

How To Use Tagging And Social Bookmarking To Drive Traffic To Your Sites In 2007

By Gregg Hall

What in the world is Social Bookmarking? Social bookmarking has become a HUGE force both in internet marketing as well as mainstream culture. The wildly popular Social Networking site MySpace sold to News Corp last year for \$580 million despite having no real measurable revenue. The value placed on the site was from the enormous traffic it generates and even at over a half billion was considered a bargain. YouTube sold to Google for 1.65 billion with only 20 million in revenue. These big ticket sales just demonstrate how popular and how important such sites are.

Okay, enough news. How does one actually use these services to make money? First off, let me forewarn you that just like sending out B.S. emails and setting up SPAM blogs or SPLOGS as they are known online, abusing the social bookmarking services will result in getting your site banned by them and you will get exactly the opposite results from what you are seeking. With that said, I suggest you pay close attention to what I talk about in this report as well as some of the resources that I am going to suggest to you.

Like many online marketers I am always on the lookout for new techniques and methods for driving free traffic to my sites and try to reduce the use of methods such as PPC (pay-per-click) and co-registration promotions. If you can get enough of your target keyword pages to show up in the top of the major search engines you just about have a license to print money without having to put out any of your own.

There are quite a few bookmarking sites out there but for the purposes of using them for internet marketing we are going to focus on a few of the more popular such as Del.icio.us, Furl, Digg, Spurl, and the one I really love, Technorati. There are some automated tools that I will be sharing with you later on that will help you to automate the process of bookmarking your sites.

Before we get into an overview on the sites themselves, let me give you a short definition of what social bookmarking is overall. In a nutshell, it is a way for people to bookmark their favorite places online instead of on their own computer. The difference in this method is that instead of having your favorites saved in folders on your own computer you have them saved online

under certain “tags” or keywords. In addition you can also set multiple tags for an item. For example if it were an affiliate marketing site you may have “marketing, internet marketing, affiliate marketing, affiliate programs, etc.” Another aspect is that just by the nature of how the social bookmarking sites are set up, other people can also see and share your favorite sites with you. Flickr is a social bookmarking site that specializes in sharing pictures and is therefore particularly popular.

All of the major bookmarking sites will help you to get traffic and if you have a blog you will get the greatest benefit by having constantly updating content that can then be sent to the directories when your blog updates. They love fresh and UNIQUE content. There are software plugins you can use which I will give you later that will put buttons on your blogs which make it easy for someone to recommend the articles or content from your site or blog. One of the other sites that has become extremely popular recently is Digg. The site was started by Kevin Rose for under \$1,000 and now with over 400,000 members and 200 million page views is one of the largest news sites on the internet. Just to give you an idea of how big they are, their readership is almost as large as the New York Times.

One of the new things that some of the better bookmarking sites have been doing of late is ranking bookmarked pages. So how does this help you? Simple, the pages with the highest number of bookmarks are shown at the top of their lists. Just like search engine results, the higher you are in the results the better the benefit to you.

Personally, I like to give my readers a lot of options which is why I will put buttons to Del.icio.us, Digg, Furl, Reddit, Ask, Blinklist, Blogmarks, Google, Ma.gnolia, Spurl, Yahoo, and another service called Socializer that covers many more. This gives me a large coverage of all of the major sites. I will share some of the better plugins and automation software at the end of this report. In addition to the buttons that I put on my blogs I will also create “tags” for Technorati and add them to my posts. I will cover the subject of tagging in a moment. I really try to focus a lot of my efforts on Technorati because they have given me really good results. I strongly suggest that you do the same. You should also sign up for [OnlyWire](#), it is a free service that allows you to manage multiple social bookmarking memberships from one location at OnlyWire.com.

Tagging

Okay, hopefully you have a basic understanding now of social bookmarking so let's move onto tagging. Tagging is really the act of bookmarking a site with one of the services and a tag is actually nothing more than a keyword. Let's say for example that you are into fishing and you find a really great site on fishing, you could "tag" that site with the tag of "fishing" as well as others and then share the page from your chosen bookmarking service with others. This is the way that tagging is used by the general public to share sites with each other.

So now you are probably wondering how you use this to promote your sites and actually make money with it. It's really quite easy. Let's say you have a site about golf and you write an article about the perfect golf swing. Well, you can tag the article with the tag, "perfect golf swing" and then link to the URL on your site where the article resides. It is that simple, the tag just needs to be relevant to the subject matter you are linking to. You can't just use a tag for a high traffic term and then link it to something totally irrelevant, which is a sure way to get banned from the bookmarking services. It is easy enough to get traffic and use them to get indexed in the search engines without trying to game them.

Similar to keywords and search engines, the longer tail tags or longer phrases are easier to dominate than the more broad or general ones. One feature that Technorati has in particular is the ability to "claim" your blog for a particular tag. The cool thing about this is that a lot of people going to Technorati search for blogs about a particular subject so they will input the tag of the subject they are looking for and if your blog is listed for that tag it is displayed! On the Flickr site pictures can be bookmarked in the same way by tagging them with a descriptive name that relates to the picture. You can start with the longer tail phrases and then continue adding more until you eventually have as many tags as possible that link to your site as well as the tags on your site itself. This takes us to another area of explanation which is the two main ways you can use tags for the purpose of business promotion.

When it comes to the use of social bookmarking and tagging for business promotion you can place tags on your on site which are then crawled and placed in the social bookmarking directories and you can also tag on your own “authority site network” that you have created on one or more of the services which is a method strongly espoused by Sean Wu of Tag and Ping.

In order to utilize the tagging method on your own site you will need to use a blogging platform such as Movable Type, Wordpress, or Blogger. I have to tell you from personal experience I can not recommend using Blogger for business due to their censorship. If you are going to use these methods in order to promote your websites as I am teaching you need your own domain, hosting and either Wordpress or Movable Type which you can install on your own server. Blogs have a built in functionality which allows you to alert the major blog directories of new posts when you make one. This is the process referred to as “pinging”. You can insert tags like we talked about within your posts which will result in an almost immediate indexing of the post by the social bookmarking service or blog directories. I almost exclusively use Technorati for this. The standard practice for doing this is at the end of the post. Here’s a sample:

```
Tags: <a href=http://www.themarketersmind.com rel="tag">Website  
Promotion</a>,  
<a href=http://www.technorati.com/tag/tags rel="tag">Tags</a>
```

Or like this: website promotion which will link back to Techorati’s page for website promotion.

If you are not comfortable with creating tags Technorati will do it for you, all you have to do is tell them what you want to tag. To search for a particular word you want to tag go to <http://www.technorati.com/tags>

Now, once you have done this and you publish the post it will notify or “ping” the social bookmark services and article directories that you have set up in your admin area. I will give you a list I use at the end of this ebook. The benefit of doing this is that it gets you high PR backlinks from authority sites which will greatly help in the PR of your own site. The thing I love about Technorati is that I can tag a post and then go to Technorati a few minutes later and it is already in Technorati. The search engines spider Technorati all the time so it can help you get a lot of attention from them as well. This is a powerful method of website promotion and should not be ignored.

Here is another example of a tag that you can put on your blog for it to be found in Technorati's Blogfinder for a particular keyword:

```
<a href="http://www.technorati.com/blogs/[tagname]" rel="tag directory">[keyword]</a>
```

You can also create a tag without creating the outbound link to Technorati by using a tag like this:

```
<a href="http://www.themarketersmind/category/website-promotion" rel="website promotion">website promotion</a>
```

Technorati by using a tag like this: For your Wordpress posts to appear the best way for SEO in the search engines as well as for tags to work properly you should go to Options, then Permalinks in the Admin area of your Wordpress blog and change the permalink structure to:

```
/%post_id%/postname%/
```

You also need to make sure that the .htaccess file on your server has the permission set at 777.

One widely unknown method for getting rapid indexing for obscure keywords is to use Technorati's search box to search for "long tail keywords" that no one has claimed yet. You do this at <http://www.technorati.com/tag> and when you find one just use the tag creator that Technorati supplies right there and copy and paste the tag to your blog. Now when the search engines spider Technorati and see the link for that keyword pointing to your blog they will give your site high relevance because of the link coming from an authority site.

You can also use tags to brand yourself or website name in your posts. I do this a lot and it works great. For example if I want people to be able to find every blog post I make just by looking up my name I can just include tags like the ones I have shared above with my name as the keyword or tag. I also use an automated blogging system to help me to do this easier. I will share this with you at the end of this report. Remember not to abuse tagging by using too many words. I would suggest that you tag no more than 10 words in a 500 word post to be on the safe side.

The more popular the keywords are that you are tagging the more attention you will get from the search engines, but it also means that you will have more competition from other bloggers. My suggestion is to mix high competition phrases along with the longer phrases so that your blog will stay more visible. A popular term may only allow your blog to stay at the top of the listing for a particular tag for minutes while a more obscure word can be there for many days.

On a side note, if you are testing and having difficulty finding your tags being picked up you may not have the RSS/Atom Feed being picked up. To be sure that it is set up properly, if you are using Wordpress, paste the following HTML code in your template in the <head></head> section:

```
<link rel="alternate" type="application/rss+xml" title="RSS" href="<?php
bloginfo('rss2_url'); ?>" />
<link rel="alternate" type="text/xml" title="RSS .92" href="<?php
bloginfo('rss_url'); ?>" />
<link rel="alternate" type="application/atom+xml" title="Atom"
href="<?php
bloginfo('atom_url'); ?>" />
```

This will ensure that the spiders coming from the directories can read the tags in your blogs.

While you definitely want to include tags in your posts you can also put the tags for a particular directory in an area such as a sidebar so that they are always present.

I know I have spent a lot of time speaking about Technorati, mainly because it is my favorite, but you can't overlook the other directories out there. Del.icio.us, Icerocket, Digg, Jots, and more are all important as well. For setting up your own Authority Site Networks Del.icio.us is a crucial site that you will definitely want to include. Setting up a membership there is free and only takes a couple of minutes, just go to <http://del.icio.us> and click on "register" and then "sign up now". All you have to do is choose a username, input your name, password, email and a confirm code click register and you are good to go! I suggest you install the optional browser buttons that will allow you to instantly add sites you want to bookmark to your Del.icio.us pages.

Unlike the services offered by Technorati and Icerocket, Del.icio.us only allows for one word tags so if you have multiple words they must be put together, like “websitepromotion”. The easiest way by far to add tags to the service is to use the plug in buttons that can be installed on your browser. There are no limitations to the number of tags you can add or to how often you add them.

Even though Del.icio.us uses a “noarchive, nofollow, noindex” meta tag it is still useful for getting your sites indexed rapidly. This happens because many other services get bookmarks from the site which allows you to benefit from backlinks from them. Another area that can get your web pages or blog posts listed on thousands of other sites is due to the RSS feeds created by Del.icio.us. For the purposes of setting up an Authority Site Network, Sean Wu of “Tag and Ping” says that the service is “the foundation to the other components of your Authority Site Network. The service also offers an automation software that helps you automate the posting of your bookmarks. This also will allow you to copy all of your bookmarks from your Del.icio.us account to the others such as Jots and Spurl. There are two software programs that will allow you automate the submission process quite a bit, one called Delicious submit and one called Delicioso which will be in the resources section at the end of this report.

Just like a blog, your Del.icio.us account also comes with an RSS feed which can be submitted to all of the major RSS directories for even more exposure.

Jots works very much the same way as Del.icio.us except that they do not employ the “no follow” tags which means you can get immediate benefits from high PR backlinks using this service. Sean Wu gives a detailed method in his Tag and Ping manual which I recommend in the resources area of this report. Furl is another important social bookmark service that is covered extensively by Sean. One big advantage with all of these directories is that you can create multiple accounts. If you have sites in a variety of niches for example it would make sense to create accounts for a particular niche rather than put URLs for numerous websites that have no relation. Spurl is another powerful service and it has a powerful feature that lets you integrate it with Del.icio.us.

If you use Wordpress for blogging, and I suggest you do, you can add a plug in for quick bookmark icons that will allow users to bookmark posts on your blog easily by clicking on a button. If you have a blog and don't use this powerful feature you are leaving money on the table and missing the huge potential backlinks that can be provided by your visitors.

To use the Sociable plug in for Wordpress that is found in the Resources section of this report, you install in the Wordpress plugins folder and activate it. Next, add the following code:

```
<b>Quickly bookmark  
<?php the_title('<em>', '</em>'  
<?php wp_sociable(); ?>
```

```
This code is place in the Post Template (single.php) file. It should be placed  
between 'number'); ?>  
and <p class="postmetadata alt">  
<small>This entry was posted  
</php /
```

I will also include a link in the Resources area for a HUGE package of Wordpress themes, plugins and more at no cost. This package took me months to accumulate.

The blog platform you choose is a matter of personal choice but I prefer [Wordpress](#) just because I have used it extensively and there are also some software upgrades available that can make your Wordpress blog appear like a regular static site and yet have the benefits of a blog such as RSS feeds, tagging, pinging, etc.

Another advantage of Wordpress for people who are just beginning is that it is a free download and is supported through an enormous community of other programmers and users on the internet as an open source platform.

Content

If you are just getting started and aren't comfortable with writing original content or maybe you have a large variety of different niches that you need content for, one way to deal with this is to get PLR articles from other sources and then rewrite them or have them rewritten so they are original. This is crucial. Don't just take PLR articles and post them to your blogs or your websites, it will result in getting your pages in the supplemental index of Google as duplicate content.

At the time of this writing, I am the number three author at EzineArticles.com so I do have some experience in writing content. Having good content is the key to getting people to give you good quality backlinks to your websites. I will share several sources for PLR or Private Label Rights Articles in the Resources area that follows.

I hope that you have found this introductory report to Social Bookmarking and Tagging to be informative, it was only written as an introduction to this powerful method of website promotion. I have put together links for more in depth manuals on the subject as well as recommended software programs in the resources section. Wherever possible I have also included links to software and information that is available at no cost.

Thanks for taking the time to read my report on Social Bookmarking and Tagging,

Gregg Hall

TheMarketersMind.com

RESOURCES

Free Social Bookmark Buttons Plug in for WordPress

[Sociable](#)

[Free Wordpress Package As Promised](#) ***Warning*** It's a HUGE file!!

[Wordpress Tagging Plugins](#)

Tagging eBooks

[Tagging Secrets](#)

[Tag and Ping](#)

Tagging and Social Bookmarking Software

[UltraBookmarker](#)

[Turbo Bookmark](#)

[Delicioso Social Bookmark Submitter](#)

[Free Tag Generator](#)

Private Rights Article Memberships For Content

[Article Underground](#) (only 93 available as of November 17th, 2006)

[Articles In Your Inbox](#)

[Private Rights Articles](#)

[Private Rights Two](#)

Autoresponder Service

[Aweber](#)