

Social Bookmarking Overview

Brought to you by BookmarkingDemon

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Dear Friend,

You might have heard all the hype surrounding the term Social Bookmarking in the past months. There are many ebooks on the topic but none of them are teaching you the correct way to bookmark your site.

In this report, you will know how to do proper social bookmarking and pinging to gain free backlinks. We will go through step by step on account creation, bookmarking your URL, pinging your profile page and camouflaging your bookmarks. This ensures that you are getting the full benefits from your social bookmarking efforts.

We will also review some of the common problems when you use automated social bookmarking software.

Enjoy this report!



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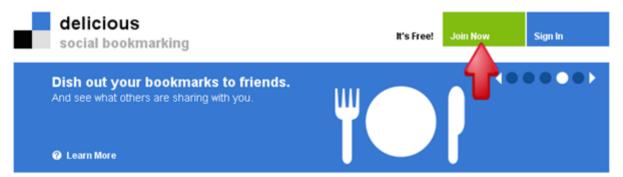
Chapter 1: What Is Social Bookmarking?

Social Bookmarking websites are basically sites that categorize and store bookmark links. Millions of visitors flood these Social Bookmarking sites to search for information. So the idea of bookmarking is to post links back to your web page from these Social Bookmarking websites.

You will specify some keywords (we call it TAGS) which categorize your bookmark. In this chapter I will show you how to register and bookmark your site at one of the biggest social bookmarking site - delicious.com

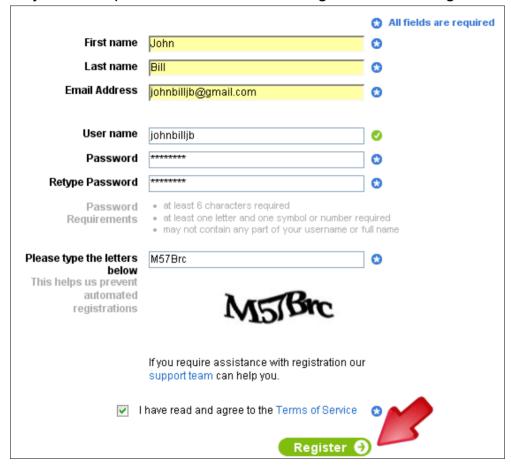
STEP 1

Go to www.delicious.com and click on the green button 'Join Now' at the top right.





STEP 2Key in the required details and click the green button 'Register'.





STEP 3

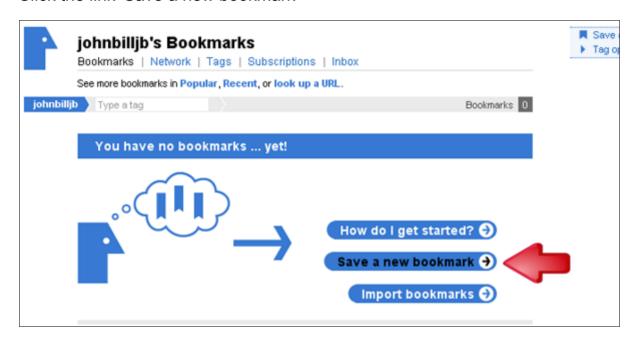
Next you will see the following screen, click your username at the top.





STEP 4

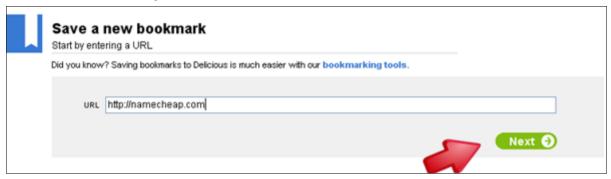
Click the link 'Save a new bookmark'





STEP 5

Enter the URL that you want to bookmark and click 'next'.

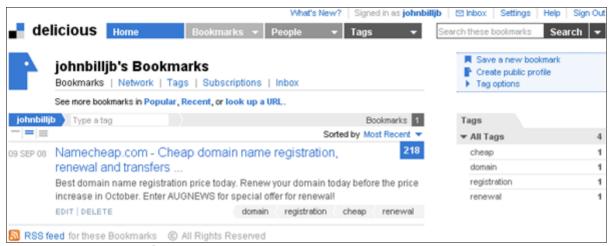


STEP 6

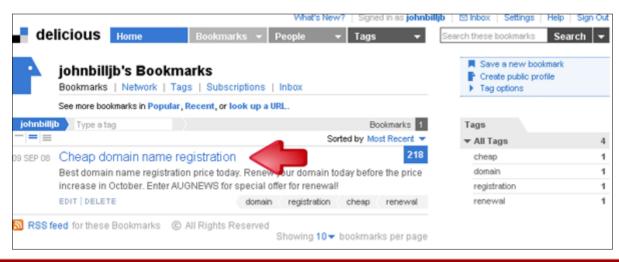
Enter the notes and tags for your URL and click 'Save'.

| URL | http://namecheap.com/ |
|-------|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| | required |
| TITLE | Namecheap.com - Cheap domain name registration, renewal and transfers |
| | required |
| NOTES | Best domain name registration price today. Renew your domain today before the price increase in October. Enter AUGNEWS for special offer for renewall |
| | 851 characters left |
| TAGS | domain registration cheap renewal |
| | □ Do Not Share Save Cancel |





Now you have one free backlink to your site! You can improve your bookmark by using a keyword link. For example, if you want to rank for 'Cheap domain name registration':





Chapter 2: Ping Your Social Bookmarks

After you have created your account and bookmarked your website, the final step is to ping your bookmark. Pinging basically tells the search engines that something new is available.

From our example in chapter 1, the account we created at delicious.com gave us 10 new pages:

- the profile page at http://delicious.com/johnbilljb
- the profile's RSS page at http://feeds.delicious.com/v2/rss/johnbilljb
- the 4 tag pages at
 http://delicious.com/johnbilljb/domain
 http://delicious.com/johnbilljb/registration
 http://delicious.com/johnbilljb/cheap
 http://delicious.com/johnbilljb/renewal
- the 4 tag RSS pages at
 http://feeds.delicious.com/v2/rss/johnbilljb/domain
 http://feeds.delicious.com/v2/rss/johnbilljb/registration
 http://feeds.delicious.com/v2/rss/johnbilljb/cheap
 http://feeds.delicious.com/v2/rss/johnbilljb/renewal



The fastest way is to ping the main profile page: http://delicious.com/johnbilljb

The spiders will automatically detect the RSS feed of that page and crawl the links found.

Pinging is very simple.

STEP 1

Go to www.pingomatic.com

STEP 2

Enter the details as required.

STEP 3

Tick the boxes in 'Services to ping' and click the button 'Send Pings'



The following is a screenshot of Pingomatic:

ping-o-matic

| tome Stats Blog /elcome to Ping- | O-Matic | |
|-------------------------------------|---------------------|-----------------------|
| BLOG DETAILS | | |
| Blog Name: | | |
| My Delicious Book | kmarks | |
| Blog Home Page | | |
| http://www.deli | cious.com/johnbil | ljb |
| RSS URL (optional): | | |
| http:// | | |
| | | |
| SERVICES TO PING (CHECK C | OMMON) | |
| ☑ Weblogs.com [link] | ☑ Blo.gs [link] | ✓ Technorati [link] |
| ☑ Feed Burner [link] | Syndic8 [link] | ✓ NewsGator [link] |
| ✓ My Yahoo! [link] | ☑ PubSub.com [link] | ☑ Blogdigger [link] |
| ■ BlogRolling [link] | ☑ BlogStreet [link] | ✓ Moreover [link] |
| ☑ Weblogalot [link] | ☑ Icerocket [link] | ✓ News Is Free [link] |
| ☑ Topic Exchange [link] | | |
| Specialized Services | : | |
| Audio.Weblogs [link] | RubHub [link] | GeoURL [link] |
| A2B GeoLocation [link] | BlogShares [link] | |



Chapter 3: Improper Use Of Social Bookmarking

Many users got greedy and started bookmarking aggressively at these social bookmarking sites. Social bookmarking sites are now stricter with the links that appear on their sites. They are also on the lookout for 'Self Promoters'.

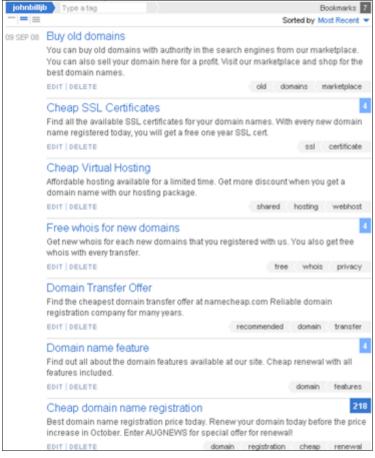
As we know, if we bookmark our own sites aggressively, we are labeled as 'Self Promoters'. Some social bookmarking sites are fine with it but others will simply delete your bookmarking account.

How does a 'Self Promoter' bookmarking account looks like?

- 1) It contain links to similar looking sites. For example: Adsense blogs and Ebay affiliate stores.
- 2) It contain links to the same domain name. For example:
 - dogtrainingpowercourse.com/cheap-dog-training/
 - dogtrainingpowercourse.com/buy-good-dogs/
 - dogtrainingpowercourse.com/discipline-your-dog/
 - dogtrainingpowercourse.com/dog-training/
 - dogtrainingpowercourse.com/new-age-training/



The following shows how an account with all links pointing to the same domain name looks like. When someone complains about this bookmarking account, it will most likely get visual inspected and banned from the social bookmarking site.





Chapter 4: Bookmarking Camouflage

Before we move on, take a look at your browser's bookmarks. You will find many different bookmarks to totally different sites. **This is how a bookmarking account should look like**.

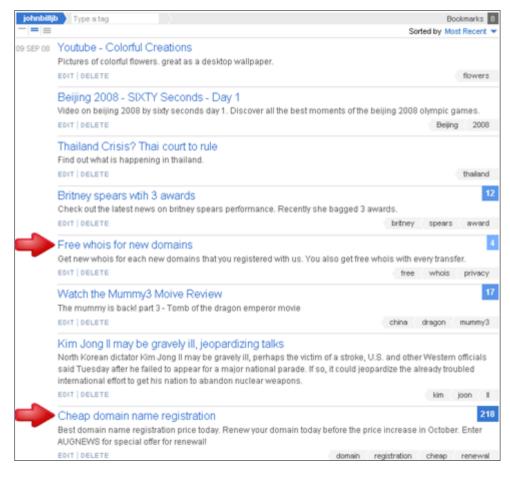
Therefore your online bookmarking account should look similar. The proper way to bookmark your own URL is to camouflage it. You have to hide it among links not related to your site. For every URL that you intend to bookmark, you might want to add three to five other unrelated bookmarks.

These are some common things that most people love to bookmark:

- interesting videos.
- latest celebrity gossips.
- sports results.
- the latest world news.
- any other interesting sites that you can think of.



This is how a camouflage bookmarking account looks like. As you can see the two links that I intend to promote are hidden among many other links. This account will definitely pass a visual inspection.





Chapter 5: Benefits Of Social Bookmarking

Social bookmarking is one of the easiest ways to get your site indexed in the search engines. The main benefit of social bookmarking is getting free traffic from the search engines. With social bookmarking, you can easily rank for long tail keywords in the search engines.

Common Question:

I heard that Social Bookmarking is no longer effective? Is it true?

Answer:

I never believed in what the so call 'gurus' said.

- the 'gurus' said blog and ping is no longer effective.
- the 'gurus' said article submission is no longer effective.
- the 'gurus' said you cannot have duplicate content.
- the 'gurus' said you cannot have too many links.
- the 'qurus' said

Stop listening to what people said and **TEST IT YOURSELF**. Most of us are not willing to test new methods because we like to be told what is working and what is not.

- we are too lazy to test.
- we are afraid of failure (losing money).



Because of the fear of failure, we like to take the easy way out by believing what the 'gurus' have said. The 'gurus' made their money by exploiting our weaknesses.

To test the effectiveness of social bookmarking, I used it on hundreds of new websites across different niches. These niche sites are nothing special. They are simple websites which can be set up in under 30 minutes.

My websites:

- Using free product RSS feeds as content. No unique content. Yes...thin affiliate websites.
- 5-30 pages of products.
- Each page targets one long tail keyword.

My linking strategy:

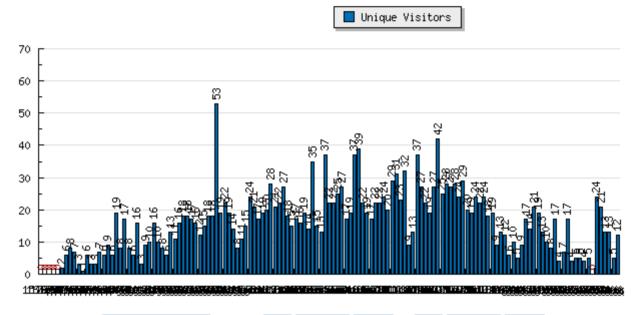
- Run BMD once across all the pages.
- One BMD run gave me around 100 links.

That is all I did. I did not use any other web promotion strategies. The next few pages show random screenshots of the number of unique visitors to some of my niche websites.



Summary (008) 10th September 2

Daily | Weekly | Monthly | Quarterly | Yearly



Select Date: ○ This Week ✓ or ○ 15 Apr ✓ 2008 - 31 Aug ✓ 2008

Select Data: ○ Show Page Loads ✓ Show Unique Visitors □ Show Returning Visitors

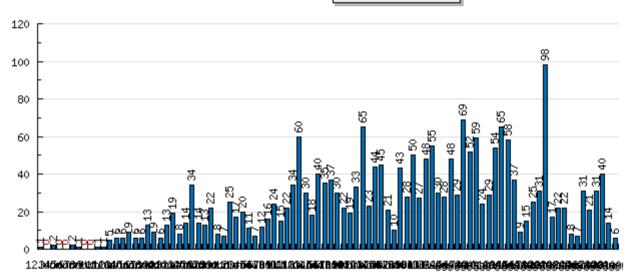


Summary (024

10th September 20

Daily | Weekly | Monthly | Quarterly | Yearly





Select Date: ○ Last 7 Days w or ○ 01 Jun w 2008 - 31 Aug

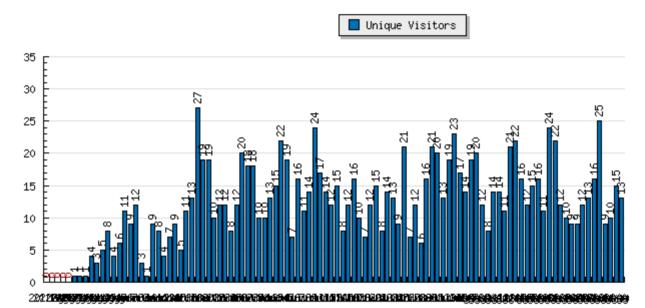
Select Data: ☐ Show Page Loads ☑ Show Unique Visitors ☐ Show Returning Visitors



Summary (134

10th September 2

Daily | Weekly | Monthly | Quarterly | Yearly



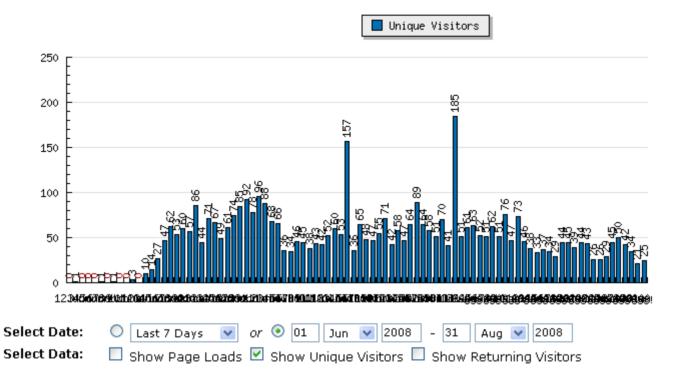
Select Date: ○ This Week ✓ or ② 20 May ✓ 2008 - 31 Aug ✓ 2008

Select Data: ○ Show Page Loads ✓ Show Unique Visitors □ Show Returning Visitors



Summary (250) 10th September 2

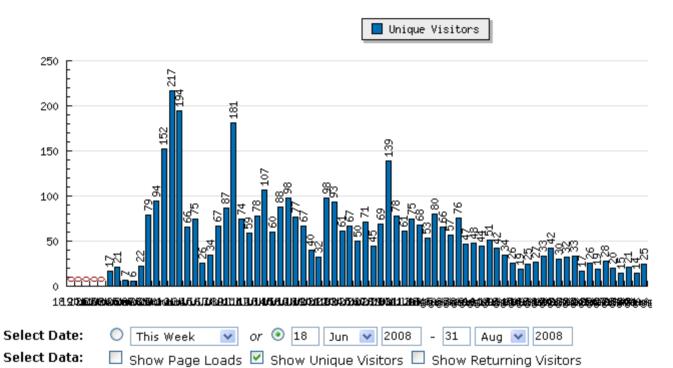
Daily | Weekly | Monthly | Quarterly | Yearly





Summary (253) 10th September 2

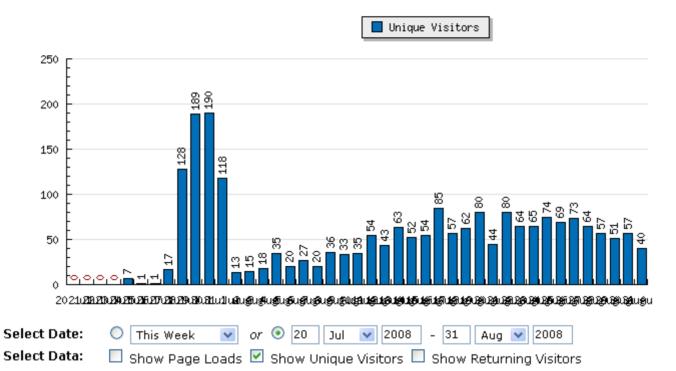
Daily | Weekly | Monthly | Quarterly | Yearly





Summary (285) 10th September 2

Daily | Weekly | Monthly | Quarterly | Yearly





Most of the unique visitors came from the search engines. As you can see, I'm not showing you a screenshot of a site that has 2000 uniques a day. It is up to the 'gurus' to fake it and show you.

What I have shown you are simple sites that anyone can setup easily and average 28 unique visitors per day with little effort.

 $28 \times 30 = 840$ unique visitors a month.

Assume your conversion sucks – 1% Assume your affiliate profit sucks – \$1 per visitor

That is (\$8.40 per month x 12) = \$100.80 per year.

Multiple \$100 by the number of sites that you intend to build = **\$your gross annual income**.

I can easily make each of my niche site earn ten times more by:

- bookmarking regularly instead of a onetime run
- mixing with other linking strategies on top of social bookmarking
- adding new unique content to my thin affiliate websites



Chapter 6: Problem With Bookmarking Software/Script

The main problem with social bookmarking is that it is time consuming. You have to manually create your bookmarking accounts and then bookmark your websites. If you want to bookmark to hundreds of social bookmarking sites, you will spend hours just to bookmark one URL.

To automate the bookmarking process, many social bookmarking software and scripts are being created. Many of them are way overpriced. Some of these tools have ridiculous monthly fees.

Most of them are spamming tools developed to destroy the Social Bookmarking sites. These spamming tools randomly generate account name and passwords at these Social Bookmarking sites and post hundreds of links at a single go.

One major problem with these tools is that they leave footprints with their duplicate content issue. Imagine creating accounts at 100 social bookmarking sites with the same login name. Your login name can be easily tracked down and you might be accused of spamming.

When you bookmark an URL across all those accounts, the same title, tags and description will appear at all 100 social bookmarking sites. This can be an issue of duplicate content and the search engines will discount all your bookmarking links.

A good social bookmarking software **MUST** have the following features:

- 1) Able to randomize the bookmark's title, description and tags.
- 2) Able to add your own Scuttle, ScuttlePlus, Pligg and PHPDug sites.
- 3) Able to camouflage your bookmarks with other links.
- 4) Able to create bookmarking accounts with different usernames.
- 5) Able to ping your bookmarks.
- 6) Able to schedule your bookmarks at different time.
- 7) Able to verify your email.
- 8) Able to use multi-threading for faster bookmarking.

There is only one tool in the market today with all the above main features.

http://bookmarkingdemon.com



Chapter 7: BookmarkingDemon - Social Bookmarking Solution

BookmarkingDemon was created in year 2006 and is the only social bookmarking software that has regular updates with new features. Besides the upgrades, it is also being updated regularly to adapt to the new changes in the social bookmarking world.

http://bookmarkingdemon.com

The next few pages will show screenshots of BookmarkingDemon's development from version 1 to version 5.



BookmarkingDemon Version 1:





BookmarkingDemon Version 2:



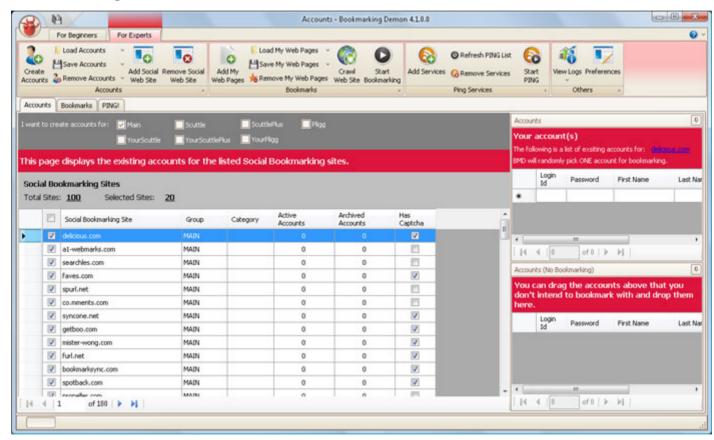


BookmarkingDemon Version 3:



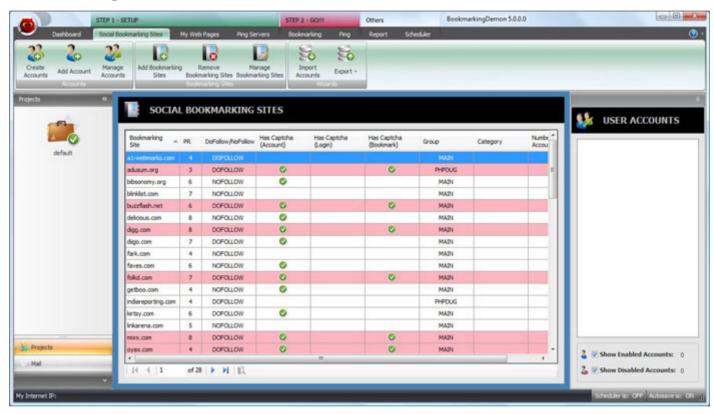


BookmarkingDemon Version 4:





BookmarkingDemon Version 5:





As you can see, we have taken every effort to upgrade the software and improve it over the years. All these without charging a single upgrade fee! BookmarkingDemon is a onetime investment without any monthly fee!

The current BookmarkingDemon version 5 is the most powerful version we have ever created. Make sure you check out our site at http://bookmarkingdemon.com

Why BookmarkingDemon?

- Bookmark to 100+ social bookmarking sites.
- Add your own Scuttle, ScuttlePlus, Pligg and PHPDug sites.
- Create randomized account usernames.
- Bookmark to random accounts with randomized titles, tags and descriptions.
- Bookmarking camouflage.
- Email verification.
- Scheduler to drip your bookmarks
- Pinging Feature.
- Random proxy servers.
- Multi threading for faster bookmarking.
- URL crawling and RSS crawling feature.
- Visual aid with decaptcher



On top of that, you will also get my BMD Ultimate Guide -



It is a full guide on how to use BookmarkingDemon with simple step by step instructions. In addition, I have added my **personal bookmarking strategies** – How to build your own Ultimate Social Bookmarking Network. I used my bookmarking network to dominate most of the longtail keywords in the search engines.



If you compare BookmarkingDemon with other tools in the market, you will find that it has the best value in terms of features and pricing. No other software is packed with all the features at such a low price.

Stop wasting your time submitting your bookmarks manually. Get a copy of http://bookmarkingdemon.com today.

To your success,

Edwin Brian

Digital Online Market Pte Ltd

http://edwinsoft.com



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