

Social Bookmarking SEO

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Social Bookmarking websites are fast becoming the weapon of choice for many who want to increase traffic through to their websites. Their increasing popularity and how they seem to appear on a range of websites from blogs to e-commerce sites is testament to the fact that social bookmarking is putting organizations of results, i.e. SERPs, in the hands of the web surfer. Initially they just started out as a few solitary sites, slowly captivating the majority of the youth market as a way to keep in contact with current and old friends as well as family members. It also sparked the advent of music web pages, and bands were able to have their own space in cyber space, where they fans could congregate and music promotion could take place.

This then lead onto new and improved social networking sites, appealing to more people with new features and benefits being added. Now, you can't move through websites without seeing various different social bookmarking icons. Each one having a different selling point, and offering something slightly different.

However, the big question people want to know with such tools, is are they functional and what kind of impact do they have in terms of search engine optimization. Well, in a short summary yeah sure they do but probably not as great as impact as quality one way inbound links from separate class C IP addresses, or review article links. However, saying this it does depend on what capacity they are done, and of course if you've been savvy enough to get your websites bookmarked by hundreds of people and this is combined with quality one way inbound links- then you're onto a sure fire winner. But with new social bookmarking appearing all over the place it can be a difficult decision to choose which ones to place a tab on your website. Of course the major ones to note are Facebook, StumbleUpon, Diigo, Delicious, Connectbeam and sites like Digg, reddit and newsvine offer a similar service for social news.

New ones springing up are sites like Twitter and Technorati (each offering an improvement on their predecessors). The great thing about this kind of search engine optimization is that the general onus is on the user experience, and the person actually tagging their own favourite websites and telling their friends about them. Definitely the search engines, and particularly Google, have been wanting actual human users to define their own SERPs rather than sophisticated bits of software doing the classification. However, this kind of classification system can have its downsides.

Perhaps the main disadvantage is that people being people are prone to making spelling errors, there is no standard set of keywords. Hence, singular vs plural, capitalization vs non-capitalization, can all be mixed and matched and there is no universal standard classification for tags as such. However, this said it is definitely shaping the way forwards for the future of search engine marketing and if you are serious about boosting your online presence is definitely worth doing. But, it's best to go in with low expectations and look at other SEO techniques in line with social bookmarking to really see the best results.

Author's interests extend to the following areas: SEO, content writing, blogging, photojournalism, learning languages and traveling. I write for one of the UK's leading SEO companies. See my blogs at:
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