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Social Bookmarking Special Report

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Social Bookmarking Special Report

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INTRODUCTION

Social bookmarking is one of the hottest trends to hit the Internet. Right now, millions of people are using social bookmarking sites to find information. Eschewing traditional directories and popular search engines, these users are finding their way to the information they want.

Are you missing them? Do you have a way to reach this huge and growing user base?

If not, you need to develop a system. **Social bookmarking is not a “flash in the pan” fad that will disappear tomorrow. The seeds for today's social bookmarking movement were planted nearly a decade ago. This “folksonomic” trend that uses tagging and pinging to supply and organize information has been growing exponentially and is ready to explode.**

Every moment a person spends using social bookmarking tools is a moment they don't spend looking for your site in the SERPs or viewing your Adwords ads. They represent massive potential traffic, but are currently under the radar of most Internet marketers.

This special report is designed to give you some solid background information about the social bookmarking phenomena, in order to show you just how important it is for you to get involved and how this new way of using the net can ramp your online business efforts to new heights.

STARTING AT THE BEGINNING

The best way to get a good grip on social bookmarking is to start with the most basic of questions. Why do people use the Internet? If you are like many online marketers, you probably haven't given that a second thought for years, but considering that question is the springboard to understanding social bookmarking.

People use the internet to obtain information. They are looking for something when they get online. They may be looking for the takeout menu from their local Chinese restaurant. They might be trying to find helpful hints on how to fix their electric garage door opener. They might want a movie or book review. A student might be trying to find out the date of birth for Ralph Waldo Emerson. A new internet marketer could be looking for the perfect business opportunity.

All of them want something. They want information. Even when people are just surfing for the sake of undirected entertainment, are looking for interesting information.

Now, ask yourself another easy question. **How do they get that information?** Your instinctive answer might be “a search engine.” In many cases, you'd be right. Search engines are still the most popular way of finding information online.

However, if you were asked the same question ten years ago, you may have said “a directory.” That would have been a good answer once upon a time, but it isn't anymore. **What happened? Why was there a change? More importantly, what will the answer to that question be in the future?**

A disorganized, but organic, series of links here and there wasn't a good means of categorizing information, so some enterprising people started to build directories. They wanted to make it easier to connect users with information. It seemed like a potentially workable solution, but before too long it became clear that applying

an old organization model to the new internet wasn't going to cut it.

Human bias, human error and the sheer growth of the net rendered most directories unsatisfactory. Meanwhile, developers started working on an automated means of discovering and cataloging information.

Their preprogrammed “robots” started scouring the web, finding information, and reporting it back to a master database. Eventually, a simple interface would be attached to the mechanism, and we'd have search engines as an alternative to directories.

It was a seemingly perfect solution. It was objective, comprehensive and automated. Making the search engine results meaningful required the creation of complicated algorithms to help users identify authoritative and important sites, but it sure beat relying on questionable directories as a means of finding information.

The web, however, continued to grow. That growth, of course, led to increased commercialization. In turn, webmasters began to have a very strong monetary motive for finding out how to climb to the top of the search engine results.

Search engines like meta-tags? Stuff them with keywords. Search engines reward inbound links? Start buying, trading and creating links. Search engines like content? Let's create content heavy sites, regardless of the real value of the material. Redirects, cloaking, scraping, hidden text and a variety of other strategies have had varying levels of popularity at different times, too. Some are still used today.

However, they aren't used to make search engine results better for the user. They are used to create results that benefit the webmaster. The webmaster wants the traffic in hopes of converting visitors into buyers, after all.

This constant game of cat and mouse between webmasters and search engine programmers might be a lot of fun to watch from a distance, but it can be a real aggravation to end users. Many of them, looking for some more reliable and less commercially “polluted” means of finding the information they want are moving away from search engine reliance and are spending time with social bookmarking.

That's right. **Social bookmarking is the natural progression of the most basic justification for the Internet--information acquisition. Moreover, unless you think Google will somehow outsmart every genius SEO specialist (white hat or black) in the very near future, you better be prepared to make social bookmarking work for you.**

SO, WHAT IS SOCIAL BOOKMARKING?

You may be more familiar with the names of some of the already-hot social bookmarking sites than you are the actual mechanics of the phenomena. Stripped down to its core, social bookmarking is a means by which a group can categorize and locate information based on its own evolving taxonomy.

In other words, it's very collaborative and a little unstructured. Users “tag” content and the content is “bookmarked” for all to see based on those tags. That kind of information categorization is sometimes referred to as “folksonomy,” a hybrid word referring to regular “folks” and “taxonomy,” a method of organization.

The whole process is incredibly democratic. Whereas the search engines use top-down approach to sorting and filing data (the program algorithm shows people what it “thinks”), social bookmarking is a bottom-up,

grassroots system wherein users tell other users what they think and something of a consensus eventually forms.

To those new to the idea, that may sound like information organization anarchy. In a way, it is rather chaotic. That's its greatest pitfall, in fact.

However, social bookmarking systems actually perform quite well over time. Organizational patterns naturally develop and the constant human editorial "touch" creates a level of certainty and is grounded in user expectations.

Social bookmarking works as a method of organizing, and providing access to, information. Remember, in the end, that's what it's all about. It provides users with a way to see through the search engine games and to avoid individual biases that wither as part of a greater collective whole emerges.

Its popularity, however, isn't just in its ability to make information retrieval easier. There is also an almost subconscious attraction to the community participation and the very human nature of the entire process. Although people use social bookmarking as a way of finding what they want, they also develop an interest and attachment to the process that makes them less likely to utilize other methods.

It's no coincidence that the rise of social bookmarking is happening alongside the growing popularity of blogging, either. Easy self-publication makes everyone a webmaster and participation in social bookmarking brings people together as a functioning community.

The line of people joining that community is growing. Are you ready to set up shop there, or will you just let that potential customer base wander away from you?

HOW CAN I USE SOCIAL BOOKMARKING?

That's really the million dollar question, isn't it? You know there is a huge pool of users who are inching farther and farther away from your marketing reach and you need to find a way to get to them. How do you crack the social bookmarking scene?

The answer, in a word, is "participation."

You'll need to learn how to create content, tag it, and ping the various social bookmarking services. You'll need to learn how to make it incredibly easy for others who see your content to tag it themselves. You'll need to learn some of the community conventions and expectations.

The only way to accomplish those goals is to get involved right away. That means joining one or more (preferably more) social bookmarking networks and putting your content in front of its users as an active participant in the process.

One should make sure they are involved with the "big boys," but should also join a few up and coming social bookmarking programs like <http://socialize.us>. That kind of diversification allows for immediate results while getting a foothold in communities that may be poised for tremendous growth.

It also means making an effort in terms of your web ventures to make them "social bookmarker-friendly." A perfect example of this is a newly developed application that allows you to place a single button on any blog post or piece of content. Your visitors can simply click that button and have an instant opportunity to tag your content on all of the social bookmarking sites with which they are affiliated.

This tool, Socialize-it (<http://www.socialize-it.com/>) also allows you to become an active participant in folksonomic information organization by placing a one-touch tagging button on your toolbar for anything you might want to bookmark!

Let's look at some basics. In order for you to get in touch with the social bookmarking crowd, you need to produce fresh, tagged content that is then put before the social bookmarking sites. You also need to make it irresistibly easy to have others notice and tag your materials.

There are details, tweaks, refinements and adjustments, but that is the core means by which you can get your message out among the bookmarkers.

[The complete guide to Social bookmarking](#) will give you a reference guide on What is social bookmarking and how you can use it to profit from the power of Social Networks

IS IT WORTH THE EFFORT?

Well, we know that the force propelling people toward social bookmarking is strong and grounded in the very base justifications for the existence of the internet. We know that the numbers are growing all of the time and that increased participation produces better results, which in turn causes more participation. We know that those who do spend time with social bookmarking are far less likely to use other information-gathering tools as often as they otherwise would.

That makes a very strong case for your participation in that part of the online market.

When you consider how incredibly easy it is to participate and to put your materials in front of the bookmarking crowd, that makes it harder to justify staying away.

However, if the rewards aren't substantial, there probably isn't a reason to expend much effort learning the new terrain and playing on it. Fortunately, the rewards are substantial. Very substantial, in fact.

Here are just a few of the reasons why it's worth the effort. After reviewing these, there's very little doubt that you won't be involved with social bookmarking by tomorrow.

First, you may not have an alternative. No one is arguing that the search engine will suddenly fall off the online map. However, it does appear that it will be a less pivotal part of many people's online experience.

If you are like most marketers, you rely upon search engine traffic or purchased advertising displayed along with search engine results. If the social bookmarking trend continues its ascent, you might not have an alternative to trying to reach the bookmarkers.

Second, successful use of these tools does create traffic. If you are dealing with popular tags, it can create a lot of traffic. Plus, that traffic isn't just substantial, it's free. To make matters even better, that absolutely free traffic is laser-targeted and prequalified. You don't just get visitors, you get the right visitors and you don't pay a dime to do it.

Third, the right use of social bookmarking can have an awesome spillover effect. You can secure backlinks galore and establish yourself as the kind of authority site the search engines love.

Get it? Not only do you see a benefit on the bookmarking side, you are simultaneously improving your search engine situation. It's truly a win-win situation. You post immediate gains, position yourself for the future, and support your past efforts all at once.

Fourth, social bookmarking is fast. Very fast. If you make a new site tonight, it might be months before Google even indexes it. Who knows how long or how much effort you will need to put into it to actually get high enough in the SERPs to get traffic? Even if you are adding content to a new site, the delay in results can be substantial.

That isn't the case with social bookmarking. You write it, tag it, put it out there and everyone can take a look right away. Not only that, but many of the social bookmarking sites make a habit of putting newly acquired information right on the top of the main page for every single user to see. High-speed exposure and quick turnaround traffic? It sounds, and is, every marketer's dream.

Fifth, if you get involved ASAP, you can get the jump on your competition. That means you will be reaching a big and growing audience before the other guys do. It's to your strategic advantage to be an "early" adopter among marketers.

Those who get there first always profit more than those who straggle in late. This is the perfect time to jump into social bookmarking.

The net is constantly changing and shifting with new trends emerging regularly. The social bookmarking trend is a big one and it is growing fast. It doesn't take that much effort to get involved and the rewards can be huge.

WHAT ABOUT RUNNING THE SHOW?

So far, we've concentrated our examination of social bookmarking on why it's important and why a good marketer can't afford to overlook it. Some readers, however, are probably thinking even bigger.

If social bookmarking is so popular and is poised for tremendous growth, why just participate? Why not operate a social bookmarking program? Why just drink a little milk when you can own the entire cow?

At one point, the answer to that question would have been "because it'll take a lot of time, money and effort." That isn't the case anymore, and one of the most interesting online moneymaking possibilities out there is operating one's own social bookmarking network.

Things have changed because scripts are now available to quickly create and easily maintain a social bookmarking site. These things are wonderful. They allow a webmaster to operate a complete system with all of the bells and whistles and to administer it via an intuitive control panel. Think about what you could do if you operated your own social bookmarking site. You might monetize each page with AdSense or use the space to market useful products to the community.

A creative marketer can undoubtedly come up with countless ways to make productive use of a huge, dedicated user base and a massive ongoing traffic flow.

The community, by the way, wouldn't be too difficult to create, either. Social bookmarking still has a high ceiling in terms of growth and communities tend to be self-perpetuating, growing in an almost viral fashion.

Not only that, but the community members, via their tags and discoveries, provide the content for you at no

cost.

You could run a mainstream, general social bookmarking site, or if you are particularly proficient in niche marketing, you might decide to build a specialized community dedicated to tagging and sharing information on a precise topic. Can you imagine a more pre-qualified and targeted audience for your marketing endeavors?

Veteran marketers are fond of saying “the money is in the list.” If you run a social bookmarking site, it's like having a naturally growing list at your fingertips all day, every day.

Look at [Viral Socializer](#) if you are interested in taking social bookmarking to the next level and want to operate your own moneymaking site providing an incredibly popular and valuable service (check my own site <http://soc.ialize.us> – running on autopilot).

CONCLUSION

Times change and methods change, but the nature of the Internet remains the same. People get online because they want something. That “something” is information. When they can't find it the way they like it in one place, they move on to another. We witnessed the collapse of the ad hoc linking system and the demise of the directory network. Right now, we have front row seats for the decline of the search engine. Next up? Social bookmarking.

Folksonomic organization is the growing wave, and refusing to take advantage of the opportunities it presents is akin to leaving money on the table and walking away. It's turning your back to millions of potential customers.

Getting involved isn't tough if you understand why social bookmarking exists and how to use it. The time commitment is relatively small in comparison to the benefits participation provides.

Luddites once threw their wooden clogs into the gears of factory machines in hopes of stopping the industrial revolution. The assembly line prevailed. Some transformations are logical and have so much momentum that they are unstoppable. Social bookmarking is like that, and those who pretend that a few algorithmic tweaks as part of Google updates are anything more than wooden clogs will eventually be on the outside looking in. Those Google “dances” can't stem the tide of social bookmarking. When those who missed out do peer into the realm social bookmarking, they are going to see a massive audience waiting for new information and willing to link to it freely, sharing it with others.

Get on the inside track and make social bookmarking work for you as soon as possible.

Do you want to get a complete an exhaustive view on Social Bookmarking and Social Networking? Download my complete guide now

[Social Bookmarking Made easy - or the complete guide to Social Bookmarking](#)

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