

The majority of website owners would agree that driving traffic is a lot harder than it should be. With so many different ways on the internet for your content to be found, you would think finding it would be easy. The problem is simple. How can your content be found if it's invisible? A successful social bookmarking campaign can add some visibility to your website or blog.

The Idea of Social Bookmarking

It's not what you know, it's who you know. This is a common saying in the business world. It means that you could be the most qualified person for a position and miss out on it because you didn't make the right connections. It's much the same on the internet. This is where social bookmarking comes in. Social bookmarking sites allow the user to introduce themselves, and their content, to similar people in their area of expertise. If they like what they see, they will spread that content like wildfire. If not, it will remain stagnant.

Where to Begin

There are many different sites trying to capitalize on the huge demand for social bookmarking. Some of the most popular ones include Stumbleupon.com, Digg.com, and Reddit.com. Joining one of these sites will gain you access to thousands, even millions, of people. There are many more similar sites on the internet, but it is best to join a site that is already established. Success on an established site will guarantee access to a vast amount of people, while a smaller site will not.

Social Bookmarking Strategy

If your ultimate goal is to drive traffic to your website or blog, you will naturally be tempted to

only place bookmarks to your own content. It's important to avoid this. This practice will stick out like a sore thumb and you won't gain any traffic. Social bookmarking sites look for human behavior. They want you to interact with others, vote, and post a diverse selection of links. Posting a link takes a very small amount of time so you shouldn't have a problem posting one link of your own content in every five. This will prove that you are not trying to abuse the system.

Another good practice with social bookmarking sites is to make as many influential friends as possible in your field. Developing relationships with those who have similar sites and blogs will help you to obtain links from their sites. Remember, it's who you know.

Don't Overdo It

It's very tempting to join as many sites as you can to blast a links all over the internet. While this may seem like a good idea, it's really not. You should take time to master one site before joining another. Your links will have much more weight if you are a highly regarded user. Those members who join just to post a couple links and never come back don't see much traffic at all. If you are able to give multiple sites your full attention, then by all means do it. But don't shortchange quality for quantity.

Some Things to Avoid

Spam is a dirty word on the internet. When you get that initial rush to post everything you have ever done on a site, ignore the feeling. This is a good way to turn people off, or even get banned from the site. Spamming is one way to unite people against you. It is one of the most despised practices on the internet. Even the search engines will penalize you for it. You might see a short term gain, but in the long run you will only harm your efforts.

Being too secretive can seriously hinder a potentially successful bookmarking campaign. Many people are afraid to give out information about themselves, post a picture, or respond to emails from members. Being unapproachable, or without a face, will cause your links to be overlooked. By giving access to yourself, you will reap the benefits of internet friendship.

Getting Paid For Social Bookmarking

Believe it or not, you can actually get paid for your social bookmarking efforts. This sounds ridiculous, but it's true. Newer sites like Redgage.com are offering incentives for people to join and participate on the site. You won't make a ton of money, but it can be a fun way to earn a few pennies while you promote your content.

There are many different tips and tricks to mastering the art of social bookmarking. The best thing you can do is to stop reading about it and start doing it. There is a lot to be said for trial and error. Don't be afraid to try something out. Doing nothing won't get you anywhere. You can gain a lot from social bookmarking, but only if you give it a shot.