

AUTHORITY SITE 2.0

BLUEPRINT



**GETTING SEARCH ENGINES TO LABEL YOUR WEBSITE
AN "AUTHORITY" IN YOUR NICHE**

www.iBookWholesaler.com

Authority Site 2.0 Blueprint

Getting The Search Engines To Label Your Website An
"Authority" In Your Niche

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Introduction

Welcome to the Authority Site 2.0 Blueprint. This manual is incredibly ground breaking and jam packed with information that will bring you into the “new age” of the “information age”.

If you’ve always wanted to start a website that gets tons of traffic and that people love to visit but just haven’t been able to “pick out” a plan on how it’s done, this is for you.

The main purpose for this manual is to teach you how to create an “Authority Site” that the search engines rank highly and sends tons of traffic to.

Remember, an “Authority Site” isn’t just a website that gets lots of traffic but a website that the Search Engines have deemed an “authority” on the subject that it offers information on.

Once you get this label, you have the awesome ability to keep traffic flooding into your site for a lifetime as long as you keep your content fresh and your website up to date.

The big problem up until now is that many people just haven’t known how to do this. Sure there are eBooks out there that tell you to slap up a bunch of content but that’s “old school”. What do I mean by that?

Putting up content now a days just isn’t enough to get your site labeled as an “Authority Site”. You need to add the Web

2.0 Factor to your site which brings it into the new age of Internet Marketing and gets the word out about your site. The truth is, Web 2.0 gives you and I an opportunity that just hasn't existed until now. Web 2.0 is all about the voice of the people and if you can win over the general audience of the market you're targeting, their votes DO matter. Their votes can increase your search engine rankings, generate links to your site and even earn you the coveted title of "Authority Site".

Web 2.0 has eliminated the need for big advertising budgets, web design teams or highly expensive and complicated software that you don't have the finances or experience to use.

This manual is going to walk you through the easy to use technology along with some content planning strategies that will allow you to generate content that people love to read and share with their friends.

You are also going to be learning how to add a certain level of "community" within your website that makes it easy for your visitors to interact with the site and one another.

On top of that we are also going to show you how you can leverage the power of tons of Web 2.0 social networks and communities to gain links, repeat traffic, buzz about your site and huge amounts of search engine traffic from high

rankings. This part of the training is what is going to help you make the “rubber meet the road” so that you can steer yourself in the right direction to creating a website that gets tons of traffic and becomes a financial success for you.

Planning Your Content Site

As I'm sure that you're aware, you really need to have a plan when it comes to running any kind of online business. Your content site is no different. Even if you don't even have any products of your own, you are still a business that needs to have a plan.

Planning will allow you to create path that you can easily follow and glance at to see what's coming up next. This is a vital part of operation a website that you hope to get traffic to and leverage for profits.

Where do you start to put together a plan for your Content Site? First things first, start by picking a subject/topic then do some research on niches to see what you competition is like, or if there is any competition. Then, you hit Google to source content ideas. Let's work with an example here to see how this would be done. The general idea is the more content you have, the more organized it is, the better your site map will be. Let's face it, if you have content ideas and they all flow in an orderly fashion, it's going to be a lot easier to write content for your Content Site.

Lets say for the sake of argument that you want to have your Content Site deal with parrots – information pertaining to parrots, parrot shows, parrot clubs, parrot events, training, breed information, general information, common illnesses etc.

You need a starting point, so for the sake of this example, make your focus the parrot and in general its attributes (see outline below).

Next, you need to decide how much detail you want to include in your parrot Content Site. You already know that the subject you've chosen is massive in terms of information available – but – you don't want to cut and paste, you want good solid information blended with hands-on experience. You know each parrot is an individual and that all the things you may cover will apply to many parrots, but not all of them.

You will want to add in your own personal touch to your Content Site content to make it unique and fresh and readable. You will also want to keep your Content Site updated frequently to provide your users with up-to-the-minute information/or access to it.

Okay, remember the definition of web Content Site - it's a web site itself that is supposed to be an entry point to the World Wide Web, that typically offers a search engine, and/or links to useful pages, and in some instances perhaps news or other services. A Content Site is a super site with services like Web search, news, free e-mail, discussion groups, shopping and links to other sites. Remember to keep what is on your home Content Site page SHORT and to the point. You aren't writing a novel, you are providing tidbits to tease, and links to other sites that provide more information.

Now, decide what you want to call your Content Site site. It should have something to do with parrots and their care, training etc. We'll pick Parrot Palace Content Site. Now you hit Google and type in "parrot" and start reading everything you can about parrots based on your own knowledge. By the way, you usually would pick a Content Site page based on your own background of experiences. It would be a tough go doing one if you were a Wall Street Investment Broker and wanted to do a parrot Content Site and vice versa.

Here's what your content plan could look like once you have sorted out what you want to use.

- Parrot Origins – Origin etc. (with links to good articles about the history of parrots)
- Parrot Terms – what the various ages of parrots/sexes are called etc.
- Parrot Body – Hit the high points such as:
 - ✓ beaks (with links to good articles dealing with problems you can encounter)
 - ✓ claws (with links to articles by Certified Trainers and Bird Vets talking about the importance of the claw)
 - ✓ eyes/senses

- ✓ digestion (with links to Vet articles about problems that can arise - focus your articles on the most common problems a parrot may encounter – i.e. colic IF your Veterinarian will consider this, ask them if they would answer questions people write into the site. Provide a link to the Vet clinic for those answers. An Ask the Vet feature.
- Additional Parrot Parts – name the other common body parts – provide short descriptions and find good links to graphics that illustrate your points.
 - ✓ feathers
 - ✓ colors
 - ✓ eyes
 - ✓ tail feathers
 - ✓ skin
 - ✓ activity
 - ✓ etc.
- Parrot Acts – find great links to well known parrot trainers. Add your own personal comments based on your observations of your parrots.
- Parrot Diet – link to well-written, scientific articles that outline how to properly feed a parrot what they need to

thrive. Add in your own experiences based on what you feed your parrots.

- Parrot Training – links to sites that have good articles covering parrot training in all aspects from speaking to coming on command.

By now you will be getting the idea on how to use Google to lay out your content plan or map. Each subject you want to cover/feature on your Content Site, you search for links, pictures etc and add in your own personal touches.

Having a map before you start putting together your articles is the number one best thing you can do. The map gives you a clear picture of where you want to go with your Content Site, provides the flow of content in a logical order, and shows you what your next step is. It's also not written in stone, and the pieces can be moved around to make changes as you source your information.

Basically you want your Content Site to be organized (meaning your content is organized properly by topic) and not offer information, links, pictures and other items in a hodge-podge all over the page. Content Sites follow the same design recommendations that personal or business web sites use. Certainly you can make your Content Site distinctive, but not off the wall. Part of having a Content Site is to also

provide quality information, links etc. Otherwise why would anyone spend time on your Content Site? You also want to have good links, ones that work (so make sure you frequently check that they do work) and provide excellent and true information.

Provide a search function if that suits the purpose of your Content Site. The search can be two way – either search the actual Content Site itself or link to another search engine. The choice is yours.

Let's revisit the definition of Content Site one more time for other things you can offer on your parrot Content Site example. A Content Site is a web site that is an entry point to the World Wide Web. It typically offers a search engine, and/or links to useful pages, and in some instances perhaps news, free e-mail, discussion groups, shopping and links to other sites.

We know how to search for content and to lay out our content map now. We know we can offer a search function (internal/external). We have already planned to link to useful pages, articles. You could offer free e-mail if your Content Site software provides that capability. Discussion groups would be a real winner on a parrot Content Site, as would shopping for parrot clothings, accessories, pictures etc. Linking to well known vendors would increase the prestige of your Content Site, and likely ensure return visits.

You may also want to consider RSS for your Content Site. One of the most popular features of Internet Content Sites, websites, pages and even emails is a frame that features an organized list of news headlines and periodic updates from other web sources. Really Simple Syndication (RSS), formerly "Rich Site Summary" makes this possible.

RSS aggregators were created to automatically find and retrieve the RSS feeds of pre-selected Internet sites on behalf of the user and organize the results accordingly. (RSS feeds and aggregators are also called RSS Channels and RSS Readers.)

The RSS aggregator is like a web browser for RSS content. HTML presents information directly to users, and RSS automatically lets computers communicate with one another. While users use browsers to surf the web then load and view each page of interest, RSS aggregators keeps track of changes to many websites. The titles or descriptions are links themselves and can be used to load the web page the user wants.

RSS starts with an original Web site that has content made available by the administrator. The website creates an RSS document and registers this content with an RSS publisher that allows other websites to syndicate the documents. The Web site also produces an RSS feed, or channel, which is

available together with all other resources or documents on the particular Web server. The website will register the feed as an RSS document, with a listed directory of appropriate RSS publishers.

An RSS feed is content listed from newest to oldest. Each item usually consists of a simple title describing the item along with a more complete description, and a link to a web page with the actual content being described.

The RSS content is located in a single file on a web page in a manner not very different from typical web pages. The difference is the information is written in XML computer code for use by an RSS aggregator and not by a web user like a normal HTML page.

RSS feeds have many uses.

- For online store/retail outlets – notification of new product
- Organization/Association newsletters – title listings, new issue notification, email newsletters
- Weather updates, alerts – climactic/geographic conditions
- Database management – notification of new items added or new members added

In the next chapter we are going to go over how you can not only create content but how you can also hunt it down to help you avoid all of the writing “stress” that can go with content creation. After all, the less you have to write, the better right?

Creating Content & Hunting It Down

This chapter is meant to act as a guide for helping you create content for your site. You will also learn some of the secrets of the trade when it comes to “content acquisition” that allows you to add content to your site that you didn’t even write yourself.

Let's say you have decided to start your first article for your Content Site site. You have decided to make it a general article, an overview about parrots. You have two options here. You can do up an outline, do the research and write it yourself, or you can use an article directory.

An article directory is, in plain English, a source of well-written original articles that are free for the printing on your web Content Site. What a time saver! Here's an example of a parrots article from an article directory that you could use on your parrot Content Site. This will give you an idea of the quality and detail of articles you could source for your site.

You will notice the article has a good overview of some of the areas you wished to cover in your map. A word about article directories. With some of them you cannot alter content and must use all links mentioned in articles. You must also leave the author's name on the article. This may work for you so long as it is a quality article, as your whole point is to provide good parrots information for your parrot Content Site site.

Before we continue, here's another suggestion for article content that you do not have to write. You can source private label rights articles from writer's groups who specialize in writing good, stand alone pieces for web site publication. Generally a "package" of articles is 25 on a variety of things relating to your chosen subject. For instance, you could source a package relating to parrots, and get everything from training to speak to care for the senior parrot.

Private Label rights articles do come with a price tag, but are not horrendously expensive and may be well worth considering. For instance, if you join a PLR club you can get hundreds of PLR articles for as little as 15 cents or 20 cents each. Also, with these articles, you can alter them in any manner you want.

Example starts here:

I have a 6 yr old Senegal parrot that I hand fed. My Senegal is named Sunni and he has a vocabulary of about 6 words. He can imitate many noises such as, the microwave, smoke alarm, running water and telephone. He has a sweet little personality and has bonded very well with me. I am able to handle him anytime, day or night, and he has only bitten me once when he was a few months old. He will let others handle him, but has bitten on quite a few occasions. Most Senegal parrots are as friendly as Sunni. I have learned alot about parrot feed and nutrition while caring for my Senegal parrot.

The most important thing in raising a parrot is their nutrition. Most people are led to believe that a diet of just seeds is adequate for these birds, but it is not. In the wild Senegal's will eat different foods such as fruits, vegetables and nuts. I feed a variety of foods to keep my senegal parrot healthy. His main diet consists of commercially made parrot pellets. There are a few different brands of pellets out there is different shapes, colors and flavors. Some parrots will take to one kind and not another. Check out this website [Caring for a Senegal Parrot](#) for a list of companies that sell parrot pellets to get free samples. Care must be taken when switching over from a regular diet to pellets. You should only change their diet about 10% each week.

I supplement my senegal parrot's pelleted diet with fresh fruits and vegetables. Avacodos and chocolate are POISONOUS to parrots and should never be fed. Sunni's favorites foods are grapes and apples. It is very interesting watching a parrot eat a grape. Sunni "unzips" it with his beak, sucks out the inside, and drops the skin. This also keeps him pretty busy. Parrots like to "forage" for their food so it is recommended that you put bowls in various positions in the cage.

Senegal parrots are drawn to colorful foods and also like things in different shapes and sizes, so experiment!! You can cut up carrots into sticks or squares. Some birds will only eat cooked or steamed veggies and some like them fresh. I like to stick some broccoli in his cage bars and make it look like a tree. Sunni has a blast picking through it!

Noodles and grains are also good for parrots. I do give him meat every once in a while and he eats that heartily! I feed corn bread, wheat bread, whole wheat or white noodles, and white or brown rice. An easy way to get a parrot to eat some veggies is to puree them in a blender and use the liquid with a little water to make a batch of cornbread according to the box directions. I cut these in little "bars" and freeze half for easy thawing.

Seeds and nuts are an important part of a parrots diet, but should be given in moderation as treats since they are high in fat. They love sunflower seeds! I also give some spray millet as a treat. I have also purchased some treat dispensers for birds where they have to work a treat through a maze before they can eat it. It is very important for parrots to stay busy and not get bored as they tend to develop bad habits such as feather picking.

Erin Kurwicki is a wahm making money online to pay off her debts and achieve financial freedom. Her and her husband live in Southern Illinois and raise Whitetail Deer. Check out her blog <http://moneymatters2007.blogspot.com> for more financial tips and ways to earn money online. A well rounded, diverse diet is the best thing for a Senegal parrot. Making new and fun foods for them is something that should be done and is actually enjoyable. For more information on Senegal parrots, [visit here](#)

Article Source:

http://EzineArticles.com/?expert=Erin_Kurwicki

End of example!

If you would rather write your own articles, then plot your article in point form before you start (much like plotting the Content Site articles). Once you know what you need to research, find what you need on the Internet or other sources, add in some personal experience, and you will have a quality, finished article.

And why are articles just so darned important? You can do wonderful things with them. Whether or not you write them yourself, or have someone write them for you and you re-write them to make them your own – content IS KING! And content is what feeds search engines. Look at it this way. Why do people go online (aside from gamers and people just checking their emails)? They go online to search the Internet for information.

Well, as luck would have it, they can find that information on the aptly named Information Super Highway. And that information highway is paved with articles chock full of? Right - information. Who supplies this information? Well, lots of people do, but so should YOU!

Ok, we know search engines love content, so if you give them articles on a regular basis, guess what? They stop by your site more often. Translation: higher rankings in the search engines. So find or create an article and feed the spiders.

Remember though, that if you find one in an article directory, try to personalize it, unless the directory won't allow you to do that. If you have one written for you, make it your own with your own slant on things. If you write it, again, use your own unique voice.

Why feed engines with article food? Another reason is website owners and people who send out newsletters always need them frequently to keep their submissions fresh. And get this, these articles once up and fresh, will be archived when new stuff comes along. But, your article will have life long residual traffic because of that. This is of course if you put your website information and URL into the resource box at the end of the article.

And while we're on that subject – resource box use that is – when you offer free information (in your free content article) along with reprint rights, and it gets into the article directory of a site with a high popularity ranking, guess what happens? YOUR site gets a popularity ranking boost because it is linked to the site that already has a high popularity ranking. This is piggy backing at its very best. Actually, there's another word for this as well. It's called viral marketing. Simply put – because you offer reprint rights, when the websites/newsletter people publish them, they go all over the place – like a virus. Hence – viral explosion causing traffic to come to your site (thanks to the resource box again)

We are not done yet with reasons to have fresh content. You can syndicate them via Real Simple Syndication (RSS). If you write regularly set up an RSS feed for surfers/site owners to opt in to – so you'd be syndicating your content to them. You can also submit your RSS feeds to RSS search engines and directories. Isn't the web an exciting and challenging tool? Opt ins of course generate free traffic.

Let's look at blogs. They need information on a regular basis as well. If you provide quality information to a blog, the owner might just post your article(s) for all to read and bingo – more traffic to your site/Content Site. By the way, blogs use RSS to syndicate content to search engines, RSS search engines and directories. Yup, MORE free traffic.

Who else needs content? Info Product developers do. That's when you get an E-book with related articles inside it from other authors. A free E-book that is. If your article winds up in one of those? Well, you've just become another part of the whole package of viral marketing for the E-book. And when that book makes the rounds on the Internet, you get more traffic.

Last, but hardly least, is the fact that when you post articles on a regular basis, you will become a recognized expert on your subject (your parrot Content Site is looking really good now isn't it?) Chock full of those great articles you are posting. Remember, with every article you post, you get all

of the above happening, with just that one article. Think about what could happen if you posted more than one article. Incredible isn't it?

The Best Article Directories...

➤ <http://goarticles.com/>

The screenshot shows the GoArticles.com homepage. At the top is the 'GO Articles' logo and a navigation bar with links: 'About GoArticles.com | FAQ | Contact Us | Advanced Search | Home'. A search bar is on the right with a dropdown menu set to 'Article Content' and a 'GO' button. Below the navigation bar are four main sections:

- Using GoArticles:** Includes links like 'Submit / Edit An Article', 'Top Downloads', 'Top Authors', 'Recent Articles', 'Author Guidelines', 'Publisher Guidelines', 'Grab an RSS Feed', 'Add Free Article Content', 'Advanced Search', 'Privacy Statement', and 'Disclaimer'.
- Advertising:** Includes a link 'Email Us to Advertise'.
- Article Resources:** Includes links like 'Free EBooks', 'IdeaMarketers', 'Article Central', 'Article Announce', 'Authors Article Exchange', and 'Articles on Writing Articles'.
- Article / Ezine Tools:** (Section header only).
- Article Categories:** A large grid of category links including Advertising, Advice, Affiliate Programs, Autos, Awards, Blogs, Book Reviews, Business, Careers, CGI, Computers, Communication, Copywriting, CSS, Dating, DHTML, Direct Mail, Domain Names, EBooks, ECommerce, Education, Email, Entertainment, Environment, Family, Finance, Fitness, Food, Free, Gambling, Gardening, Government, Health, Hobbies, Home Accessories, Home Business, Home Repair, HTML, Humor, Insurance, Internet, Investment, Javascript, Law, Link Popularity, Malware, Management, Marketing, Marriage, Metaphysical, MLM, Motivational, Multimedia, Music, Newsletters, Non-Profit, Off-Line Promotion, Online Promotion, Other, Outdoors, Pets, Politics, Press Releases, Product Reviews, Psychology, Publishing, Real Estate, Religion, RSS, Sales, Scams, Science, SE Optimization, SE Positioning, SE Tactics, Self Help, Sexuality, Site Security, Social Issues, Spam, Spirituality, Sports, Technology, Traffic Analysis, Travel, Viral Marketing, Web Hosting, Web Design, Webmasters, Weight Loss, Women's Issues, and Writing.
- Recently Submitted Articles:** Shows a single article titled 'Mazda To Expand Lineup In China'.

➤ <http://www.articlebeach.com/>

The screenshot shows the ArticleBeach.com homepage. At the top is the 'ARTICLEBEACH' logo and a navigation bar with links: 'Home | About Us | Contact Us'. A search bar is on the right with a 'GO' button. Below the navigation bar is a horizontal menu with links: 'Submit Articles | Member Login | Top Authors | Most Popular Articles | Submission Guidelines | Categories | RSS Feeds | RSS'. The main content area is divided into two columns:

- Left Column:**
 - MEMBER LOGIN:** Includes a login form with fields for 'USEREMAIL' and 'PASSWORD', a 'Submit' button, and links for 'Forgot Password?' and 'New User?'.
 - BROWSE CATEGORIES:** A list of categories including Acne, AdSense, Advertising, Affiliate Programs, Alternative Medicine, Article Marketing, Article Writing, Arts & Entertainment, Attraction, Auctions, Audio-Video Streaming, Aviation, Babies, Beauty, and Biking. A link 'View all Categories' is at the bottom.
- Right Column:**
 - Welcome to ArticleBeach.com !** A welcome message and a brief description of the site's purpose.
 - Earn Revenue with Google:** A section promoting AdSense with the text 'Place Ads On Your Website, Increase Revenue. Try Google AdSense Now.' and a link to 'www.google.com/adsense'.
 - 100 Millionaires by 2012:** A section promoting a book or article with the text 'S250,000 1st Year Income Potential. Serious Entrepreneur? Apply Now.' and a link to 'VisualizeFreedom.net/Money-Op'.
 - Ads by Google:** A section showing sponsored ads. The first ad is for 'Acne' with the title 'Acne: 10 Most Common Myths' and the text 'What we think we know about acne is steadily being replaced by what scientists are learning. (read entire article)'. The second ad is for 'AdSense'.

➤ <http://www.articlealley.com/>

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- Fashion
- Finance
- Food-and-Drink
- Forums
- Health & Healthcare

E-Marketing
Communication Features at a Glance: Motorola RAZR 2 V8
 21st November 2007
 The Motorola RAZR 2 is the successor to the most popular cell phone in the USA, the RAZR. It has been updated to run Linux, and the most pricey and feature-packed model of the phone the V8 will have 2GB of built-in storage, a 2 megapixel camera, a full HT...
 Author: swornambigai

Technology
Ruby On Rails Outsourcing
 21st November 2007
 Quintessential extracts of Open source TechnologyDo not roll up your sleeves before having sound knowledge about OOPs (Object Oriented Programming Language). Ruby on Rails is a proven tool and architecture for the fastest growing business solutions...
 Author: Rakhi

Finance
What is happening in the Non - Conforming mortgage market?
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 In America there are many homeloans products like here in Australia. They have the traditional Prime products (like the products offered by the major lending institutions i.e . CBA, ANZ, and NAB etc) and the...

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 Advertise your site for free with a Search Engine friendly Text Link

Avoid SEO Malpractice
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➤ <http://www.articlesbase.com/>

November 21, 2007

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ArticleBASE
 TECHNOLOGIES

How will you deliver rich, personalized content ahead of the competition?

ArticleBASE 3.1
 Web Content Management

What is ArticleBASE?

seattletimes.com
 "ArticleBASE allows our news staffers to publish breaking news 24/7, and create new content areas, preview them, and bring them live without ever requiring engineering support."
 -Donna Zielinski, Director of Online Technology, The Seattle Times

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➤ <http://www.articleonlinedirectory.com/>

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Online Forum
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Software
Article Submitter
Article Directory Script
Article Software Package
Free Affiliate Program

Links

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Communications	Health & Fitness	Reference	Vehicles
Computers	Home & Family	Regional	Women
Disease & Illness	Internet Business	Reviews	Writing & Speaking
	Legal	Online Article 1	Online Article 2

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- Experts By Location
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For Everyone

- Blog
- Forums
- About Us
- What's New
- Contact Us
- Article Writing Shop
- Advertising
- Affiliates
- Privacy Policy
- Site Map

Article Categories

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Internet and Businesses Online
Finance
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Recently Approved Articles

From: Today, Wednesday November 21, 2007

A Pet Business Sector That's Growing by Leaps and Bounds - Cats By: Lisa J. Lehr - Americans are more eager than ever before to lavish their beloved "furry children" with products and services that were unavailable just a few years ago. Here's another trend that spells opportunity: a growing percentage of pets in America are cats. This is a trend with no end in sight, which presents an opportunity to put more emphasis on cat products and services.

My Dog Training Years By: Mort O Kelly - One interest I always had was training dogs with or without behavioural problems. When I was a baby in arms my family always had a relatively large dog. Maybe it just seemed like that because I was so small back then. Sometimes our dogs had behavioural problems such as excessive barking, jumping up and running wild...

Download Smallville Episodes - Where To Download Smallville Episodes Online Today By: Roger Peterson - If you're a Smallville fan, don't miss your opportunity to be on the cutting edge. You see, you can download Smallville episodes and watch your favorite show on demand, when you want and with no restrictions. Read this for more details.

The Best Rowing Machine Choices - What You Should Know By: Dave Demink - Rowing is good for your heart, lungs and muscles. You can get both

Author Spotlight

Willard Michlin
Level: Basic
11 Live Articles
PROFESSIONAL EXPERIENCE - KISMET ESTATE INVESTMENTS, INC., KISMET MORTGAGE CO., KISMET BUSINESS BROKERS, KISMET MARKETING STRATEGIES, ...
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Lena Leino
Level: Platinum
31 Live Articles
Lena Leino is a mother and an acupressure specialist. She has recently devoted time to...
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Shania Duncan
Level: Basic
2 Live Articles
Shania Duncan is the owner of Altimate Publishing and the author of upcoming children's books. ...
[more](#)

Cory Boatright

Now you have a great grasp on how to create content yourself as well as a path that you can follow to find content that you can publish on your site without having to write a word. Whether you love writing or hate it, content creation or acquisition shouldn't be a problem now!

In the next chapter we are going to go over ways that you can generate income with the content on your new content site.

Making Your Content Pay!

The number one objective of getting your site loaded up with content so that the search engines can find it and send you traffic so to make money right? That's right! You will learn how to make that happen in this section!

Now that you are mostly up and running, we need to talk about how to make money with your Content Site. First and most obvious would be advertising. Having said that though, what you do not want to do is have ads on your site for everything under the sun and none of it relating to parrots (or whatever your chosen Content Site topic may be). Choose wisely and choose ads to complement your Content Site contents. For instance, if you are talking about cages, you don't want an ad on the page for graduation dresses.

So what can you do to generate money with your Content Site? There are lots of ways to accomplish this. We will cover a few here so you get the idea.

The Google AdSense Program

One of the best known ways to make money on your site/Content Site is using Google AdSense – however, you need to think outside the box and be innovative to make some serious money.

You need to select and focus on **one** format of Adsense Ads. That one (and this has been proven through research) is the large rectangle – 336x280. It seems this size ad results in higher click through rates. Why not use other sizes? Well you can, but experience shows they do not work as well as the Large Rectangle.

Why don't other size ads work as well? It's simply a matter of what people are used to. The Large Rectangle ads look like regular web links – in other words, they look familiar. So because they do look familiar, people will click on them. This is to your advantage.

Make sure you take the time to create a custom palette. Choose colors that blend well with the background of your site/Content Site. If your site is blue, use blue as the ad-border (the same color blue if you can) and background colors. What you're trying to do is make Adsense look like it's a part of your web Content Site. This too will also boost your click through rate.

Put your Adsense ads at the TOP of your page/Content Site, not the bottom. No sense in hiding them. The more people that see them, the higher the click through rate – and that's a bonus.

Relevance, relevance, relevance – make your links relevant. Link to sites that are relevant to your Content Site content and if they are really good sites, list them first.

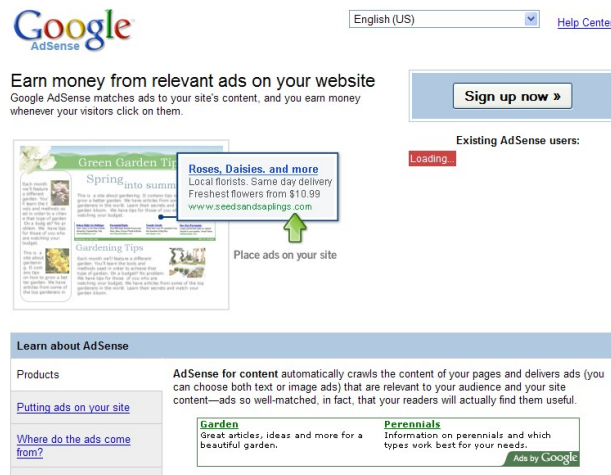
And last but not least, see if you can automate inserting the Adsense code into your Content Site. You'd want to use Server-Side-Includes and check with your host provider to see if they support this. They will be able to tell you how to implement this. It can save you a lot of time.

Warning: make the ads fit what people searching your site want to see, read, and buy. Focus on a specific topic and make that's your primary target. Don't jump all over the place.

It's quite possible you may have other ads on your Content Site side that deal with the same topic you do. That's fine, but you want to strive to make your ad a bit different and unique. Every click through is a point for you, so make your Adsense really stand out.

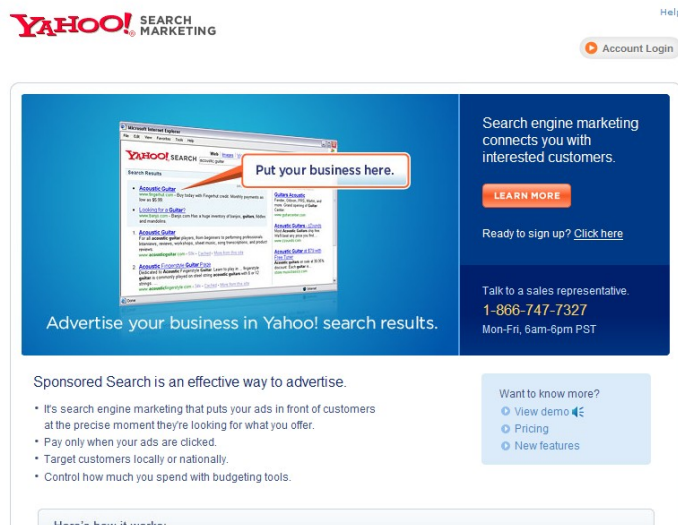
There are hundreds of PPC search engines you can buy traffic from. Here are the top ten, with some tips for you to consider.

➤ Google Adsense



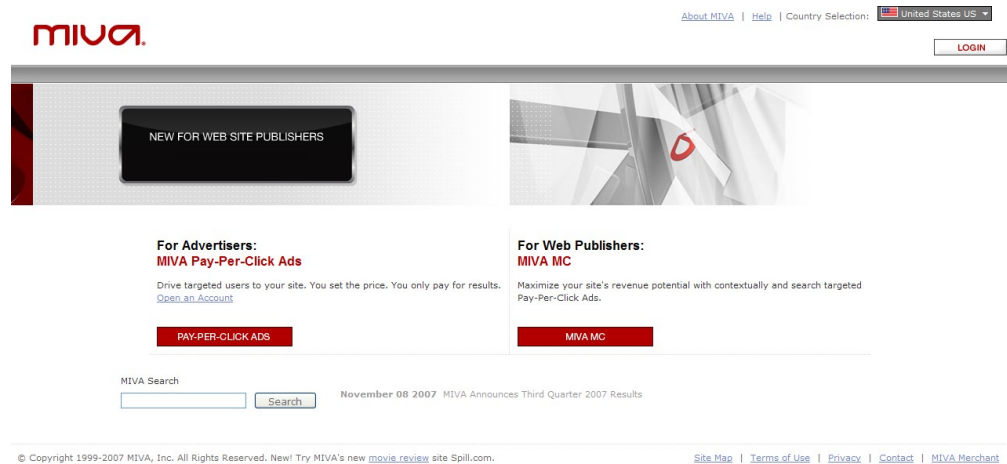
Biggest and best for volume, traffic quality and user interface. Most expensive.

➤ Yahoo! Search Marketing



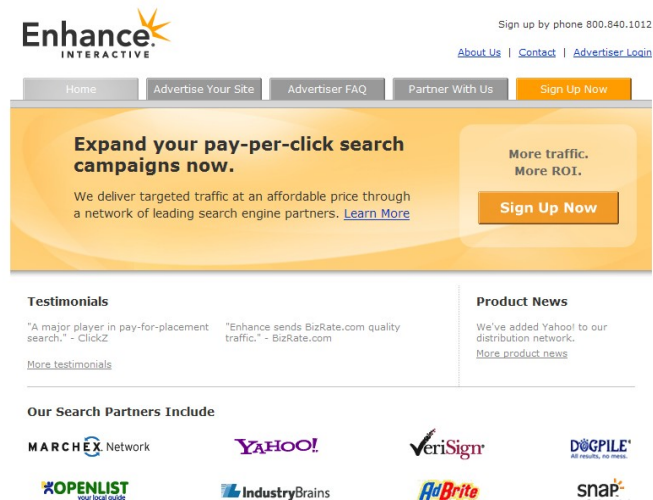
First GoTo.com, then Overture, high volume and quality with a few bargains still around. \$50 credit on sign up.

➤ MIVA



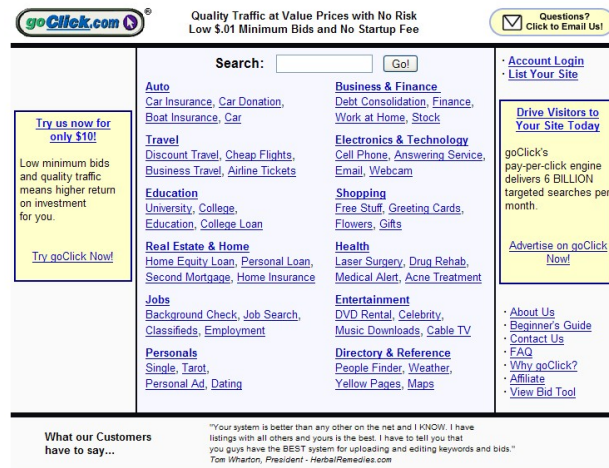
One of the best, and under rated PPC search engines.
\$5 credit on sign up

➤ Enhance



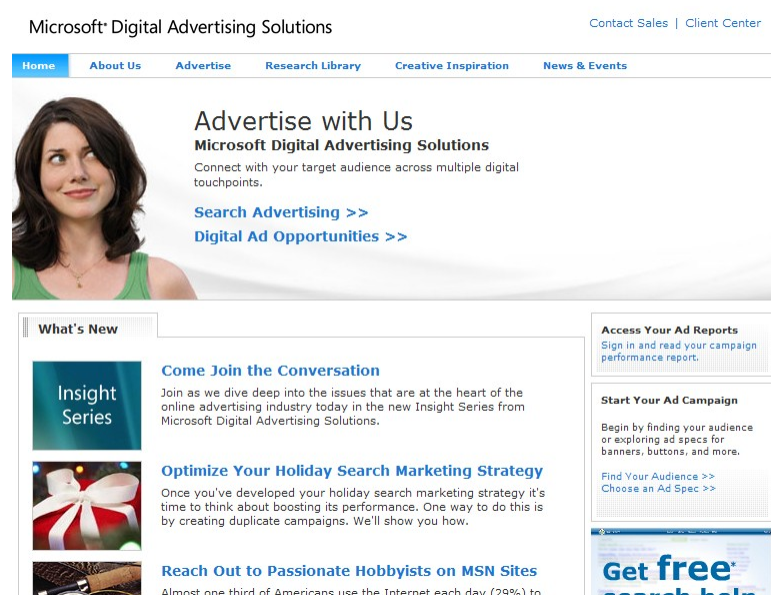
Strong emerging PPC search engine, solid quality control. \$25 bonus on sign up

➤ GoClick



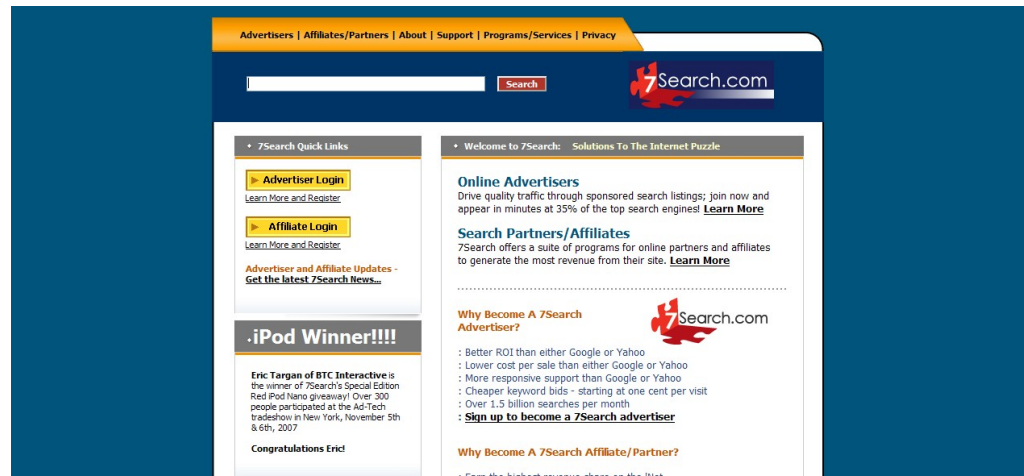
Cheap traffic, fast growing, loyal following, lets you start an account with only \$10 and bid from one cent.

➤ MSN AdCentre



New player on the block, still has some glitches to work out as it's frustrating

➤ 7Search



Smaller engine, good quality traffic good interface.

➤ ABCSearch



Solid targeting, decent traffic sources, good customer service. Will Match your initial deposit up to \$100

Now you have a ton of ways that you can turn your content and the visitor that are coming to view it into cash. But another big thing that we experience as content owners is "overwhelm" when it comes to managing a site that is getting big! In the next chapter we'll cover that!

Managing Your Content

This chapter is going to cover the fact that running a site with hundreds or thousands of pages can be a pretty daunting task. You are also going to learn about some of the solutions that ease this burden.

We can go two different ways here in managing content for your Content Site. But first you need to know what a web content management system (CMS) is. Without making it sound too simplistic, it is a content management system to manage content on your web site, but one that has features to make it easier to publish web content to web site.

These types of systems are usually used for storing, controlling and publishing documentation specific to an industry – i.e. news articles, technical manuals, sales guides, marketing brochures etc. Thinking in terms of your Content Site then, you would likely want to use news articles and perhaps marketing brochures.

But, just what does a content management system do? Among other things it can import and create documents and multimedia material. It can identify all key users and their content management roles – for instance if there was more than one person managing your Content Site/site.

A content management system can also assign roles and responsibilities to different content or types. It can handle content workflow and also let you know when there are changes in content.

A good CMS has the capability to keep track of and manage many versions of one particular piece of content; publish the content to a repository so others can access it (search and retrieval); and separate text from formatting. i.e. the CMS may set default colors, fonts, layout.

The Option Of The Blog

There are several ways to create a blog, but a lot of it depends on the amount of time you want to spend setting it up/configuring it, and what types of customizations you want for your blog. Here are several places you can either get a blog, or the scripts to build one yourself.

Blogger.com



<http://www.blogger.com> - This one is the easiest to learn and use. You can get set up in no time flat and do not even need to know any HTML. If you're more advanced and know what you're doing, you can use their phenomenal knowledge base, learn how to add to the template they give you when you sign up and personalize it. Bonus – it's really search engine friendly.

WordPress



<http://www.wordpress.org> - Word Press is considered to be the most popular blog script on the Internet. It has a candy store of goodies for features, and is definitely search engine friendly.

Some of the features are plugins so you can create an mp3 player on your site so you can use it for podcasting. There are also Technorati tags, photos, sitemaps, and an outstanding collection of templates so you can change the look/feel of your blog.

Plug-ins for polls, calendars, tagging, "send to a friend," and "print this," are unique and well appreciated additions to WordPress blogs. Optimizing your pages and posts with unique page titles, meta tags, and page names is easy and manageable using plug-ins.

Video sharing/photo sharing is easy with a blog. Some plug-ins let you put a photo feed from [Flickr](#) on your Web site. You can even embed videos from [YouTube](#) or [IFilm](#), into a post. This makes your blog look like a multimedia site, and the good news is – you didn't spend much on it.

Drupal

The screenshot shows the Drupal.org homepage. At the top, there's a blue header with the Drupal logo and navigation links: Handbooks, Download, Support, Forum, Contribute, and Contact. A search bar is located on the right side of the header. Below the header, the main content area is divided into several sections. On the left, there's a 'HELP DRUPAL GROW DONATE!' banner with a PayPal logo and a 'SUPPORT THE DRUPAL ASSOCIATION' button. In the center, there's a large orange box with text describing Drupal as an open source content management platform, equipped with a powerful blend of features. It lists 'More:' links: About Drupal, Features, Hosting, Screenshots, Demo, and Paid services. To the right of this box is a 'Download' sidebar with a green header. It lists the 'Latest release: Drupal 5.3' and 'Contributions: Modules, Themes, Translations'. Below this, there's a news section with the headline 'Drupal 4.7.8 and 5.3 released: Security updates and bugfixes.' and a 'Download' link. On the far right, there's a 'User login' form with fields for Username and Password, a 'Log in' button, and links for 'Create new account' and 'Request new password'.

<http://www.drupal.org> - This isn't a blogging system. It's a true CMS. With it you can create a community of blogs, or a complete community, including forums, group meetings, and more. There is a rich text editor so you can code your posts.

It doesn't matter what system you pick to create your blog, just so long as you are happy with it and it does what you need it do. Blogs build relationships with your customers, as well as disseminate your site content. Building, writing and maintaining a blog shows your expertise on your topic. How much better could that get?

Getting Traffic To Your Blog...

Here are some tips and tricks to getting people to your blog:

- A. Use your targeted keyword in your blog post titles
- B. Optimize blog categories – use keywords in the titles, choose multiple categories on each post (if appropriate), default to a general category that's relevant no matter what the content of your post is about
- C. Syndicate your blog – make subscribing to your blog easy. Use a free service and create a syndication area on your site. (Try Feedburner)
- D. Offer RSS (conversion) to email – free services include FeedBlitz, Zookoda and Squeet
- E. Ping blog search engines using blog software like Movable Type or WordPress (automatically) or do it

manually if you're using Blogger.com with Pingomatic.com etc.

- F. Comment on other blogs. Your name is linked to the blog URL you enter.
- G. Submit your blog to directories with categories for blogs.
- H. Have targeted ads on your site – no this doesn't drive traffic to your blog/site, but it will make you money (see Google Adsense/Adwords etc)
- I. Grab the latest and hottest keywords – relevant to your site. Place ads relevant to those key words on your site. Want a good tool to find relevant high pay off keywords? Try Keyword Elite.
<http://www.seojuce.com>
- J. Leave track backs on other blogs that are directly relevant to your site/Content Site/blog. A TrackBack is used in a blog to show, around an entry, a list of other blogs that refer to it.

Well, you may have it all together now, but having the blog itself is no substitute for the content. Content is indeed king.

And that content must be quality, or you will not retain visitors. It's just that simple.

If budget is a consideration in the management of your Content Site/site/blog, then you will want to consider whether or not to manage it by hand or use a content management system. One of the things you need to think about before opting to perhaps buy a content management system, is what do you really need it for. Yes it has all the bells and whistles and can make your life easier – or can it? Do you really need everything a content management system provides? If you happen to be a very large business with a very large site, you might want to think big. If you happen to be a very small business with big dreams, you may do well to update by hand for quality control.

Aside from control and hands-on editing of your site, the very real point here is your finances. With a good CMS running about \$10,000 USD, you would have to think long and hard before justifying that kind of expenditure for your Content Site. That being said, that doesn't rule out switching to a CMS later as your Content Site grows more profitable.

In the area of expertise, if you have a lot of advanced knowledge about blogs and Content Sites, etc, then a CMS may not make you even bat an eyelash (price aside). The technology would suit you and you would have no difficulty with running your Content Site with a CMS.

If you happen to just be starting out, doing it by hand is the best route to go, as you will learn how to do things properly as you grow. Doing things by hand also gives you a different kind of control over your site. It's more personal and more of an investment for you to make it work.

Which Content Management system is a good one? That is an excellent question, and one that really cannot be answered. The number of content management systems available would make your head spin. Each of them has good points, and bad points. Which is the best, is the one that suits your needs the most. Do the research on CMS if that is the route you want to take. In the meantime, do your start up Content Site by hand and watch how much pride and satisfaction you get out of it when it is done.

The next chapter is going to teach you how to create some social buzz at your site so that people interested in the topics that you present content for can interact and grow your site for you.

Creating A Social Atmosphere

If you want to take your site to the next level of “content acquisition”, this is it. By using social technology on your site, your visitors can literally grow your content site FOR you! In this section we are going to talk about how you can make this happen and the options available to you.

Adding interactivity to your site will only make it more popular for your visitors. So how do you do that? There are several ways, adding a message board, or perhaps a chat room or internal messaging system.

There are two ways to get a message board on your web site:

- outsource a pre-created board
- create a message board from scratch on your own server.

Third Party Message Board Hosting

If you outsource, another site builds and hosts the board on their servers and give you certain administrative rights (change the border and background colors, etc.)

The Pros Of Using A Third Party Provider...

- message board is created for you

- convenient - for web sites hosted at free places like Yahoo/Geocities, etc. because many providers don't have the resources that allow you to create a message board from scratch
- no worries about files/messages taking up space on your web server

Cons Of Using A Third Party Provider...

- not as much control over the look and feel of the board
- if your web host goes down, so does your message board
- some companies limit traffic and/or board content

Hmmm, well outsourcing doesn't sound too appealing does it? Well, then, you have the alternative of building a message board from scratch, and house it on your own domain.

Setting Up Your Message Board Yourself

Pro's Of Creating Your Own Message Board:

- More control over look and feel of board and no limit on how to edit, configure or reconfigure

- You can make board design match your Content Site in looks
- No shut downs, because you own the board

Con's Of Creating Your Own Message Board...

- Manually uploading files to your web server. You need a basic understanding of how to change permissions on files as most message boards are built in other languages (cgi, PHP, asp, etc.) Not sure how to do this? Ask your web host.
- You must have your own domain name and be hosted by someone before you can upload scripts.
- You will need to make sure your host gives you the right kind of access to host the board. For instance if you write the board in PHP, find out if the host supports this.

Bottom line? Find a message board that you like, download the files needed to make it work, edit a few things (if you are able to) and save them to your web server. Many of the boards do come with help files for installation and configuration, so it's not as if you would be on your own struggling to figure the message board out.

If you do decide to outsource your message board rather than build it on your own, then you'll need to find a Remotely Hosted message board provider. Which is good if your site is hosted at Yahoo/Geocities, Tripod, Webspawn, AOL, or some other free web space providers that do not let you to create a message board on their server.

Self Hosted, Pre-Existing Message Board Scripts...

We cannot emphasize this enough – always have your own domain BEFORE you download anything, and check to see if your host provider supports the scripts you are thinking about installing.

Here are some places you can find message board scripts:

➤ [Website Tonight](#)

DomainAbbey.com
Your Internet Empire Starts Here!

Home | Domain Names | Web Hosting | SSL Certificates | Email Accounts | Marketing Tools | Build a Website |
ICANN | My Account | What's New | Web Hosting | About Us | FAQ | Support: (480) 624-2500 | Logout

DomainAbbey.com Home » Website Tonight » Checkout

NEW! Supports .mobi Web Sites! **WebSite Tonight®** **INCLUDES FREE HOSTING & EMAIL NO SET-UP FEES**
Click and build your very own Web site online.

Think you don't have the time or know-how to build your own Web site? Think again!

WebSite Tonight makes it fun for ANYONE to create their own site -- without spending a fortune! It's so easy-to-use -- we've even included Hosting (with 99.9% uptime guarantee) and Email at no extra charge.

[WebSite Tonight Features List](#)

View sample Web sites:
[DeLette Development Group, Inc.](#)
[Product Tour](#)

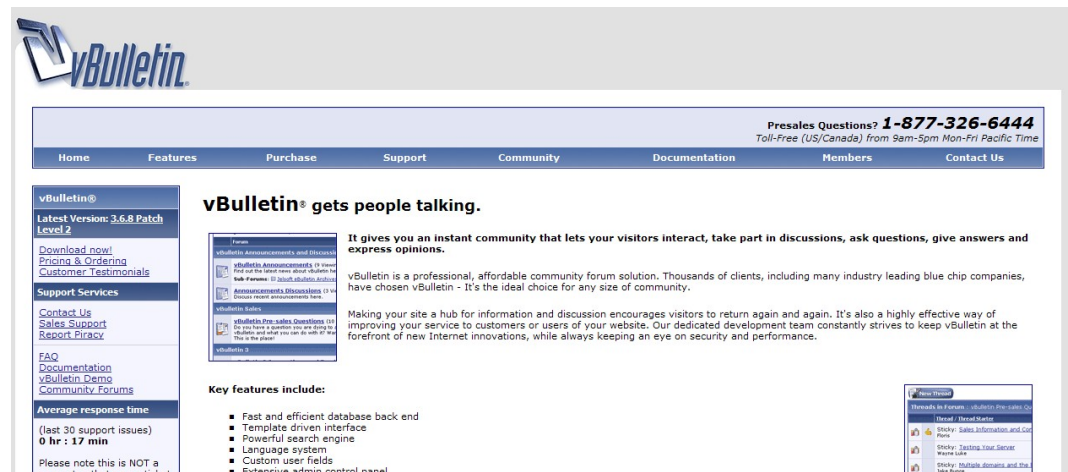
THREE plans to choose from!

Economy Plan	Deluxe Plan	Premium Plan
<input type="radio"/> 2 mo: \$9.95/mo <input checked="" type="radio"/> 12 mo: \$8.96/mo Save 10%! <input type="radio"/> 24 mo: \$8.46/mo Save 15%!	<input type="radio"/> 1 mo: \$14.95/mo <input checked="" type="radio"/> 12 mo: \$13.46/mo Save 10%! <input type="radio"/> 24 mo: \$12.71/mo Save 15%!	<input type="radio"/> 1 mo: \$19.95/mo <input checked="" type="radio"/> 12 mo: \$17.96/mo Save 10%! <input type="radio"/> 24 mo: \$16.96/mo Save 15%!

This host provides a pre-created forum with your

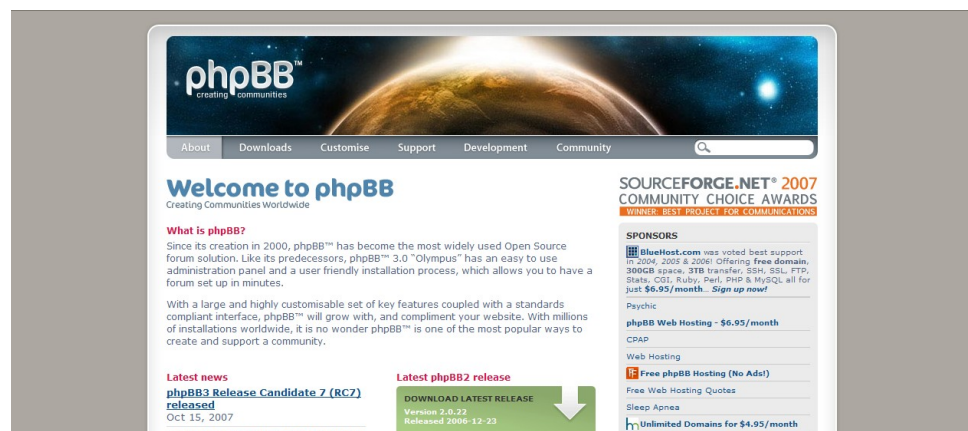
hosting account. No setup involved and you can host it on your own domain.

➤ [vBulletin](#)



This is rather expensive (\$160 +), but likely worth the price if you take a look at all the features you receive. If you're familiar with doing an FTP file upload/download, this isn't too hard to install either.

➤ [PHPBB](#)



This is really easy to set up and it's also free. Download the files for the board, upload them to your web server

using some type of FTP program and change a few permissions to some files. Bango, done! Yes, there is on site documentation. You need to know if you host supports PHP and to be able to create a database (ask your web host)

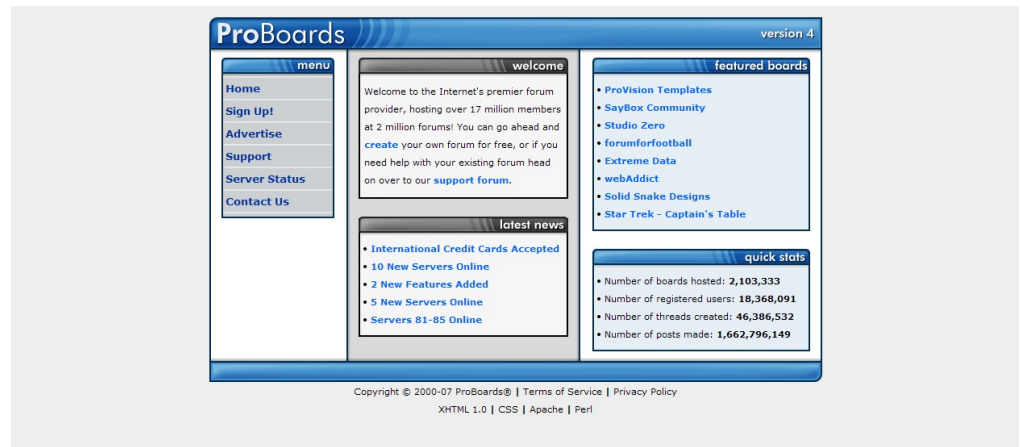
➤ [WWWBoard Message Board](#)

The screenshot shows the WWWBoard website. At the top, there's a navigation bar with links like 'FIND A HOST @ THE WEB HOSTING RESOURCE INDEX' and 'RESOURCE'. Below this, the main header includes the 'MSA' logo and the title 'Matt's Script Archive: WWWBoard'. The page is divided into several columns. The left column lists 'Other sites by Matt' and 'Matt's Script Archive'. The middle column contains an 'Overview' section describing WWWBoard as a threaded forum, a 'Readme' section with installation instructions, and a 'Download' section with links to various file formats. The right column features a sidebar with links to 'PHP SURVEY SOFTWARE', 'DESIGN SURVEYS', 'COLLECT RESPONSES', 'Custom Templates', and 'Verify Emails'.

This is another free option, but it's not as easy on the eyes to read or follow as PHPBB. Having said that, the layout is really simple with the messages listed in one long list. There are fewer files to upload with this option and it loads quickly.

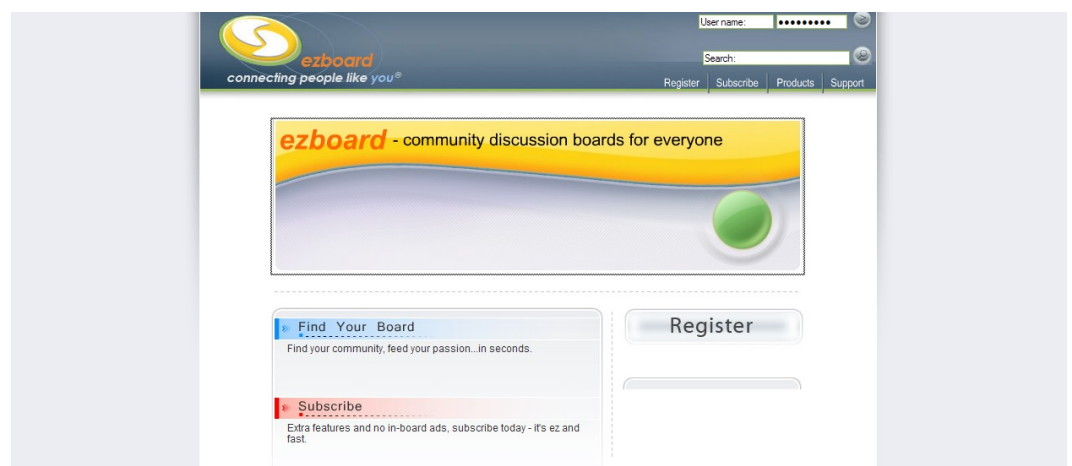
Third Party Services For Message Boards...

➤ [ProBoards.com \(Free Message Board\)](#)



- You can customize just about anything on this site and have an unlimited number of messages on your board. It also tracks how many members join your board, total posts, and shows the title of the latest post on the homepage. With your Admin privileges you can edit and delete posts, create and edit categories, and ban members if you need to. This actually offers a LOT for a free message board.

➤ EzBoard.com (Free Message Board)



- This board is really one of the most popular and has many of the same features as EZBoard but with a few extras like a profanity filter, ability to rate members, ability to screen posts before they go live, etc.

Obviously the choices are pretty much endless, but in the long run, you need to do what you think will work the best for your Content Site. There's lots of help available on the Internet, all you have to do is ask.

You might want to consider adding a chat room to your Content Site. Be aware though they can and do bog a server down if there is a lot of traffic. That means you would need to invest in a higher bandwidth – another expense. So analyze your options carefully. Since you're just starting out, you may not want to blow all of your budget at the start of your new venture.

Let Your Visitors Chat It Up

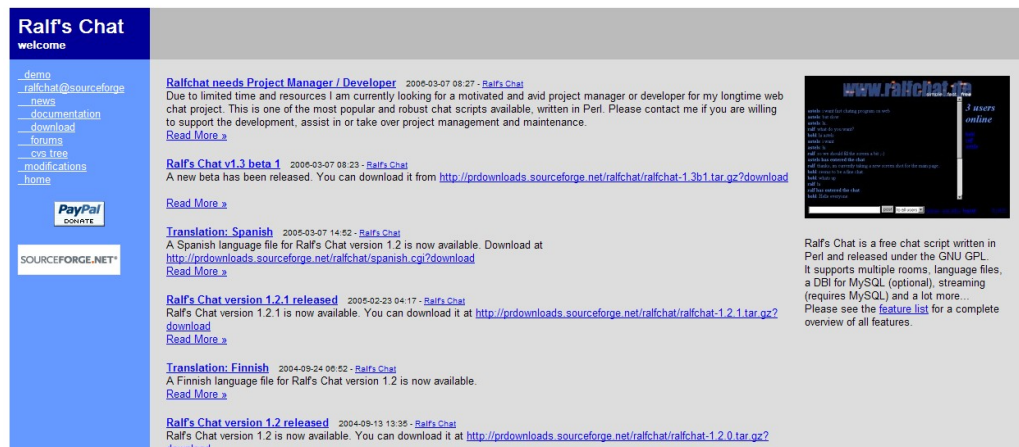
First ask your hosting company if they provide/support the right kind of platform to have a chat room installed. It depends on what type of chat room you are considering, but the one that we will use for an example would need Perl 5.0 with read/write access to a CGI bin. If you are paying for hosting, chances are your host will support this script – however – always ask first. Better safe than in a mess.

If you don't pay for hosting and are using a free hosting service, this example script will not work, as free site providers don't give access to run PERL scripts.

A Solution That Costs Nothing...

The example you're about to go see and/or download is called Ralf's Chat. Research shows this is one of the easiest scripts to configure and install. Go here to have a look:

<http://ralfchat.sourceforge.net/>



Ralf's Chat
welcome

[demo](#)
[ralfchat@sourceforge](#)
[news](#)
[documentation](#)
[download](#)
[forums](#)
[cvs tree](#)
[modifications](#)
[home](#)

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Ralfchat needs Project Manager / Developer 2005-03-07 08:27 - [Ralf's Chat](#)
Due to limited time and resources I am currently looking for a motivated and avid project manager or developer for my longtime web chat project. This is one of the most popular and robust chat scripts available, written in Perl. Please contact me if you are willing to support the development, assist in or take over project management and maintenance.
[Read More »](#)

Ralf's Chat v1.3 beta 1 2005-03-07 08:23 - [Ralf's Chat](#)
A new beta has been released. You can download it from <http://prdownloads.sourceforge.net/ralfchat/ralfchat-1.3b1.tar.gz?download>
[Read More »](#)

Translation: Spanish 2005-03-07 14:53 - [Ralf's Chat](#)
A Spanish language file for Ralf's Chat version 1.2 is now available. Download at <http://prdownloads.sourceforge.net/ralfchat/spanish.cgi?download>
[Read More »](#)

Ralf's Chat version 1.2.1 released 2005-02-23 04:17 - [Ralf's Chat](#)
Ralf's Chat version 1.2.1 is now available. You can download it at <http://prdownloads.sourceforge.net/ralfchat/ralfchat-1.2.1.tar.gz?download>
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Translation: Finnish 2004-09-24 06:52 - [Ralf's Chat](#)
A Finnish language file for Ralf's Chat version 1.2 is now available.
[Read More »](#)

Ralf's Chat version 1.2 released 2004-09-13 13:35 - [Ralf's Chat](#)
Ralf's Chat version 1.2 is now available. You can download it at <http://prdownloads.sourceforge.net/ralfchat/ralfchat-1.2.0.tar.gz?download>
[Read More »](#)

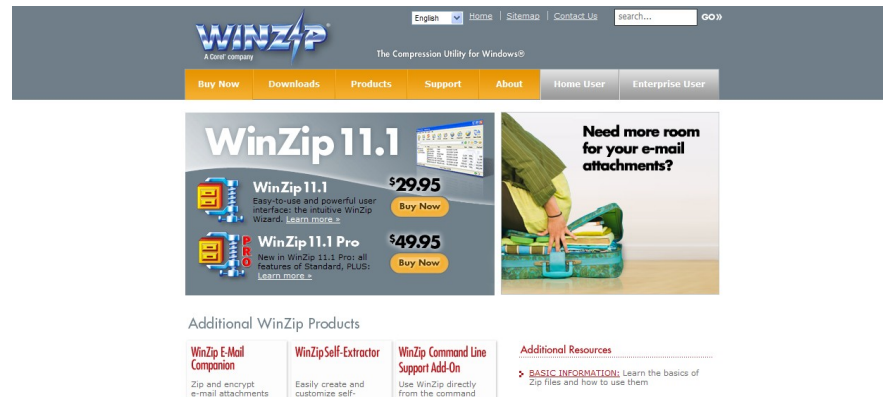
www.ralfchat.net 3 users online

Ralf's Chat is a free chat script written in Perl and released under the GNU GPL. It supports multiple rooms, language files, a DBI for MySQL (optional), streaming (requires MySQL) and a lot more. Please see the [feature list](#) for a complete overview of all features.

After having checked with your host provider, you know they support PERL, so you can download if you wish, or just check the script out online.

You may need an extracting utility, if so, you can download a Winzip evaluation copy at:

<http://www.winzip.com/ddchomea.htm>



If you're running Windows XP, you have the capability to unzip and do not need to download any software. Instructions are in the download file. It will teach you how to edit the script to suit what you need for your Content Site site.

Installing The Software On Your Website

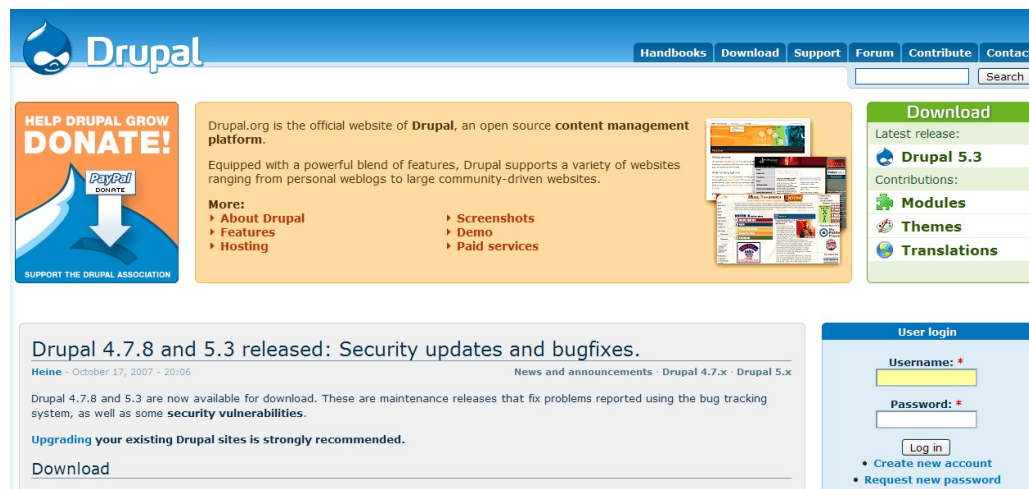
- A. First create a folder on your server called CHAT inside your server's cgi bin. Then, upload chat.cgi, chat2.cgi and config.pm (all in ASCII mode) to that file folder.
- B. CHMOD the chat.cgi and chat2.cgi files to 755
- C. Create a sub-directory called DATA in the same directory
- D. CHMOD the data folder to 777 data
- E. Want logs? Then mkdir logs; chmod 777 logs

F. Run the script with your server – see following and insert name of your server where it says yourserver –
<http://yourserver.com/path/chat.cgi>

G. CHMOD means to change modifications. And if you get stuck on the upload, you can ask your host provider for help. If you have experience uploading files and changing modifications you should be fine.

On Site Messaging...

One of the best private messaging software packages around is Drupal at: <http://www.drupal.org>



Oddly enough, this is not a blogging system, nor is it a private messaging system per se. It is a content management system, that will allow you to create a community of blogs, or a complete community, including forums, group meetings, and more. There is a rich text editor so you can code your

posts. We read about this earlier in this e-book in the content management system section.

Dupral's private messaging module lets its user to send messages to each other without sharing email addresses. What happens is an inbox link appears in the navigation menu.

A "write to author" link is included in posts, letting users type a private message instead of commenting openly. As you may already know, letting users have the ability to communicate directly with each other is an important part of building your Content Site community.

There are a few other bells and whistles you can take advantage of – for instance: users can choose to receive email notices of new messages by simply editing their user profile. Your contacts list only shows users you've messaged before. If a user is not in your contact list, you would need to know their local user name.

There you have it, a few other ways to make your Content Site highly interactive and establish a good sense of community. Will these additions help draw in traffic? Yes, and they will keep people returning to talk to their friends and share information about parrots (or whatever topic you have chosen for your Content Site).

Allowing all these extra features not only gives people a true sense of ownership of the community, but also builds a rapport with everyone on the Content Site/site. Just imagine what you could accomplish with these amazing tools.

What you definitely want to do is price your options out, do a list of pros versus cons, talk to others who have these extras on their sites and then do your homework. Only you can decide what will work for your site.

The next chapter is going to show you how to make your site newsworthy so that you can capitalize on media coverage and get tons of traffic from it. This could send floods of traffic to your site over night!

Is Your Site Newsworthy?

This section is going to load you to the teeth with the strategies that you need to create buzz at your site that makes the media and big websites take notice of you. This section could help you generate thousands of visitors almost overnight!

To make your Content Site a success, you want to respond to what visitors want. Offering them things that interest them, and keep them coming back for more is the foundation to your success. How do you find out what your visitors want?

You'll find out by asking them questions, taking a poll, having them fill out a survey etc. You can do this yourself, or you can hire it out. Hiring it out, while a good idea, can cost you a big chunk of change. Change that would be best used to improve your Content Site with tools that make it work well for your visitors.

Getting People To Move

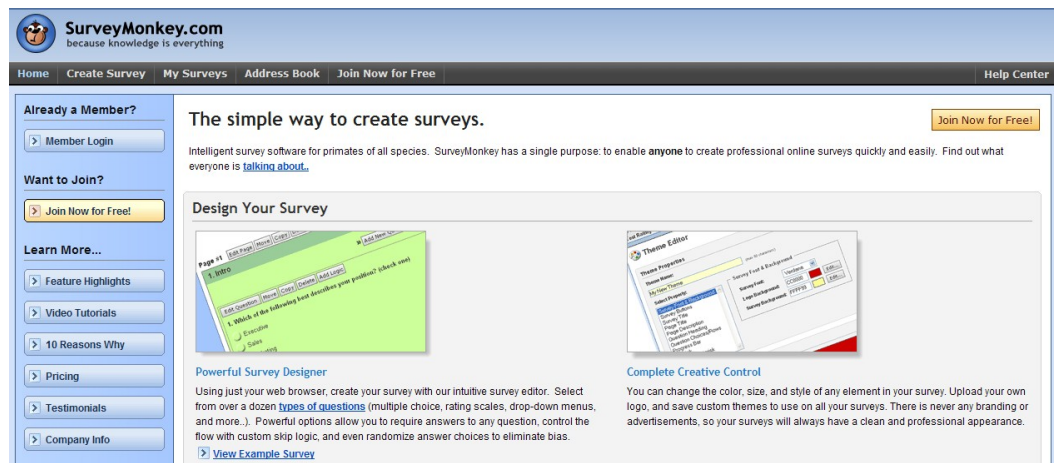
Here are some ideas you can use for your Content Site to make it interactive and give you the answers you need to give your visitors what they want.

What we're going to cover here is soup to nuts, from simple polls you can create and place on your web site to much more elaborate options. Many of these options let respondents see the results as they complete the survey.

Just a quick over view before you hit the list and the short detail provided with the options. Some companies offer a set of services for free and paid services (the full meal deal); others have free 30-day trials of their complete offering.

Some are for smaller businesses, others for larger companies with thousands of employees. There's a wide range between letting you design and add your own surveys/polls to your web site, versus having them create a survey, find your target market, query them, and report back the results. Onward and upward.

➤ SurveyMonkey.com



Large mailing list? Sent lots of surveys? Opt for the professional subscription (\$19.95 month) Send unlimited surveys, receive up to 1000 responses per month.

➤ Zoomerang.com



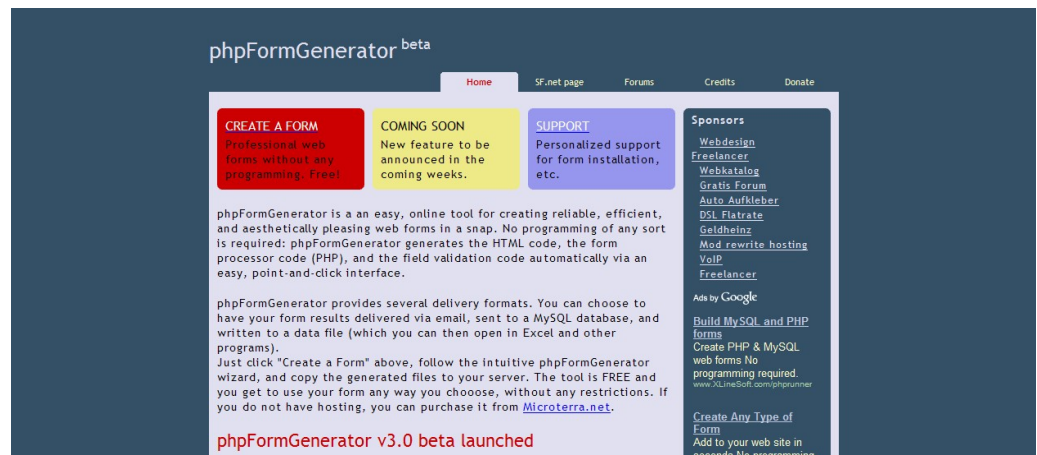
Offers basic product (free) plus paid packages. Can send surveys in several languages, no limit on the number of responses you can receive.

➤ SnapPoll.com



Free. Offers an easy way to put a one-question survey on your web site and receive results. No sign-up, you can choose colors for the form, and prevent multiple votes from the same person.

➤ phpformgen.sourceforge.net



Free survey generator written as open source code.

Choose as many questions as you'd like in any format - check, text, drop-downs, etc. You have to create your own stats.


➤ OneMinutePoll.com

One Minute Poll

One Minute Poll

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 [Testimonials](#) |
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 [Help](#)

ONLINE SURVEY SOFTWARE FOR ONLINE BUSINESS



One Minute Poll is your "Best of Class" online survey creation, response collection and real-time response analysis service.

- Use the survey wizard to quickly and easily create your professional looking survey.
- Publish your survey to your website or host it directly from the One Minute Poll website.
- View your responses graphically in real time using the powerful analysis tools.

All you need is your web browser. There is nothing to download, nothing to install, no maintenance and no administration.

[30 Day Free Trial Account!](#)

FULLY LOADED

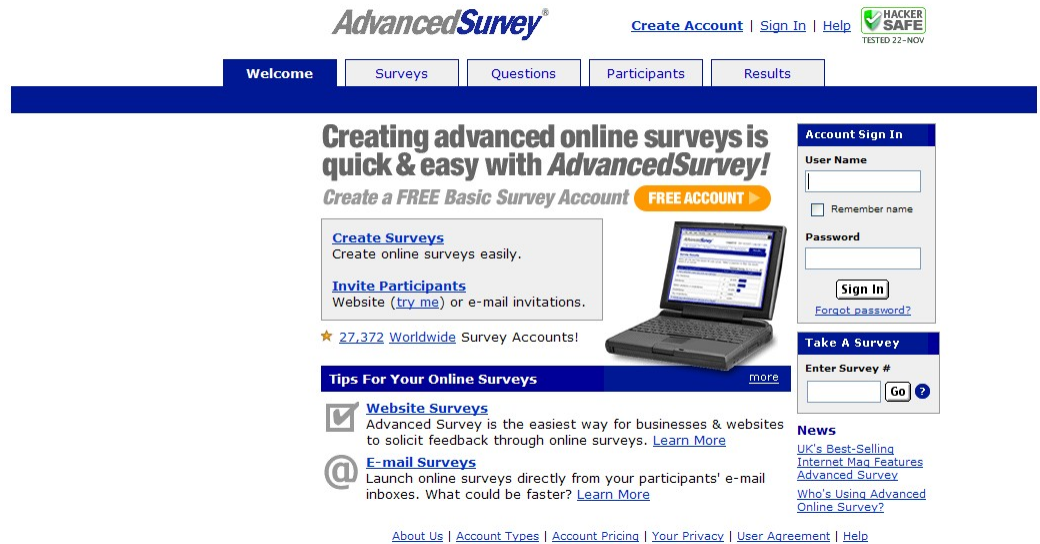
One Minute Poll comes fully loaded with all the powerful features you would expect. Here are some of the most popular...

- Multiple questions types.
- Mandatory question enforcement.
- Modifiable look and feel.

- Summarised view of your responses.
- Powerful text analysis tool breaks the text responses down into common used words and phrases so you can find exactly what you are

Software - available for a yearly subscription. Teaches you how to write surveys correctly to find out what your customers want. Software automates polls, generates code for your web page, and shows results in real-time.

➤ AdvancedSurvey.com



Both free and paid services that offer web page surveys/email surveys. You can ask multiple questions, yes/no questions, open-ended text questions, customizable number scales, and multiple choice.

➤ QuestionPro.com



Sophisticated system for surveying customers. 30 day

free trial. Pre-designed templates for common surveys: Customer Satisfaction, New Product/Concept Testing, Product Surveys, Conference Feedback, etc. Surveys can be designed with branching, where the answer to one question is used in a subsequent question

➤ HotScripts.com



For programmers and webmasters. Lots of scripts in various programming languages constantly updated by programmers around the world. Search surveys for scripts you can use.

➤ NetReflector.com



Sophisticated self-serve solution for the do-it-yourselfer, and assisted, automated solutions for companies who need to survey customers and/or employees worldwide on a regular basis.

Set up and monitor your own surveys or pay someone to do it for you, either way you go, it's a great way to figure out what your visitors want to see on your Content Site. The results may surprise you, or send you in a new direction you hadn't thought of. If you don't ask your visitors, they're not going to tell you.

Hold puzzles, quizzes and games, the more addicting the better. It will draw people back to your site like flies to honey. And while they are there, they will be looking around, chatting, emailing, buying and checking out your survey. It just doesn't get any better than that.

Do you provide visitor/customer support on your site? Is that another option you will add to your Content Site? Well, consider that personally answering the phone (if you provide an 800 number) and replying to emails, will take valuable time that could be spent in more profitable ways. If you offer an 800 number, every minute spent on the phone decreases the profits you generated per sale, regardless of whether you are talking to those who have made a purchase or not. If you have someone else provide customer support, there's more money spent from your profits.

How do you utilize the technological advances available on the Internet to decrease your time spent on customer support? Answer is: by providing customers with solutions to their problems on your website.

You might already have the FAQ section and the instructions and the manuals and just about every known piece of information you could possibly lay your hands on. What more can you do?

People are lazy when it comes to reading. There's lots of information on the Internet right there for the reading. However, many take the easy route and call the 800 number, or email for help. Given a choice of reading instructions on a website versus emailing or calling, many chose to email or phone rather than hunt for them.

Here are two solutions: Audio and Video. Audio lets the lazy browser listen to what you have to offer rather than read. Many skim read and miss important points - using audio and video will get your point(s) across. An audio introduction to your Content Site on parrots helps increase interest in your site. Sure, you might have good headlines, but if people don't take time to read them, they've missed the boat and will go someplace else.

Hearing about your site will definitely snag your listeners attention. You can even use audio to answer the most common FAQ's and prompt visitors to use the FAQ section before emailing for support.

Having visual aids on your Content Site will boost its popularity enormously. Images, power point demos or video – it's an easy choice to make. Video can be created in a snap. You just need a headset with a microphone and PC video recording program to begin. Small change now, to save large change for later.

With video, you can show your visitors exactly what they're looking for – say for instance, a short video of a talking parrot.

Basically, you're showing/speaking the same thing you would in an email. But it's visual and even lazy visitors will stop to

look at the magnificent parrot(s). The bottom line is, it's easier to listen and watch, than to read and think.

Finding People Of High Esteem To Add High Value To Your Site

For just about every topic you could come up with relating to parrots, there will be an expert that can answer your questions. Many of them are online and would agree to a short interview via email. Then you post it on your Content Site. Oh, ask their permission first. Bravo! Your Content Site just got even more interesting.

There is nothing more powerful than to see or hear a well-recognized expert speaking about a topic you are interested in. With a good variety of interviews and audios, you will be too hot to handle.

On Site Publications For Instant Download

There are many thousands of great e-books online you can use on your website instantly.

Here is a good website to get ebooks you can rebrand with yourself as the author. <http://www.NakedPLR.com>

The screenshot shows the NakedPLR.com website. On the left is a green sidebar with a 'Main Menu' section containing links to 'Naked PLR's', 'PLR Training', 'Site Builder', 'Bonus PLR's', and 'Affiliate Cash'. Below this is a 'Membership' section with links to 'Members Login', 'Naked Terms', and 'Support'. At the bottom of the sidebar is a 'Testimonials' section featuring a testimonial from 'Jeremy' praising the 'NakedPLR' idea. The main content area on the right has a white background with a green border. It features a red headline: '"I'll Foot The Product Creation Bill For You Every Month For The Rest Of Your Life!..."'. Below this is a large black headline: 'Get 5 New "NAKED & RE-BRANDABLE" Turn-Key Internet Marketing Business Niches Handed To You Each Month For Less Than The Cost Of A Dinner For Two?'. A red arrow points to the text: 'This Can Be A Cash Producing Reality For You Just Minutes From Now...'. The name 'JEREMY J. BURNS' is written in blue. Below the text is a box containing four red arrows pointing downwards. At the bottom of the box is an 'Advance Notice' in red text: 'Please realize, this is one of the most limited offers that I have ever put together. There are only 500 membership spots even being offered and I'm doing a pre-launch to my own customers first. That means that VERY few, if any memberships will even be'.

You can even rebrand one of these to sell as your own on Amazon.com

Break Up An Interview Into Articles

Interview people related to your Content Site and the parrot industry and get their legal permission to convert it to an article. Promote your Content Site/web site by submitting it to E-zines.

You can get some great article and blog content at
www.NitroBlogger.com

These are powerful hints and tips, and if followed faithfully,
you will see good things happen on your Content Site.

The next section covers a way to get indexed and noticed by
the search engines without pay for pay per click advertising or
doing tons of SEO work which we all hate to do. Just by
using this idea you can generate all the visitors that you can
handle!

Bookmarking The Social Way

In this chapter you are going to learn all about getting traffic and exposure from your website at no cost. This is the Web 2.0 style of getting visitors to your new content site! You have probably seen tons of people using Web 2.0 to grow their businesses and website traffic. If that interested you, this is the 2.0 portion of this manual!

You may have thought as you were going through this course “Where’s all the Web 2.0 Stuff?” and that is a great observation. The most important things in Search Engine Optimization lie within the basics that you learned in the beginning of this course which is why you learned them first. Once you have these basics down, you can move with the marketplace and take advantage of new trends in getting high search engine rankings much easier.

This section is absolutely packed with all the newest Web 2.0 stuff that you’ve probably been hearing about all over the Internet. Now that you have a strong foundation, this section is going to multiply the power you have by 1000. Get ready...

About Yahoo! Answers

After you understand the basics and technicalities of implementing your SEO strategy, you can focus your attention on generating traffic through social networking. Yahoo! Answers is just one component of effective social networking and marketing as it stands on the web today, and once you understand the basics of how this arrangement works, you’ll see

how it plays such an important role in your traffic-building strategy.

Social networking is basically the process of becoming more visible on the web.

Whether you are promoting your business, a blog, or even just an article, how you present and market this information is helpful in developing a strong following of readers. Once the traffic is coming to your site through various initiatives, you have a higher chance of capturing the interest of these visitors through your squeeze page. Adding as many of them as possible to your opt-in subscriber list will build your e-mail list almost automatically. You can not only benefit from ongoing contacts, but you'll be building a lead generation system that you can tap into time and time again.

Participating in social media can do a variety of things.

You will be able to:

- A. Examine your target market, and learn about their likes, dislikes, tastes, and preferences
- B. Focus on how you can capture their attention, and fine-tune your return on the investment
- C. Measure statistics efficiently
- D. Contribute to an entire network and participate in other subjects of interest
- E. Protect your brand image and promote it in careful and targeted ways
- F. Building trust through each and every social marketing initiative is a long-term goal.

- G. You can start to develop friendships and building trust every time you post relevant content.
- H. When people are looking for good product recommendations, for example, you will become a leading expert on how and where to go.

Simply pointing people in the right direction can be a valuable way to build credibility for your posts, and will only encourage more people to learn more about you through the signature file, your profile page, or other contact information you have provided.

When you are participating in forums besides Yahoo! Answers, it's important to always include anchor text within your post when possible, along with an effective signature file.

You can contribute to multiple threads in order to solve a problem, and point your signature to relevant topics and posts as needed; the higher your level of participation, the stronger your chances of creating a long-term relationship with multiple readers and visitors.

Part of branding yourself for high Search rank is to use Social Networking tools and blog postings to your advantage. Once you have identified your niche, it becomes much easier to conduct promotions that may lead to sales and higher traffic as a result.

Carving out your niche and finding new networks to explore will help you do this in multiple ways. Finding more people within your network will become easier as you expand your reach; by participating in forums, discussion groups, and social bookmarking Content Sites, you will be creating brand recognition in many ways. The Internet has opened up many options for businesses and marketers to take advantage of increased interaction. Each group member within a niche topic can interact anytime of day, and start to gain trust and increase credibility of their chosen brand as a result.

There are many social networking tactics available for your niche. Yahoo! Answers offers one very valuable opportunity for direct contact, but your overall marketing strategy can encompass a variety of channels. After you've decided on what you want to accomplish with online networking, it's time to choose the different social networking websites to participate in. Website marketing can be effective with the right strategy, and it's essential that you learn how to communicate with your audience on a long-term basis.

One of the keys to success with Yahoo! Answers involves credibility. You will want to include contact information through your signature file in carefully crafted and effective ways. Making sure that information that you post without sounding like spam is always important.

You don't want to take part in using automated software to post generic comments, since people will start to review your profile and see what is happening. When e-mailing or messaging people, you will want to make sure you provide a clickable website or URL, and provide relevant information at all times. Finding the right connections is an important part of online marketing. You are effectively creating a long-term marketing plan, and you want to make sure that you have a variety of channels available to make this possible. A critical component of successful online social networking and marketing involves finding quality connections.

You can review demographics to find your target market, make use of careful search engine strategies, study comments from other visitors of your site, and approach a variety of industries to promote your brand.

You might start by sending friend requests to people you already know, and making sure you post useful and helpful comments on other people's pages. You might provide a set of valuable links to other blogs and websites to use; this can help direct traffic immediately to your site, and can continue to promote you over the long-term.

Returning comments on commenter's pages and providing relevant and appropriate feedback will help you develop relationships with ease.

After you have a set of solid online relationships and connections, you can provide valuable information and content to specific groups. The newsletter lists and e-mail subscribers that you attract will help you during this stage, since you will have established a basic connection and can continue to provide news and updates whenever you wish.

Working your network thus becomes much easier; you are giving people a *reason* to stay in touch, and each effort you make in marketing to this group will have a higher rate of success than a 'cold' set of users. This is another reason why you will always want to add new content to your pages on a regular basis; it gives people a chance to view your site as a resource, rather than a static web page. Just as with offline business relationships and networks, every connection needs to be nurtured.

You will reap the rewards through increased credibility, steady traffic, and ultimately a larger pool of customers to benefit your business in the long-term.

MySpace.com is one of the largest social networking websites available, and it can help to search and refine your target group using the online search engine. LinkedIn is a strong resource for professionals, and offers career-related online marketing options that let you connect with clients, customers, and even answer business-related questions.

Gather is a network that incorporates articles into the system. Users write up specific topic-related articles and post them throughout the site. The articles can be helpful and insightful, and may even ask and answer a specific question. Once this has been posted, a point system is developed so that the user can increase their social networking activities on an ongoing basis.

Learning about who you want to interact with is another important step. Your options include customers and consumers, consultants, media and publishers, event representatives, and other people within your industry. You can target each of these groups in a different way. Approaching people in the right way is an important part of your online social networking tactics.

You will always want to send a friend request on some of the major Content Sites, and make sure you are leaving thoughtful and relevant comments on their pages.

You will want to 'work your network' as often as possible. Set aside some time to respond to comments and messages, and keep your profile as up-to-date as possible. You will need to make sure your own pages are not being filled with irrelevant material, and add new content to your page so that people continue to visit your site regularly.

Engaging your audience as much as possible is an essential element of effective social networking and social marketing. Additional tips for your social marketing:

- A. Consistently add useful content to your site
- B. Join Google, Yahoo!, and Windows Live as soon as possible to branch out...
- C. Acquire one-way or reciprocal links
- D. Increase your Google Page Rank as often as possible

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.

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:

- A. Monitoring their favorite brands
- B. Reading about new products
- C. Learning about competitor products
- D. Identifying with other users
- E. Seeing what friends and family find interesting
- F. Finding out what the latest trends are
- G. 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:

- A. Level of activity
- B. User feedback
- C. Number of products reviewed or discussions created
- D. Popularity within the community
- E. 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.

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.

Social Media Giants

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.

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.com, LinkedIn.com, Ryze.com 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.

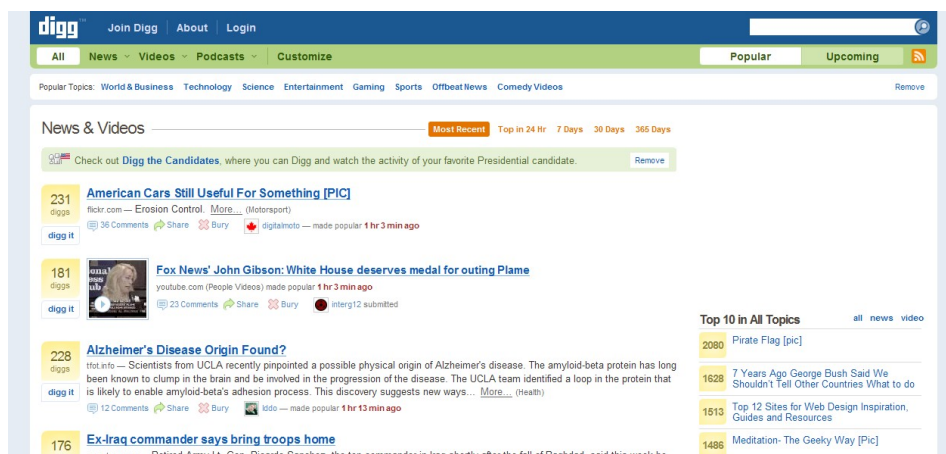
Video Sites

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!

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.



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- New York City Decay [pic] (sargasso.nl)
285 points posted 4 hours ago by bwot7m 113 comments
- Horrrifying ad for Amnesty's Unsubscribe-Me campaign against torture (unsubscribe-me.org)
264 points posted 6 hours ago by n3m6 131 comments
- Kucinich's Wife: It is possible that Ron Paul & Dennis could become running mates. [politics] (rationalactivism.com)
107 points posted 3 hours ago by Flemlord 85 comments
- Eighth wonder of the world? The stunning temples secretly carved out below ground by 'paranormal' eccentric (dailymail.co.uk)
95 points posted 3 hours ago by qgyh2 29 comments
- Reddit user tasered for submitting too many taser related articles (reddit.com)
226 points posted 10 hours ago by omepiet 71 comments
- In All Fairness ... Internet Explorer Still Stinks [programming] (sitepoint.com)
648 points posted 14 hours ago by gat 190 comments
- Utah Highway Patrol closes email address and sets up notice due to citizens outraged by Taser abuse (highwaypatrol.utah.gov)
72 points posted 4 hours ago by hopeseeker 60 comments
- Pics of One Week of Food for Different Societies (fourwinds10.com)
218 points posted 11 hours ago by StoneMe 200 comments
- Who's "really" sending insurgents to Iraq? [politics] (guardian.co.uk)
149 points posted 8 hours ago by shackleton1 31 comments
- Nearly every review of the book in the mainstream media has been negative. The Professors say this merely confirms their thesis... (newsvote.bbc.co.uk)
77 points posted 5 hours ago by mjk0092 34 comments
- The Unwillingness of the Main Stream Media to Consider America's Responsibility for the Bloodbath in Iraq is Tantamount to Holocaust Denial.. [politics] (alternet.org)
144 points posted 9 hours ago by sid13 65 comments
- Photography: Matt Stuart (pics) (alanocu.backpackit.com)

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other communities
programming gadgets
science sports
politics gaming
business entertainment

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Podcasting

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.

Web Casts

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.

Sharing Media

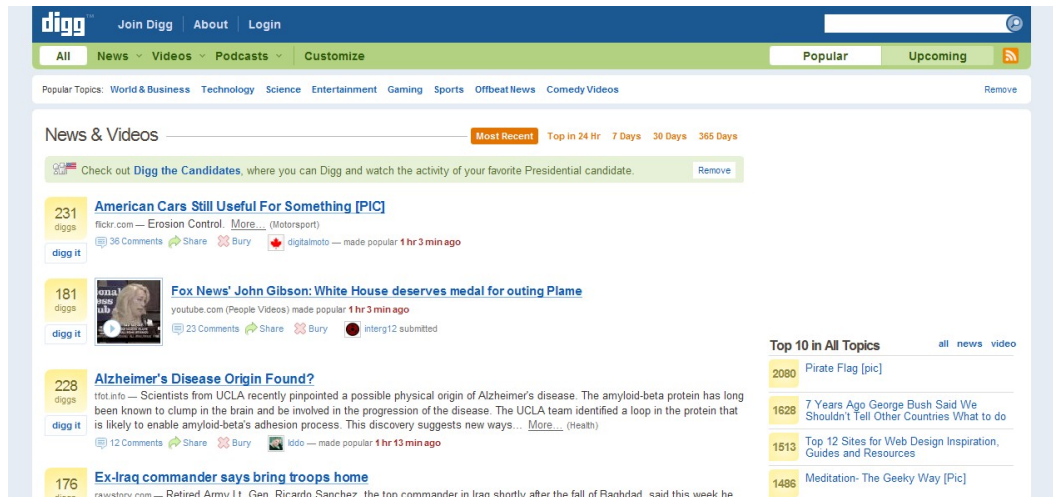
Media sharing is one of the precursors to social bookmarking and networking, developing from the concept of photo sharing and music exchanges. As these sites have grown, more people are learning to share and create profiles so that they can fit into different communities naturally. Flickr and Zoomr are just a couple of examples of these, and you can create a small profile of your own to join. Always remember to include a link 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 own, 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 Internet Is In Version 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.



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

With Social Bookmarking You Can...

- A. Segment and augment their market
- B. Help with branding
- C. Develop relevant RSS feeds
- D. Open up a platform for visitor comments
- E. Monitor and track how specific products perform in the marketplace
- F. Increase revenues
- G. 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.

How You Benefit From Social Bookmarking

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:

Increase Your Traffic; articles and submissions posted to social bookmarking sites can be tracked easily

Increase Profits: customers that are continuously participating in a specific genre or community are more likely to simply buy something through this Content Site or channel. This gives rise to increased revenue

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

Decrease 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

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:

- A. Surveys
- B. Online newsletters
- C. Direct e-mail campaigns
- D. Auto responders
- E. E-mail collection services
- F. 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:

- A. Blogging
- B. Social networking
- C. Wiki-style site building
- D. Online chat

- E. Vlogging
- F. Online events
- G. 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:

- A. Make the content easy to read and understand
- B. Offer useful tools
- C. Use keywords
- D. Make the best use of tagging so users can find information with ease

What Tagging Is...

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:

- A. Facilitating networking
- B. Analyzing source tags and keywords (essential for article marketing)
- C. Increasing branding
- D. Improving user communications and interaction
- E. Developing new products
- F. Developing new blogs or online channels

Bookmarking Socially

A typical business can not only position themselves within each of their relevant channels on a social bookmarking site, but 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.

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 site 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.

Exposing Yourself

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.

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.

Creating An Active Viewer Base...

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 intelligence in 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.

Hot Spots On The Internet

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 Content Site. 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.

Getting More Links

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 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:

- Commenting on blogs, articles, and posts and providing link back information of relevance
- Including your link as a tag on your profile name
- 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...

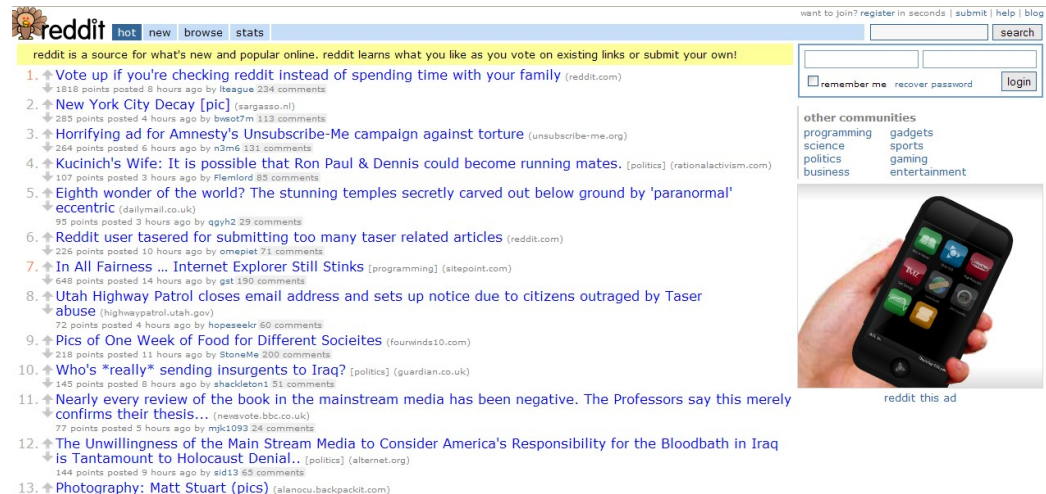
The internet is filled with successful social bookmarkers on a variety of topics and subjects, but its sites such as Reddit.com and StumbleUpon.com that can really get a startup noticed. Even if you are joining these networks on a personal level, it can help to begin learning about a community, understanding 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:

Big Time Players

Reddit.com:

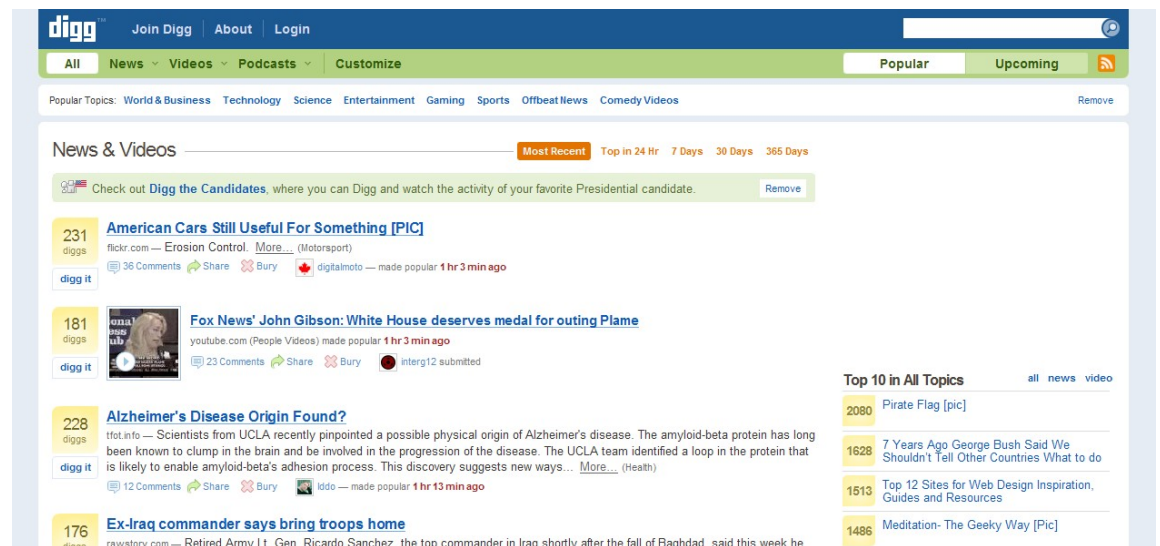
<http://reddit.com/>



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

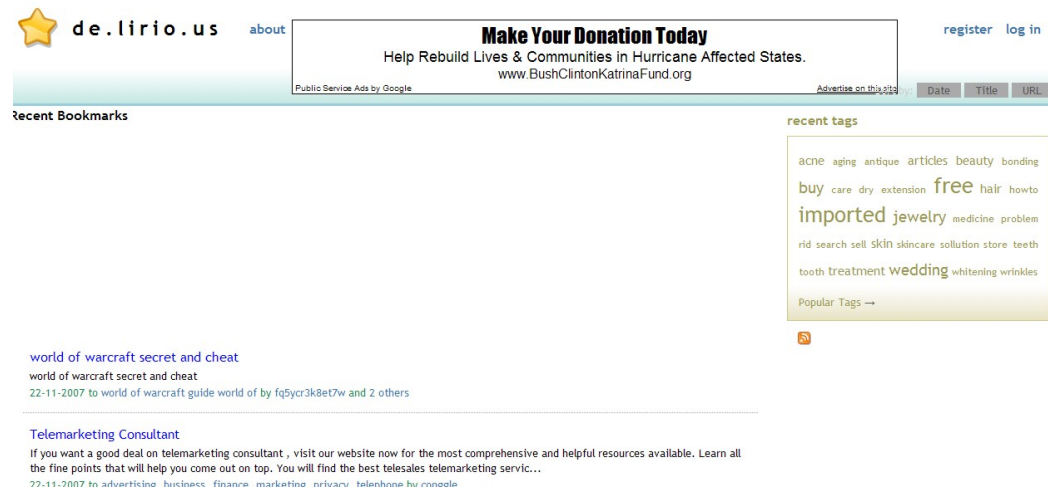
<http://del.icio.us/>

The screenshot shows the del.icio.us homepage. At the top, there's a navigation bar with links: "your bookmarks", "your network", "subscriptions", "links for you", and "post". To the right is a search bar with "del.icio.us" in the dropdown and a "search" button. Below the navigation bar is a "hotlist" section titled "what's hot right now on del.icio.us". It lists several items with their thumbnails, titles, and tags. The items are: "Visual Dictionary Online" (127 people), "UML TOOLBOX: 20+ UML Tools & Tutorials" (139 people), "FOODPAIRING" (166 people), "FileUrls.com - Get a shareable URL for your file" (141 people), "TUAW Tutorial: Custom Stack Drawer icons - The Unofficial Apple Weblog (TUAW)" (124 people), and "An Intuitive Guide To Exponential Functions & E | BetterExplained" (158 people). To the right of the hotlist is a "tags to watch" section with a "more ..." link. It lists several tags: "reference", "iraq", "classical", and "biology".

is one of the most used software applications available, and was one of the first active social bookmarking websites. The site hosts a hotlist of social bookmarks, and can easily be tagged and searched.

De.lirio.us

<http://de.lirio.us/>

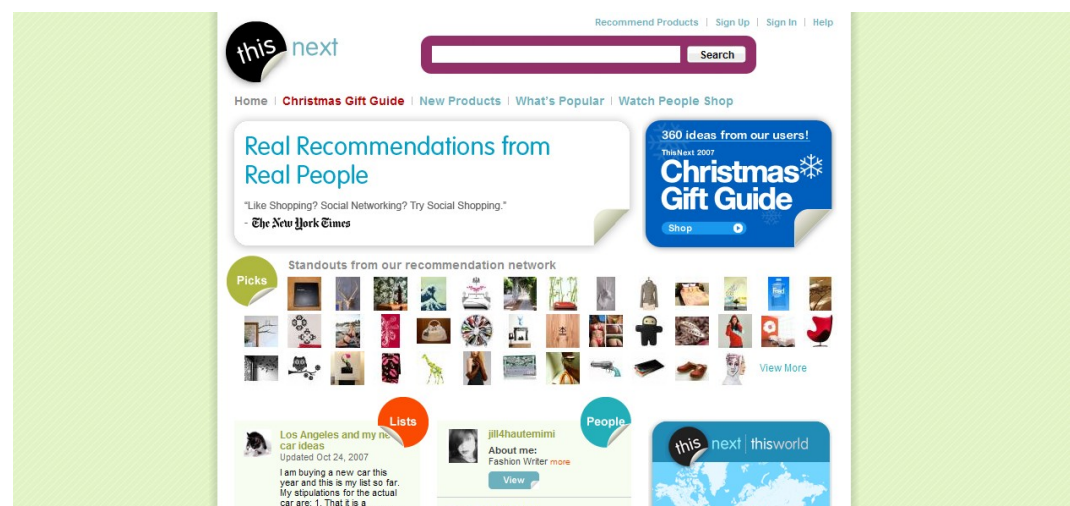


is another well-established social bookmarking website that includes 2-3 line descriptions with all headlines for easy reference. The simple site is just a list of the most recent bookmark posts, and is also easy to track and review.

Tighter Focus Sites...

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.librarything.com>

LibraryThing BETA

Home Book Suggestions Zeitgeist Groups Talk Search About Blog

Language: English [others]

What's on your bookshelf?
Over twenty million books on members' bookshelves.

What is LibraryThing?

Enter what you're reading or your whole library—it's an easy, library-quality catalog. LibraryThing also connects you with people who read the same things.

Go ahead and [take the tour](#).

What's good?

- Meet the world's largest book club. Find people with *eerily* similar tastes.
- Catalog with Amazon, the Library of Congress or 99 other world libraries. Import from anywhere.
- Get recommendations. Tag your books and explore others' tags.
- Put your books on your blog.
- Enter 200 books for free, as many as you like for \$10 (year) or \$25 (life).

Check it out

- Members have cataloged more than [twenty million books](#).
- Show your books: [on a shelf](#) or [as a list](#).
- Books: [Middlesex](#), [The Horse and his Boy](#), [Programming Ruby](#), [Stitch 'N Bitch](#), [The Structure of Scientific Revolutions](#), [Don't Waste Your Life](#)
- Members: [avaland](#), [sylphette](#), [Busifer](#), [Irishevz77](#), [wafflehouse](#)
- Tags: [ywwj](#), [Victorian](#), [philosophy of science](#), [vampires](#), [theology](#), [dogs](#)
- Check out the [LibraryThing blog](#) to see how rapidly—and openly—it's developing.
- If the [buzz page](#) doesn't convince you, you cannot be convinced. Go away.

Sign in

user name

password

Sign in

Not a member? [Join now](#).

[lost password?](#) [organization?](#) [terms of service](#)

"Last week, one of these simple, brilliant ideas got built..."
The Guardian (UK) email digest
"The Wrap" by Andrew Brown

"LibraryThing appears poised to turn the cataloging of books into a form of communal recreation."
[Christian Science Monitor](#)

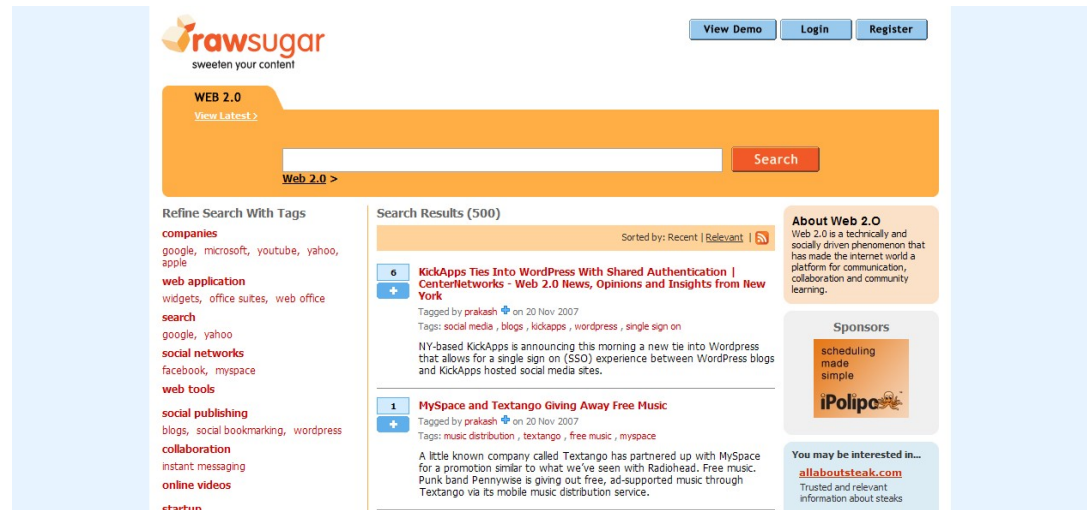
"It's six kinds of wonderful. It's all the wonderful."
[alaab](#)

([much more](#))

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/>

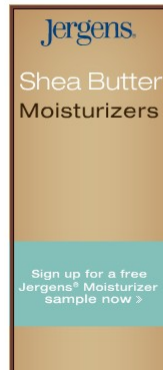


Wists network: Cribcandy
Pegloss Oobject Yokiddo



widgets Browse: latest picks |

Search: search all wists »



Make a Wist!

Wists is short for wishlists, shareable image bookmarks for any page on the web. With wists, your wishlists are not limited to one site such as Amazon. Sign up and install the Wists browser button, to automatically create picture bookmarks, for any page and without having to upload anything.

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Ads by Google [Suede Clothing Women](#) [Women Tommy Roots](#) [Cheap Shoes Women](#) [Cheap Dressy Boots](#) [Trendy Women's Shoes](#)

topwists's tags: [show »](#) @ topwists's admirers: [show »](#) @ topwists's friends: [show »](#)

Viewing: topwists/all (27 bookmarks) [options: [rss](#) or [publish on my site](#) or [add to friends & faves](#)]



[save this »](#)

[celebrity sightings...](#)



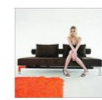
[save this »](#)

[lighting...](#)



[save this »](#)

[garden...](#)



[save this »](#)

[house...](#)



[save this »](#)

[gadgets...](#)

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/>



[Create an Account - Log In](#)



For All the Websites You Want to Get Back to...

We make sure you can find them again using any computer, anytime!

In One Click -

- Make lists & share with others! Or keep em' private.
- Save websites for reference, research, or for fun!
- Read those sites later! When you have the time.
- Have them appear in your links on your blog instantly!



[How Does it Work?](#)

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.

Social Bookmarking Plan Of Action

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.

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:

- A. Creating focus ads on websites
- B. Creating sticky ads that require visitors to click on the link
- C. Developing a strong search engine presence
- D. Joining paid inclusion sites
- E. Developing email campaigns
- F. 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 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.

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 link-backs.

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.

Scripts For Increasing Bookmarks

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 you 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.

Sites For Social Bookmarking...

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 that sits 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.

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.

Using RSS To Get More Links...

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.

Getting Content Around The Net

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 de-listed 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 back-links 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.

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.

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.

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.

The next chapter is going to show you how you can stay on the good side of the search engines so that they love your site not only now, but also in the future. This is a very important chapter so read it carefully!

How To Make The Search Engines Happy!

In this section you are going to learn how to appeal to both the visitors that hit your site and also the search engines so that they send those visitors to your site in the first place. After all, if you don't make the search engines happy, no one is every going to see your site unless you pay and arm and a leg for advertising.

What you can do to appeal to the search engines as well as your potential visitors:

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

- 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.
- 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.
- 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:

- A. Quick reading

- B. Simple concepts
- C. Illustration
- D. Easy to understand words
- E. Simple examples
- F. 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.

Things that are a must when creating readable content for visitors...

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

Content Writing...

Writing content for the online visitor:

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

- B. Start with the conclusion. This can help summarize the article and encourage readers to learn more
- C. Use bulleted lists; bullets help to make web copy much more readable
- D. Use typeface variations. This can help emphasize a main point
- E. Be direct. This helps to maintain the flow of your web content
- F. 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.

Links To Affiliate Products

Only include appropriate affiliate links, if any.

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.

Networks For Bookmarking Socially

Improving your Page Rank 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 Page Rank 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.

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.

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, and then move on from there:

- Del.icio.us
- Newsvine
- StumbleUpon
- Windows Live
- Ma.gnolia
- Rawsugar
- Digg
- Technorati

Get Moving With Del.icio.us

The screenshot shows the Del.icio.us homepage. At the top, there's a navigation bar with the Del.icio.us logo and links for 'your bookmarks', 'your network', 'subscriptions', 'links for you', and 'post'. A search bar is on the right. Below the navigation bar, the 'hotlist' section is highlighted, showing a list of popular bookmarks. Each item includes a thumbnail, title, 'save this' link, 'first posted by', and a list of tags. To the right of the hotlist, there's a 'tags to watch' section and a 'reference' section with links to various resources. The 'hotlist' items include:

- Visual Dictionary Online** (127 people): first posted by fazjazz. Tags: dictionary, reference, visual, images, language.
- UML TOOLBOX: 20+ UML Tools & Tutorials** (139 people): first posted by freshnatics. Tags: uml, tools, programming, development, resources.
- FOODPAIRING** (166 people): first posted by sden. Tags: food, cooking, reference, recipe, recipes.
- FileUriis.com - Get a shareable URL for your file** (141 people): first posted by scarpopo. Tags: file, sharing, storage, upload, online.
- TUAW Tutorial: Custom Stack Drawer icons - The Unofficial Apple Weblog (TUAW)** (124 people): first posted by ericchambers. Tags: mac, osx, leopard, apple, stacks.
- An Intuitive Guide To Exponential Functions & E | BetterExplained** (158 people): first posted by scarpopo. Tags: math, science, education.

The 'tags to watch' section includes links to 'reference', 'iraq', 'classical', and 'biology'. The 'reference' section lists links like 'Free Vector Downloads - Photoshop Tutorial', 'Secrets of Self Taught Web Developers - DegreeTutor.com', and '10 Linux commands you've never used'. The 'iraq' section lists links like 'We're fighting four different wars in Iraq. How many of them can we win? - By Phillip Carter - Slate Magazine', 'US Iran attack plans' revealed - just contingency plans, tho... so no worries then!', and 'Bush's \$592 million palace in Baghdad'. The 'classical' section lists links like 'Wikipedia:Sound/list - Wikipedia, the free encyclopedia', 'Kick Ass Classical - Classical Music's Top 100 Greatest Hits', and 'Free Beethoven and Mozart Recordings via Podcast'. The 'biology' section lists links like 'The brain scan that can read people's intentions | The Guardian | Guardian Unlimited', 'Understanding Evolution home', and 'Mouse Party'.

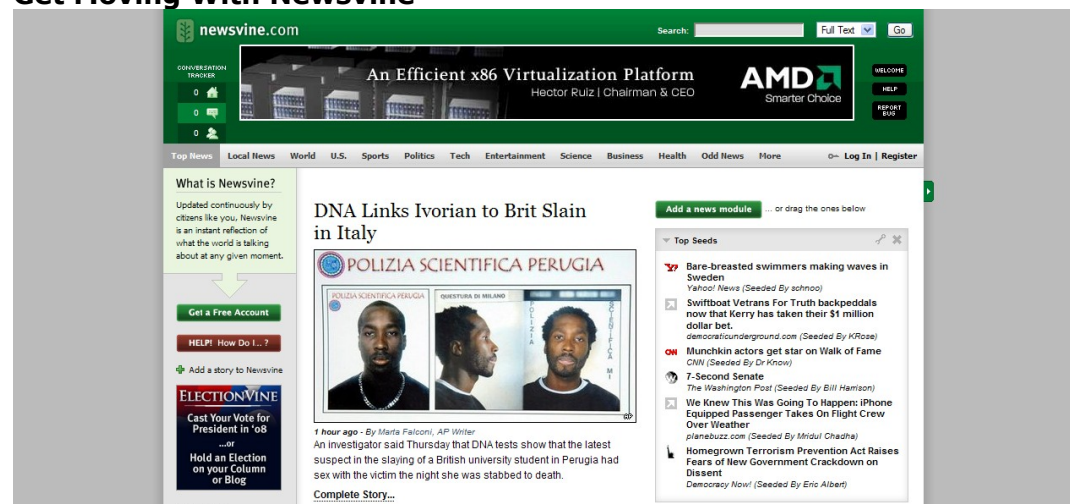
Del.icio.us is the most established social bookmarking site on the web today, and has a very simple format and structure. The site was founded in 2003 and has grown considerably since then. Del.icio.us uses the concept of folksonomy which means that all users are free to choose tags and keywords of relevance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

Get Moving With Newsvine



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 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.

Get Moving With StumbleUpon



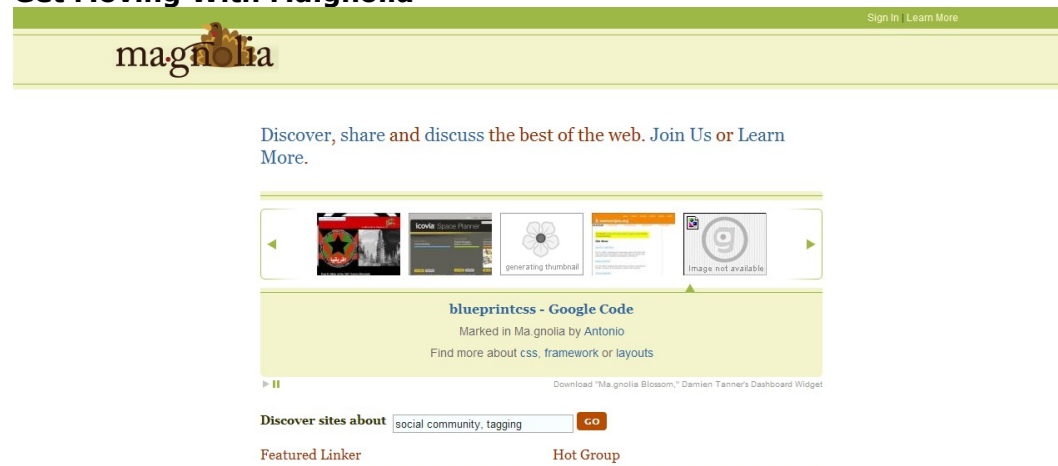
StumbleUpon is becoming one of the fastest growing social bookmarking sites on the web today, and offers anyone a chance to find others with similar interests. It's another site that lets you find out what other people are visiting and discovering, and the search engine on the site can help you find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

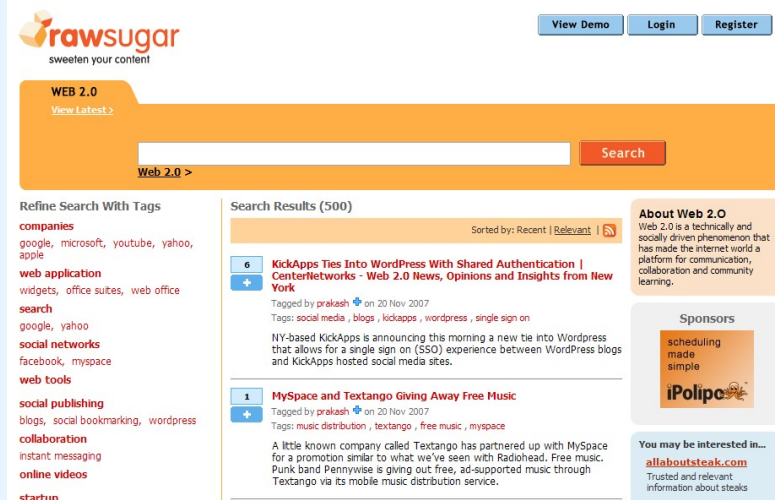
Get Moving With Ma.gnolia



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.

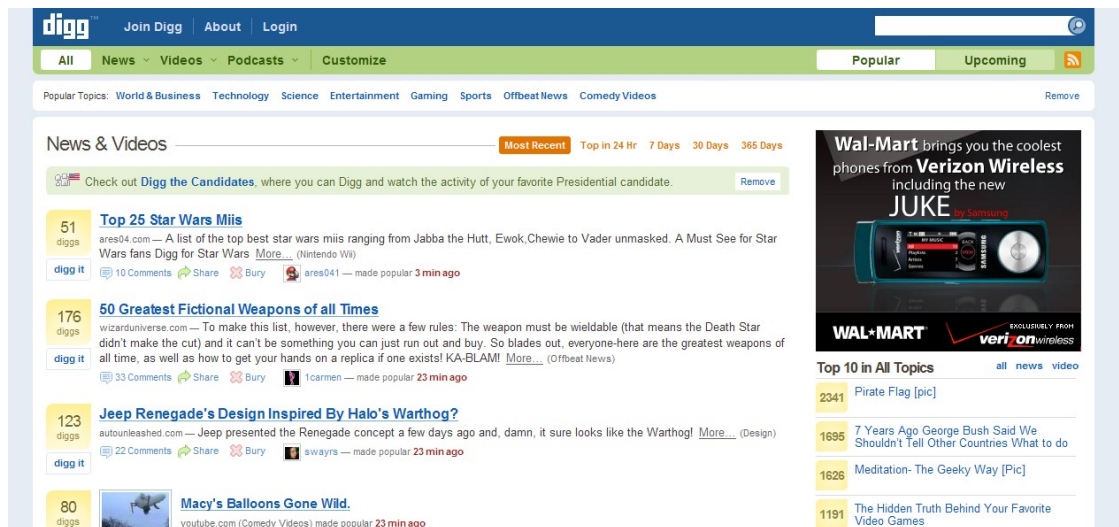
Registration simply requires entering an e-mail address, username, and password setup. If you have an OpenID, you can use this one to get going as well.

Get Moving With Rawsugar



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.

Get Moving With Digg



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 created 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.

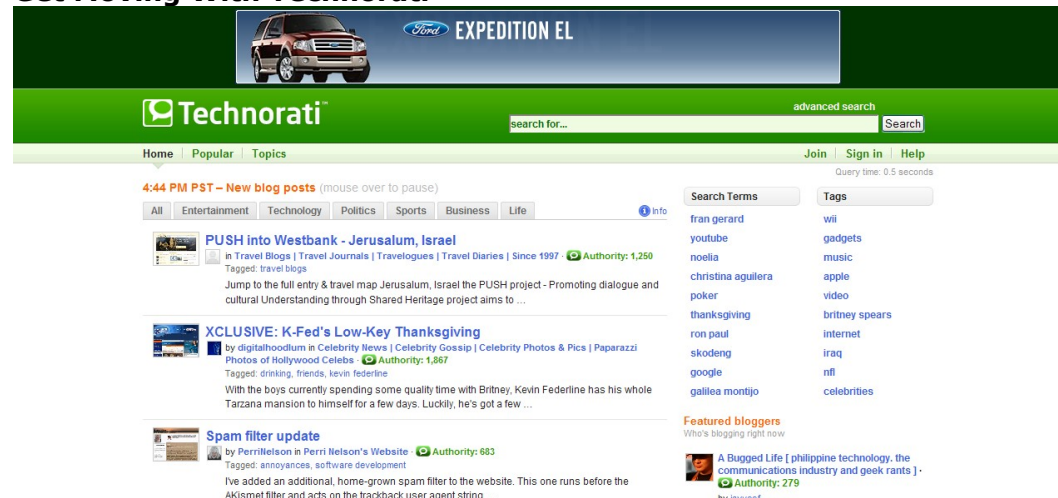
The site links on the side of the page offer a search toolbar, RSS feeds, and a popular archive to track down information. Digg works in a very simple process.

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 Diggings 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.

Get Moving With Technorati



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.

Get Moving With Windows Live Writer

The screenshot shows the Windows Live Writer website. The header includes navigation links: Home, Hotmail, Spaces, OneCare, and a search bar. Below the header, there's a 'Writer Zone' section with a 'Blog' tab. The main content area displays a blog post titled 'Windows Live Writer: Out of Beta' with a 'Download' button. The left sidebar contains 'Categories', 'Writer Links', 'Bullpen', and 'Windows Live Team'. The right sidebar has 'What's the Buzz?' with various links and news items.


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.

More Idea Food...


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.




You are not logged in. [Log in](#) | [Sign Up](#) | [FAQ](#)


Search Squidoo: [FIND IT!](#)




Funky Laptop Bags
by mynameiskate




Revisit the Legacy!
by RetroStatic




Why buy organic cotton
by Graceonline



Make your home energy efficient
by PotPieGirl



A Tribute to Monty Python
by Jim Hutton



The David
by Margaret Schaut

Build your own.

Start your own page.
About anything.
Fast. Fun. Free.

Everyone's an expert on something!

Share your knowledge and passion with the world. [Click here to start.](#)

Squidoo is **addictive!** Perhaps we need a warning label. —Julianne Gentile

This is big. —Jeff Jarvis, BuzzMachine

Creating a page of your own requires little effort and could offer a big payoff! —Washington Post

A place for smarter like you to flaunt your expertise. Think E! and other mezz.

Squidoo makes use of the following key Web 2.0 areas that can help boost your business and exposure with the right strategy:

- A. Spotlighting blogs
- B. Creating another social network
- C. Making use of tagging
- D. Providing a platform for user generated content
- E. Showcasing viral videos
- F. Creating space for affiliate marketing
- G. 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.

Tips For Using Squidoo

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

- A. The ability to establish yourself as an expert on a specific topic
- B. Being able to create a strong affiliate marketing network
- C. Increasing your search engine presence with additional content and channels
- D. Building extra channels
- E. Building a list of subscribers
- F. Promoting your personal profile
- G. Creating fresh tags that rise to the top of search engines faster than other sites
- H. Turning PLR articles into revenue generators
- I. Making donations to your favorite charity

- J. Driving even more visitors to your blog or website from one simple click
- K.** 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 one 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.

A Squidoo Lens For You

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:

- A. Keeping up with the latest news
- B. They are easy to read
- C. They are not only being used to sell something, but providing quality information
- D. 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.

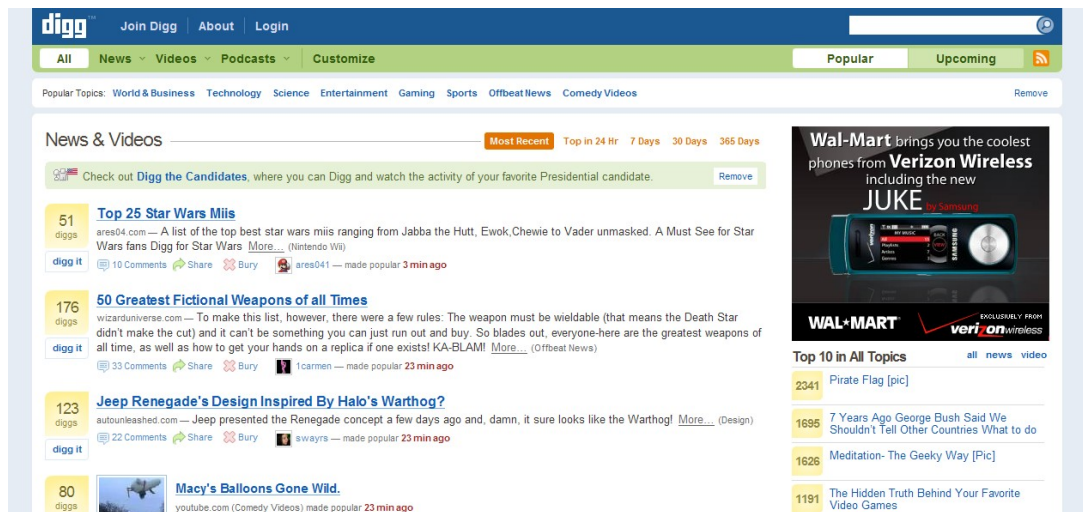
Developing a strong Squidoo presence can take up a few weeks, even months, but the more relevant your topic is to current readers, the higher the chances of getting maximum exposure. Creating a promotional study for the Squidoo lens is another option; you can start building a community through your own 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 your site getting 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!

The Magical 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

- A. 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 from a fair and sometimes unbiased point of view. Participation does not involve submitting your own content, but instead becoming a frequent user by:
 - B. Searching and finding relevant content for your niche, and rating it accordingly.
 - C. Leaving appropriate (and positive) comments on similar sites or networks, and learning what makes these stand out
 - D. Using content found on Digg as a resource for creating and developing your own
 - E. 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

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. 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:

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.

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.

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.

Don't be lame! 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! 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.

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

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

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.

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!

Explaining The Tag

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 metatags 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 Content Sites 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 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

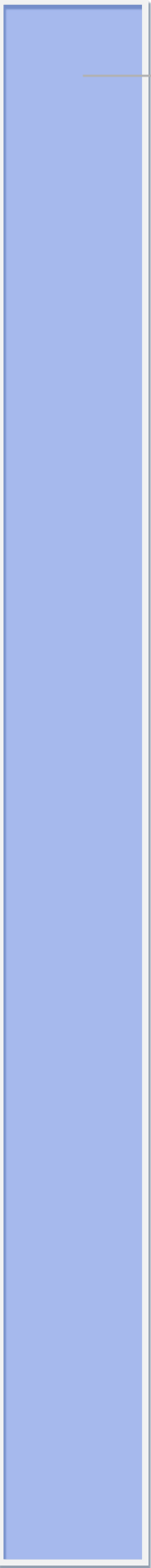
classify your submission the best; while there are no limits to the number of tags you can add, it's important to limit them to only those of relevance.

The Truth About Pinging

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.

The next chapter focuses on how to blog socially. This is still a relatively new way of getting people to take notice of your blog but it absolutely works like crazy. You can get tons of traffic using the social ideas in the next chapter and the best part is that this traffic won't cost you a thing...



Blogging The Social Way

There's no denying the huge popularity of blogging on the Internet. Along with the huge boom in social networking and bookmarking, you can combine these two forces for an extremely powerful effect. In fact, a well placed blog that utilizes some "social juice" could take your site from "content site" to "authority site" single handedly. Best of all, this can happen without a big advertising budget!

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 is 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.

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.

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 website 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:

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.

Making it easy to reach Digg and other social bookmarking networks that 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.

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:

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.

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.

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.

Understanding Trackbacks As Well As BackLinks

Back-links can also be used as an effective tool for promoting your blog, and will give it more value and credibility for any new visitors. Back-linking 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. Back-links 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. Back linking responsibly is very important, and you do need to make sure that you are getting quality links going in and out of your site. Google is becoming much 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.

In the next section we will go over some additional resources that are available to help you get content and get started with your own online business...

Resources

This section is going to show you a ton of resources that you can use in getting started with your online business faster. A big part of this book was content and content creation.

I recommend that you check out the first two resources for a way of getting never ending content that you don't have to write yourself for mere pennies on the dollar. If you plan and use this content properly, you could have enough content to cover all of your site content for life!

Some of the other recommendations will help you get setup to accept payments and get an affiliate program going when you are ready to create a product of your own (if you decide that you want to do so). Of course, you don't need to create a product to make money as you've learned through the pages of this book

Another o the resources (and the last for that matter) is one that will teach you all of the marketing tactics that you could ever dream of. This course isn't something I wrote but one that actually got me started and still fuels me today!

If you are looking to grow your business or learn some new ways of getting traffic and sales, this is exactly what you need!

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JEREMY J. BURNS



Advance Notice: Please realize, this is one of the most limited offers that I have ever put together. There are only 500 membership spots even being offered and I'm doing a pre-launch to my own customers first. That means that VERY few, if any memberships will even be

"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

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- ◆ **2 year VISA/MasterCard Qualified Discount Rate**

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!!**

Now that you are on your way to becoming a Mentor Marketing Expert, don't stop there! The next step is the Holy Grail of Internet Marketing How To Guides... Read on for details!

"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"

I've just finished reading the brand-new version of the 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 over \$1 million) 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 much more!

What's *really* great about IMC 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 if you already have an Internet business, 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%!**

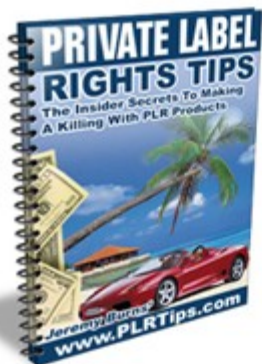


I give this system the highest rating possible! Its 1,300+ pages of step-by-step lessons contain the exact SAME tested and proven fast-growth strategies he has personally used to generate over \$40 million in online sales -- *starting on a shoestring budget!*

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

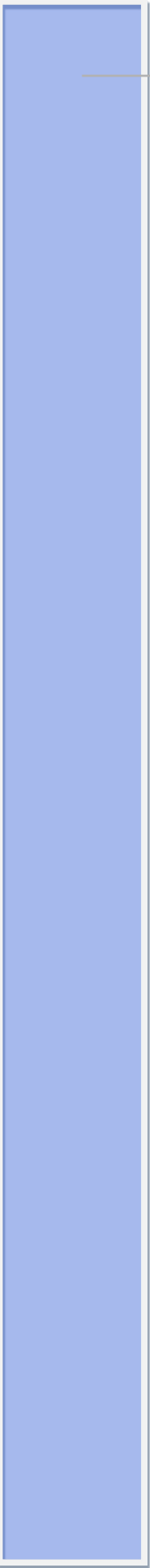
I strongly urge you to check out the IMC's wealth-building system as soon as possible! Go to www.JeremyBurns.com/a/tips for a FREE preview.

Free Bonus



Private Label Rights Tips -
PLR Rights Marketing Tutorial
Package Value \$97.00

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



Conclusion

If you made it this far, I have to take my hat off and congratulate you. Most people just don't have the guts that are required when it comes to going through a whole course like this.

Was it a bit difficult in places? Not really, if you followed the steps. But did you learn a lot? I'm willing to bet that you did!

I wanted to wait until the end of this book to let you in on the biggest secret that you are going to get out of this course... The Internet has changed big time in the last 2 years. The way that search engines, directories and other webmasters rate other websites isn't by content anymore (sure, your content needs to be good), they are letting their VISITORS rate their sites and the search engines, directories and other webmasters then take notice.

So you need to realize that the "visitors" on the Internet have taken over the authority of what is "relevant" and is worthy of the "authority site" title.

Why is this so important?

Because you've learned how to create a site that visitors love in this book and also have learned how to monetize the exact tools that those visitors are using to RATE your site. This gives you a huge advantage.

Just by getting this far in the book, you have a dramatic edge on anyone that wants to compete against you.

So in closing I'd like to tell you that it's absolutely vital that you get moving, get your site going and start moving toward your first "authority site" title. Once you do, that one site will generate enough income for you to live any lifestyle that you choose.

Get moving!