

Social Media Quickstart

Part 2

Social Bookmarking



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NOTES

We also allow comments on our Blogs to help get conversation started. So the key here is that although we build whole websites on a Blog platform, our websites and Blogs still operate under the traditional scope of a what a Blog and website are. The website: educational. A Blog: conversational. We just take advantage of the platform to give the search engines exactly what they're looking for.

All right, so Social Media strategies. First, Social Media supports SEO. You must know your keywords for your particular industry first before you can do any "Social Media" effectively. If you don't know your search terms for your particular niche and what they're using to find your and services then everything you do online is a waste. Finding your keywords is a must and once you know those keywords you must use them in everything that you do online.

So how do you find those keywords? Well, of course, Google. Google has their own keyword search tool, there are also some paid tools out there as well, but I like Google's tool. and I can never remember the URL for Google's keyword search term. To use this tool go to <https://adwords.google.com/select/KeywordToolExternal>.

This tool is very simple to use. All you do is type in as many phrases that you want to look at and click "get keyword ideas." In just few seconds Google will pull the search terms you requested as well as various phrase suggestions. From here you'll be able to see the actual search volume both locally and globally for all of the different phrases.

So using Social Media will make you stay relevant and on top in the search engines but it's the keywords that actually get you there.

The other key to Social Media is to tell your story. You'll hear us say that over and over again. The great part, with Social Media, it's the story that you want people to know, which isn't always the case with more traditional medias.

Social bookmarking allows you to get that story started online by being able to share links to specific web pages with others. Think of it like you just bookmarked something in a magazine or book so it could easily be found later or you could share it with others. That's the idea

behind social bookmarking, sharing useful content with others.

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The cool thing about social bookmarking sites is unlike just book marketing a typical page in your browser social bookmarking sites are public so that you can share the content with everyone. They also allow you to bookmark your site according to your specific keywords. So when searchers use these specific sites to find content, if you're stuff is tagged appropriately, then it's your particular information that comes up.

Now there are a ton of these bookmarking sites out there and a great tool we use is SocialList.net. SocialList.net give you a list of about 50 different bookmarking sites and after you create accounts to these different services instead of having to go to each on of these websites and enter in the information you can enter it once and submit to them all from this one website. and it post automatically to all of these different sites.

Now 50 seems like a lot to do. So let me hit on the ones that we really focus on. Of course, at the top is Digg.com. Another one is Delicious.com. And actually Delicious.com has just started doing something really cool with their "freshest bookmarks" by integrating Twitter related features into their home page. So now if you're tweeting with your keywords and you are bookmarking with your keywords then they should be associated together. So that's kind of a cool, new thing that Delicious is now doing.

Some of the other ones we use are StumbleUpon.com, Reddit.com, Google Bookmarks and Technorati. Technorati's actually considered the largest Blog search engine in the world.

So once you've posted the Blog to your website use these social bookmarking sites to vote for your site and basically jumpstart this story on the Internet.

The other one that I wanted to point out, is if you're using Firefox, which is the browser that I use, they have a plug-in that you can use called Shareaholic.com, it's actually a free site. This plug-in puts a little icon in your browser and does the same thing that SocialList.net but you don't have to actually open up a new web browser and



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**Have Questions?
Ready to Get Started?**

Contact Us!

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We Look Forward to Helping You!