If you go to the Pinging service provided by the software you can PING your actual book mark accounts from your full submitted list , and all this capability are flexible with full accessible data from the bookmarking demon's software platform .

## **Social Media Marketing does help you Build Your business**

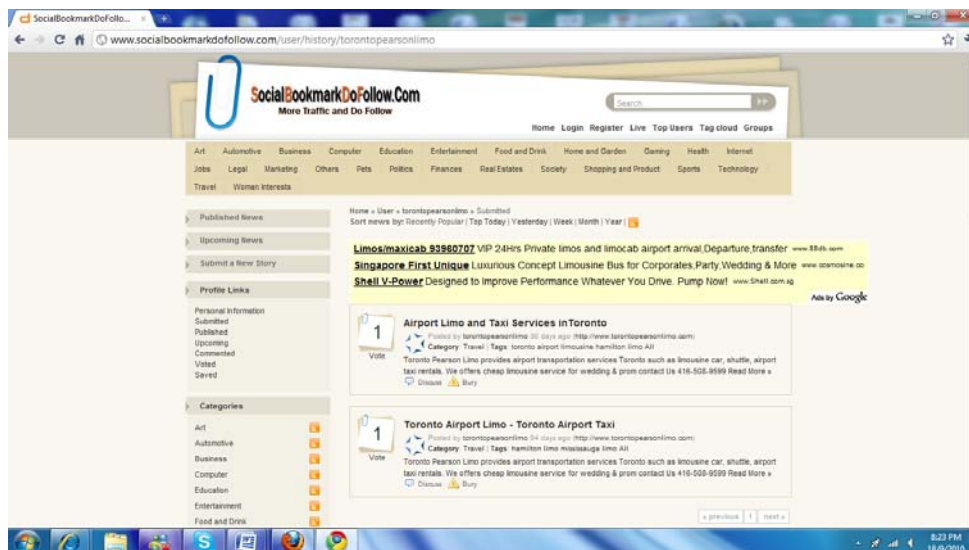
Social media marketing is a growing industry ,it is a new recent trend where young savvies were socializing to share information and making friends on the internet and it has rapidly grown to encompass business as well and it cater to web surfers of all ages

It revolves around social networking sites ,and is an excellent means of getting your message out to the people who matters, especially to your target audience . Social Media Marketing is the practice of creating compelling content for marketing online to mass audience by sharing by using social networking and social bookmarking sites .

This immerse growth has seen many people participating in social media and networking sites that has led to increased investment in the growing field of social media marketing. As we see a rapidly growing number of small businesses implement social marketing ideas and strategies in their business plan , we will look at how businesses adapt to this new marketing concept and understand how users use these social media sites in order to be successful in business typically in marketing their products or brand by Sharing , Socializing ,Strategizing and realizing Sales .

If your company is aiming to start venturing out into social media marketing, you have to understand sharing information with the rest of the world while showing off that your company's expertise .It is an effective mean of finding your target audience and connecting and interacting with them .It is an avenue to build your reputation in your specific trade ,you will be able to utilize the social media channels to build product and brand awareness, increase traffic to your site and for link building and then you can track statistic to see which channel or methods are working for you.

There are many social network sites that were developed specifically for business owner, they come under different category like Pligg, Dofollow, Scuttle and Scuttle Plus Sites, there are other that are designed specific field of interest and take some research to find out which one might be best for you and your business. There are also social news websites, such as, Digg and StumbleUpon, Faves, Diggo that have the potential to attract many thousands of unique visitors to your website in a short space of time as well as a good number of backlinks if you manage to reach the front page.



It seems that many small businesses have registered with these sites and have diligently filled out their profile pages, upload their content article page and waited for incoming flow of traffic and new business to arrive. If you want to attract new visitors to your site then you have to actually participate and become involved in a community provide by the Social Media sites.



## The Secret of Scuttle and Scuttle Plus Sites

Scuttle is an Open Source Social Bookmarking website script which allows anyone to create their own Social Bookmarking website like Faves , Slurp, Furl, Digg, etc.. scuttlePLUS is a modified version of the Scuttle social bookmarking system. The original scuttle source is located at [SourceForge](#)

scuttlePLUS uses the original Scuttle bookmarking code and adds many enhancements including an Administrator Backend System allowing you to manage multiple scuttlePLUS users, posts and installations

scuttlePlus is able to manage a scuttle installation and allows multiple user site installations and provide easy management of bookmarks upload by members per day, index or sort out the members and most importantly, it has advanced features which allows you to add Google Adsense ads to your scuttle sites quickly and easily.

**Do Not Overbookmark !**

Concentrate on bookmarking the index page of each of your sites first. Be careful not to bookmark too many of your own sites at first, since that can appear spammy - remember to bookmark other interesting sites you see that you don't necessarily own by yourself.

The key to social bookmarking is to become part of the community who shares interesting information. Create a good profile that tells a little about you. Add a picture, and if the site offers it, start building a "friends" list.

Be careful about how many links you add per day. You shouldn't go crazy and add 500 links the day you sign up to a social bookmarking site. Keep it to ten or less per day and you should be fine.

After you've been a user for several weeks, you might be able to get away with up to 50 per day. This helps make your profile look a lot more legitimate in the eyes of the community.

## **Advantages of Social Media Marketing**

A successful Social Media Marketing campaign leads to major awareness of your brand or of the products which you are marketing online. Choosing an effective Bookmarking software or some specific social bookmarking or networking site which complement to your campaign sometime can really spread your word very fast attracting many unique visitors to your site.

Getting listed on a front page of major social Dofollow bookmarking sites will send you huge amounts traffic and almost instantly. This can be achieve if you have good Killer copy write heading with an interesting article and although the increase in traffic may not equate to conversions to realized sales but it should generate good publicity of your website.

### **Some of the benefits are as follows:**

- A good well strategize social marketing plan may provide a effective low cost traditional advertising and marketing
- Frequenting campaigning bring you large amounts of backlinks that benefit your ranking in search engines
- Traditional online advertising methods, such banners advertising are static while social media marketing is totally dynamic and can be presented with different heading and with flexibility to broadcast to also forum and ezine article submission site for broader exposure

## **Setting your Goals and objective**

Social Media Marketing requires details planning before launching of your campaigns, it would be necessary to set short, medium and long term targets for the exercise, and typically before launching any campaign , you will need to do some simple research as follows :

- to identify your target customers & audience
- to select a list social Networking and bookmarking site , Dofollow pligg site to Scuttle and Scuttle Plus Sites ( choose 300 to 500 site to start with )
- Looking for a good bookmarking software . We recommend the Bookmarking demon ,It will save a lot of time in bookmarking submission and is both effective and efficient. This software is worth its price in web publishing is a long term investment especially when it includes free lifetime updates. Bookmarking Demon provide regular updates and the program now in version 5.0 is better then ever. It currently offers more than 100 social bookmarking sites that includes 7 of the greats, and a combination of Scuttle, Scuttle Plus, and Pligg sites.
- Ensure you have nice well designed website with multiple pageview , as bookmarking will require to submit article pageview links from your website , you can also provide your Blogs linked pageview as the more pages submitted social bookmarking sites will increase your exposure

- Define which article content of value is suitable to specific target audience and focus on what is their common interest and organize them from the statistic you have collected to short list and categorized them . Submit niche article to specific site to target them in order to target niche potential customer
- Usually you will see increase of traffic relatively improving , but in order to ensure efficient Social media marketing , the campaign will need to be long term for at least 4-6months to more than 18 month before you can see really good results .Please consider that as you establish a foot hold with some of this major bookmarking site , the more submission you have upload to their accounts ,the ranking of your site on search engine will improved .Therefore plan your campaign with good article submission with keyword, plan your bookmarking time and duration with consideration of promotion period, school holidays or public holidays , as certain period of time, some websurfers has tendency to visit their favorite social media site more frequently

## **Organizing a Successful Campaign**

Social Networking site like twitter ,facebook and myspace are all effective social media marketing websites ,likewise most of the major social bookmarking website provide effective broadcasting of your value content in an efficient and fast distribution . But while the effort are being put in sometime results may not turn out as positive or overwhelming, this could be due to the following reason.

### **Be interactive**

You must listen and respond to your customers. Having conversations which flow in both directions help you understand the concerns of your customers, why they exist and what you can do to fix them. Most social networking site like facebook, myspace provide option for video streaming demonstration , or sharing of photos .Utilize these media tools to help in bringing across message better .

### **The personal touch**

Automated responses and standard letters are not recommended sometime. Social media is about equal conversations and recommendation. Be conversational.

## **Transparency**

Be honest and offer transparency in your agenda . There are many compelling ways to raising awareness for your company. Stretching the truth will not be satisfying ,as websurfers hunger for truth and reliable information. There are easy accessible reviews on the internet.

## **Be a part of the community**

Acknowledge and show appreciation to others in the community which offer value to your business. Always share useful knowledge. It goes a long way like making friends .Be friendly and you will always build friendship online .

A successful Social Media campaign can prove to be one of the key catalysts in growth for a small to medium sized business. It can increase brand exposure and PR for a fraction of traditional advertising costs and effort, as well as provide large scale market research and product refinement ideas at no extra charge.

We have come to final stage of the book;

We trust you enjoyed reading it and have learnt how to:

- Identify the best social site that matches and suit for your business or Networking
- Able to develop content that increases your search engine exposure
- Practice the proven techniques to engage the many social Bookmarking sites available
- Incorporate social Networking and marketing opportunities into existing and future blogging sites and business plan
- Gain a new insight and techniques of marketing thru social networking for doing business online
- Share your ideas and reaching Millions in the Internet worlds without involving Much cost

## **Top 25 Social Bookmarking**

Please feel free to visit this website and have a look into it.

1. <http://www.blinklist.com/>
2. <http://digg.com/>
3. <http://delicious.com>
4. <http://www.stumbleupon.com>
5. <http://linkedin.com/>
6. <http://www.hyves.net/>
7. <http://technorati.com/>
8. <http://www.reddit.com/>
9. <http://www.fark.com/>
10. <http://www.mister-wong.de/>
12. <http://www.simpdy.com/>
13. <http://slashdot.org/>
14. <http://www.favable.com>
15. <http://faves.com/>
16. <http://www.diglog.com>
17. <http://buzz.yahoo.com/>
18. <http://www.clickazoo.com>
19. <http://www.digo.it>
20. <http://www.diigo.com/>
21. <http://funp.com>
22. <http://www.gravee.com>
23. <http://multiply.com/>
24. <http://www.mylinkvault.com/>
25. <http://www.plaxo.com/>



We have the following additional following Social bookmarking site in the China / ASEAN region:

1. <http://www.ping.sg>
2. <http://innit.nuffnang.com/>
3. <http://www.jombuzz.com>
4. <http://www.malaysiastory.com/>
5. <http://www.infogue.com>
6. <http://www.indokami.com>
7. <http://www.kafeinfo.com>
8. <http://www.lintasberita.com>
9. <http://www.imcurtain.com>
10. <http://bookmarkindo.com/id>
11. <http://www.365key.com>
12. <http://cang.baidu.com>
13. <http://shuqian.qq.com>
14. <http://.douban.com>
15. <http://gootou.com>
16. <http://www.mister-wong.cn>
17. <http://www.vivi.sina.com.cn>

For more information ,please visit [www.bookmarktechnology.com](http://www.bookmarktechnology.com)  
and  
<http://www.bloggingbymillion.net>

Laura Maya has brought forth over 3 years of specialist knowledge in marketing the company she worked for , and brought on success of the products which she market online for her company with realized online sales exceeding their yearly forecast . The product was so successful and became a leader in the business even though they were Korean based manufacturer that it brought on major big players like WD and SG who took notice and came in to compete for a share of the market of HDMI Digital Media Player . In addition to marketing, Laura is an accomplished writer , Proof reader . Her style of writing has always maintain a unique warmth and we hope you have would have found enjoyable and easy to read and digest .

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