SocialAdr

Presents

Social Bookmarking for Dummies

version 1.5

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Introduction

This guide assumes the reader has a basic knowledge of internet marketing, and is familiar with the concept of a [backlink](#), [anchor text](#), and [PageRank](#).

A **bookmark** (also known as a "favorite" or "internet shortcut") is a way for an Internet user to save the URLs of their favorite webpages so they can access them later on with ease. All popular web browsers have bookmarking functionality.

Social bookmarking is a way for people to organize, search, and share bookmarks. Rather than the data being saved locally on the user's PC, it's stored in a database hosted by the social bookmarking website, so it can be accessed from any computer, anywhere in the world.

Typically the bookmarks are "public" (although often can be set as "private"), so that users can see what webpages are popular amongst others. The more popular a bookmark is, the more visibility it has on the bookmarking site, usually featured on a "popular bookmarks" or "top bookmarks" page.

Internet Marketers commonly use social bookmarking as a method to boost their search engine rankings. Each time a bookmark is created, it generates a **backlink** to the webpage being bookmarked, which uses the bookmark "title" as **anchor text**. This effectively tells the search engines what the webpage is all about and indicates its popularity.

The more accounts that bookmark or "vote" for the same webpage, the more backlinks, and the more likelihood that it will be featured on the "popular bookmarks" page.

The "popular bookmarks" pages typically have high **PageRank** (PR) which means that bookmarks featured on these pages will be very effective in improving the search engine rankings of their respective webpages.

Keyword Research is "Key"

The first (and most important thing) we need to do before running off and going social bookmarking crazy, is to make sure we know what **keywords** (search engine phrases) we are targeting in our SEO campaign.
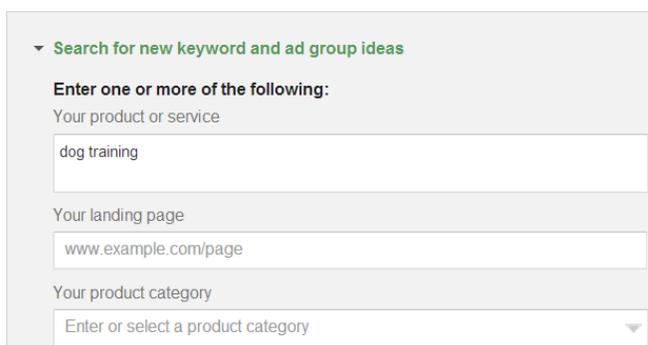
It's way more effective SEO-wise if the bookmark title is a keyword that you *know* has a high volume of searches and low competition, than if it's just a phrase that you *think* people may be searching for without doing any **research**.

We're not going to go into all the intricacies of keyword research, as it's outside the scope of this document, but we will give a brief overview of a very basic method. And again, **we can't stress enough how important it is**. There are many more effective methods of keyword research than the one we're going to demonstrate, but these typically require paid software.

Let's use the popular niche "dog training" as an example.

1. We already have a website about dog training with many pages filled with interesting and unique content.

2. We open the [Google Adwords Keyword Planner](#) (there are other tools that use this data and are easier to use, but this is one of the best 'free' options).

3. We search for **dog training**:

What would you like to do?

▼ Search for new keyword and ad group ideas

Enter one or more of the following:

Your product or service

dog training

Your landing page

www.example.com/page

Your product category

Enter or select a product category ▼

4. We determine that the related keyword "dog training courses" is more

specific and has adequate traffic (monthly searches). [1]

Ad group ideas	Keyword ideas	

Search terms		Avg. monthly searches ?
dog training	📈	60,500

Keyword (by relevance)		Avg. monthly searches ?
dog training tips	📈	9,900
dog training classes	📈	6,600
mccann dog training	📈	320
dog training schools	📈	1,600
dog training courses ⬅	📈	2,400

5. We then go to Google.com and search for "dog training courses" (in quotes). [2]

> "dog training courses"
>
> **Web**   Images   Videos   More ▾
>
> About 91,700 results (0.19 seconds)
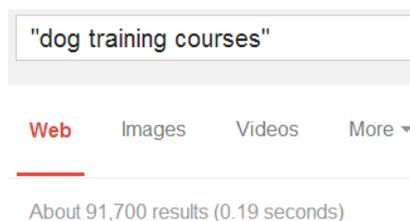
Notice the 91,700 results. [3] That's our competition.

6. Now we've done our keyword researching and can proceed to the next step...On-Page SEO.

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1 Typically anything over 1,000 monthly searches is considered "adequate".
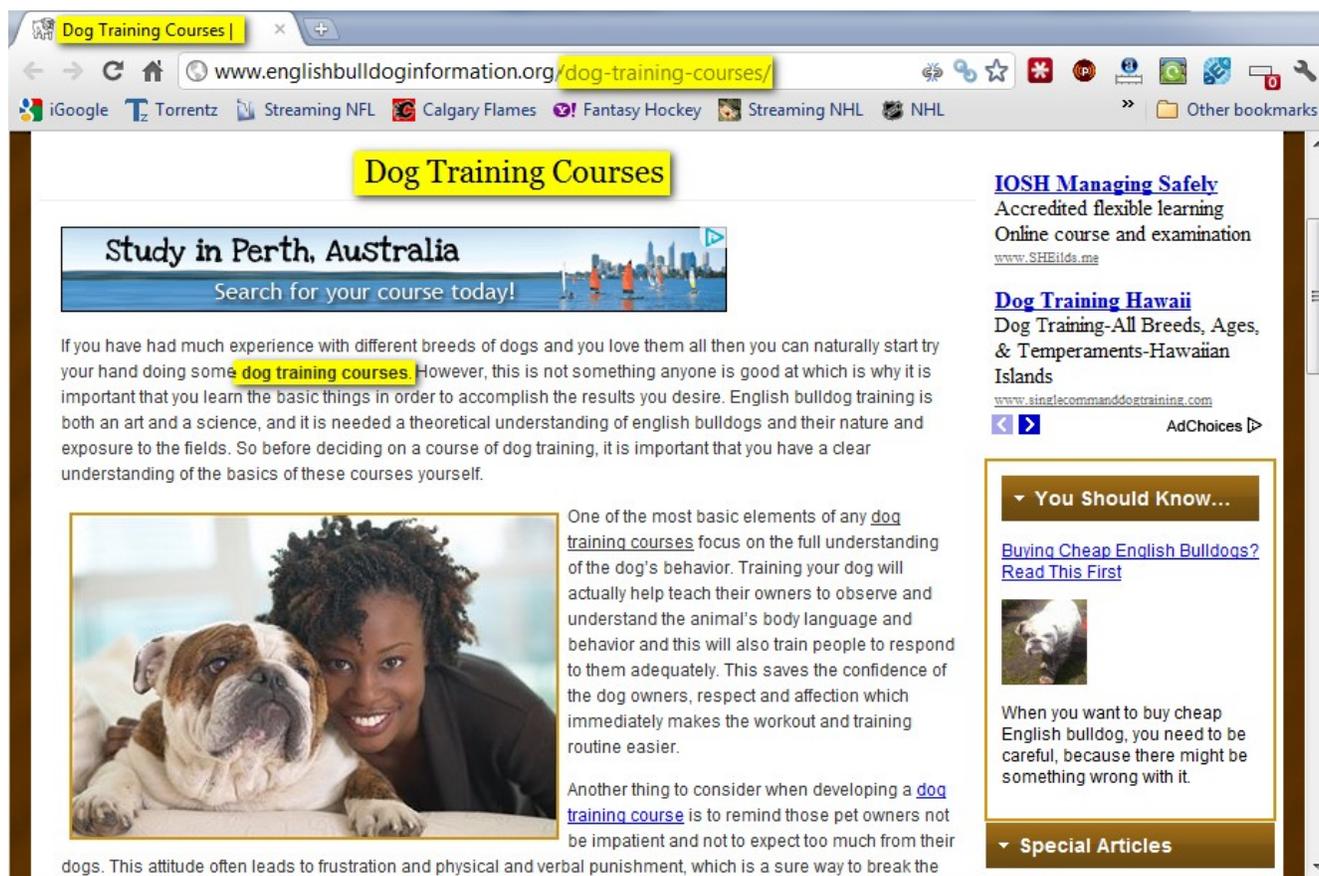2 The reason we use "quotes" is to give us the number of competing sites containing the *exact* keyword and not some random variation.
3 Usually less than 100,000 is considered "good"

On-Page SEO

The URL for this example [4] is:

http://www.englishbulldoginformation.org/dog-training-courses/

We've highlighted the important sections. Notice that:

◆ The page *title* (at the very top, in the browser tab) includes our keyword.

◆ The URL itself uses our keyword, with hyphens representing spaces between words.

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4   This is a randomly chosen page for example only and is not affiliated with the author.

◆ The top of the page uses a <H1> HTML tag to display our keyword in large text.

◆ The page content includes our keyword randomly dispersed throughout. Anywhere between 2-6% density is considered ideal. Although, recent research has suggested that over-optimizing on-page SEO can have negative effects, so do your own research on this topic to make an informed decision. **It's best to make your content readable for humans, not search engines.**

Now let's look at the actual Google result for this page.

Dog Training Courses |
www.englishbulldoginformation.org/**dog-training-courses**/
If you have had much experience with different breeds of dogs and you love them all then you can naturally start try your hand doing some **dog training courses**.

Notice that the *description* contains our keyword. Google is nice enough to highlight it for us too ;)

The Anatomy of a Bookmark

Let's use the SocialAdr "Add Bookmark" form for this explanation.

Address (URL)

http://www.englishbulldoginformation.org/dog-training-courses/

Title ❓   [Spin Preview] ❓

{{my |the best |great |interesting |}{dog training {courses|course}|dog training}{| for anyone| for dog lovers}|{check this out|click here|g

Description ❓   [Spin Preview] ❓

I had {an unruly|a crazy|a very scary} dog that was giving me a lot of {trouble|problems|stress} and scaring my {neighbors|family|friends|lady friend}. This {site|page|webpage|article} helped {give|offer} me {proper|detailed|advanced|expert|helpful} training techniques and I now have a {well balanced|very nice|awesome} {pet|dog}. {Highly|| Definitely} recommend!

Tags (comma-separated) ❓

dog training, dogs, pets, animals, obedience, courses, training

Category ❓

Hobbies & Leisure

Address

The full URL of the page being bookmarked.

Title

One of the *most important pieces* of a bookmark. This should be our primary keyword for the page. On the social bookmarking sites, this title will be used as **anchor text** for our **backlinks**.

It's **strongly recommended** to vary the anchor text for your backlinks, because it looks *unnatural* if ALL backlinks to a page are identical. Search engines can tell that grey/black-hat SEO techniques were used rather than the white-hat *natural* human-driven backlinking progression that they are designed to appreciate.

With this in mind, if doing manual bookmarking, make sure to occasionally use different titles, ideally using other keywords that appear on your page.

With SocialAdr, it's recommended you use SPIN { | } syntax. Here's an example:

{Dog Training Courses|Dog Training|Dog Training Course}

This will create the following titles (anchor text):

◆ Dog Training Courses

◆ Dog Training

◆ Dog Training Course

The latest research suggests that **50 variations** of the Title/anchor text is ideal. Yes, that sounds like a lot, but it will make your marketing efforts appear more natural.

Try to use:

◆ Your primary keyword

  ◦ {dog training courses}

◆ Other relevant long-tail keywords

  ◦ {dog training course|dog training}

◆ The above keywords with filler words like "my", "the", "best", "and" added as prefixes, suffixes, and in the middle

  ◦ {my |the best |great |interesting |}{dog training {courses|course}|dog training}{| for anyone| for dog lovers}

◆ Generic phrases like "check this out", "click here", "great site", etc.

  ◦ {check this out|click here|great site|nice article}

◆ The URL itself (this method is known as creating a "naked link")

  ◦ http://www.englishbulldoginformation.org/dog-training-courses/

Now, we put it all together:

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{{my |the best |great |interesting |}{dog training {courses|course}|dog training}{| for anyone| for dog lovers}|{check this out|click here|great site|nice article}|http://www.englishbulldoginformation.org/dog-training-courses/}
```

(You've probably noticed we used nested spintax in order to save time and eliminate redundant words. This is pretty advanced and it may take you some practice before you can get the hang of it.)

Description

A paragraph describing the webpage, **from the point of view of a visitor** (not yourself). Like the *title*, you should also use SPIN syntax for the *description*, if possible. It leaves a giant "footprint" for search engines if every single bookmark description is identical.

Tags

Short, popular words that help describe the page. We want to use the most general, non-specific words as possible, because our bookmarks will appear on these "tag" pages, and the more popular the words, the more popular and high-PR these pages will be. Five tags is a good number to aim for.

Category

Not all social bookmarking sites have this field, but if they do just select the most appropriate choice. Categories are similar in concept to tags, as they allow bookmarks to be organized and grouped together.

Why Social Bookmarking is so Powerful

There are many other off-page SEO techniques used by internet marketers, such as:

- ◆ Article marketing
- ◆ Blog commenting
- ◆ Forum signatures
- ◆ Web 2.0 profiles
- ◆ Directories
- ◆ Social networking
- ◆ Press releases
- ◆ Classified ads
- ◆ …

The reasons we **prefer social bookmarking** and find it so effective compared to these other methods, are:

- ◆ Rather than just a *single* page and backlink being created when you submit a bookmark, ***multiple* pages are created**:
  - ➢ for each tag
  - ➢ for the category
  - ➢ on the user's bookmarks page
  - ➢ on the home page (briefly)
  - ➢ on the "popular bookmarks" page (potentially)
- ◆ We get **human traffic from the sites** themselves, as users often browse the bookmarks for topics (tags) they're interested in
- ◆ **Search engines love 'em**
- ◆ It's **easy to do** and much **less time consuming** than writing/spinning articles or maintaining social networking accounts
- ◆ It's **ideal for automation**, such as SocialAdr provides

Tips & Tricks

Some tips and tricks for more effective social bookmarking are:

◆ **Don't post more than 5 of so bookmarks to your accounts per day.**
We've found that more than this increases the chances that the account will be considered "spamming" and be banned.

◆ **Don't <u>only</u> bookmark your own domain(s).**
It's easy for the social bookmarking sites and search engines to recognize a "self-promoter" and you risk being banned or ignored. Mix it up and add other sites, possibly even popular ones like Facebook, Twitter, CNN.com, etc. (*Note: this isn't a concern if you're using SocialAdr as many different domains will be bookmarked in each account.*)

◆ **Use unique usernames at each site.**
It leaves a footprint for the search engines to easily recognize if multiple links to the same website are coming from pages in the form of http://bookmarkingsite.com/user/john213/.

Additional Resources

Here's some internet marketing resources and applications we use, love, and strongly recommend:

SECockpit

◆ Easily blows away ALL other keyword research tools.
◆ Since it's a web service you never have to worry about Google CAPTCHAs or proxies.
◆ You can run multiple queries at once.
◆ One of the slickest interfaces we've seen for an Internet Marketing tool.

Rank Tracker

◆ The most robust search engine ranking tracking software we've tried.
◆ Create campaigns for as many pages/keywords as you like.
◆ Have your rankings auto-updated while you sleep.
◆ Has settings for proxies and CAPTCHA-solving.

Micro Niche Finder

- ◆ An easy-to-use and powerful keyword research tool.
- ◆ Save tons of time compared to manually using free tools like Google External Keyword Tool.
- ◆ Shows useful indicators like "Strength of Competition" (how much SEO your competitors have done) and "Measure of Backlinks" (how many backlinks you would need to get to Page 1 of Google.

Traffic Travis

- ◆ An all-in-one keyword research, SEO research, page analysis, and PPC monitoring tool.
- ◆ Great for checking backlinks from social bookmarking sites, over time, and can even print or save nice reports and graphs.
- ◆ If you do SEO for clients, this is an awesome tool for tracking different campaigns and creating reports to show your clients their progress over time.