

## Provient Marketing

marketing writing and strategy for the internet

# Social Bookmarking Cheat Sheet

### WHAT IS SOCIAL BOOKMARKING?

*You are probably already bookmarking the pages you love on your web browser. Start social bookmarking your favorite pages and share them with the world.*

### WHY SOCIAL BOOKMARKING?

- ◆ Find the sites other people like you find are REALLY useful.
- ◆ Connect with like-minded people and share resources.
- ◆ Get more traffic to your site.

### POPULAR SOCIAL BOOKMARKING SITES RUN DOWN

| SITE      | AUDIENCE   | TOP ADVANTAGES  | Downsides   |
|-----------|--|---|---|
| DELICIOUS | The more serious crowd. Academics, reporters.  | <ul style="list-style-type: none"><li>◆ Tends to be used by people for their more personal bookmarks</li><li>◆ Best search – rankings based on number of tags</li><li>◆ Easiest to use.</li></ul> | <ul style="list-style-type: none"><li>◆ Less social</li><li>◆ Hard to tag keyword phrases, more like a filing system.</li></ul> |
| STUMBLE   | Bloggers, web surfers, early adapters and explorers  | <ul style="list-style-type: none"><li>◆ Tied strongly to Twitter</li><li>◆ Mass appeal</li><li>◆ More chance of your site being seen randomly</li></ul>   | <ul style="list-style-type: none"><li>◆ Weak search, so people are less likely to use it to find things</li></ul>               |
| DIGG      | Been stereotyped as the young male techno geek site, but is being adopted more by general public | <ul style="list-style-type: none"><li>◆ News oriented</li><li>◆ Great sorting capabilities</li><li>◆ Good traffic driver – even a weak digg will bring you a bunch of traffic</li></ul>           | <ul style="list-style-type: none"><li>◆ Quality of types of articles digg is not very high.</li></ul>                           |

Other sites to consider exploring that I know less about include Kirtsy, Diigo, Reddit, Ma.gnolia.com or Twine.

### HOW TO SOCIAL BOOKMARK SITES YOU LOVE

- ◆ Make sure you are using a firewall. (That seems pretty obvious, doesn't it? But apparently people still don't.)
- ◆ Visit the bookmarking site you chose, sign up and load the toolbar.
- ◆ Start bookmarking the sites you come across that you like (also known as digging, stumbling, and tagging). Note: each page within a site is bookmarked separately.
- ◆ Start small and sign up for just one to start. Get to know it well, and become an advanced user:
  - Request people join you as friends.
  - Offer to bookmark their sites and send sites to them to bookmark.



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