



The High Profits Quick Guide To Social Bookmarking

A great way to grab some traffic and build links to your site is Social Bookmarking.

When you bookmark a website in Internet Explorer, Firefox or whichever browser you use, you are saving it for easy retrieval later. Well, Social Bookmarking is a similar idea but you are bookmarking a site online, in a manner that other people can also see and retrieve it.

Social Bookmarking is a great SEO tool as it goes hand in hand with your content generation strategy to build links and gain traffic. Social bookmarking sites are made to share good websites with other members or friends and 99% of the time they are free to join and use.

When you have created a useful article for your site take the URL and write a short summary of what the article is about and place it in a Word or Notepad document so you can paste it into various social bookmarking sites.

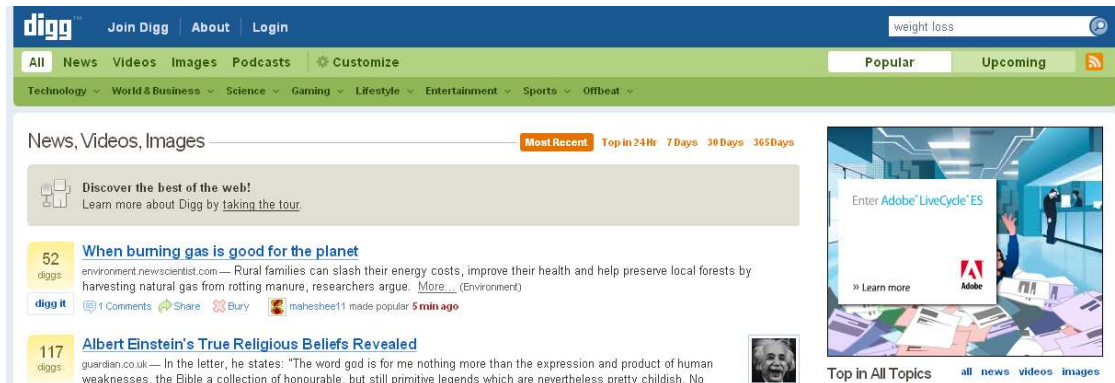
Make sure you become part of the communities as this will help you gain more traffic and visitors. Simply spamming the sites with your own links will not bring results. To do this you must post, comment and chat to other members, you may even encourage your own friends to join so you have more people to talk to.

There are literally 1000's of these services online but you only need a few to get you started.

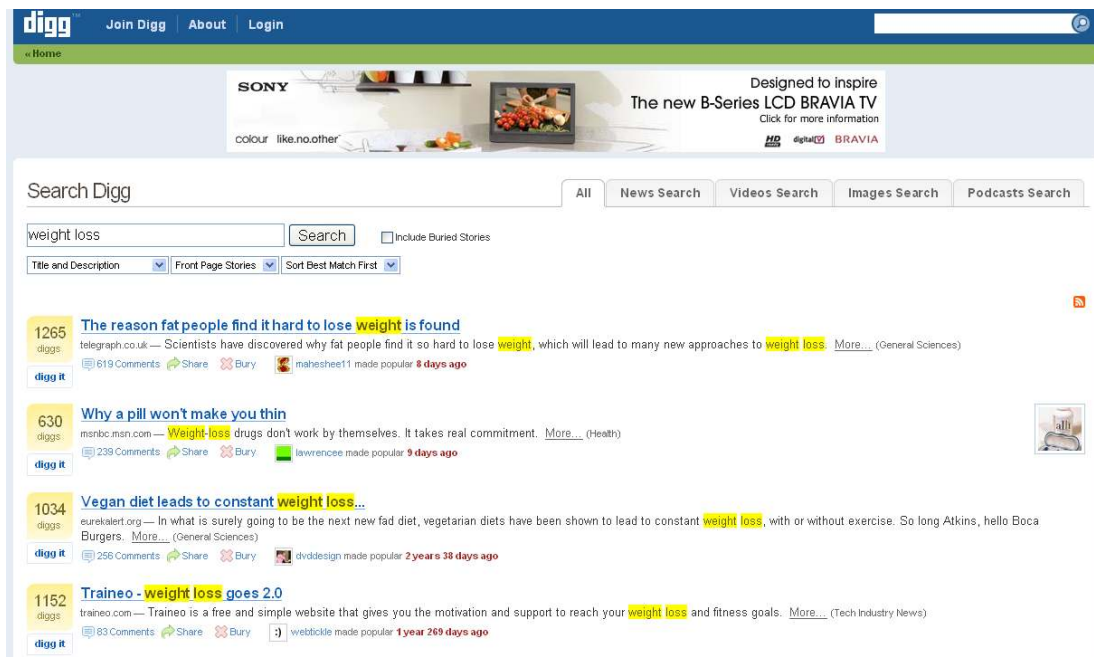
Many people are now using social bookmarking sites instead of search engines. Many of the sites show lists of popular links and are searchable. All the listing are chosen and voted on by real people. If you search a subject you will see which results are most popular by their votes. This can save you the time of wading through search engine results.

Now searching can be easier than ever. Just go to a social bookmarking site, search for the subject you're interested in and find the most popular websites.

Digg is one of the most popular social bookmarking sites. Go to <http://digg.com/>



In the search box in the top right hand corner, let's use our trusty "weight loss" keyword example. Type it in and click on the magnifying glass next to it.



You can now see the list of results and how many diggs they've had, in the yellow boxes on the left. More diggs, more popular.

What you can do as an internet marketer, is submit your own site to the social bookmark sites. You do this by signing up (it's free) and then bookmarking your

site. You can use “tags” which are like keywords for your bookmark, to help people find it.

Join as many of these sites as possible and submit your website home page to each one. You can enter a description of your site in each case so make sure you describe your site in a way that will make people want to visit you. It’s like an ad for your site, so use it wisely. Look at how other people are describing theirs and then see if you can do better. Pay particular attention to the descriptions of the most popular sites.

Create a list of keywords/tags to use in the space the bookmarking site gives you to categorize your bookmark. What words would people use to find what you are offering?

Use phrases/long tail keywords too, as they will help to draw more of the people who are looking for what you’re offering.

Remember to bookmark all your sites, if you have more than one, your blog and any articles you have submitted to directories. It all helps to build your bookmarking empire!

Youtube and other video sites

Youtube, as you’re probably aware, is staggeringly popular. It is in fact the third most popular site on the web, after Yahoo and Google.

You can use Youtube and other video submission sites to aid in your marketing efforts.

- You can set up your profile which contains your business name and web address, then comment on other people’s videos. Add them to your favourites and add them to your own site or blog.
- You can create and upload your own videos that have links to your site at the beginning or end. Obviously your details are in your profile too.

The subject of your video needs to match your site content or product. Funny videos work well as we all like a laugh. Don’t we? Unusual, wacky videos are also popular.

Look at the featured videos on the home page: <http://www.youtube.com/>

Videos

[settings](#)
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Videos being watched right now...



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What's New

 **New Address Book**
Organizing your YouTube friends and contacts just got a lot simpler

To make comments and upload videos, you'll need to join. Just click on the blue Sign Up text (top right, above). Then just complete the sign up form (below)

Before you post anything, make sure you do some research. Search for your

Videos

[settings](#)
[advanced search](#)

Member Login

Already have a YouTube account? [Login here.](#)

YouTube Username:

YouTube Password:

[Forgot Username](#) | [Forgot Password](#)

[Login with your Google account](#) 

Create Your YouTube Account

It's free and easy. Just fill out the account info below. **(All fields required)**

Account Type:

Email Address:

YouTube Username: [check](#)

Your username can only contain letters A-Z or numbers 0-9

Password:

Confirm Password:

Password Strength: None

Country:

Postal Code:

Required for US, UK & Canada Only

Gender: Male Female

Date of Birth:

Verification:

Enter the text in the image



[Can't read?](#)

- Sign me up for the "Broadcast Yourself" email

- I agree to the [terms of use](#) and [privacy policy](#).

What Is YouTube?

YouTube is the home for video online:

- **Watch** millions of videos
- **Share favorites** with friends and family
- **Connect with other users** who share your interests
- **Upload your videos** to a worldwide audience

Sign up now to join the YouTube community!

keywords for starters. What are other people doing in your niche? Are there lots of videos or only a few? Is everyone doing the same thing?

What you should aim to produce if you can, is a video with viral potential. This means people will pass it on and recommend it to their friends. Think of the videos you've received from someone you know and have then felt compelled to send it on to other people. When the people you send it to do the same, it creates a viral effect and the video will be viewed 1000's of times.

Making your own videos doesn't have to be difficult. Camcorders are no longer expensive and you can even use a webcam.

If you find the thought of making a video a bit daunting, you can use a powerpoint presentation. You'll find software for this if you search "Powerpoint to Video software" on Google.

You'll see lots of examples of this technique on Youtube. It's a great way to make very informative videos without starring in them yourself.

You can also download a free Microsoft Office/Powerpoint alternative called Open Office. <http://www.openoffice.org>

You can also use your webcam to create a videocast, which is simply you talking about or reviewing an affiliate product.

How about using screen capture software and a microphone to record yourself demonstrating something on screen or surfing various websites. With a little imagination, the possibilities are endless.

The same techniques apply to other video sharing sites.

YouTube.com.
Video.google.com
MetaCafe.com
Video.Yahoo.com
Dabble.com
Blip.tv
UnCutVideo.com
JumpCut.com

Another great reason to get your site backlinked on these sites is their pagerank. YouTube for instance is PR6 and video.google.com is PR8. That's good for your sites off-page optimisation.

Make sure you bookmark your videos on the social networking sites as described in the Social Bookmarking section.