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# **Social Bookmarking Web sites Have Turn out to be Incredibly Well-liked**

For the past several years the rise of social bookmarking as a versatile tool for SEO and marketing has had a massive impact in IM. There appears to be no let-up with their popularity, especially for off-page SEO purposes. But you really should never neglect or overlook what can be done for the more long-term methods at high PR bookmarking sites. So it all just depends on what you want to accomplish in your business. If you have not been around IM much, then a bookmarking site is simply just a site where you can place bookmarks on the net. You can assign tags (keywords) to your bookmarks, and that basically has SEO benefits but a great deal depends on the particular site.

Google took a lot of the power out of high PR bookmarking sites when it seemed they (perhaps) let the various sites know that their dofollow link properties were causing issues. Seems people were able to rank highly from sites like Digg and a few others. Naturally, I make conjecture about any impact Google had with those changing their links to nofollow. But I wouldn't be surprised if that took place.

But you can achieve exposure when you take a more conscientious approach to using social bookmarking sites. What can result in issues with so many profiles for backlinking is those profiles are not properly written or anything resembling high quality.

What you can do is simply create better profiles that at the very least look like they are for real. More normal, non-spammy, profiles won't be deleted by the human reviewers - and that is why it's wise to do it like that. Plus, when you do this you are adding something to the site, and you are able to keep high quality bookmark profiles for years.

When you do create a useful profile with content material, then naturally you can create an RSS feed from that. You can promote your RSS feed at other places and RSS web directories. Consider the added benefit of more coverage for your links in those feeds. However, you do not want to irritate any feed subscribers by including too many links through the content.

Just look at your feeds, and you will know when you're going too far with promotional links, etc. Another important aspect is to take time and build relationships at these bookmark sites. It is best to maintain a respectful presence at social bookmarking sites, and if you do that then you will find it serves you well. Say for illustration you currently have a internet site on [anti wrinkle products](#) you merely can not begin offering individuals links to your website; you first have to build a relationship with them.

The bottom line about social bookmarking is how you use it is totally up to you. The truth is a lot of IM marketers do not want to spend time with long-term strategic approaches. However, there really is power in that approach based on the feedback we pick up from those who use it.

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