
FRONT COVER:

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Table Of Contents

Foreword

Chapter 1:

Social Bookmarking Basics

Chapter 2:

The Best Social Bookmarking Sites

Chapter 3:

The Difference Between Do Follow And No Follow

Chapter 4:

Learn The Difference Between Bookmarking Sites

Chapter 5:

Submit Your Content

Chapter 6:

***The Benefits Of Social Bookmarking For Internet
Marketing***

Wrapping Up

Foreword

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

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



Success Secrets For Social Bookmarking

Network Marketing Insider Techniques For Social Bookmarking

Chapter 1:

Social Bookmarking Basics

Synopsis

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

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

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



The Basics

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

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

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

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

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

Chapter 2:

The Best Social Bookmarking Sites

Synopsis

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

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



Good Places

Twitter –

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

Digg –

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

Stumble upon –

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

Reddit –

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

Buzz feed –

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



Chapter 3:

The Difference Between Do Follow And No Follow

Synopsis

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



The Differences

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

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

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

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

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

`SEO FAQs`

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

The robot meta tag:

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

The link attribute:

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

`SEO FAQs `

This preview copy ends here and to get the full product, please go to (the website URL).