



Social Networking Webinar

**Published For Authority Black
Book Tell-A-Friend Participants
Recorded: September 12, 2006**



Speaker Line-Up

- Jack Humphrey – The Basics
- Michelle MacPherson – MySpace
- Mike Filsaime – Research
- Colin McDougall – Site Design
- Willie Crawford – Syndicating Content
- Sean Wu – Tagging



Jack Humphrey

- Jack is the author of the Power Linking website promotion series and co-founder of Content Desk and The Friday Traffic Report.
- Within the last year his focus has shifted to **Web 2.0 (social bookmarking) and RSS** as a primary communication method.
- His topic tonight will be covering **social networking, social bookmarking and the future of the phenomenon.**



Michelle MacPhearson

- Michelle comes from a blogging background and focuses on integrating new, Web 2.0 **technologies and trends** in her marketing.
- With her launch in January 2006 of the Badder Adder MySpace profile management software, she has become the "**go-to-gal**" for all things "**Marketing on MySpace.**"
- Her topic tonight will be how marketers can **infiltrate the MySpace crowd.**



Mike Filsaime

- Mike has accomplished incredible things during his time marketing online.
- He perfected the **Butterfly Marketing** sales system and was responsible for one of the most profitable launches in Internet Marketing history.
- His topic tonight will be **Researching niches who use Social Networking services**.



Colin McDougall

- Colin coined the phrase “**Visitor Enhanced Optimization**”. He was the first to declare that SEO is dead.
- Author of **The VEO Report**, he was first to delve into the idea of creating sites for visitors and making aggressive SEO take a backseat to good content.
- His topic tonight will be **designing your site** to benefit from the social bookmarking sites.



Sean Wu

- Sean came from out of the blue and exploded onto the internet marketing scene with one of the best selling products of 2006.
- His product **Tag and Ping** embodies the **definition of Web 2.0 marketing** .
- His topic tonight will be **tagging your blog posts properly** so the social bookmarking services pick up your content.



Willie Crawford

- Willie is a veteran and **master article marketer**. He has hundreds of published and widely syndicated articles.
- Recently, Willie has shifted his focus to syndicating his content through social bookmarking sites.
- His topic tonight will be **syndicating and distributing content through Digg** .



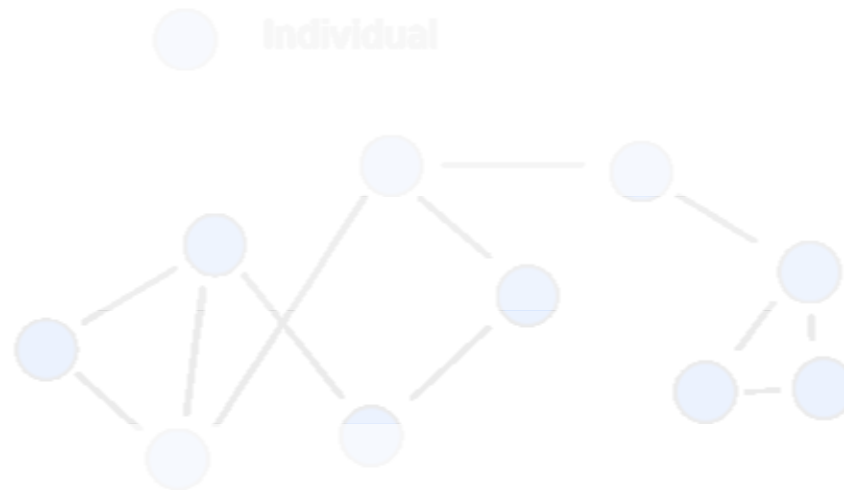
Rick Butts

- Rick is responsible for turning his site PressReleaseMonkey.com into a high-traffic **PR7 monster within a few months**.
- He wrote the book on profiting from subdomains titled, "**Subdomain Secrets**".
- His topic tonight will be **generating traffic** from the social bookmarking and RSS submission directories.



What Is Social Networking?

- **Social Networking** - A social network is a social structure made of nodes which are generally individuals or organizations.





Social Networking Online

- Creates a **passionate community of registered users** and repeat visitors.
- Allows users to interact with the website.
- Allows users to **share their opinions.**
- Users can have their own page of bookmarks (favorites) for friends to see.
- Imagine your **IE bookmarks on a page for the world to see.**



Social Networking Services

- **Social Networking Service** - Social software specifically focused on the building and verifying of social networks for whatever purpose. **Many social networking services are also blog hosting services .**
- A social networking service empowers the user to share their own content and opinions.
- Links users and ideas together very easily.



Social Networking Services

- **Examples Include:**
 - MySpace.Com
 - Classmates.Com
 - Xanga.Com
 - Facebook.Com
 - Yahoo 360
 - Blogger.Com
 - MSN Spaces



Social Bookmarking

- **Social bookmarking** - A web based service, where shared lists of user-created Internet bookmarks are displayed.
- Social bookmarking sites are an increasingly popular way to **locate, classify, rank, and share Internet resources** through the practice of tagging and inferences drawn from grouping and analysis of tags.



Social Bookmarking Services

- **Examples Include:**
 - Del.icio.us
 - Digg.Com
 - Furl.Com
 - Jots.Com
 - Technorati.Com
 - YouTube.Com (Video)
 - Flickr.Com (Images)



What Is the Difference?

- Social Networking sites **allow users to host and publish their own content.**
- Each member has a **content management system they can publish content on.**
- Social Bookmarking sites allow users to **share and publish** their opinions, favorites and bookmarks.
- The most popular bookmarks are **viewable by the entire community.**

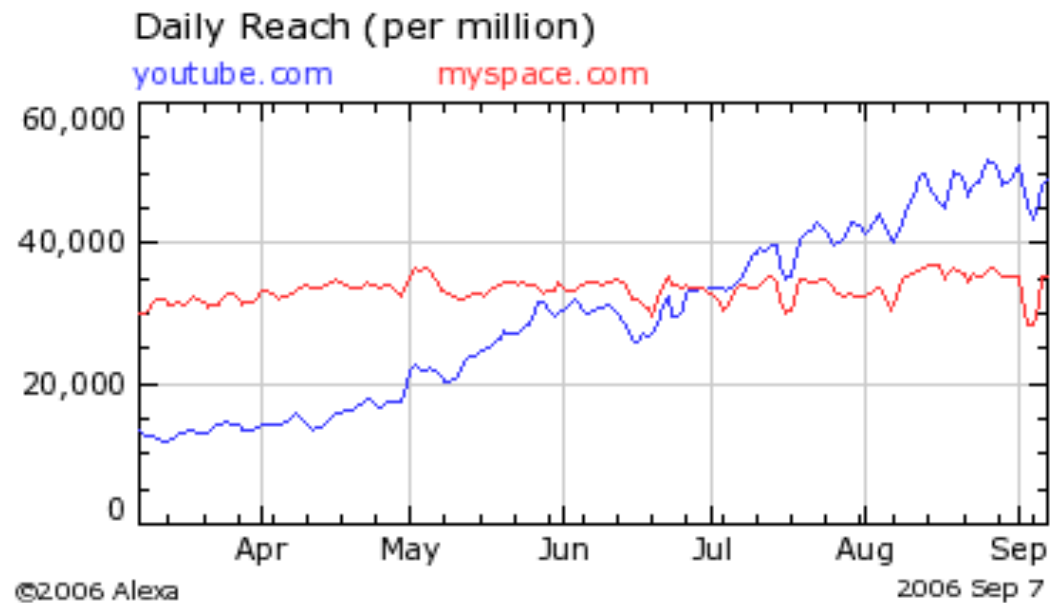


Social Networking Growth

- We have entered the era of **user-generated website content**.
- MySpace grew from **2 million to 62 million users in 2 1/2 years**.
- MySpace is currently the **6th most popular** website online.
- YouTube is currently the **13th most popular** website online.

Traffic Statistics

- **MySpace and YouTube Comparison**





Traffic Statistics

- **Video publishing is growing** and will be the visitor expectation very soon.
- **Diversifying your content** is key to the long-term success of your website.
- **Visitor interaction** and allowing them to publish their own content is important.
- A blog format that employs **tagging is essential** to receive repeat visitors.



Social Networking Users

- Social networking users are **mostly young** but that will change with time as social bookmarking sites become **more popular**.
- As mature web users become more keen on new technologies (**aka Web 2.0**) they will begin using social bookmarking sites.
- The **user-generated content** features of these sites are here to stay.



Getting Results From MySpace

- Why to use **MySpace for Marketing**.
- MySpace **account setup secrets**.
- Setting up your page and getting friends.
- How to get **backlinks from high PR pages** on MySpace.
- Targeting a **broad range of demographics** using MySpace.



Finding Markets

- **Shopping.Com** – Consumer Demand Index
<http://www.shopping.com/cdi>
- **Google Zeitgeist** – Search Engine Trends
<http://www.google.com/press/zeitgeist.html>
- **Yahoo Buzz** – What's Hot Online
<http://buzz.yahoo.com>
- **Lycos Top 50** – Top 50 Searches at Lycos
<http://50.lycos.com/>



Market Qualifications

- Potential market must be **passionate** about the topic and subject matter.
- Potential market should be **newsworthy** (You need something to write about!)
- Potential market must have **disposable income** to spend.
- Top-Level **keyword** should receive at least 70,000 – 100,000 searches a month.



Planning Your Site

- **List building** should be your primary focus.
- Do not be afraid to sacrifice **short-term** profits for **long-term** success.
- Your site needs to gain momentum in order to experience **rapid growth**.
- Add **viral components** to your site.
- Empower your visitors and allow them to take “**ownership**” of your site and content.



Creating Momentum

- Create a **detailed PDF report** that offers tips about your niche.
- Create (or have created) **several articles** to educate your visitors.
- Distribute a **press release** through PR Web.
- Find a **news story to “hook”** to your website or product.
- Allow your visitors to **“spread the word”**.



How To Build Your Site

- Static HTML sites are **no longer a viable option** for site-building.
- You should **never use** generator software like Traffic Equalizer and Directory Generator.
- Your site must be **interactive** and dynamic.
- Your site **must be a blog** in order to take advantage of **social networking** and **social bookmarking** features.



What Blogging Platform?

- Wordpress is the only platform you **should be using and learning** .
- Wordpress has a **dedicated community** of users that are **constantly improving** the out-of-the-box software.
- Wordpress has **hundreds of themes** available for free download.
- Wordpress has **hundreds of plug-ins**.



Visitor Optimization

- Build your site **for your visitors** not **for the search engines**.
- **Keywords are not as important** as you have been told. You need to **think markets and categories** not keywords.
- **SEO** – Title tags and quality content.
- **Finding Your Link Magnet** - The element or feature of your site **that is going to attract links**.



The Golden Triangle

- The **top left corner** of your pages is the **most valued real estate** on your website.
- Whatever action you want your visitor to take should be **featured here**.
- Suggested content would be an **optin box** (recommended), **Adsense advertisement** or affiliate banner.
- Most **site monetization** will occur here.



Insights from Matt Cutts

- Being Unique
- Creativity
- Keyword Density
- Visitor Optimization
- Content Optimization
- Importance of Bookmarking



Introduction to Tagging

- **Social bookmarking** involves the use of **Tags** - subjects, categories, or words assigned to various **Objects**.
- An Object is often a link (URL) to a particular webpage **relevant to the Tag it is assigned to**. However, an Object can also be any relevant piece of data or information (like MP3 files for instance).



Wordpress Tagging Plug-ins

- **My Tags**

<http://www.raoul.shacknet.nu/>

- **Sociable**

<http://push.cx/sociable>

- **Simple Tags**

<http://www.broobles.com/scripts/simpletags/>

- **Ultimate Tag Warrior**

<http://www.neato.co.nz/ultimate-tag-warrior/>



Benefits of Tagging

- **Organizes your content** into common categories based on common keywords.
- Tags, in their simplest form, are basically **keywords in Web 2.0**.
- Social Bookmarking sites are receiving a growing **majority of internet traffic**.
- Social Bookmarking sites use tags to point their visitors to the **most popular topics**.



Tagging Tools

- **Tag Generator**
<http://www.egmstrategy.com/ice/>
- **Technorati Tag Generator**
<http://injoke.org/tagnorati.html>
- **Claim Your Blog at Technorati**
<http://www.technorati.com>



Tagging Your Posts

- Tags you create on your blog are basically **links formatted in a special way** :
- `[keyword]`
- **A tag consists of 3 major sections:**
 1. The `/[tagname]` section
 2. The `rel="tag"` section, and
 3. The `[keyword]` section



Tagging and Pinging

- **Technorati Tag Address**
<http://www.technorati.com/tag/>
- **Technorati Blogs Address**
<http://www.technorati.com/blogs/>
- **IceRocket Tag Address**
<http://blogs.icerocket.com/tag/>
- **Pinging Your Blog**
<http://www.pingomatic.com>



Authority Site Network

- Del.icio.us
- Jots
- Furl
- Spurl
- BlinkList
- Yahoo! MyWeb



Writing Content

- Your articles should lead your reader to your website and gently **push them to take your desired action.**
- Readers care more about the **story of another person** than that of a company.
- Always **try to tell a story** in your writing.
- Try to be interesting and original.
- Establish **“guru” status** with your readers.



Becoming A News Master

- **Social Commentary** – The act of expressing an opinion on the nature of a society (niche or market).
- **News Master** – A trusted authority that visitors can rely on for the latest news and happenings in an industry.
- **Short posts** (150-200 words) about news happening in your market.



Syndicating Content at Digg

- **Digg** is a news website with an emphasis on technology and science articles.
- It combines **social bookmarking**, blogging, and syndication with a form of non-hierarchical, **democratic editorial control**.
- News stories and websites are submitted by users, and then **promoted to the front page** through a user-based ranking system.



Digg Submission

- **Digg Submit** - <http://www.digg.com/submit>
- Story must link to an **existing blog post** and the story description can not be more than **350 characters**.
- The more times your story is "**dugg**" then the **more traffic** you will get.
- If you are the **first to post** on a story in your market, then you will have **great results**.



Traffic Generation

- Everything **we have covered so far** will be generating traffic for your website:
- **Tagging** Technorati and IceRocket.
- Submitting stories to Digg.
- Distributing **articles and press releases**.
- Creating a **link magnet**
- Your **authority site** network



Web 2.0 Traffic Sources

- **Web 2.0 Directory**

<http://www.econsultant.com/web2/>

- **RSS Feed Submission**

<http://www.masternewmedia.org/rss/top55/>

- **Trackbacks** (not as effective)

Google search "Your Keyword" trackbacks.

- **Buying Text Links** (not as effective)

Hard to find a bargain.



Getting Results

- Put your site on the radar using the **submission sources** listed on the previous pages (mainly the social bookmarking and RSS feed directories).
- Post to your blog **consistently using tags** and original, quality content.
- Become a **news master and authority** on the issues and happenings in your market.