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# Social Bookmarking

Around two weeks ago I wrote an article about Digg, which is actually a social bookmarking website. Since then, I have received a number of e-mails asking me for more tips about how to work with other similar sites such as Tumblr, Technorati, etc.

When it comes to social bookmarking, here are the tips that I always suggest you keep in mind for all networking sites:

It is all about the headlines.

Headlines are powerful. They can be the deciding factor in whether or not Internet users to read the entire. As a marketer, you hope obviously hope they do, so you want to make sure that the headline is eye-catching and interest grabbing.

How do you stand out when you can't really format the headline text?

Make sure you use your targeted keywords; they are what the Internet users are entering into search boxes to find your information. When they can see your keywords in the headline, it lets them know they have found what they were looking for.

Do not forget to use intriguing words such as "free", "secret", and "discover". Interestingly, these words never fail interest readers. I find myself frequently clicking on anything that says the word "free".

Describe the article.

You also want them to get a general idea of what the article is and what they can expect to learn from it. Now, you have to be very careful with this one, since I've seen a lot of marketers that tend to go overboard with their description. In the end, they frequently fail to deliver. Make your description as specific and persuasive as possible but don't exaggerate and never lie. The last emotion you want your readers to feel when they're finished with your article is disappointment or a lack of satisfaction! You may also want to pepper a few keywords in here as well, to boost traffic and page ranking.

Make sure that your content is worth sharing.

The purpose of using social bookmarking is to share your information and to increase traffic to your web presence. It is going against principle if you are giving away useless, rehashed, obvious, or plagiarized information.

When you want to share information, keep in mind the following questions:

- \*Am I giving new information?
- \* Will the readers learn something out of this?
- \*Does the information sound conversational yet factual?
- \* Is it devoid of any nonsense opinion?
- \*Will I want to share this with others?
- \* Will others be encouraged to share this with their friends?

Make sure your articles are easy to bookmark.

Websites such as Digg, Tumblr, Technorati, and Del.i.cious already have buttons that you can attach to your articles which allow Internet users to easily share them with others.

I will let you in on a secret: [Ad2Action.com](http://Ad2Action.com) has come up with hundreds of templates that are not only easy to customize but are very easy to share. One of the tools for promoting your landing page actually contains these buttons for social networking websites! When you click on them, your landing page can be then shared to all of your subscribers in every social bookmarking site that you choose.

Before doing anything with social bookmarking, make sure you check out [Ad2Action.com](http://Ad2Action.com) to enhance your web presence.. This article, [Social Bookmarking](#) is available for free reprint.

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