SOCIAL BOOKMARKING TECHNIQUES

NETWORK MARKETING TIPS FOR SOCIAL BOOKMARKING

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Foreword

The social bookmarking tool plays a rather significant part in the web 2.0 platform. Being part of an online bookmarking service such as dig or reddit allows the individual to bookmark a particularly interesting content piece while surfing the internet.

The distinct difference between simply bookmarking and the social bookmarking tool would lie in the fact that the latter allows the material bookmarked to be shared with others instantaneously or at leisure.

Social Bookmarking Techniques

Network Marketing Tips for Social Bookmarking

Chapter 1:

Social Bookmarking Basics

Synopsis

Sharing can be done with the newly bookmarked content being with others who are using the same service thus creating a more interactive participation of various parties with like minded interests.

Being able to gain immediate access to the bookmarked material through the individual's member's account is also quite advantageous.

Passing on valuable and interesting content is definitely a plus point when using the social bookmarking tool to create a platform of interactive participation of sorts within like minded individuals.

The Basics

The social bookmarking tool is used quite extensively to build backlinks and promote sites. The webmasters find this a very effective style to use that is both easy and effective and get the desired results.

From a promotional point this tool works well when the bookmarked material on a site is then linked back to the individual's site. This can then be viewed by others who can in turn lead referral traffic from the social bookmarking site.

Social bookmarking activities also add diversity to the link profile and this makes the link development more content rich and interesting.

Ideally this will cause the "buzz" that will attract the attention of other users thus elevating the site's popularity effectively.

Social bookmarking can be used as part of a wide online promotional strategy but it should be done with caution so as not to contribute to a confusing and ill focused site.

Chapter 2:

The Best Social Bookmarking Sites

Synopsis

Being ranked as among the best social bookmarking sites by those empowered to do so is both informative and helpful if one needs this kind information for any number of varied reasons.

The following are some of the more current and highly ranked social bookmarking sites available for perusal:

Good Places

Twitter –

This tool facilitates the sending and reading of online text based information. The character counts are only up to 140 and as such the material posted is done is a concise manner using a lot of jargon.

Digg –

As a social news website this particular site has its own loyal following which is considered the cornerstone element of letting people be part of the endorsements as to the popularity of a posting. The voting done on either the upward or downward trend called digging and burying respectively is what contributes to its popularity.

Stumble upon –

This is a form of web search engine known as the discovery engine and it finds and recommends web content to interested parties. The principals adopted for the rating process is done on a peer sourcing base. Users rate the WebPages, photos and videos that have been posted according to the personalized tastes and interests.

Reddit –

This is also a site where social news is submitted by registered users. The contents are submitted in the form of wither links or text self posts. Other users will then commence the voting process to create the appropriate positioning the voting exercise establishes. This in turn determines the positioning of the site's pages and front page.

Buzz feed –

This is a website that combines a technological platform with the specific intention of detecting viral content. It is accompanied with an editorial selection process to provide the snapshot of the viral web in real time. This tool is a much sought after tool for obvious reasons.

Chapter 3:

The Difference Between Do Follow And No Follow

Synopsis

The important factors among the SEO ranking elements that eventually lead to the influencing of the ranking process are the do follow and no follow features. These two features are used to with regards to the blogs or sires in the search engines. As the value of the page ties in with the ranking these features are definitely worth understanding.

The Differences

The no follow tag is a HTML feature value that is used to ensure the search engines that should be influenced for its hyperlinks. The link target's ranking in the reach engines index is basically geared towards reducing the effectives of some types of search engine spam exercises.

This will then contribute to the improved quality of the search engine results and prevent any spamdexing from appearing. When website hosts' provides a link back to the site using the no follow feature then it will not be considered by Google thus allowing the link to have no impact on the website ranking.

However with the use of the do follow tag there will e some hare in the page rank as the link will be considered by Google and thus improving the actual site ranking.

The following is an example of a do follow and no follow link structure:

Do follow links – there is no need to specify the actual tern do follow in the structure make up, as even if it is not stated or left out altogether, it will go on to be treated as a do follow feature.

SEO FAQs

The no follow links on the other hand have to be specified. The link should have the no follow tag and then to make sure it is not followed. Also to be noted is the fact that there are two types of no follow tags. The robot Meta tag style and the link style.

The robot meta tag:

<meta name=robots content = no follow ....instructs the bots, crawlers and spiders not to follow the links seen on the page.

The link attribute:

<a href=http//www.goog;e.com rel= no follow...............instructs the search engines to ignore the links for ranking purposes.

SEO FAQs

Chapter 4:

Learn The Difference Between Bookmarking Sites

Synopsis

In order to reap the optimum benefits from the various bookmarking sites available it is first important to understand the sites individually and their varied differences before making the choice best suited to the needs of the individual.

What Are The Differences

As most business endeavors come with various different requirements and immediate needs there should be some serious research done before deciding on which tool best contributes to the positive desired outcome.

Each social media tool come with a different set of rules, target audience base, expectations and designs and thus finding the tool that caters to every aspect of the needs is both important and necessary in ensuring the desired outcome is reached.

Using the social bookmarking site allows an individual to store, organize, search and manage the favorite features or content material of the webpage on line.

There are also features available for sharing the content with others either in an individualistic way or as a group. These may include examples such as Diggo, Blinklist and Simpy.

Therefore the differences really lie in the reasons for using or making a particular choice rather that in the application itself.

How the bookmarking sites are used for the advancement possibilities is better and more effective at a particular time. Digg revolves around the members posting relevant material to the site and getting the desired attention to the material posted.

As for Delicious it plays a part in creating the tag for freely chosen indexing terms which help to create the access to others users to view the current blogged topics.

Stumble upon is a unique product on the web that creates the interest in the host and the material posted. It is touted to be among the easier and most enjoyable of all the bookmarking tools currently available.

Chapter 5:

Submit Your Content

Synopsis

There are various categories to narrow down into how and what content to submit in order to ensure the material is favorably accepted and viewed. The following are some points to consider when submitting content for the various platforms:

Getting It Out There

Website owner –

This category required the ability to present or post material that increases visibility of the site on the internet. The material must be able to draw the attention of the search engines for optimization purposes. The Google platform will ensure the material is well distributed for its content value across the web.

Business owner –

This is basically geared to cater to the online and local merchants where products are sold and information is exchanged. The details provided about the business entity such as the physical store location, access and other related information is posted to attract the customer to the website.

Publishing and media –

Also use this platform to facilitate the search and sale of title through the eBook store. The enablement of the distribution, monetary gain, and control access are all the features that are provided for. There is also the news and video content available through Google.

Public agency or NGO –

These resources can also be used to create the awareness of the existence of these various agencies. Providing information such as location information, ongoing and future activities, and other related material on the movement will help to create the visibility online.

The actual submission process is fairly simple and it requires just a little time and effort. The first step would be to login and if the individual is yet unregistered then that would have to be done first prior to the login stage.

Upon logging in the members can contribute a wide variety of content material to the web's franchise community. However in order to get into the SEO realm of recognition it is not advised to post the best content as this will take away the element of surprise when the actual list of submissions is perused.

Chapter 6:

The Benefits Of Social Bookmarking For Internet Marketing

Synopsis

The added advantage of having the social bookmarking facilitates the frequency of the search engine robots and indexing tolls on the pages and content is very important to the visibility factor.

The Advantages

With the valuable backlinks and links that help point to a particular URL will also create the much needed attention. The social bookmarking tool also optimizes the potential to promote the website content for the furtherance of the internet marketing foray thereby reaching a larger potential target audience base.

Being able to use the bookmark or saved links from other sites and then use them to provide useful information to those seeking it through the internet marketing's various tool is also a positive move to make.

Another benefit would be in terms of cost which is virtually nonexistent. This is a free platform of advertising for business marketers and the potential reach of the tool is basically unlimited.

Through this wide exposure the visibility of the business can be also used to be tagged to other sites and this causes an even bigger enhancement of the endeavor.

As competition get tougher and the revenue earning possibilities become more challenging this form of free advertising is both needed and welcomed.

New viewing possibilities from the wider reach will benefit the business marketing industry as the benefits become evident in the product or service bookmarked.

Wrapping Up

Social bookmarking can effectively function as teasers to the real post where the viewer is encouraged to explore further in order to get to the desired information.

Having a good service or product or business portfolio will not benefit if the right target audience is not reached in order to turn all this into revenue earned. Creating a platform where the business is made as visible and as accessible as possible is where the social bookmarking tool comes in.