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Foreword

Web 2.0 is yet another application that performs the different functions of facilitating participation like information sharing, inter operations works, user centered designing and the collaboration platform for World Wide Web users. All this sounds really quite overwhelming but it really just another platform where ideas can be exchanged in an informal and interactive setting.



Web 2.0 Secrets Revealed

Ways To Effectively Use Web 2.0

Chapter 1:

Web 2.0 Basics

Synopsis

collaborations are done within the social media dialogues by creators of the user generated content in a virtual setting as opposed to the websites where these same users are limited to the passive viewing of any content.



The Basics

This web 2.0 is of course gaining popularity mainly because of its more immediate interactive feature. Some examples of the web 2.0 include social networking sites, blogs, wikis, video sharing sites, hosted services, web applications, mashups, and folksonomies. Some would simply refer to the web 2.0 as a platform to meet, read, and write about a variety of shared topics.

Web 2.0 does more than just facilitate the retrieval of information but several steps further to provide the user with more user interface, software and storage facilities.

The user has the opportunity to exercise some control over the data retrieved and this creates the conditions for the users to contribute and perhaps add value to the applications being used. This of course is a very attractive feature for those who enjoy exercising this freedom of contribution with little or no restrictions in place.

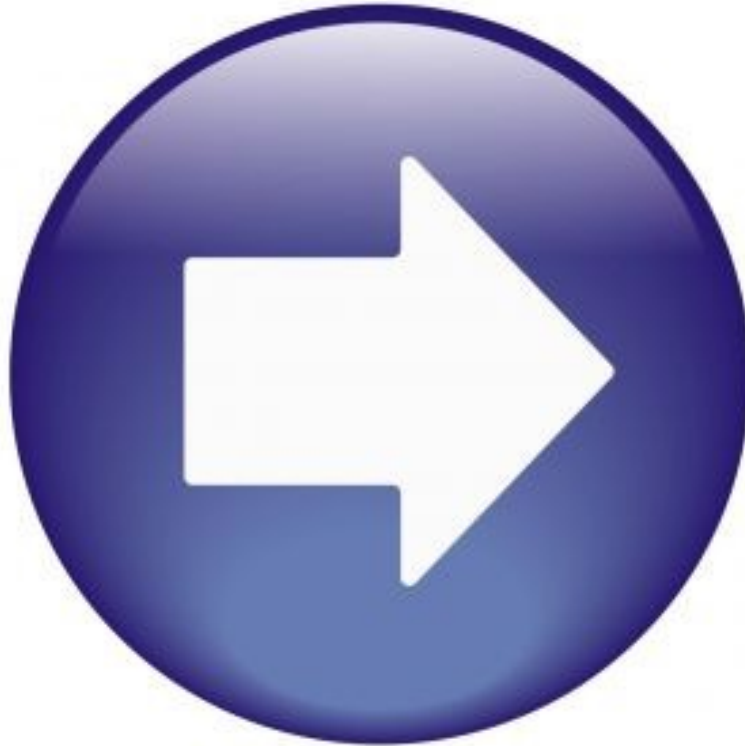
While this opens the possibility of an array of different and in some cases opposing ideas it also creates other undesirable elements like spamming and trolling. This of course is the down side of such freedom experienced at the web 2.0 site. Though there is little that can be done to curb this sort of negative contributions, the web 2.0 is still very much a popular tool for internet users.

Chapter 2:

The Benefits Of Web 2.0

Synopsis

Due to the nature of the Web 2.0 site the exchange of information is constant and this is what creates the interest in the site to start with. Being accessible is also another feature that has its own merits, thus knowing the various benefits the web 2.0 can bring to the individual, it would be worth spending sometime exploring the advantageous it can provide for the users.



The Goodies

One of the most important benefits of using the web 2.0 is that it allows the user to go beyond just being a viewer to becoming a contributing and interactive factor to the information already existing at the site.

Thus from a spectator the user now has the opportunity to be an active participant. This can be very useful indeed especially for those in the business of selling products or services.

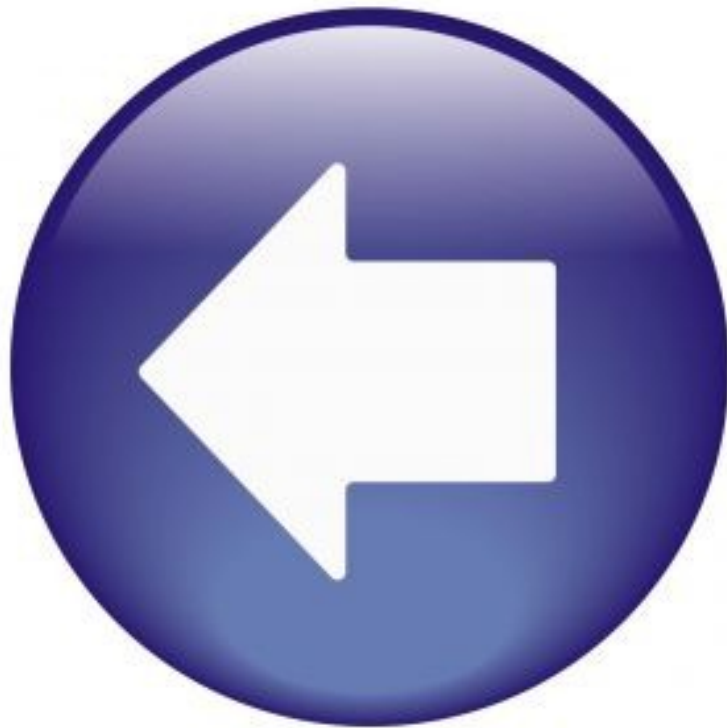
The comments and views given can act as feedback from the users which can prove to be invaluable when the seller is interested in improving the said product or service further.

When the comments and views posted are of a positive nature then there is also another benefit which is free positive advertising for the product or service.

The Web 2.0 also encourages the forming of a community where same or similar ideas are shared. It is also ideal for exchanging information on items or services commonly used by those in this unique community. This also creates the idea of loyalty to a particular product or service.

The ability to launch a product or service on such a multiple source of information platform is also another very important benefit. This

multiple source feature enables the items to be exposed to a huge possible customer base. As this type of exposure is reachable on so many different levels, the success of anything posted is almost always phenomenal.

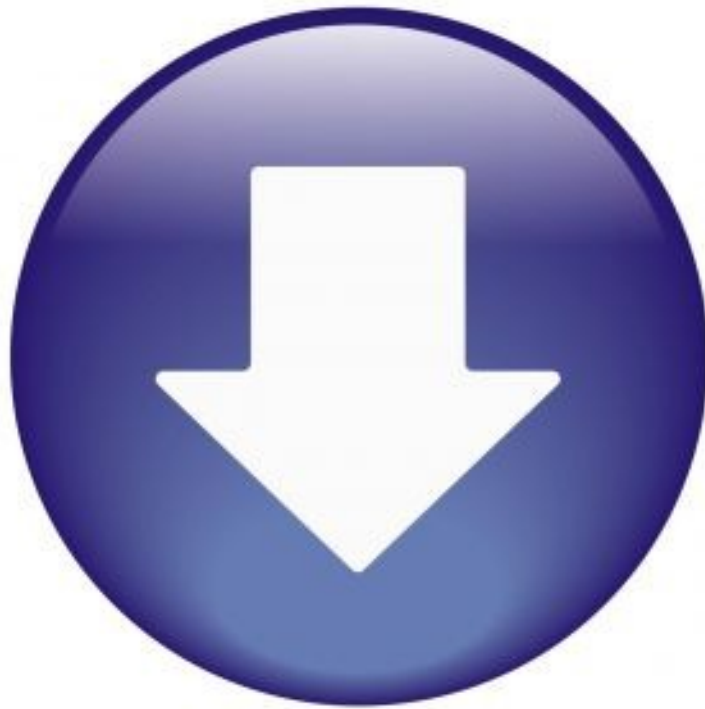


Chapter 3:

How To Use Web 2.0

Synopsis

Because of the vast possibilities of being able to reach a phenomenal number of viewers the web 2.0 comes with many benefits to the user who know how to harness them.



Get A Grip On It

Some of these possibilities include ideal platforms for furthering the success of any business or other endeavor and individual deems fit to use the web 2.0 for. In terms of business the web 2.0 can be used effectively as a tool for short demos. These can attraction the attention of possible customers who may be browsing at the time.

Another effective use of the web 2.0 would be for workshops on emerging technology updates. This platform is ideal for connecting with the latest of anything available.

Thus with the exposure the workshop creators have the advantage of knowing the response of the “public” first hand. Online marketing project can also be launched at the web 2.0 as the audience is huge and there is a high percentage of being able to reach some interested parties. The “free” advertising elements that come with this kind of exposure should also not be underestimated.

Subscribing to journals that address web 2.0 technologies is a benefit that few can disregard. These can not only prove to be very useful to any business foray but also create a further understanding of the technologies currently available in the ever changing and competitive arena.

The hosting of blogs and the reading and commenting on blogs will can also be deemed as invaluable to the success of any business foray.

The hype created from such sources will eventually contribute to the curiosity factor that will encourage more people to check out the product or service being discussed, more so if the exchanges are many and interesting.

Using the web for personal development is also another way to effectively use the information learnt to create better and more competitive business strategies.



Chapter 4:

Making Money With Web 2.0

Synopsis

Exposure is the main goal when it comes to getting the desired revenue from any venture on the internet. Choosing from the various tools available and using the suitable ones to the best advantage is only possible if each tool is properly understood.



Show Me The Money

Web 2.0 can be one of those effective tools that can proceed to bring in the revenue intended. Generally web 2.0 is able to generate the kind of revenue intended because of the selling applications points. These applications assist the individual and businesses to either save money, save time or become more profitable.

The page rank element is perhaps the best example of bring in the revenue from a site. As page rank users the web for its principal connection to reaching the viewers on a huge scale, this feature is indeed very important.

As the web 2.0 is all about ensuring the highest possibility of making money, its ability to attract communities of sharing information is its primary focus.

With the encouragement of such large or small individual groups there is then the possibility of exposure which will in turn reach an even wider audience.

In short, a membership of a thousand can end up harnessing the interest of millions, which then leads to the successful page rank feature.

Another money making feature that the web 2.0 capitalizes upon users is the interaction that is possible and very excessive. This kind

of exchange of information is very invaluable to both the visitor and the host. The interests garnered from such exchanges create a certain level of confidence and knowledge in the elements discussed and thus making a sale much easier to encourage.

Gaining control to a certain extent of information posted and then using it to successfully monetize it is also another great way of bring in the revenue. This is made possible with the web 2.0 features.



Chapter 5:

Web 2.0 Tools

Synopsis

Last year we heard much about how to acquire a high Google ranking in order to monetize traffic from niche keywords.

There are a measure of ways to implement these principles.

Here are my handy hints on how to make the most of niche keywords utilizing Web 2.0 tools.



The Tools

More specifically, I'll demonstrate how to utilize website builders to build quick and easy mini web sites to drive traffic to your main site or blog.

The mini-- web site approach

1. Construct mini-- web sites

Produce a couple of mini web sites around your chief project.

Optimize these for often searched but low competition keywords to drive search-engine traffic.

These mini web sites ought to link back to your authority site or blog (one way links), as well as any additional relevant articles that you have released, for instance on blogs or high-quality article directories.

Prevent linking exclusively to your own domain, but rather also link to related resources on other sites that add value to your mini site.

It's a great idea to target your mini web sites to different groups of readers. For instance, if your general project is photography, produce separate mini web sites for wedding photography, product picture taking etc. You may reuse your material across all your web sites by spinning and adapting it to suit each certain topic.

Remember, spinning means you re-write your text so that search engines don't classify it as duplicate material. Ideally this is executed by manually altering the structure and syntax of your text so that it becomes a singular piece of material. You may even recycle videos, pictures and additional artwork that you utilize with your main project.

2. Bit by bit add backlinks and produce material for your mini-- web sites

Link structure for mini-- web sites

Begin to build backlinks to your mini web sites, but do this over time. They may come from social bookmarking web sites, forums, social media web sites or YouTube videos – essentially anyplace it's simple.

Proceed to increase articles on your mini web sites over time to assure they always receive fresh material.

Once more, spin those articles for your additional mini web sites also. You may even spin older articles from your chief site or blog.

This system commonly works best if you reserve a few hours, say, once every 2 months, to accomplish your updates.

The fast formula to construct your mini-- web sites

Site builders make it fast and simple to get your mini web sites up and running.

There are a lot of builders on the market, but I advocate Webnode.com and Weebly.com in particular as they offer free site packages with very trivial ads. They're extremely simple to utilize and you may just drag-and-drop your site elements into place.

Weebly and Webnode even let you utilize your own domain for free (although you'll have to alter a few settings on your DNS).

You may likewise buy a domain through Weebly or Webnode, which is a little more expensive but lower effort.

you may likewise utilize free blogging platforms like WordPress.com, Blogger.com, and so on. It's much easier to be recognized as an expert site if you make your mini web sites through them, since they're authority web sites on their own accord.

Rewards of the mini-- web site attack

Do it well and you acquire both great backlinks and traffic. You have total control over your links, unlike with a few article portals and guest posts. This means you may establish deep links to site pages that don't typically get a lot of backlinks. (And you may add more and alter them any time you wish).

It's a speedy way to give backlink power to new material on your main site or blog.

Acquire additional backlinks from the directory pages of your site builder. Webnode's directory adds a "nofollow" to their links, however the directory itself gets ranked high in Google so will yet send traffic to your mini web site.

Utilize a domain you own already (especially if it's an exact keyword match) to fully leverage niche keywords or, naturally, purchase one if you don't.

Although this isn't a quick-fix way to yield traffic and links, it's well worth it.

I've discovered it's a good addition to my other link building techniques like article marketing and guest posting. And it doesn't have to take up too much of your time either – once you've the first mini web site assembled, the rest are easy.

Chapter 6:

What To Stay Away From

Synopsis

Although one of the attractive features of the web 2.0 is the allowance given to any individual of a group to change the content of any information on a website, purposefully doing this to damage or vandalize the sight is strictly frowned upon.



Be Cautious

Making a habit of randomly doing this is definitely a habit to be avoided as it will eventually lead to a no confidence consensus of the individual or group practicing this type of postings.

As a direct result of the above feature and practices the authenticity and legitimacy of the sites are often questioned. Thus when using this tool tagged to one's own site, there is always the element of doubt from a visitors point of view, as to the contents depicted.

When the credibility of anything is questioned then the chances of the eventual purchasing element is severely decreased and this of course affects the overall goal of wanting to reap in monetary profits from the said site.

Although initially the attraction of having the ability of being on a larger platform is viewed as being a positive factor, it should be noted here that because of the fundamental issue of legitimacy is still very widely known the kind of visitors to the site may also be somewhat ambiguous in their intentions.

Thus some would encourage the interactions be confined to a select group where the intentions can be easily and more genuinely seen.

Having and giving the impression that web 2.0 is a singular do it yourself tool is something to avoid because if properly understood, one would discover it is actually a collaboration of information that may or may not be absolutely true at any given time. Thus one should avoid being enticed into buying more supporting software which can be rather limiting.



Wrapping Up

Web 2.0 marketing is all about presenting your sites traffic a supercharge by enhancing its SERP rankings. Put differently, Web 2.0 properties may be effectively utilized to get more inbound links and thus construct a stronger web presence. This easily acquires the attention of all the major search engines when they crawl and discover your sites URL on hundreds of sites all over the Net, giving them a true reason to push your site up. So begin building traffic today!

