

THE CONTENT CRUSADE



Thought Article Marketing
Was Dead?
WRONG
This Is How You Make It Pay!

The Content Crusade

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Introduction

Welcome to the Content Crusade.

You have purchased one of the premier books on how to make money with articles on the Internet.

Don't let that fool you into thinking that this is just another book on article marketing, No, NO!

It's anything but some article marketing book. You're actually going to learn how to use several pieces of content, some of which you don't even have to write yourself, to generate traffic.

This isn't your standard "take a piece of content and submit it to an article directory either". We're talking cutting edge, innovative stuff that's completely up with the times here. Of course I'm talking about Web 2.0 but not in the lame sense that you see a lot of people talking about. Many people just tack on 2.0 to the name of their product when it has nothing at all to do with Web 2.0 in the first place.

In The Content Crusade you're going to learn how to REALLY use Web 2.0 properties all over the web as a big time traffic generation tool. You'll also be able to use everything you learn here to directly (and indirectly) to boost the rankings of your own website as well.

I personally guarantee that you won't find a course this cutting edge when it comes to using content as a method of generating traffic.

After hearing all that you're probably thinking "Great, this has to be extremely complicated if I'm going to learn how to use all this new technology" and you'd be perfectly normal for thinking that.

The good news is that you DO NOT have to be a genius! It's actually all very easy! If you're familiar with sites like MySpace.com then you already have the foundation you need to use all of the other sites, tools and resources that we are going to share with you.

What's even better is that if you don't want to write anything, you don't have to! You can just use some of the cutting edge techniques that we show you in this manual for acquiring content.

Everything is covered for you. If you want to have complete control and write your own articles, we'll show you how to do that easily. However, if you want no part of writing, we've got you covered as well!

What you are going to be learning may partially seem familiar to you but when you see all the twists and turns that we take

in this extremely unique process you are going to see why our system works so well for generating traffic.

It doesn't matter what your experience level is either. If you're just starting out and have no clue about making money online or generating traffic, this is the best place that you could have possibly chosen to start your journey because it works! You're going to get the best chance possible of making money and getting real, targeted traffic because you're learning a system that is up to date and results producing.

On the other hand, if you're an experienced business professional and have your own website that is getting traffic, this course can help you greatly multiply your results! That's right, we'll actually show you how to do what you're already doing a little differently for a huge compounding affect on your traffic volume! That means more visitors, more subscribers and more sales!

The best thing that you can do is go through this manual just as it's laid out in an afternoon. Print it out (it isn't that long) and read it at school, on your lunch break or on your favorite sofa at home. Once you do this once, then go back to the beginning; get comfortable in front of your computer and start following the steps exactly as they're laid out.

You're going to find so many content ideas including those that don't require writing that you're going to end up with a huge amount of content. I've found that when a person gets a ton of content and they see how it's used to generate traffic, they become addicted and start using all the content they can to drive traffic.

This usually results in tons of traffic right away and a very inspiring feeling when you actually start seeing income and sales coming in.

Since we do show you how to get traffic without writing and also give you the option of writing everything yourself, I suggest that you try both methods.

What I mean is you should build one site using nothing but content that you got from the sources that we show you without writing any of your own content. After that, build another site that you write all of the content from scratch on and then compare the results.

When it comes to a website, the only real result that matters is how much targeted traffic you're getting.

After you see the traffic numbers, you may be surprised how close the numbers really are and you may decide that you don't have to write a bunch of content from scratch anymore.

You'd be surprised how many people I show this system convert from "I want complete content control" to "I'll use the sources in your system" really quickly because it doesn't make any sense to work your butt off for the same results you can get from someone else's work!

What's even better (and something that most people don't think about) is that once you start making some income from your site, you can very easily get an outsourcer to start finding content for you using this system.

In the past, you'd hire an outsourcer from India, the Ukraine or another country that you can get cheap writers from. The downfall has always been that the articles you get aren't of the greatest quality and usually have improper English, grammatical errors and just don't flow properly.

What's so awesome about The Content Crusade system is that you can teach them how to get the content without writing and have them produce tons more content that you absolutely know is going to be perfectly written and ready for your website.

Do you fully grasp the concept that I'm trying to push home? You can hire a **CHEAPER** outsourcer and get **MORE** content added to your site by teaching them the concepts found here in The Content Crusade manual! Never before have you been

able to save money, get better content and get MORE content!

I'm sure that you are probably starting to see the vision as far as where The Content Crusade system is going to be taking you.

This isn't your rehash of a course that you see most people selling when it comes to Web 2.0 or article marketing. It's completely new, cutting edge and right on the line of new technology!

One final note that I have before we get started is this... I firmly recommend that you go through this entire course in one sitting. Of course, I recommend that you read through it once as an overview before actually implementing anything as well. But I also recommend that you go through the entire course in one sitting when you start the course the second time and actually start applying it.

Now, with most of my other courses, I always say that breaking up the process into pieces is fine but on this course, I recommend that you block of a day on one of your days off and go at it.

The reason for this is because this process is very cohesive and has some parts that are embedded into your head through repetition.

Don't think that I'm telling you to build a 100 page website in a day, I'm not! But could you build a website that was maybe 10 pages in a day? There's no doubt that you could. In fact, the easy part of this whole system is building the site because I show you how to get free content that you don't' have to write.

By going through the course in it's entirety and building a 10-12 page website and then applying the article submission and web 2.0 linking tactics to that site, you are going to be setting your very first website up to start getting traffic faster than you ever thought possible.

Think about this...

How cool would it be for you to build a website on one of your days off and then while your working the following week, see a flood of traffic coming into that site daily? What about making a sale from your website?

Wouldn't you agree that's a pretty exciting thing to make happen?

Don't think it's hype either. If you seriously commit to investing a day in your website (and your future), I know that you can finish a website in one day by using the content acquisition methods that I teach you.

Without further delay, it's time for us to get started. If this is your first time reading through, remember, read through the entire manual one time without acting on any of it. If this is your second time through the manual, get busy and crank out that first traffic generating site today!

The Creative Control Approach

If your plan is to keep complete control over the content and information that is available on your website, this section is going to help you with tips on writing effectively for your site.

By going through this section you will also learn how to write faster by utilizing the information in this chapter as a system.

A variation of e-mail marketing that is producing good results for many involved is writing articles instead of sales copy. These articles can then be sent to your subscribers just like you would send them a newsletter. You can also use the content to start your own blog as well as to post the articles to the many public article directories that are visited by millions of viewers every year.

The best way to approach writing an article is to take a "soft sell" approach. This means that you don't actually try to get an order directly from inside the article. You simply present readers with clear and concise information on the particular topic and then invite them to visit your web site for more information.

An article has the same basic makeup of an e-mail message in that it requires a good headline, well-written body copy and

a call to action. Word counts can run as high as 500 words without causing the reader to lose interest.

A friend of mine earns her living in part as a freelance Press Release writer. She takes advantage of people's lack of knowledge about how to write Press Releases by creating interesting and informative articles that she distributes around the Internet. She is careful not to fully disclose the techniques that she uses when she writes Press Releases, however, because her intent is not to actually teach someone how to do it. Her intent is to establish herself as an expert Press Release writer so people who read her articles will hire her. She gets great results.

Let's take a look at one of her articles that she has written exclusively for me to use in this book. After you are through reading it I will show you some hidden concepts that she is employing in order to get her articles indexed in the major search engines. You can use her same techniques to drive more traffic to your web site.

Notice that she does no selling at all in the article. The call to action is actually in the About The Author section. That's a clever way to get articles distributed without having them appear to be sales materials.

What to look for in a Press Release Financial Writer.

If you want to attract media attention to your quarterly or annual financial reports, and drive new investors to your company as a result, you are a perfect candidate for hiring a Press Release Financial Writer.

Because you want your Press Release to stand out and be accepted by the media, it is important that you hire a Press Release Financial Writer who has a great deal of experience at getting financial Press Releases published.

Here are the Top 6 Things To Do When You Hire A Press Release Financial Writer:

Ask the Press Release Financial Writer to show you actual copies of previously written Press Releases.

Go to Google and enter a randomly chosen paragraph from each release and see how well distributed the PR actually was. It should show up on multiple news sites and possibly other types of web sites including article directories.

Ask the Press Release Financial Writer how long it will take to complete the project for you.

Ask the Press Release Financial Writer how much the PR will cost and how many revisions are included in the price.

Determine if the Press Release Financial Writer will also distribute your Press Release and how much you will be charged for that additional service.

Ask the Ask the Press Release Financial Writer to tell you specifically which of the various Press Release Distribution Services she will use to distribute your Press Release.

A poorly written Press Release or one that is not distributed to targeted media outlets that are interested in your announcement will not give you the results you are hoping for. In fact, one mistake could end up hurting your reputation with the Press and that may cause them to ignore any future Press Releases from your company.

That's why it is so important to choose the correct Press Release Financial Writer the first time.

About The Author

Lisa G. is a freelance author and operates a Press Release Financial Writer business. You can view her portfolio at Lisa.My.Freelanceportfolio.com. Choose the Press Release category from the main menu.

OK, let's take a closer look at my friend Lisa's article and see what's going on behind the scenes:

The article has a great headline.

“How To” headlines are always very effective, but this one is even more so. I’ll show you why in a moment.

There is no fluff in the article.

Lisa gets the message delivered in just 325 words. Plus she uses short sentences, small paragraphs and lots of bullet points. This creates “white space” that doesn’t scare the reader into thinking that the article is too long to bother reading.

She doesn’t spoil the article by making it a sales piece. In fact, the only selling she does is in the “About the Author” section where she has identified herself as an expert and where she has created a call to action inviting the reader to visit her online portfolio.

This is an excellent example of how you can promote your product or service using articles. But there is one thing left to look at.

If you go through the article you’ll see that Lisa uses the phrase “*Press Release Financial Writer*” frequently. In fact, she uses it 11 times. Ten times in the article and once in the About the Author section. There are 325 words in the article, and 32 in the author section, for a total of 357 words. This

means that the phrase *Press Release Financial Writer* accounts for 3% of the words in that article.

Let's see why we care about that number.

You may recall that at the top of this chapter I mentioned that not only can articles be sent out as e-mail, but they can do double-duty for you by posting them to article repository web sites.

Lisa knows this and she knows why and how those article repositories work. Many of them have a high Google page rank which means Google considers them to be *important* sites and the Google spiders return often to find new articles and add them to the Google search engine database.

As you probably know, Google and all of the other major search engines work by indexing key words and then displaying matching web pages when search engine users enter those key words.

When Lisa decided that she wanted to use articles to promote her skills as a Press Release writer, she used various tools that told her which key words were popular for her specialty.

Of all the key words she researched, she determined that the phrase *Press Release Financial Writer* had a high demand and a low supply. This means that there are a lot of people

searching under that term and not a lot of web sites using that term on their pages.

She used a common Search Engine Optimization (SEO) formula whose rules state that a key word phrase should appear in about 3% of the copy. And that's what she did.

Now, if she had published this article in the various article directories instead of giving me the exclusive right to use it for my book, there's a good chance that people who searched on that phrase would find and read her article. And, out of everyone who did read that article, there's a good chance that some of them would go on to visit her portfolio.

Once they reached her portfolio, some people would hire her to write a Press Release. Of course, the same chain of events would happen if Lisa gave that article to newsletter editors who added it to their newsletter content.

Finally, Lisa could mail that same article to her own list where it would function exactly the same way as any other e-mail marketing campaign would.

That's getting triple duty out of one piece of copy. And that's a smart thing to do.

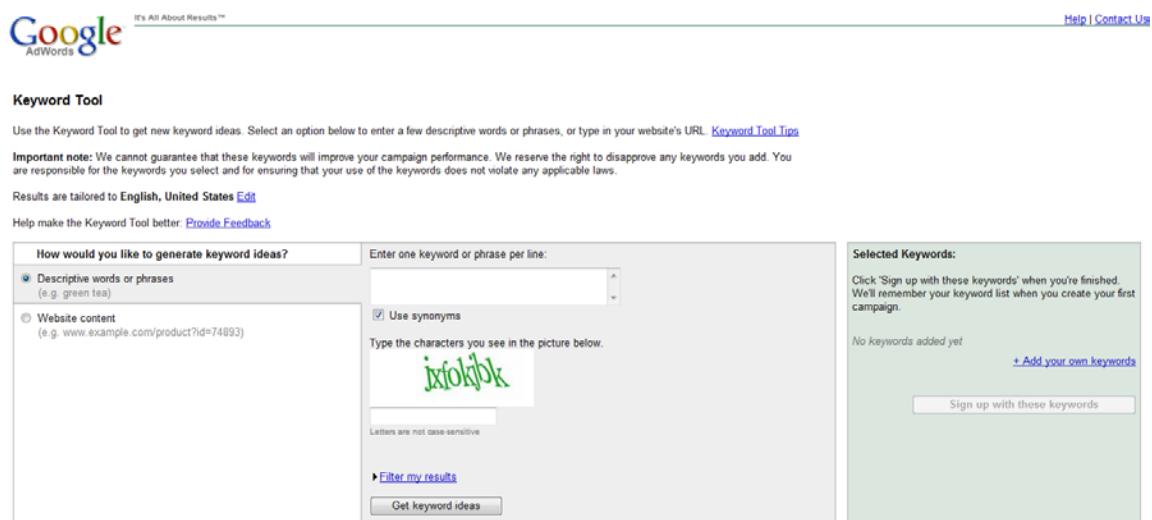
Keyword Tools & SEO

Lisa knew that she wanted to write about her Press Release Financial Writer so all she had to do was find a good keyword phrase that she could use to wrap her article around. Here is how you would go about finding your best keywords and keyword phrases for the article you want to write.

Do People Search The Terms?

Since Google is the #1 search engine in the world, it already "knows" what keywords people are searching for (the demand) and it also knows how many web sites are using those keywords (the supply). Let's now see how we can get Google to share that information with us.

Introducing the [Google Keyword Tool](#).

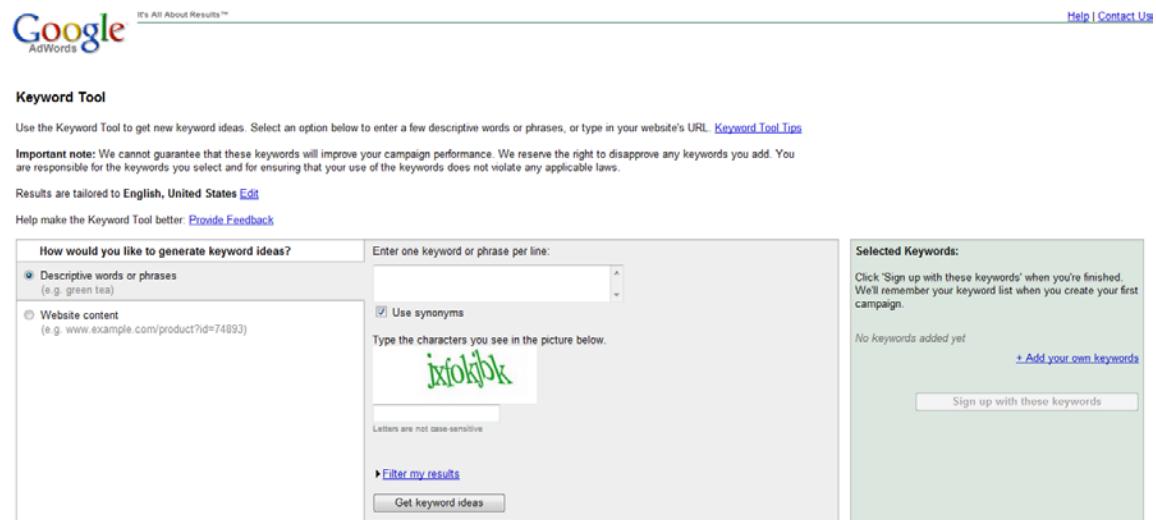


The screenshot shows the Google Keyword Tool interface. At the top, there's a Google AdWords logo and a "Help | Contact Us" link. Below that, the "Keyword Tool" section is titled "How would you like to generate keyword ideas?". There are two radio button options: "Descriptive words or phrases (e.g. green tea)" (which is selected) and "Website content (e.g. www.example.com/product?id=74893)". To the right, there's a text input field for "Enter one keyword or phrase per line:" with a "Get keyword ideas" button below it. A "Selected Keywords" box on the right contains a "Sign up with these keywords" button. A CAPTCHA box in the center contains the text "jxfoljk".

This free tool provides you with a list of key words that are made up of the root phrase that you enter. The tool provides you with a graphical indication of how many individual searches were performed for each of the words (demand), and how many Google AdWords advertisers are bidding on those keywords (supply).

Let's see what Lisa saw when she used this tool:

A. [Click here](#) (page will open in a new window. Alt-Tab to return to this window.)



The screenshot shows the Google Keyword Tool interface. At the top, there's a navigation bar with the Google logo, a search bar containing 'It's All About Results™', and links for 'Help | Contact Us'. Below the navigation is the 'Keyword Tool' header. The main area has a sub-header 'How would you like to generate keyword ideas?'. There are two radio button options: 'Descriptive words or phrases (e.g. green tea)' (which is selected) and 'Website content (e.g. www.example.com/product?id=74893)'. To the right of this is a text input field for 'Enter one keyword or phrase per line:' and a checked checkbox for 'Use synonyms'. Below these is a CAPTCHA field with the text 'ixfolkblk' and a note 'Type the characters you see in the picture below.' At the bottom of this section are 'Filter my results' and 'Get keyword ideas' buttons. To the right is a sidebar titled 'Selected Keywords' with the message 'Click 'Sign up with these keywords' when you're finished. We'll remember your keyword list when you create your first campaign.' It also shows 'No keywords added yet' and a '+ Add your own keywords' button. At the very bottom of the sidebar is a 'Sign up with these keywords' button.

Enter the keyword: Press Release.

Make sure that the "Use synonyms" box is checked.

Choose "Keyword Popularity" from the drop-down menu labeled "Choose data to display."

Click the "Get More Keywords" button.

Now scroll down about half a page and you will see something that would make any Internet Marketer's mouth water.

Notice that there is absolutely no one bidding on the keyword phrase "*press release financial*" even though there is a reasonable amount of demand! Now all Lisa has to do is buy that keyword and the link to her article will come up any time someone searches using that phrase.

There are some other free SEO tools that you can use to pick your best keywords. Let's go over a few.

The [Digital Point Keyword Suggestion Tool](#) specializes in showing you the approximate number of searches per day as tracked by WordTracker and Overture (now part of Yahoo!). This tool allows you to narrow down your statistics by country if you are not interested in global statistics.

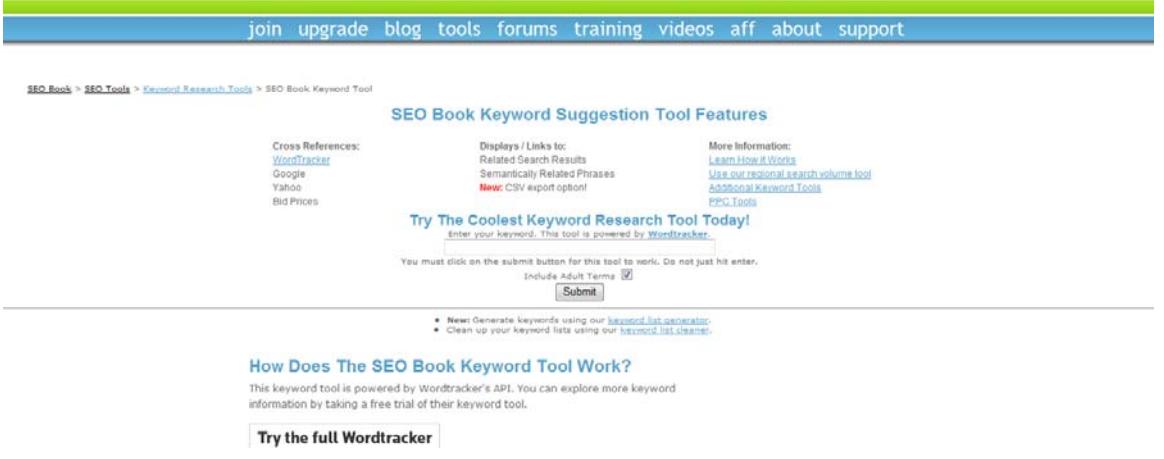
The screenshot shows the Digital Point Solutions Keyword Suggestion Tool. The sidebar on the left lists various tools: home, products, services, support, email lists, tips, employees, webmaster tools, adwords charts, adwords sandbox, back link tracker, co-op ad network, diff compare, dns zone transfer, filemaker and dig, fms server probe, geo-target website, geo visitors, keyword ranking, keyword suggestion, pagerank for sites, site search engine, web optimizer, yellow pages, portfolio, jobs, and contact. Below the sidebar are links for Support (DPS Forums), Donate, and a Search bar. The main content area has a red header 'keyword suggestion tool'. A green box at the top says 'Finally Beat Adwords? - Adwords 'Geek' Spends \$214.514 on Clicks & Reveals Truth on Free DVD: AdwordsScience.com/FreeDVD'. Below this is a 'Put Your Adwords Here' input field. The main text area is titled 'Keyword Suggestion Tool' and contains instructions: 'Keep this tool alive! Fundraiser for new hardware has started [over here](#) (you do get stuff in return).', 'This is a handy little tool will show you the results of your query from both Wordtracker and Overture for determining which phrases are searched most often.', 'Enter a search phrase below to see how often it's searched for, as well as get suggestions for alternate (but similar) keywords.', 'Then, once you know the keywords you want to target, you can use our free [keyword position tracking tool](#) to monitor your placement progress.', and 'If you have any questions, comments or anything else, please [visit the forum](#).'. A 'Phrase:' input field, a 'Market:' dropdown set to 'United States' (with a note 'Only applies to Overture data'), and a 'Suggest' button are present. A note below the input field says 'Why do they differ so greatly? Overture's data is based on more searches, so the values are going to be higher than Wordtracker's in most cases. This does not mean Wordtracker's data is less valuable (keep in mind that they are relative to each other). Also, Wordtracker differentiates between plural and singular forms (which Overture does not).'. A 'Put this on your site:' code generator is shown, and a 'Recent Forum Topics' sidebar on the right lists various forum posts.

If you run the “Press Release” search using that tool you’ll see the number of daily searches reported there is 3.5. That’s certainly not a large number. It’s nowhere near the count for “Press Release” which is over 500 per day, but the supply for the term “Press Release” is so high that Lisa would be lost in a sea of competing web sites. At least she has this little niche to herself.

Of course, she doesn’t confine herself to that one term and neither should you. You want to find as many opportunities to own a piece of your niche as you can and write articles to serve them all.

[SEOBook](#) takes a look across a number of search engines besides Google and provides more in-depth information. Here

the tool reports that "Press Release Financial" gets around 350 hits per month across the major search engines.



The screenshot shows the SEO Tools website with a green header bar. Below the header, a navigation bar includes links for join, upgrade, blog, tools, forums, training, videos, aff, about, and support. The main content area is titled "SEO Book Keyword Suggestion Tool Features". It displays three columns of features: Cross References (Wordtracker, Google, Yahoo, Bid Prices), Displays / Links to (Related Search Results, Semantically Related Phrases, New: CSV export option!), and More Information (Learn How it Works, Use our regional search volume tool, Additional Keyword Tools, CPC Tools). Below these is a section titled "Try The Coolest Keyword Research Tool Today!" with a search input field and a "Submit" button. A note says "You must click on the submit button for this tool to work. Do not just hit enter." There is also a checkbox for "Include Adult Terms". At the bottom, there are two bullet points: "New: Generate keywords using our keyword list generator." and "Clean up your keyword lists using our keyword list cleaner." A "Try the full Wordtracker" button is also present.

Don't be in a rush to post your article or send it out to your list. What you need to do is to follow this checklist every single time you write an e-mail message or article. This is not the time to take any shortcuts!

Read and re-read what you have written several times to make sure you have said everything you want to say.

Make sure you do not have any incomplete thoughts. You especially want to double-check that you have fulfilled all of your "promises." Very often someone will touch upon a concept somewhere in an article and then tell the reader that the complete concept will be addressed later on in the article. It's easy to overlook that "promise" and forget to add the

missing content.

Read your article out loud. You'll immediately notice if you have any sentence structure errors or if your copy is wandering off topic, and you'll even get a sense of how well the content flows.

While you're reading (or when you're through reading, whatever works better for you), be sure to rewrite anything that you're not happy with. When you're done, go back and repeat steps 1 - 4 until you are satisfied. While you are rewriting you should look for ways to cut your article's length if it's running longer than it should.

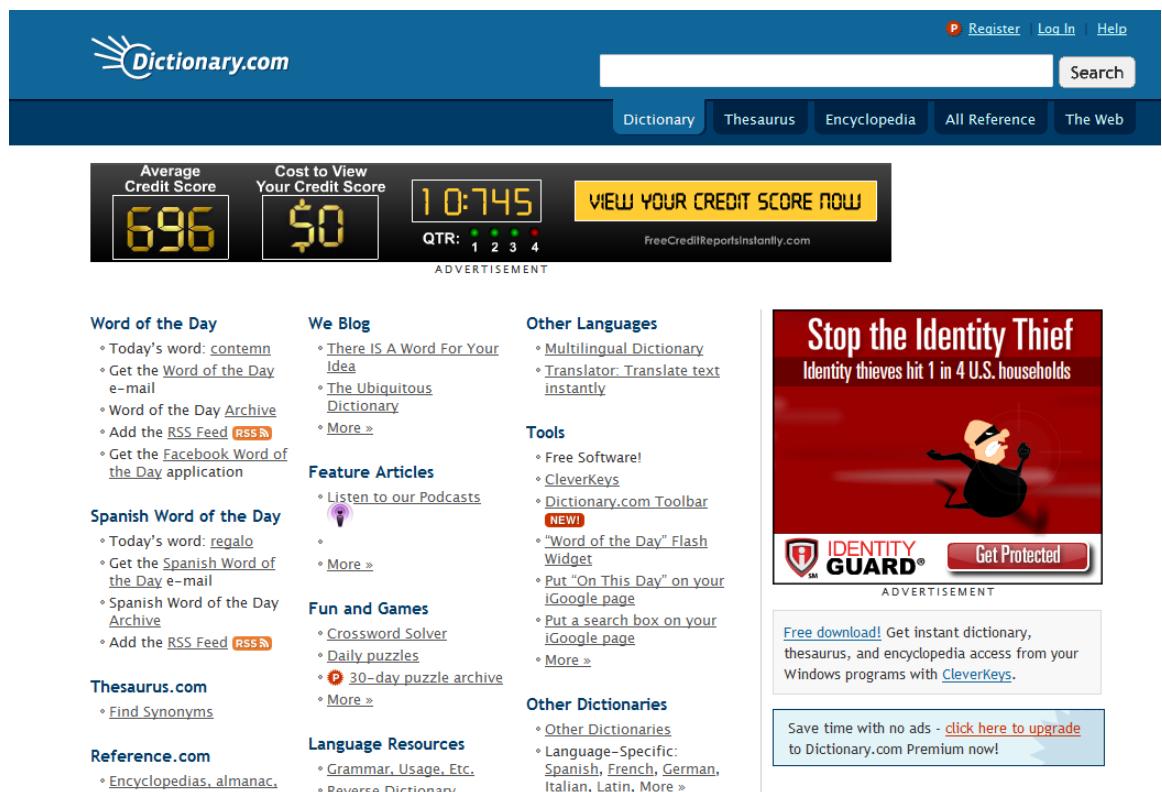
Once you have completed these steps it's time for proofreading. It's not easy to proofread your own work, especially if you've re-read the article or e-mail so many times that you're tired of looking at it, but it has to be done.

You need to proofread the article even if your spell checker did not find any problems. Spell checkers can be fooled and they often miss common errors such as using the word "to" instead of "too."

Follow this proofreading checklist and you'll do just fine:

Make Sure It Reads Well

Run your spell checker and correct all the errors it finds if you're certain the word is misspelled. Sometimes the word is spelled right, but if it's not in the spell checker's dictionary, the spell checker will flag it as incorrect. If you need to double-check the spelling, get out your paper dictionary or look the word up in dictionary.com.



The screenshot shows the Dictionary.com homepage. At the top, there's a navigation bar with 'Register', 'Log In', and 'Help' buttons. Below the navigation is a search bar with a 'Search' button. The main content area features a large 'Dictionary.com' logo. Below the logo, there's a prominent 'ADVERTISEMENT' section for a credit score. It displays an 'Average Credit Score' of 696 and a 'Cost to View Your Credit Score' of \$0. A digital clock shows 10:145. Below the clock is a 'QTR: 1 2 3 4' rating. A yellow button says 'VIEW YOUR CREDIT SCORE NOW' with the subtext 'FreeCreditReportsInstantly.com'. To the left of the credit score section, there's a 'Word of the Day' box for 'contemn' and a 'Spanish Word of the Day' box for 'regalo'. To the right, there are sections for 'We Blog', 'Other Languages', 'Tools', 'Feature Articles', 'Fun and Games', 'Thesaurus.com', 'Reference.com', 'Language Resources', and 'Other Dictionaries'. On the right side of the page, there's an 'ADVERTISEMENT' for 'Stop the Identity Thief' with a cartoon burglar and an 'IDENTITY GUARD' logo. At the bottom right, there's a box for 'Free download! Get instant dictionary, thesaurus, and encyclopedia access from your Windows programs with CleverKeys.' and a link to 'Save time with no ads - click here to upgrade to Dictionary.com Premium now!'

After that, print the copy to paper and then read it out loud. Many of the most successful writers will read their copy backwards by starting at the last word of the last sentence

and reading each word straight through to the first word of the first sentence. Because you know what you intended to say, your brain is likely to fill in missing words and compensate for misspellings. Reading backwards forces you to concentrate on every single word individually rather than having your brain interpret the “concept” of what your eyes are seeing.

If you have the luxury of time, put the article or e-mail aside after the first round of proofreading and come back to it for another round in a day or so. That way, you’ll be able to look at what you’ve written with “fresh eyes.”

Once you think the copy is good to go, you should have someone else read it. Ask the reader to point out any spelling errors as well as any sentences or concepts that are not clear. Emphasize that you are not looking for editorial opinions.

Yes, proofreading is a lot of work but it’s a lot easier to do than suffering through the embarrassment of looking ignorant because you sent something out that was full of errors or that had even one error in it. Believe it or not, errors in your article can lessen its credibility, no matter how good it is.

Articles are a great way to raise your visibility and drive traffic to your web site. Once you get into the habit of writing them there’s no reason why you can’t put out one or more articles every week.

In the next chapter we are going to dive into public data sources and how they can be of extreme value to you when it comes to acquiring content for your website!

Intro To Public Content Sources

This chapter is a brief, albeit accurate introduction to public data sources and how you can use them for gathering content for your websites.

Make sure that you read this section so that you fully understand the scope of content available to you.

Public data is exactly what it sounds like: information readily available to the public. However, much of the time, this information is scattered in various places, it's unorganized, and it's difficult to navigate.

Whenever you search for anything- your favorite song lyrics, your guitar tabs, the definition of a word or the latest stock quote- you might very well end up on a public data source website. Some of these sites are free, while others require a membership. Whether or not it's free or requires paid membership is determined by the type of content, what it's worth, and if website owners can make a profit from the information.

If this sounds complicated, trust me: it's not.

Profitable public data sources are everywhere on the Internet. All you need to do is compile them. For example, there are

weblogs that find and post videos each day. People come to their site to watch the videos. This generates what's known as traffic. Advertisers become aware of these high traffic sites, and rent ad space on them. The owners of the video blog make a profit from ad revenue. Websites that compile articles on various topics earn money in a similar way. It's all about content, content, content. And the best part about it is that there is an abundance of content out there that can be obtained for free. You can access this content and make a profit from it in many ways that will be detailed later in this book.

Essentially, public data can include just about anything. It can be information that is already out there on the web, or can be content that you've created on your own. Regardless, these sources of data need only one thing to be profitable: organization.

That's right! A little bit of organization and user-friendly interface is all a public data source needs to turn a profit.

But before we jump into the details, let's take a look at a few compelling reasons why you should use public data sources.

While this chapter was brief, it was meant to get you primed for learning more about public data.

In the next chapter we will be going over the benefits of using this data for your website content...

The Benefits Of Public Content Sources

This chapter is going to teach you why you should be focusing on public data as a means of content.

After all, having content for your website is great but public data makes it better because you don't' even have to create it yourself!

As we've already noted, public data is easy to come by. It is literally everywhere on the Internet. Accessibility, however, is not enough to make you want to invest money in it.

Why Use Them?

So why should you make your own Internet start-up with public data? Just look at some of the benefits:

For Simplicities Sake

The hardest part of making money from public data sources is finding the source of data! And let me tell you: that's pretty easy, too! These wells of information are easy to find, easy to organize and easy to market. Is that enough "easy" for you?

The Price Is Right

Much of the time, public data sources are just that—public. This means that the information belongs to the general public and is free. Free! It should be noted, however, that not all data is free. Be sure you find a data source that has yet to become a part of a proprietary work. Finding public domain information makes it possible for you to spend virtually nothing to start up your site. The outcome is immediate profit with a very low overhead.

Flexibility

You can do just about anything with a public data source. There are so many public data sources out there that you're sure to find the particular genre that suits you perfectly. If you want to give people access to magazine subscriptions, the information is out there and you can. If you want to share all of the best horoscope websites with your visitors, the data is out there, and you can do that too. The versatility comes with the data source format. The profits come from finding a unique market for which you can offer extensive data and information from all over the Internet on one site that's convenient and organized.

No Special Training

You don't have to be a web specialist, be fluent in MySQL or even have a firm grasp on Internet trends. All you need is a profitable data source and the drive to see your project through. You can take a heap of unorganized data and information and transform it into a convenient, organized website that can be navigated and searched with ease.

In the next chapter we are going to actually be going over some of the best public data sources available to you...

Public Content Pools

This chapter is all about getting data that you can use for content on your website. Make sure that you take note of the awesome resources that we share with you here.

Where can you get public data?

The short answer is: anywhere! Just about anything that can be compiled into a database qualifies as public data and can be made profitable. The most successful sites are those with subjects its creators are passionate about. What are *you* passionate about?

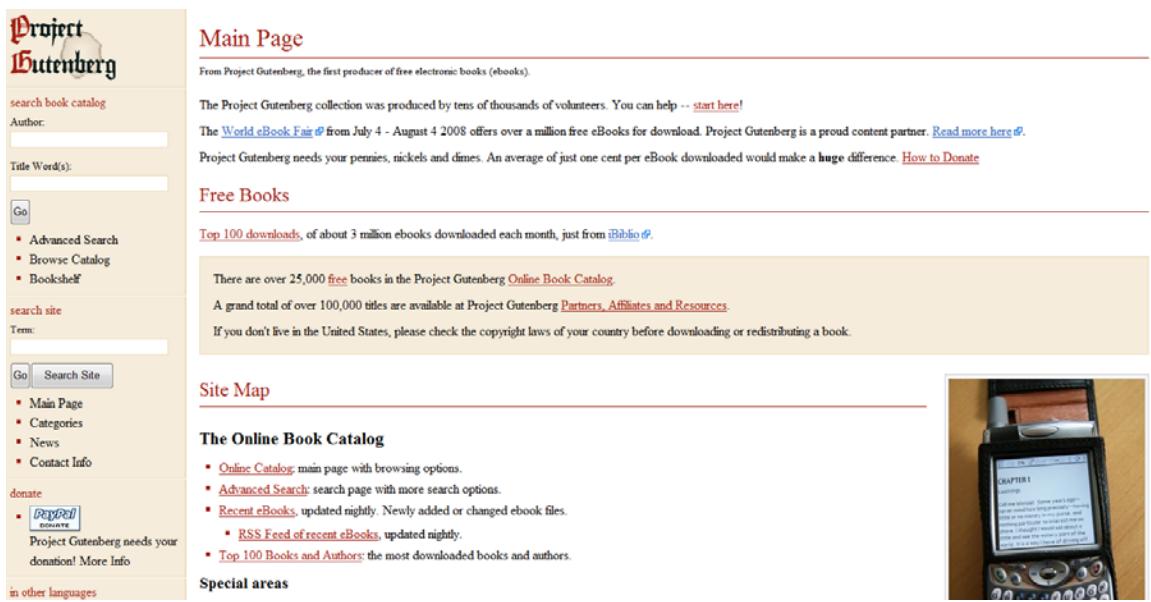
If you really enjoy reading the latest celebrity gossip, there's a public data source on that. You could create a collection of celebrity blog links organized in a variety of ways. You may even post an RSS feed of their most current headlines. After all, what web entrepreneur doesn't like publicity?

You love to travel, you say? Turn your love of travel into a website that allows others who share your love of adventure a place where they can comment on their trips, post pictures of their travels, suggest local restaurants/hotels/shopping and rank their favorite destinations. You can even be specific: create a site just for river rafters, or one on destinations for avid bird watchers. The more people view your site, post their

comments and leave their feedback, the more information your site gathers from visitors, the more popular it becomes, and the more money you'll make!

As you can see, public data sources are truly the way to go if you're looking to make a good solid buck on the Internet. No special skills are required and it's very easy to find a data source you can be excited about.

Project Gutenberg



The screenshot shows the Project Gutenberg website. The main page features a search bar for books and a donation button for PayPal. The "Main Page" section includes a link to the "Online Book Catalog". The "Free Books" section highlights the "Top 100 downloads". The "Site Map" section lists various catalog and resource links. To the right, a small image of a mobile phone displays a page from a book.

This is a great site for finding all kinds of public domain information that you can use how every you want.

Project Gutenberg is probably one of the best sites out there for finding public domain information for use on your website.

http://www.gutenberg.org/wiki/Main_Page

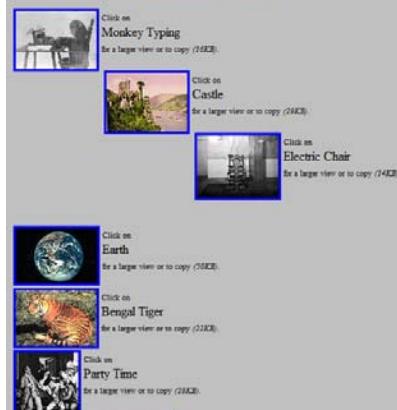
Pdimages.com

Free Public Domain Images to View, Copy or Download

More images are added from time to time, so bookmark this page as a favorite and visit again. These are JPEG images. The visuals we find for you can be in the format, resolution and on the media you need.

If you are going to use any of these images, please read this brief discussion on [using images and the law](#).

These are just a sample of what is waiting to be discovered for you. To get the images you need for multimedia projects, [e-mail us](#) or call Scott Tambert at 202-277-8985 for a free consultation. You will [get visuals quickly and inexpensively](#).



This is a great site for getting public domain images that you can use on your website.

You'll find pictures of space ships as well as notable people like Babe Ruth and Abraham Lincoln.

<http://www.pdimages.com/web6.htm>

Emol.org

Free Movies!

Watch and download free movies and videos

Watch online or download to your computer hundreds of free movies, cartoons and videos from almost anywhere in the world.



These free movies are digital copies of the original classic, full-length, motion pictures produced over the last century.

All of the public domain movies are legal to download, legal to transfer to a mobile device or PC and free to watch online from anywhere in the world. New titles are added weekly. [See entire free movie catalog](#).

No registration or log in required to watch or download these movies and videos.

Watch free movies online

Our movie catalog includes a selected collection of nearly 200 classic films—comedies, cartoons, dramas, romance, westerns and dozens of music videos, video clips and movie trailers.

View and download these movies courtesy of

Watch free movies online

Download free movies and videos

Free Movie Index

Free Movies by Category
Adventure, cartoons, comedy, drama, sci fi, horror, westerns & more...

Free Movies A-Z
Alphabetical list of all movies

Newly Posted
New free movies and videos

uTube Videos
Selected top entertainment videos

Movie FAQ
Learn about movie downloads

How to Watch Movies
How to Download Movies

Rent Movies From Netflix

Classic TV Shows



and more!

Popular old, classic television shows from the 1950s and 1960s, including Jackie Gleason, Jack Benny, Johnny Carson, The Three Stooges, Lucy Ball

Watch and download free classic TV Shows

Movie Trailers

Upcoming, current and archived trailers from movies to watch online and download when available. Clips from "Rambo" to the "Pirates of the Caribbean."

Watch Movie Trailers

TV & Video Clips

Lawrence of Arabia watch video clips



Discovery's "Deadliest Catch," "Dirty Jobs," "Alaska Week," Travel Channel's "Bizzare Foods," "The Secret Life of a Soccer Mom" Visit [Motorcycle Bike Rally](#)

More [Travel Destination Videos](#)

Find the LATEST GEAR
that's right for you
SHOP NOW! 

This week's sale events at [BestBuy.com](#)

Blockbuster Movies

This site gives you access to a ton of public domain movies that you can download and put on your website. This is a great way to get additional multimedia content that you can use for your site.

<http://emol.org/movies/>

The sites that you've discovered in this chapter will give you a ton of content. In fact, there's more content on these sites than you could EVER use in a lifetime.

Make sure that you use these sources.

In the next chapter we are going to go over customizing content that you acquire so that it's unique to you...

Content Customization

Use the information in this chapter to learn how to write headlines and other pieces of content so that you can change up titles, subheads and section headings throughout the content that you get.

This is mostly applicable to you if you are going to be using the sources you discovered in the last chapter to acquire content.

There is no one fast and firm technique for writing a headline. If the headline works – it's written correctly. If it doesn't work, you'll know.

There are, however, some basic headline rules that always work. All you have to do is learn the rules and then write headlines that obey those rules.

Be Clear & Concise

Don't beat around the bush; don't try to use clever word play. Just deliver your message and let the headline do its job.

"Free Shipping On All Harry Potter Books Ordered By January 31"

"Save 30% on Authentic Designer Purses"

"Lose 3 Dress Sizes In 30 Days"

"Learn How to Increase Your Trading Skills at a No-Cost Online Seminar"

"Pay Less for Valentine's Day Flowers: Pre-Order Today"

Let Them Know What's In It For Them

Don't make readers wonder what's in it for them. State it up front and state it loud and clear.

Order 12 months of eBay News and get 10 eBay Store Templates Free!

Make \$750 per week in your spare time by cleaning window blinds

Quit Smoking in 30 days WITHOUT Cold Turkey Symptoms
Learn how to profit from the coming oil shortage

Make It Newsworthy

People love a "newsy" headline. Newspaper journalists know that so take a cue from their writing style and watch your sales grow. This type of headline skirts a bit around the "funnel" concept because it doesn't necessarily weed out the interested from the disinterested, but it's powerful enough to make it worth trying.

"Brazilian Botanist Discovers Anti-Aging Nectar In Common Planter"

"Unemployed Truck Driver Finds Gold In Recycled Garage Junk"

"Created for his own kids, Dermatologist announces new acne treatment"

"Home Business Accountant Reveals 50 Legal Tax Deductions YOU Overlooked!"

Don't be concerned if the product or service isn't brand new. It doesn't have to be brand new to be "news" to someone who has never heard of it.

The How To Template

You almost can't go wrong with a "How To" headline. People love learning new ways to accomplish things and they love to look knowledgeable to their friends.

"How to Hypnotize ANYONE in 2 minutes or less"

"How to write killer headlines every time"

"How to do all the magic tricks you see on TV"

"How to make money in your spare time with a block of wood and a pencil"

Questions Make Em' Think

Pose a question that can only lead them to read your e-mail message to get the answer. People love questions and they'll love your product or service if it answers it for them.

"Was your last raise as big as you deserved it to be?"

"Have you ever made THIS mistake on your resume?"

"What do people think when they hear you talk?"

"Have you ever been nervous about approaching someone you'd like to meet?"

Tell Them What To Do

There are plenty of people who are waiting for someone to tell them what to do. You can be their leader if you craft the right headline.

"Stop wasting time and get the promotion you deserve"

"Don't let shyness stop you from finding true love"

"Stop losing at the poker table. Read this article now"

"Stop looking like you dressed in the dark"

Provide Value

People spend billions of dollars every year on books, magazines, newspapers and newsletters because they want

to change their lives. You can tap into that huge market with your life-changing headlines.

“Ten Steps You Need To Take Now To Terrorist-Proof Your Portfolio”

“Discover The 5 Easy Steps To Writing Your Own Sales Copy”

“10 Things You Can Do Right Now To Add 20 Years To Your Life”

“What Your Dentist Hopes You’ll Never Discover About Over-billing”

Let Past Customers Preach

You don't have to be an expert as long as someone else is willing to praise your product or service. You get a double bang because people want to own or use things that are popular and they want to associate with successful or popular people.

“Read what your stockbroker is reading and know what your stockbroker knows.”

“Here are the 5 things that all successful Internet marketers have in common.”

“Why Oprah won't leave home without this makeup item in her purse.”

“15 popular Presidents carried a silver dollar with them. Here's why you should too.”

Be Personal

People are naturally distrustful of advertising, especially when it seems a bit hard to believe or when they feel disconnected from what the headline is saying. Add a little “down home” authenticity and watch your response rate soar.

“N.Y. Cab Driver Discovers Secret To Better Vision”

“How one Texas ranch hand wins 8 out of 10 poker hands”

“Swiss Jeweler rocks the world with new simulated diamond”

“Florida housewife bans roaches using this common pantry item”

Where To Submit?

This chapter is loaded with the best article directories that you can submit your content to.

I recommend that you select about 6 directories that best match your subject matter and then submit to those directories.

By over submitting by submitting to all of them, you may do more harm than good when factoring in Googles Duplicate Content Penalty.

Here is a list of the Internet's top article directories for you to post your articles. They are listed in alphabetical order along with their Google Page Rank.

Amazines

<http://www.amazines.com>

Article Alley

<http://www.articlealley.com>

Article City

<http://www.articlecity.com>

Article Emporium

<http://www.article-emporium.com>

Article Beach

<http://www.articlebeach.com>

BusinessToolchest.com

<http://www.businesstoolchest.com>

Buzzle.com

<http://www.buzzle.com>

Common Connections

<http://www.commonconnections.com>

Connectionteam.com

<http://www.connectionteam.com>

Constant Content

<http://www.constant-content.com>

Createonlinebusiness.com

<http://www.createonlinebusiness.com>

Digital Women.com

<http://www.digital-women.com/submitarticle.htm>

Ezine Articles

<http://www.ezinearticles.com>

Fresh-Articles.com

<http://www.fresh-articles.com>

GoArticles.com

<http://www.goarticles.com>

Home Based-business Opportunities

<http://www.home-based>

Home business Tips Newsletter

<http://www.home-business-tips-newsletter.com>

IdeaMarketers.com

<http://www.ideamarketers.com>

isnare.com

<http://www.isnare.com>

Jogena's

<http://www.jogena.com>

Marketing PitBull

<http://www.marketingpitbull.com>

NetterWeb.com

<http://www.netterweb.com>

Sales Masters World

<http://www.sales-masters-world.com>

SearchWarp.com

<http://www.searchwarp.com>

SmartAds.info

<http://www.smartads.info/articles>

StoreBuilder.co.uk

<http://www.storebuilder.co.uk>

T & I Grafix

<http://www.tigrafix.com/articles.htm>

TheEzine.net

<http://www.theezine.net>

upromote.com

<http://www.upromote.com>

Web Host Industry Review

<http://www.thewhir.com/find/articlecentral>

Web-Source.net

<http://www.web-source.net>

You now have all of the places you need to submit your content to.

In the next chapter we are going to cover an extremely important subject that deals with linking...

New Age Linking

This chapter talks about linking in the new age. This deals primarily with web 2.0 properties and social book marking services.

Social book marking offers many opportunities for marketers to collect information and learn about the behavior patterns of their customers, as well as firsthand reviews for particular brands and products. Social bookmarking sites are chock full of different perspectives and information, and all of this is stored in an easily searchable database.

Since like-minded individuals are creating tags on every item they post, it becomes easy to find relevant products and related subjects within each area of interest.

Social bookmarkers are primarily interested in learning more about products and ideas that interest them, and will network accordingly. They are more exposed to new information, whether this is pulled from blogs, media sites, or simply a product page from a business. The more involved marketers are with these social networks, the higher the chances of increased brand exposure. As more social bookmarkers participate in their communities, the buzz about a particular product or idea can easily be broadcast across multiple markets with very little effort.

The thinking process of a social bookmarker is relatively simple. First, they find an idea or product of interest. They then upload this information to the social bookmarking platform, whether this is a news site such as Digg.com, or a social shopping sites such as ThisNext.com. Next, they describe the product or idea, usually posting a brief summary that includes keywords and other relevant information. This is noted on the social bookmarking site's search engine, as well as the tags that are added to the item after this. Once complete, a picture or other media clip may be added, followed by the social bookmarker's signature (if it does not automatically get posted as part of the profile). Once submitted, the new item is organized and implemented into the appropriate category on the site.

Any new information posted to the site can now be viewed by the entire audience; subscribers to various channels will see new topics posted immediately, in a very similar format to an RSS feed on a blog. In either case, this fresh information will be on the 'roster' of all the people in that community. If others find it important as well, this increases the chances of sharing as they are more likely to 'note' it and include it on their lists.

But what does all this mean for the marketer?

Essentially, this means that the marketer or business can create unique content and products to *send* to various social bookmarking sites. Once they create a valuable presence, it becomes much easier to influence the decision makers in each and every community. This is the essence of social bookmarking and networking at its best; community building can create a network of influence that can now also be enjoyed by marketers and entrepreneurs on the web.

Getting Exposure

Given how simple it can be to get information in front of influential customers, it only makes sense to take the steps to get on the front page. The front page of social bookmarking sites offers an opportunity for increased page views, visitors, and increased exposure across multiple channels. Getting on the front page makes it easy for millions of visitors to get the 'first impression' with very little effort. Still, it's not an easy process. Sites such as StumbleUpon.com, for example, can generate as much as 20,000 page views after just one showcase on the front page. But how is this possible?

The first step in reaching the top ranks is to develop a creative headline. All articles on social bookmarking sites that have some leverage contain a unique and compelling opening; they encourage readers to click on the link, and essentially draw people in. It may be helpful to brush up on

article-writing and effective web copy to understand the guidelines for writing compelling headlines.

The next step is to right an appropriate description.

Descriptions are essential for ensuring your captive audience stays with the article through completion. The first 10-15 words can make or break the article, and this is the time to keep the information short and concise but informative enough to keep the reader engaged. Some social bookmarking sites don't allow more than 150 characters, so you may need to edit the text down according to site standards.

After reviewing the headlines and description, you will need to make sure the first paragraph is just as compelling. You've grabbed the user's attention, and now it's time to continue on with a unique presentation. Posting irrelevant information may result in banning from the site, so it's important to stay within spamming guidelines.

If you are posting information from a blog, it may be simpler to just add a bookmarking button on the site. Bookmarking buttons can be pasted within a website or blog with some simple HTML code. You will simply copy the code and implement it on the site so that others can link to it easily. Or instead of adding bookmarking buttons one at a time from each social bookmarking site, you can run simple scripts that

will add multiple buttons all at one time like the free script from <http://addtobookmarks.com/>



The screenshot shows the homepage of AddToBookmarks.com. At the top, there's a navigation bar with 'HOME' and 'CONTACT' buttons. The main title 'AddToBookmarks.com' is prominently displayed in red, with the tagline 'A SMALL ATTEMPT TO HELP FACILITATE A GREATER WEB EXPERIENCE' below it. A 'V1.2 [updated: Sept 12, 07]' link is also present. Below the title, there's a 'ADD TO:' button followed by icons for Blink, Del.icio.us, Digg, Furl, Google, Simpy, Spurl, and Y! MyWeb. The page is divided into several sections: 'Ads by Google' (listing 'Easy Room Layout Software', 'Free Blog Layouts', 'Connect People And Ideas', 'Make Your Own Bookmarks', and 'Design Custom Bookmarks'); a 'social bookmarking' section explaining what it is; a 'supported sites' section listing Del.icio.us, Digg, Google, Yahoo, Furl.net, Simpy, Spurl, and Blinklist.com; a 'social bookmark script' section with a 'download the script' button; and a 'what this is for, and why you want it' section explaining the benefits and how to use the script.

Once you've submitted your piece, it's important to network and 'socialize' with other people in the community. This can help you create an active profile with various communities, but also provide added exposure for relevant posts or links. Cooperation and collaboration on social bookmarking sites are essential for creating a valuable network, and you can gain an even more influential presence as you find the right networks

and communities to join. Responding to comments, posting information on other people's articles or blogs, and just staying connected to various channels will help you build a positive online reputation.

Being Social

Building a brand in the offline world involves maximizing exposure and creating easy access to your business. Online, this takes the form of communities and social interaction. It is even more important to become engaged and get the right level of exposure on the web today, and community building is a part of this process. Joining relevant networks, providing appropriate content, and building an online profile are all effective ways to make this possible, and building a strong foundation requires some skill and knowledge about social networking overall. Ensuring that positive feedback, comments, and relevant information are posted is one way to promote a brand or identity with ease. As more readers begin to learn about your particular topic or niche, it becomes easier for them to associate and grow with you.

Where Do You Start?

Finding the right networks and communities to join will take some time; you will need to set up your profile first, highlighting key areas of interest, tagging your information appropriately, and sharing the information in already-established web communities. After that, you can start communicating with other social bookmarkers to learn about the different groups available.

Many social bookmarking sites are organized by topic and subject, and you'll want to narrow down your fields of interest to about 4-5 different areas. If you are selling beauty products, for example, you may choose to set your sights on Fashion, Lifestyle, Shopping, and Style. If you are promoting a home products-based business, you may choose to focus on Stay at Home Mom groups, Entrepreneurs, and Small Business networks. It's important to think in larger terms when choosing communities and networks to join, as you can narrow down the crowds after entering and introducing yourself.

Introductions are very informal on social bookmarking sites, and are different than joining a discussion forum, group, or portal. On these sites, your ranking and seniority is largely determined by the date you joined, and the level of activity. It may also be calculated by the number of positive ratings or comments you have received, as well as a calculation of page views. Whatever the case may be, it's important to learn

about community rules and guidelines, and then begin posting in areas that are relevant to your identity.

Linkage

Link building is a natural by-product of social bookmarking sites, since you are using your links and blog posts as leverage while you network. It becomes very simple to locate groups of interest, and then to proceed with sharing your links through article submissions and relevant posts. Building a profile with a link to your website is the first step, since the more prominent your position on the network, the more that other community members will want to learn more about you.

Increasing links to your website can be done in a few different ways, without spamming:

Commenting on blogs, articles, and posts and providing link back information of relevance

Including your link as a tag on your profile name

Making sure people are aware of new information that you have posted, by copying and pasting the link on relevant discussions or comments

These are all effective traffic builders for your website, and can start to spread the message about a particular topic or article of interest.

Case Studies

The internet is filled with successful social bookmarkers on a variety of topics and subjects, but its sites such as Reddit.com and StumbleUpon.com that can really get a startup noticed. Even if you are joining these networks on a personal level, it can help to begin learning about a community, understanding key preferences and 'lingo' of particular communities and utilizing the common applications and tools available on social bookmarking sites today.

Some of the most attractive opportunities lie in:

Mainstream

- Reddit.com:

<http://reddit.com/>

where news and topics about the most recent lifestyle and daily topics is ranked in a Top 25 on the front page, as well as a listing of popular 'subreddits' for upcoming topics

➤ Digg.com

<http://digg.com/>

is a popular site that lists topics in the last 24 hours, 7 days, 30 days ,and 365 days in the 'All News' section.

Categories filed here include Technology, Science, World & Business, Sports, Entertainment, Gaming, and a listing of the Top 10 overall.

➤ Del.icio.us

<http://del.icio.us/>

is one of the most used software applications available, and was one of the first active social bookmarking websites. The site hosts a "Hot List" of social bookmarks, and can easily be tagged and searched.

➤ De.lirio.us

<http://de.lirio.us/>

is another well-established social bookmarking website that includes 2-3 line descriptions with all headlines for easy reference. The simple site is just a list of the most recent bookmark posts, and is also easy to track and review.

Tighter Focused Sites

➤ ThisNext:

<http://www.thisnext.com>

is a social shopping service that specializes in online

shopping. The dedicated shoppers on this site share and recommend specific products, and anyone can upload a profile and start creating wishlists.

➤ LibraryThing:

<http://www.libarything.com>

is a bookmarking site for sharing books and reviews. Similar to Amazon.com's recommendation service, the site hosts multiple books for sale (through Amazon), and categorizes all information with tags and keywords.

➤ RawSugar:

<http://www.rawsugar.com>

is a simple and easy bookmarking site that focuses on internet news, web 2.0, programming, blogging, and silicon valley.

➤ TheThingsIWant:

<http://www.thethingsiwant.com/>

is a social bookmarking community that specializes in wedding registries, gifts, and baby items. It is another social shopping community that allows users to create wishlists, discuss products, and share reviews.

➤ Wists.com:

<http://www.wists.com/>

is a growing social site that lists thousands of shareable wish lists (wists) that are indexed by popular tags, top

users, and popular users. The site also lists the number of posts in each category, making it easy to seek out specific keywords and relevant information. Getting to the top users section on this site can increase the chances of exposure.

➤ Blinklist:

<http://www.blinklist.com/>

allows you to share and make lists on a variety of topics and subjects on the web. It is easy to save websites for reference and research, and find in-depth information on multiple topics. The recent activity on the BlinkList community can provide easy access to keywords of relevance.

The next chapter is going to talk more specifically about the submission process that you need to be extremely careful of...

The Submission Process

This chapter deals with submitting your content and getting links back to your site. This is an important chapter that will have a big impact on your overall level of traffic.

When you get involved with social bookmarking, you are essentially submitting a link to the content that is displayed on your website. In order to reap the most benefits from your hard work, it can be helpful to create and devise specific pieces of content that can easily reach the top ranks of social bookmarking sites.

Today's leading sites such as Digg.com are very efficient and user-friendly. It has become important to push content that is relevant and useful to readers, and the right headline and description can make way for a variety of opportunities for exposure.

RSS

After adding the appropriate social bookmarking widgets to your website, you'll also need to make sure you are importing links and RSS feeds. Opening up at least 3-4 RSS feed modules will ensure that your visitors can have easy access to another way to review your content.

Setting up a link roll or blogroll will also help you improve web traffic. Almost all bloggers are involved with social networking to some extent, and when you add them to a list or insert their link as static content on your website, you are offering them a service. Make sure you send an e-mail informing them that you have created a space for them on your page, and you'll instantly start to build rapport. Savvy bloggers are more likely to do the same, and may engage in your budding social community as a result.

As you can see, there are many different approaches to social networking and effective uses of social bookmarking tools. You'll need to handle each area accordingly, but ultimately want to encourage as many people as possible to make use of all the content on your site.

Guidelines

Even though submitting your own content first hand is a practical way of getting some immediate results, it will not work in the long term. Ideally, you will set up a system where fans and visitors are voluntarily submitting content that they find on your site. If a story is on your site, you will want to have a friend submit it on your behalf. Remember that anonymity is difficult to keep on maintain on most social bookmarking sites, and it is better to be a participant as a

social bookmarker with relevant links than actively promoting your own. The idea is to create a positive presence within the community of your target market; the chances of interactivity are much higher, and you won't be breaking any community guidelines as a result.

Buying votes has become a popular way for many 'successes' of content on social bookmarking sites, but will not necessarily help you grow authentically. A large part of successful networking is the organic growth involved; this means you need to put time and effort into community-building, and the success of your site will largely depend on the quality content you create and the frequency of visitors.

It is essential to avoid spamming in any way or form at all costs; spamming will break community guidelines and possibly have your website delisted from the network—for life. You'll want to participate positively and build a reputation so that you do not become vulnerable to spamming as often as possible.

Be generous about linking. You can do this by including links in articles, linking out to sources, and even including links within a blog. As you develop fresh content, make sure to send a quick e-mail to the article owners that you link to; this can create an instant new fan or prospective customer, and will help with building business relations overall.

After a significant amount of time and effort, you can become a top user on a variety of sites. Gaining this status in different communities will provide additional exposure, and thus increase the likelihood of others linking to you. If you can submit quality content on a regular basis, it will help you build a reputation that's hard to break!

Stimulating traffic by using social bookmarking leverage is a very effective way to grow your online business. The key benefits of using social media in this way are to:

Become linked on as many social bookmarking sites as possible

Create a pool of new subscribers

Obtain backlinks from authority sites-these will naturally drive traffic with little direct marketing effort

Comparable return on investment from e-mail marketing and direct SEO

Keep in mind that there are five main sites to focus on when you first start out: Digg, StumbleUpon, Netscape, Reddit, and Del.icio.us. Furl and Yahoo MyWeb are two others that offer some benefits, but you will need to take some time to review their potential.

Apart from the active work of submitting each piece of content, it's important to pay attention to the *type* of content that you are developing on the website.

Quality is even more important today as search engines are only indexing relevant and appropriate content that is balanced in keywords. The days of excessive keywords and even SEO-based content are declining, and search engines are becoming much smarter at recognizing and identifying information that is relevant to a site, subject, or topic. As a result, it's important to create content that is both informative and search engine friendly.

By providing useful content on a regular basis, you are building site popularity, encouraging new visitors, and giving search engines a chance to index your site on the top ranks.

More Guidelines

There are some specific rules that apply when creating content for websites, and you will either need the expertise of a proficient web writer, or pick up the skills to make your content both readable and search engine friendly. Keep in mind that effective and compelling content is what will get circulated on social bookmarking sites, and it has the potential to *stay* on the web for far longer than 'disposable' or time-sensitive material.

Befriend The SE's

Developing SEO-friendly content needs to be a part of your plan when you develop an article or piece of media on your website. SEO-friendly content allows search engines to index and find your information much more quickly than a standard spider search, and you will reach the top ranks of search engines much faster. Still, this does not necessarily mean it will be well-received on social bookmarking sites. Keep in mind that social bookmarking sites are looking for creative, unique, and appropriate content and much of today's SEO-focused content has become mechanical and almost robotic in format.

The Balancing Act

The trick in creating appropriate content is to think of it with the 'evergreen' concept in mind. Evergreen content does not get outdated easily, and you thousands of people will be able to turn to it over time. Evergreen will require some skill and creativity to develop, but it is the best way to ensure that the article will be shared time and time again.

SE Writing

Here are some tips for writing SEO-Friendly content:

Don't use hidden text. This is a tactic used by many black hat SEO artists, and search engines are simply getting smarter at spotting these. You'll want to keep things clean.

Use keywords in all ALT tags in images; these are effective ways to get search engine spiders to pay attention

Create keyword dense paragraphs in your first few paragraphs and headers. The first couple of paragraphs offer the most potential for a search engine crawl, but you do need to make sure that these sentences make sense and 'flow' with the rest of your article

Keep the website up to date; making sure you are posting new content regularly and frequently will help you develop a strong search engine presence, and also allow any RSS subscribers to take note. Remember that the more visible you are to potential subscribers, the higher the chances of being bookmarked.

Use major keywords inside the H1, H2, H3, Title, Anchor, and META Tags. This will be an element of your web publishing platform and it is very important that you pay attention to headings and sub headings as a result.

Break up the content into multiple pages; remember that most people lose interest after about 400-500 words. You

can separate our content to make it easier to read, simply by adding bullets and spaces as needed.

Relevance

Writing articles for the web is very different than standard copywriting, and you will need to ensure that the information is provided in an easy-to-read format, and that you have included enough links and relevant information to track back to your main site. Even when an article is only published on one page of your website, you will need to include linkbacks, links that go out to resources, and even interlinking for the maximum effect.

The first step in writing relevant articles for the web is to develop a central topic. Remember that you can easily turn off visitors, (and lower the chances of having this specific piece bookmarked) if you provide something poorly written or something that is not legible. Paragraphs are organized differently on websites, as well as headings and titles. Keep in mind that web readers are looking for:

- Quick reading
- Simple concepts
- Illustration
- Easy to understand words
- Simple examples

Keywords

When you are developing a story for print, it's likely that you'll use multiple resources and quotes from interviews. Web writing can also do this, but ultimately you are writing to inform and illustrate with just a couple of examples. Blogging culture has made it even easier to simply link out to another article to show an example; it's no longer necessary to quote or paraphrase in a complicated format, and your content will benefit immensely from simple linking out like this.

Structuring content for the web reader involves:

Keeping it short and simple

Using a conversational tone

Making sure you are providing references and additional resources whenever possible

Creating scannable content; the page must be easy to read from top to bottom, not necessarily left to right

Providing specific information, and avoiding generalizations and complicated information

Here are some tips for writing effective content for the web:

Make sure it is keyword rich but still uses the right tone and sentence structure

Start with the conclusion. This can help summarize the article and encourage readers to learn more

Use bulleted lists; bullets help to make web copy much more readable

Use typeface variations. This can help emphasize a main point

Be direct. This helps to maintain the flow of your web content

Provide timely and relevant material. Outdated material does not fare well on the web, and will be less likely to be submitted to social bookmarking sites as a result.

Only include appropriate affiliate links, if any

Don't Buy Hypey

Many businesses make the mistake of hiring a copywriter to develop creative content that isn't intended to sell anything. When you are writing web copy, it is important to highlight the goal of each piece. Indirect selling is still possible with articles that are simply involved with presenting a new idea, but there are some key things to keep in mind.

First, do not place links within the article unless they are relevant. Web readers are becoming more weary about what is considered 'spam' content, and if they feel that you are trying to push or promote something, you will have a higher chance of being blacklisted. Your articles and web content needs to cater to your target market; anything beyond this may lead to negative comments and reduced readership.

Secondly, present the information in an easy to read format. Web readers can get bored very easily, and will simply move somewhere else if they are not getting solid information. Use bullets, headings, and titles to streamline your content so that they can quickly pick up the basic message. . .and move onto your next article.

- Finally, when you *are* selling something, sell directly. You can do this in a friendly and conversational manner by simply introducing the product; it's no longer necessary to create ad copy that imitates those found in publications. Selling with affiliate links and other links has become more acceptable on the web, and it's a simple way to help and engage your readers rather than push a product on them. As long as the affiliate links and items are contextually balanced with your article, the process can be very beneficial in the long term.

PR

Improving your PageRank overall will take time and patience, but with diligent effort the process will become very simple and natural. Here are a few more ways to improve PageRank and boost the chances of ranking within the top social bookmarking networks:

Add link exchanges; these offer both visitors and search engines to determine your online 'integrity.' The more valuable links you have available, the more credible your website will become.

Only submit your website to search engines and directories ONE time. It is important that you list yourself on the top search sites only once, or you will risk being banned for life. Sending in repeated submission to these directories is considered spamming, and you will lose the chance of increased exposure and marketing from this very valuable resource.

Use conventional file naming with underscores and hyphens; remember that search engines cannot index spaces in your title tags, so it's best to include tags and meta-tags appropriately.

Submit press releases with back links. Many of the top press release directories on the web are free, and you can create a

brief 400-450 word article to obtain the right amount of exposure.

Being responsible with both content submissions and the networks you join in social networking communities is essential to business growth. Your online reputation is just as important as any offline business, and the more involved you are with providing material on the web, the higher the chances of brand exposure. Making sure you follow all community guidelines and submitting effectively will help set a strong foundation for your growth across many different networks.

Affiliate URL's

Affiliate links offer another revenue stream for your company or website, and can even help improve your social bookmarking efforts. You'll want to make sure these are relevant to your target market of course, but when they are used appropriately, you can easily start to generate a new form of income *and* provide more benefits to readers.

Readers who are searching for specific information and products are looking for direct links to sites; providing these link with a simple affiliate link that is carefully positioned can be a very positive addition to your website or web pages.

Keep in mind that every single time a web page is shared with another network, the affiliate links go with it. This

increases your chances of having that affiliate link clicked, and is an advanced step for social bookmarkers who are interested in generating revenue.

An effective way to get started is to join affiliate blog networks such as Pingoat.com. These are directories that announce any new posts, and each time you provide something new, your submission will be listed on the site. Always remember that the more people that are linking up to a particular piece of content, the higher the chances of it being read through and browsed. If you are pushing a product or idea, you'll start to earn commissions on click-thrus and sales after just a few initial steps.

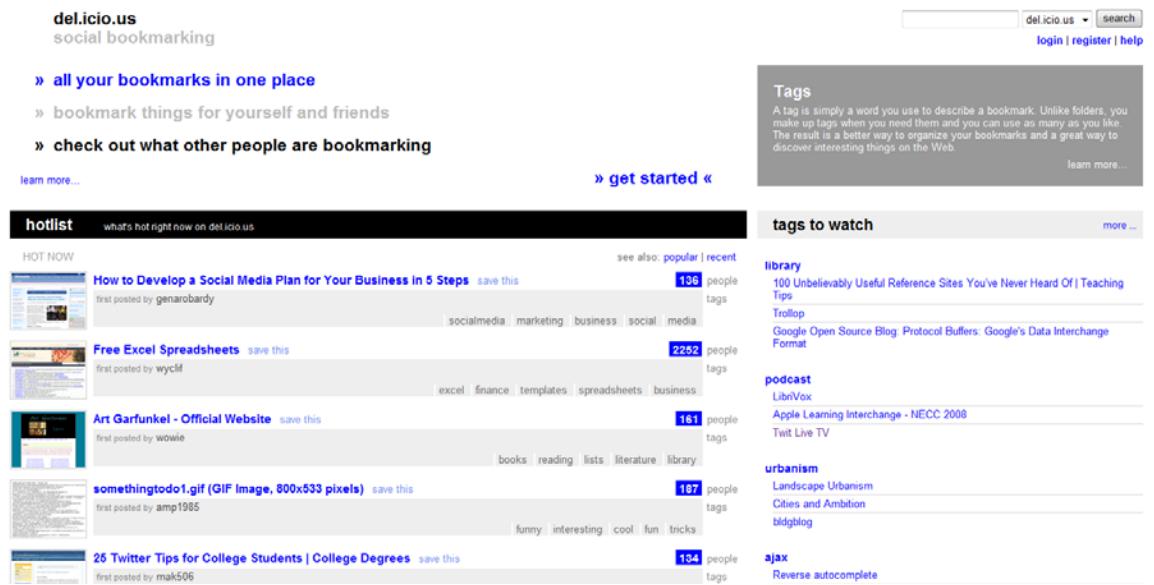
Many affiliate link programs also offer the option of joining a blog carnival or link exchange program. This means that when you are added to the roster of participants, other users can easily link up to you and find out more about you. This may then lead to more social bookmarkers that join your network, increasing your exposure with very little effort.

The next chapter deals with the specifics of the best submission and linking sites as well as how to get setup...

Setup

This chapter will show you the best social book marking sites as well as how to get super quickly so that you can start submitting your content and getting links back to your site!

Del.icio.us



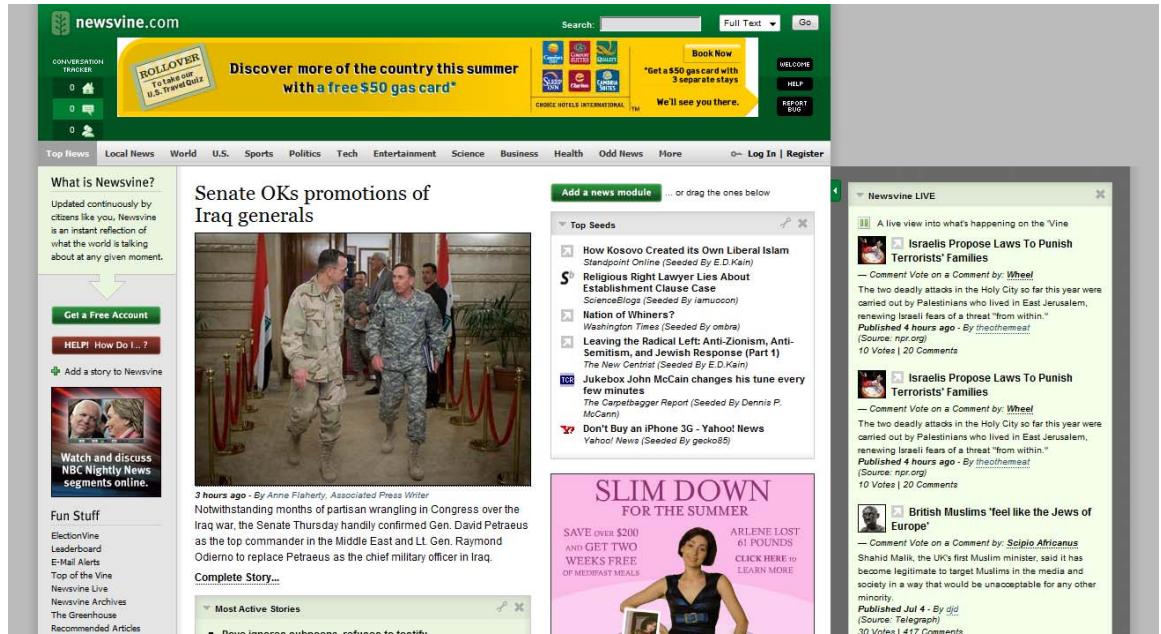
The screenshot shows the Del.icio.us homepage. At the top, there's a navigation bar with a search field, a login/register link, and a help link. Below the navigation is a section titled 'Tags' with a definition and a 'learn more...' link. The main content area has a 'hotlist' section showing recent bookmarks. Each bookmark entry includes a thumbnail, the title, a 'save this' link, a popularity count (e.g., 196 people), and a list of tags. To the right of the hotlist is a 'tags to watch' sidebar with sections for 'library', 'podcast', 'urbanism', and 'ajax', each listing a few tags. A 'get started' link is located at the bottom of the main content area.

Del.icio.us is the most established social bookmarking site on the web today, and has a very simple format and structure. The site was founded in 2003 and has grown considerably since then. Del.icio.us uses the concept of folksonomy which means that all users are free to choose tags and keywords of relevance for a particular submission. A wiki on the site is designed to display all of the most recent tags, and a hotlist appears on the home page to showcase the most popular and recent pages. You can take a look at what other people are bookmarking in one click; your goal is to make your website and links will soon rise to prominence here. Creating a

network will help you subscribe to other relevant lists and subscriptions, and Del.icio.us is one network that will allow you to post and review independent articles and links, not just complete websites. Still, simply getting your website listed on these directories with the appropriate tags will help improve exposure.

Registration is a two-step process. First, you will need to develop a username and password, followed by a confirmation click on an e-mail. After setting up a basic profile, you will be allowed to start collecting bookmarks of your own and establishing a network for sharing. Tagging each of your bookmarks will help you categorize and sort them when you are bookmarking yourself, and make it easier for users in your network to find specific items. Choose an easily identifiable username so that visitors can make the mental brand connection immediately. This will be significant over the long term, and it serves as your primary identity.

Newsvine



Newsvine is a popular news source and community that features channels including Local News, Sports, Politics, Tech, and Entertainment. Once you join this community, you can chat and communicate with other community members and even start up your own column. The columns on Newsvine are a popular feature, and will help you establish even more of an online social networking presence. This is a great place to provide press releases and highlight your website in a variety of channels. Newsvine is relatively new, and launched in 2006. A section to categorize all information includes a leaderboard, 'Wall of Vineness,' and an ElectionVine for some themed collections of recent material.

Registration requires entering an e-mail address, password, and developing a display name. You will also be given a

newsvine.com domain name so that you can create and develop your own column.

StumbleUpon



The screenshot shows the StumbleUpon homepage. At the top, there's a navigation bar with links for Home, Websites, People, and Videos. On the right, there's a login field and a search bar. The main header reads "Welcome to StumbleUpon" and encourages users to "Join 5,513,201 Stumblers & Discover Your Web". Below this, a section titled "Recently popular websites with StumbleUpon users" lists three items: "Full Screen Flash Video Demo", "Landscape photos | landscapes with a soul", and "Milk". To the right, there's a section for the StumbleUpon Toolbar with download links for Internet Explorer and Mozilla Firefox. At the bottom right, there's a "Recent Stumblers" section showing profiles for users like Shinster, Invertebra, Kapka, Bonbell, Xineann, and Fna.

StumbleUpon is becoming one of the fastest growing social bookmarking sites on the web today, and offers anyone a chance to find others with similar interests. It's another site that lets you find out what other people are visiting and discovering, and the search engine on the site can help you find exactly what you need.

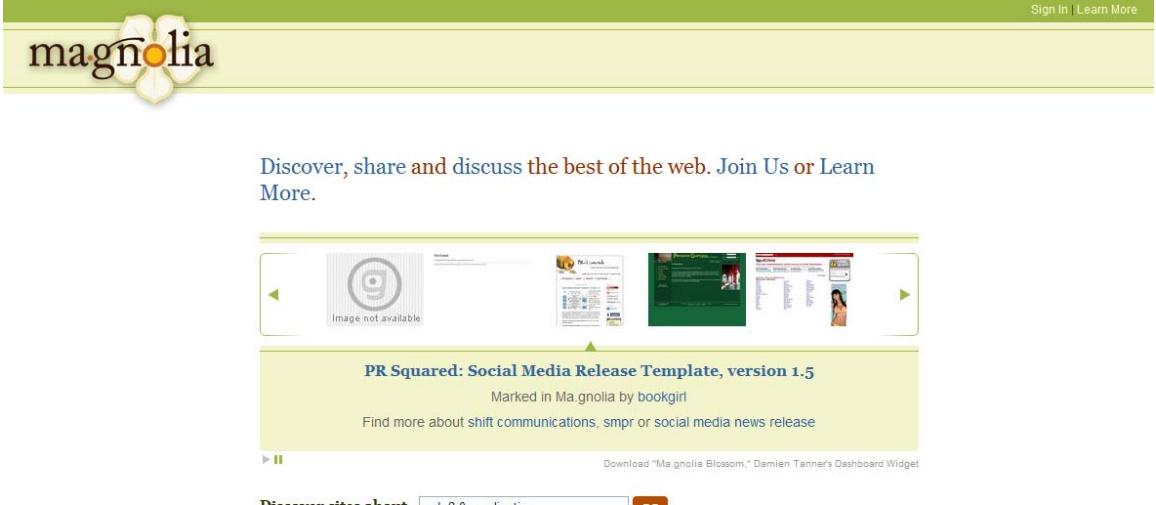
The site is very simple in structure and is sectioned off into Websites, People, Videos, and a downloadable toolbar. Each

website or information found on StumbleUpon can be reviewed and tagged, and the most popular websites are listed on the front page.

Registration requires an e-mail address and user name; after confirmation of the e-mail, the account setup is complete.

The highly interactive component of StumbleUpon makes this a fast-paced social bookmarking community. Users can find other 'stumblers' based on their e-mail addresses and contacts, and a comprehensive listing of the most popular websites makes it easy to track down specific material.

Ma.gnolia



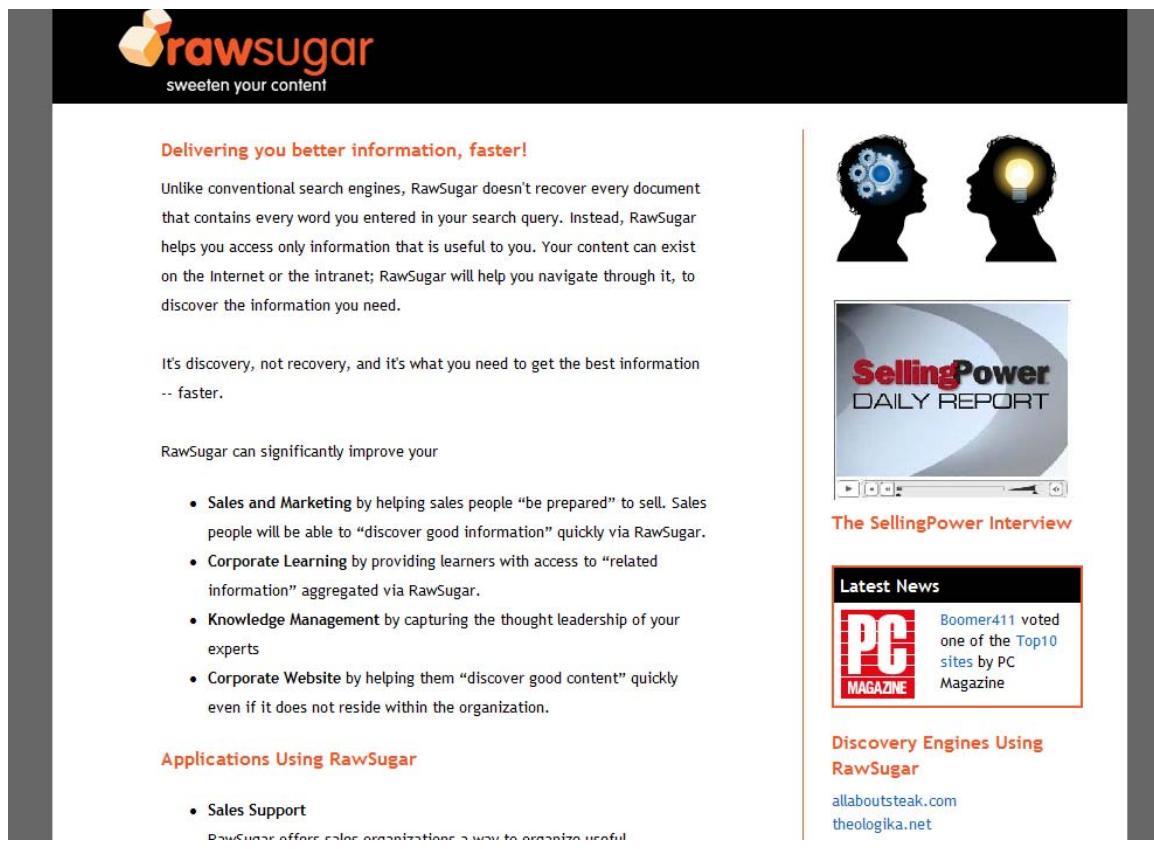
The screenshot shows the Ma.gnolia homepage. At the top, there is a green header bar with the Ma.gnolia logo on the left and 'Sign In | Learn More' on the right. Below the header is a yellow navigation bar with the Ma.gnolia logo. The main content area has a light green background. A banner at the top of the content area reads 'Discover, share and discuss the best of the web. Join Us or Learn More.' Below the banner, there is a grid of small thumbnail images. One thumbnail is highlighted with a yellow border and contains the text 'PR Squared: Social Media Release Template, version 1.5' and 'Marked in Ma.gnolia by bookgirl'. Below this thumbnail, there is a link to 'Find more about shift communications, smpr or social media news release'. At the bottom of the page, there is a search bar with the text 'Discover sites about web 2.0 application' and a 'GO' button. The footer of the page contains the text '© 2008 Gnolia Systems. All Rights Reserved.' and links to 'Blog | About Us | Terms | Privacy | Contact Us'.

Ma.gnolia is a powerful social bookmarking site that is very user-friendly and offers a strong visual element. You can see

a screenshot of all the latest links and results, and discover new sites with a simple search feature. Featured Linkers and Hot Groups are listed on the front page, and you can download a toolbar to make all web surfing much more efficient. The Feeds feature is one of the best ways to scan headlines, and is widely used by web surfers and researchers today.

Registration simply requires entering an e-mail address, username, and password setup. If you have an OpenID, you can use this one to get going as well.

Rawsugar



The screenshot shows the Rawsugar homepage. The header features the Rawsugar logo with the tagline "sweeten your content". Below the header, a main content area has a dark background. The text "Delivering you better information, faster!" is displayed in white. A paragraph explains that RawSugar recovers only useful information, unlike conventional search engines. Below this, a section titled "It's discovery, not recovery, and it's what you need to get the best information -- faster." is shown. A list of applications for RawSugar follows, including Sales and Marketing, Corporate Learning, Knowledge Management, and Corporate Website. A sidebar on the right contains a "Latest News" section with a PC Magazine logo and a "Discovery Engines Using Rawsugar" section with links to allaboutsteak.com and thelogika.net. The sidebar also features two icons of human profiles with gears and a lightbulb inside.

Delivering you better information, faster!

Unlike conventional search engines, RawSugar doesn't recover every document that contains every word you entered in your search query. Instead, RawSugar helps you access only information that is useful to you. Your content can exist on the Internet or the intranet; RawSugar will help you navigate through it, to discover the information you need.

It's discovery, not recovery, and it's what you need to get the best information -- faster.

RawSugar can significantly improve your

- Sales and Marketing by helping sales people "be prepared" to sell. Sales people will be able to "discover good information" quickly via RawSugar.
- Corporate Learning by providing learners with access to "related information" aggregated via RawSugar.
- Knowledge Management by capturing the thought leadership of your experts
- Corporate Website by helping them "discover good content" quickly even if it does not reside within the organization.

Applications Using RawSugar

- Sales Support

RawSugar offers sales organizations a way to organize useful

Latest News

PC MAGAZINE

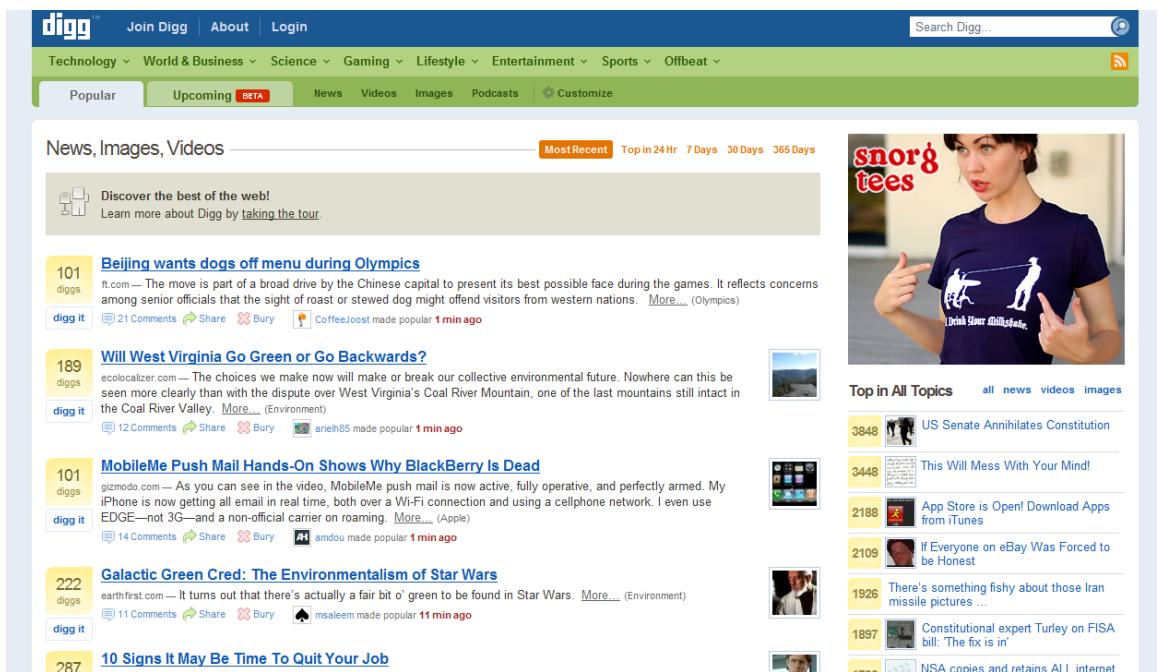
Boomer411 voted one of the Top10 sites by PC Magazine

Discovery Engines Using Rawsugar

allaboutsteak.com
thelogika.net

Rawsugar is a variation of Del.icio.us and is a very easy way to search and find blogs that are relevant to your niche. Its primary focus is on technical content and anything that is Web 2.0 related. Each post is tagged and sorted for easy collaboration, and the community here is growing. The main page allows you to quickly 'Invite a Friend' to introduce new people to the network. This can help you develop a social network with a simple invitation. The site requires a username and password for registration, and validation of an e-mail address.

Digg



The screenshot shows the Digg.com homepage. At the top, there's a navigation bar with links for 'Join Digg', 'About', and 'Login'. A search bar is on the right. Below the bar, there's a green navigation bar with categories: Technology, World & Business, Science, Gaming, Lifestyle, Entertainment, Sports, and Offbeat. The 'Popular' tab is selected. The main content area shows a list of news items with their titles, digg counts, and small descriptions. To the right, there's a sidebar with a 'Top in All Topics' section showing various news items with their digg counts and small images.

Title	Diggs	Description
Beijing wants dogs off menu during Olympics	101	ft.com — The move is part of a broad drive by the Chinese capital to present its best possible face during the games. It reflects concerns among senior officials that the sight of roast or stewed dog might offend visitors from western nations. More... (Olympics)
Will West Virginia Go Green or Go Backwards?	189	ecolocalizer.com — The choices we make now will make or break our collective environmental future. Nowhere can this be seen more clearly than with the dispute over West Virginia's Coal River Mountain, one of the last mountains still intact in the Coal River Valley. More... (Environment)
MobileMe Push Mail Hands-On Shows Why BlackBerry Is Dead	101	gizmodo.com — As you can see in the video, MobileMe push mail is now active, fully operative, and perfectly armed. My iPhone is now getting all email in real time, both over a Wi-Fi connection and using a cellphone network. I even use EDGE—not 3G—and a non-official carrier on roaming. More... (Apple)
Galactic Green Cred: The Environmentalism of Star Wars	222	earthfirst.com — It turns out that there's actually a fair bit o' green to be found in Star Wars. More... (Environment)
10 Signs It May Be Time To Quit Your Job	287	

Digg.com is one of the best networks to begin social networking and social bookmarking, and has grown considerably in the last few years. There are no editors

involved in the process, and the site is completely driven by users and visitors. Everything on Digg, including podcasts and videos, is submitted by independent users. As a result, it completely relies on the 'collective intelligence' to promote and make content visible to the masses.

Digg.com launched at the end of 2004, and has become one of the most popular information sources on the web today. Categories include Health, Education, Games & Hobbies, Music, News, Religion, Sport, and TV/Film. Adding a Digg.com widget to your website is one of the easiest ways to encourage visitors to Digg articles and content they find on your site, and you can start submitting articles, video links, and podcasts immediately after registration.

Some of the fresh ways that Digg is categorizing information on the site include real-time reporting. Digg labs has created special tools such as Digg Spy and Digg Swarm that pull all the information together using keywords. You'll find it very easy to locate information of interest to you, and it makes it even more important to add the appropriate tags so that you become listed in as many places as possible.

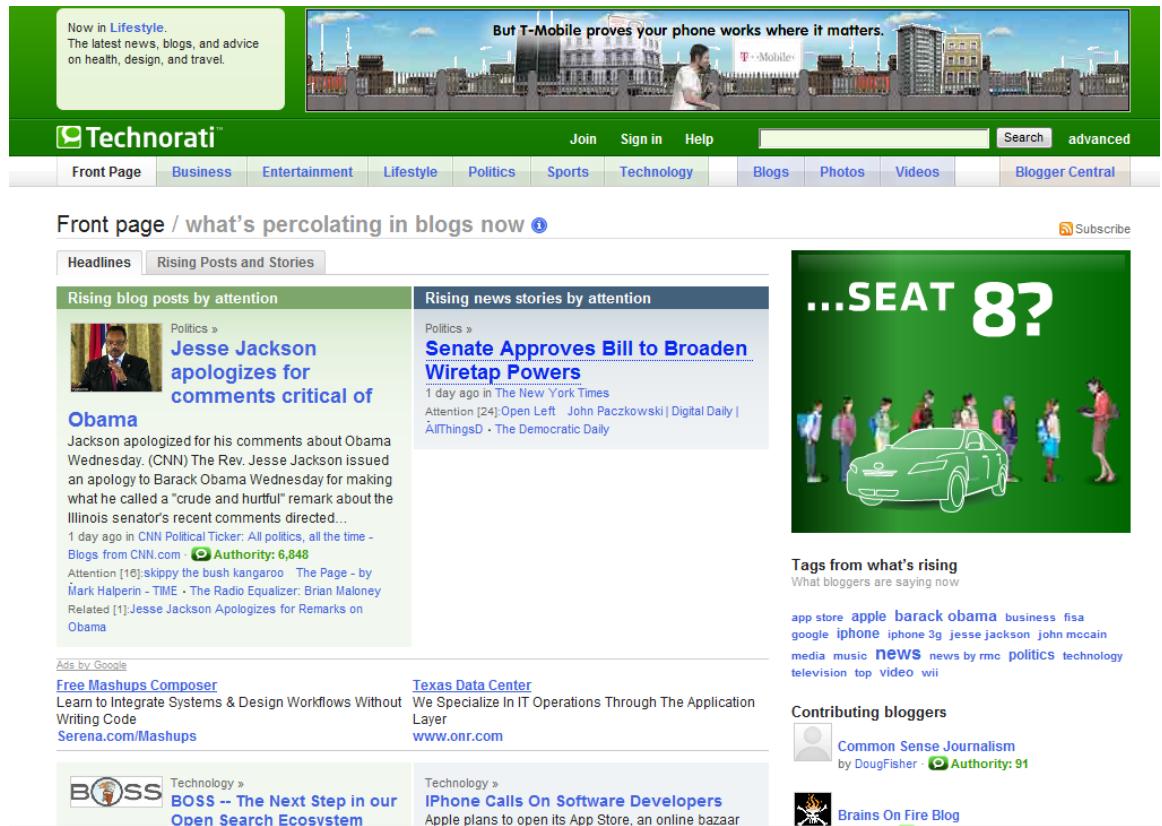
The site links on the side of the page offer a search toolbar, RSS feeds, and a popular archive to track down information. Digg works in a very simple process. You'll start by submitting your link where it reaches the 'Upcoming Stories' section immediately. This can be considered primetime for

your submission, as it is the easiest place for anyone to find it. The item becomes popular as other bookmarkers start to 'Digg it.' And if a submission receives enough Diggs within a certain time period, it will fall out of the Upcoming section and start to climb the ranks of Most Popular. Users can track all submissions with the Swarm, Stack, and Big Spy tools and watch the titles and descriptions of popular items roll down the page on Digg Spy.

Building a network involves inviting friends to the Digg network, and adding them to a friends list. You can keep track of collective news in this way, and comment features are also available.

Commenting on a regular basis is another way to increase your online presence and activities. Participating in discussions and providing feedback to potential customers creates a positive presence within a community, and can lead to clicking on your profile to find out more about you, or simply becoming a friend within your network. Tracking results is easy with the statistics and history report.

Technorati



The screenshot shows the Technorati homepage. At the top, there's a green banner with a T-Mobile advertisement: "Now in Lifestyle. The latest news, blogs, and advice on health, design, and travel." and "But T-Mobile proves your phone works where it matters." Below the banner is the Technorati logo and a navigation bar with links for Join, Sign in, Help, Search, and advanced search. The main navigation menu includes Front Page, Business, Entertainment, Lifestyle, Politics, Sports, Technology, Blogs, Photos, Videos, and Blogger Central. The main content area features a "Front page / what's percolating in blogs now" section with two main columns: "Rising blog posts by attention" and "Rising news stories by attention". The "Rising blog posts by attention" column includes a story about Jesse Jackson apologizing for comments critical of Obama. The "Rising news stories by attention" column includes a story about the Senate Approving a Bill to Broaden Wiretap Powers. To the right of the main content is a large green advertisement for T-Mobile with the text "...SEAT 8?" and an illustration of a car and several people. Below the main content are sections for "Tags from what's rising" (listing tags like app store, apple, barack obama, business, fisa, google, iphone, iphone 3g, jesse jackson, john mccain, media, music, news, news by rmc, politics, technology, television, top, video, wii) and "Contributing bloggers" (listing DougFisher and Brains On Fire Blog).

Technorati is a dynamic blog and social bookmarking community, and you'll find plenty of enthusiastic tech-savvy users on this site. This is a news site similar to Digg, but much more specialized. The goal of Technorati is to provide 'citizen media' in a fresh format, and the site tracks the Live Web in the process. All the blogs and content is organized into categories simply based on keywords. The most popular keywords and tags are listed on the right side of the front page, and the top three blogs, videos, and videos are showcased on the front page. The number of links are included under each title, giving you an idea of how well a specific piece of content is doing at any given time. In the

blogs section, an 'Authority' number provides indication on how valuable a particular blog may be.

The site is media-rich and very user-friendly; you'll find a scrolling set of keywords in green across the top of the page, and a simple search bar to locate information. If your website or blog can reach the top ranks of the 'Linked To' or 'Most Favorited' page on Technorati, the chances of increasing visitors skyrockets. These are a listing of the most popular websites in the last six months, and range from breaking news sites to independent blogs. Obtaining steady readership for a blog is much easier when you reach the Top 100 list on Technorati. Not only do visitors browse here on a regular basis, but you can reach a very specialized niche market as a result.

Windows Live Writer

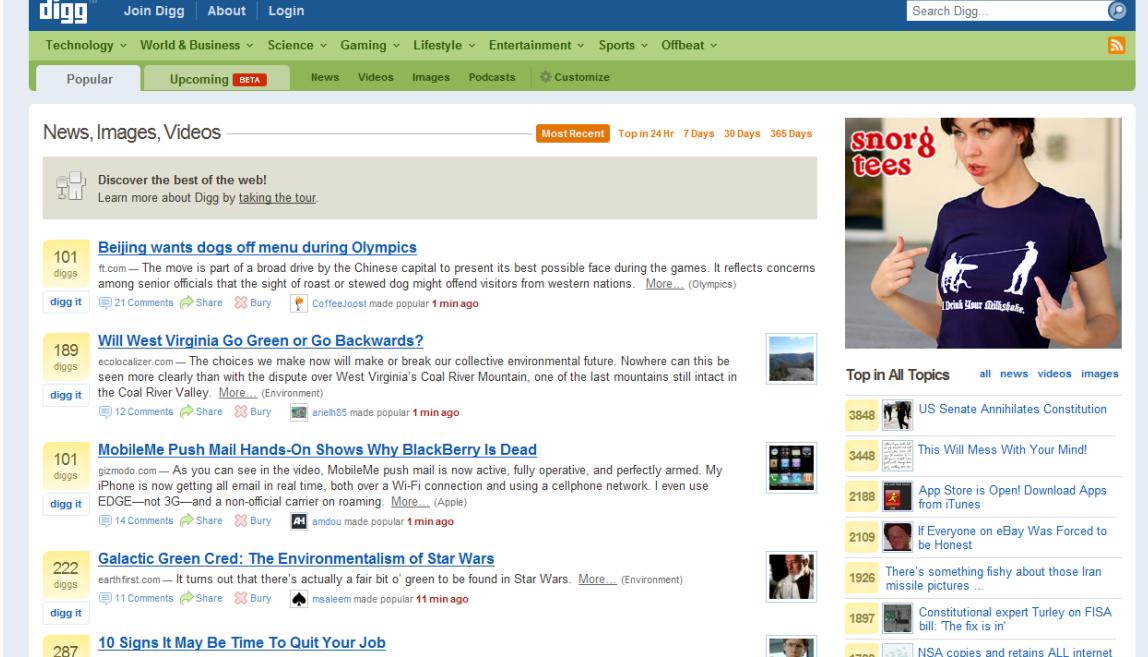


Windows Live Writer is another new service that is actually a downloadable desktop application for blogging. After you download the platform, it's easy to import a social bookmarking element to a blog or website by importing the most commonly used social bookmarking tags and icons. After you click on any of the social bookmarking icons, you can login immediately to each and all of the sites without having to enter information each time.

You now know the best sites for getting links back to your site and also know how to get setup fast so you can start getting traffic!

The next chapter will analyze the best site which is dig and the effect that it has on people's lives, businesses and traffic levels...

Digg It?



The screenshot shows the Digg.com homepage with a green header bar. The top navigation includes 'Join Digg', 'About', and 'Login'. Below the header is a green navigation bar with categories: Technology, World & Business, Science, Gaming, Lifestyle, Entertainment, Sports, and Offbeat. The 'Popular' tab is selected. The main content area displays news items with titles, digg counts, and small images. A sidebar on the right shows 'Top in All Topics' with various news items and their digg counts.

News, Images, Videos

Beijing wants dogs off menu during Olympics
ft.com — The move is part of a broad drive by the Chinese capital to present its best possible face during the games. It reflects concerns among senior officials that the sight of roast or stewed dog might offend visitors from western nations. [More...](#) (Olympics)

Will West Virginia Go Green or Go Backwards?
ecocalcizer.com — The choices we make now will make or break our collective environmental future. Nowhere can this be seen more clearly than with the dispute over West Virginia's Coal River Mountain, one of the last mountains still intact in the Coal River Valley. [More...](#) (Environment)

MobileMe Push Mail Hands-On Shows Why BlackBerry Is Dead
gizmodo.com — As you can see in the video, MobileMe push mail is now active, fully operative, and perfectly armed. My iPhone is now getting all email in real time, both over a Wi-Fi connection and using a cellphone network. I even use EDGE—not 3G—and a non-official carrier on roaming. [More...](#) (Apple)

Galactic Green Cred: The Environmentalism of Star Wars
earthfirst.com — It turns out that there's actually a fair bit o' green to be found in Star Wars. [More...](#) (Environment)

10 Signs It May Be Time To Quit Your Job

Top in All Topics

- 3848 US Senate Annihilates Constitution
- 3448 This Will Mess With Your Mind!
- 2188 App Store is Open! Download Apps from iTunes
- 2109 If Everyone on eBay Was Forced to be Honest
- 1926 There's something fishy about those Iran missile pictures ...
- 1897 Constitutional expert Turley on FISA bill: 'The fix is in'
- 4799 NSA copies and retains ALL internet

This chapter is going to dive into the phenomenon that people are calling the dig effect! Make sure you find out whey you should be targeting dig with quality content!

Even though many social networking gurus and social bookmarkers prefer not to participate on larger platforms such as Digg.com, it can be a very valuable promotional tool with the right strategy. Digg.com revolutionized the way people learned about news and shared information, and when it launched in 2004, it only covered a few technology and news categories.

Today, Digg.com is one of the online news leaders for consumer news, media updates, and a variety of other news

sites where tagging and indexing information is needed. Other link ranking news sites have entered the online sphere in an effort to provide better, faster and more community-oriented networking platforms. These have including BlinkList, Newsvine, StumbleUpon, CoRank, and Spotplex. While some are focused on user-generated submissions, others are aggregators that 'pull' information automatically.

Digg is not personalized in any way, so there is not much room to share a profile or 'socialize' with other participants. However, it does offer some key opportunities for you and your business with regular participation. These include:

- Gaining credibility under a username
- Showing your tracking history of sites visited, 'Dugg' and keywords and tags of relevance
- Enabling you to search and find specific topics
- Allowing you to review real-time rankings of each piece of content submitted

It's important to remember that you will be banned from Digg if you are over-doing the self-promotion aspect of marketing. While Digg submissions are user-generated, the community can easily spot a user that may not be participating on fair terms. As a result, it's important to join the community with a fair and sometimes unbiased point of view. Participation does not involve submitting your own content, but instead becoming a frequent user by:

Searching and finding relevant content for your niche, and rating it accordingly.

- Leaving appropriate (and *positive*) comments on similar sites or networks, and learning what makes these stand out

Using content found on Digg as a resource for creating and developing your own

Tracking specific topics and content so you understand what is working at any given time; this is a great way to establish your presence as you continue to develop each submission for the web

Make It News Worthy!

The best way to submit content to Digg is to have someone else do it for you; this may involve hiring an intern or assistant to post relevant articles to each category, since you should not necessarily be posting your own content to Digg all of the time as it may be perceived as advertising/spam. Or you can form kind of a cooperative with other marketers you know and trust to submit each others articles. If you have established strong readership or a subscription from a blog or website, you can even include the Digg widget so that readers can submit something they've read in one easy step. The

idea is to make it as easy as possible for any reader or visitor to take initiative and post your content onto Digg.

Whether you have a team of assistants working on social media placement, or you are making an attempt to Digg articles yourself, here are a few more tips and suggestions:

Rework an article to make it Digg-friendly. Even if your submission is doing well on your site, you can re-create a different version and still link back to your original article as a source. This can help you provide a unique submission each time you do it.

Always provide a catchy title and description. Digg readers are usually looking for something they can scan through and learn about in a few minutes. Make an extra effort to develop a short and concise summary to accompany each submission.

Use information from multiple resources. Get used to harnessing new information about your industry or article topic by using an RSS reader or news aggregator. This will help you keep track of new and current information, making it much easier to develop a story and submit quickly.

Be a respectful Digger! As you start building a profile and networking with other community members, it's essential that you follow all community guidelines and make sure you are providing valuable comments yourself. Don't link to your

personal blog or unrelated information that may be deemed a spamming effort!

Don't use all caps in the title. This is considered offensive in the social media sphere, and will not get you the quality visitors, traffic, or readers.

Submit stories from reliable sources and articles, not always your own blog. This can help build your presence in the community.

Submit the majority of your stories on weekday mornings; this seems to be the primetime reading hour for many internet and web surfers.

Be helpful. You can post information that may be of help to other readers and submitters, as well as finding information on the forums of Digg itself.

The Digg top pages offer the biggest advantages for gaining an online presence, and the easier you make it for the community to see your content, the higher the chances of direct traffic for your site. Digg is one of the most effective social bookmarking tools available to you, and although it will take some time to master, the effort will be well worth it!

In the next chapter we are going to be going over some of the best tools in the world when it comes to operating and

growing your online business!

Tools

This chapter has all the resources you could ever need to run and grow your business. These resources are extremely helpful in your journey to financial independence. Make sure to give it a look over and grab whatever stands out to you.

I recommend that you check out the first two resources for a way of getting never ending content that you don't have to write yourself for mere pennies on the dollar. If you plan and use this content properly, you could have enough content to cover all of your site content for life!

Some of the other recommendations will help you get setup to accept payments and get an affiliate program going when you are ready to create a product of your own (if you decide that you want to do so). Of course, you don't need to create a product to make money as you've learned through the pages of this book.

Another one of the resources (and the last for that matter) is one that will teach you all of the marketing tactics that you could ever hope to learn. This course isn't something I wrote but one that actually got me started and still fuels me today!

If you are looking to grow your business or learn some new ways of getting traffic and sales, this is exactly what you need!

Conclusion – What's Next

If this is the first time that you've gone through this manual, congratulations! You've not completed the first step in using this powerful system to start generating traffic.

By now, you have a great overview and a vision of exactly what we are going to be doing as you setup your site for maximum traffic.

Many people who complete this initial read will never move on and actually start with the second run through which is where the "application" happens.

Please don't be one of those people! There is a ton of traffic out there with your name on it if you'll just go for the gold and start the application process.

Not to mention, this system is very easy to understand and even easier to implement.

On the other hand, if this is your second time through the manual, you've reached an incredible milestone!

If you were committed and spend a full day working this manual to get your articles/site up to snuff and submitting your content and book marking it the way we recommend, you're in for a real treat.

By doing everything all in one sitting, you probably aren't going to notice a flood of traffic by tomorrow morning (although you will see some). But what you will be happy to know is that over the course of the next 5-14 days, you are going to see your traffic substantially increase!

This is a result of all the content and links that you now have across the Internet on article sites as well as social book marking and Web 2.0 sites.

As these links are followed and spidered by the search engines, you are going to see your traffic start to surge and actions on your website increasing whether it be newsletter signups, affiliate sales or sales of your own products or services.

Best of all, as these links spread and get spidered, your traffic will continually be increasing.

But this doesn't mean that you're done and that you can wipe your hands clean of your website!

Many people think this and end up totally sabotaging all of the work that they initially did!

What I mean is that you need to plan on adding content to the site on a regular basis. Don't worry; you can use the

system that you've learned in this manual for that exact purpose!

What's also good news is that you don't have to add 10-12 content pieces to your site all at once like you did initially to populate your site.

You did this initially so that when people come to your site, it looks like a well put together, content rich site. You didn't want people coming to your site to see 2 articles on the whole site now did you?

After you do the initial setup, I recommend that you add a new piece of content (just 1) per week for 6 weeks. This also means you need to submit it to the article directories and bookmark it as you learned in the manual!

The good thing is that this will take you only an hour or two a week instead of blocking off entire days for the activity.

After those 6 weeks, I recommend a new piece of content once every two weeks for the next 6 weeks. Yes that means that you still need to add it to the article directories and submit it to the social book marking sites/web 2.0!

After those 6 weeks have passed, you can get away with adding a piece of content to your site once a month along

with submitting to the article directories and book marking it on the social book marking sites.

That's pretty much all there is to it. You do the initial setup and submissions and then do maintenance that keeps your site fresh with the search engines and pulling in more traffic.

If the search engines see that you are continually contributing new content and getting more links to your site, your ranking will improve as will your traffic. And we all know what more traffic means, right? More subscribers and more sales!

You now have the complete system for creating a website that doesn't take a full time commitment but still pulls in monster traffic.

Make sure that you follow this system and you keep your sites updated so that you don't lose your search engine rankings and your traffic.

Remember that you can repeat this process and create as many websites as you want!

Until we meet again. Keep your websites updated and keep building new sites on and ideas that strike your fancy.

Internet marketing resources

Private Label Resell Rights Products you can resell as your own <http://www.sourcecodegoldmine.com> & www.NakedPLR.com

"How to write and publish your own OUTRAGEOUSLY Profitable eBook in as little as 7 days - even if you can't write, can't type and failed high school English class!" Go to <http://www.jeremyburns.com/a/7dayebook> to get started

Merchant Account Authorize / e-OnLineData –
www.e-onlinedata.com/accuratemarketing

This is our 1st choice recommendation for merchant accounts, this is a very easy place to get approved and in the many systems we have tested are the easiest to work with! **Super Low Rates!!**

Shopping Cart 1ShoppingCart.com –
<http://www.webmarketingmagic.com>: Instant merchant accounts and real-time payment gateway services. This is a private label of the 1sc system and provides great service!

Now that you are on your way to becoming a Mentor Marketing Expert, don't stop there! The next step is the Holy Grail of Internet Marketing How To Guides... Read on for details!

"Learn how to make a life-changing income of \$100,000 to \$250,000 with your Internet business... even if you're a computer dummy!"

Review: "The Insider Secrets to Marketing Your Business on the Internet" by Corey Rudl"

I've just finished reading the brand-new version of Corey Rudl's top-selling Internet marketing system, "*The Insider Secrets To Marketing Your Business On The Internet*," and frankly, I'm overwhelmed by the huge amount of critical wealth-building information he's managed to pack into these **two hefty binders and 3 CDs!**

But I guess I shouldn't be surprised; after all, when the box containing these materials showed up at my door, it weighed in at **over 10 pounds!**

That's 10 pounds of the most comprehensive **marketing strategies, test results, case studies, tools, and ideas** for generating a life-changing income online (from \$1,000s to over \$1 million) you're ever likely to read!

I'm talking about information like...

- Step-by-step advice for starting your own Internet business **in as little as 48 hours!**
- How to build a top-selling web site... for less than \$100!
- Where to find hot products to sell (in 20 minutes or LESS)!
- 100s of FREE and cheap online tools, resources, and software
- How to get 1,000s of qualified NEW visitors to your web site... for FREE!

How to **get #1 rankings in the search engines** and get tons of FREE traffic from the "Big Guys" like Google!

Secrets to writing sales copy that can **increase sales by up to 400% (or MORE)!** And much more!

If you're unsure who Corey is, you should know that he's been a recognized expert in online marketing for a decade

now. Not only has he generated **\$40,000,000 in online sales**, his sites also attract **450,000 visitor a week!**

What's *really* great about Corey is that he can show ANYONE how to have a **wildly profitable Internet business** (that takes just a few hours each day to run)...

... even if you're an absolute computer dummy!

And if you already have an Internet business, he can help YOU, too. The advanced sections of his system show you how you can **increase your sales by 400%... 700%... even as much as 1,000%!**



I give Corey's system the highest rating possible! Its 1,300+ pages of step-by-step lessons contain the exact SAME tested and proven fast-growth strategies he has personally used to generate over \$40 million in online sales -- *starting on a shoestring budget!*

And it's the SAME SYSTEM that literally **1,000s of his students have used** to drive "truckloads" of cash out of the Internet.

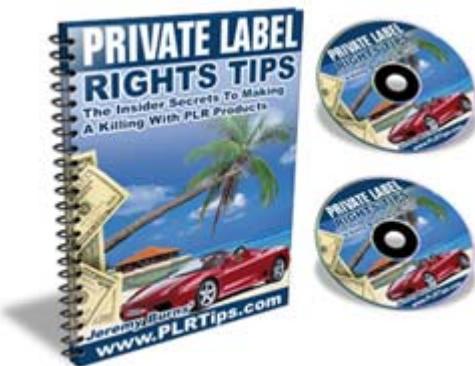
I strongly urge you to check out Corey's wealth-building system as soon as possible! Go to www.JeremyBurns.com/a/tips for a FREE preview.

Free Bonus

Private Label Rights Tips -

PLR Rights Marketing Tutorial

Package Value \$97.00



Private Label Right's products are hot right now! There is a killing to be made from these ready made turn-key products if you know the insider secrets to making them work. I have worked out a special deal with Jeremy Burns where you can grab a copy of PLR Tips with your purchase of this package as my gift to you!

PLRTips.com

Private Label Resell Rights Products you can resell as
your own <http://www.sourcecodegoldmine.com>



www.NakedPLR.com



The image shows a screenshot of the NakedPLR.com website. On the left, there is a sidebar with a green header "Main Menu" containing links: "Naked PLR's", "PLR Training", "Site Builder", "Bonus PLR's", and "Affiliate Cash". Below this, a red note says "*Links Only Active For Current Members*". Under "Main Menu" is a "Membership" section with "Members Login", "Naked Terms", and "Support". At the bottom of the sidebar is a "Testimonials" section with a quote from "Jeremy" and a testimonial message.

"I'll Foot The Product Creation Bill For You Every Month For The Rest Of Your Life!..."

Get 5 New "NAKED & RE-BRANDABLE" Turn-Key Internet Marketing Business Niches Handed To You Each Month For Less Than The Cost Of A Dinner For Two?

► This Can Be A Cash Producing Reality For You Just Minutes From Now...

JEREMY J. BURNS



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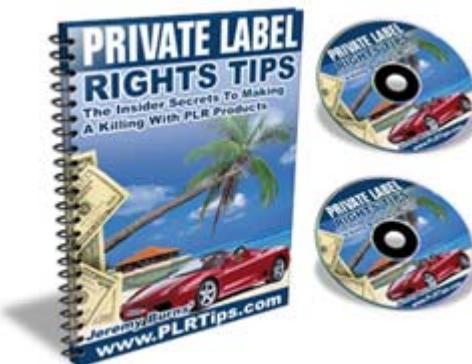
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