

Social Bookmarking Overview



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BookmarkingDemon

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BookmarkingDemon



Social Bookmarking Overview

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Social Bookmarking Overview

Dear Friend,

You might have heard all the hype surrounding the term Social Bookmarking in the past months. There are many ebooks on the topic but none of them are teaching you the correct way to bookmark your site.

In this report, you will know how to do proper social bookmarking and pingback to gain free backlinks. We will go through step by step on account creation, bookmarking your URL, pingback your profile page and camouflaging your bookmarks. This ensures that you are getting the full benefits from your social bookmarking efforts.

We will also review some of the common problems when you use automated social bookmarking software.

Enjoy this report!



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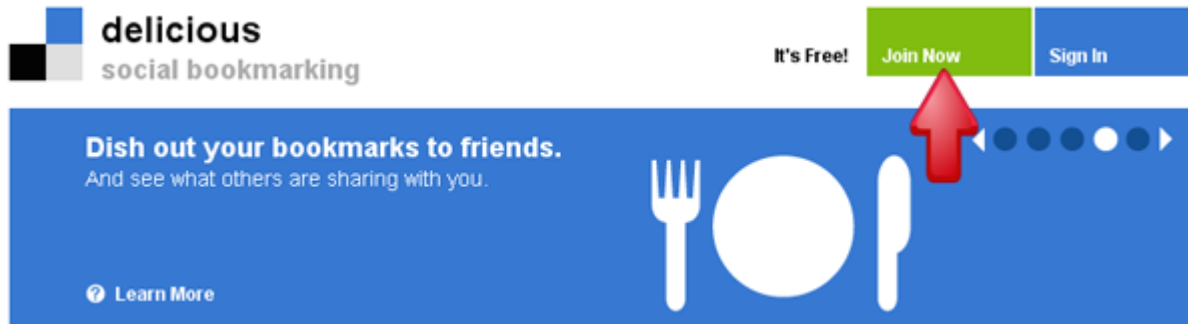


■ Chapter 1: What Is Social Bookmarking?

Social Bookmarking websites are basically sites that categorize and store bookmark links. Millions of visitors flood these Social Bookmarking sites to search for information. So the idea of bookmarking is to post links back to your web page from these Social Bookmarking websites. You will specify some keywords (we call it TAGS) which categorize your bookmark. In this chapter I will show how to register and bookmark your site at one of the biggest social bookmarking site - delicious.com

STEP 1

Go to www.delicious.com and click on the green button 'Join Now' at the top right.



Social Bookmarking Overview

STEP 2

Key in the required details and click the green button 'Register'.

*** All fields are required**

First name *

Last name *

Email Address *

User name ✓

Password *

Retype Password *

Password Requirements

- at least 6 characters required
- at least one letter and one symbol or number required
- may not contain any part of your username or full name


Please type the letters below *


This helps us prevent automated registrations

M57Brc

If you require assistance with registration our [support team](#) can help you.

I have read and agree to the [Terms of Service](#) *

Register 





Social Bookmarking Overview

STEP 3

Next you will see the following screen, click your username at the top.

What's New? | Signed in as [johnbilljb](#) | [Inbox](#) | [Settings](#) | [Help](#) | [Sign Out](#)

delicious
social bookmarking

1 Enter Details 2 **Add Buttons** 3 Import Existing Bookmarks

Add bookmarking buttons [Skip this step](#)

Your Delicious account has been successfully created. Now let's get your browser set up!

To get the most out of Delicious, you should add our bookmarking buttons.

Since you are using Firefox, we highly recommend you install our official Delicious add-on for Firefox.

This will add the buttons along with some other cool features. It is free, simple to use, and easy to install.

[Add Buttons](#)

If you see this message at the top of the page, click the "Edit Options" button. On the next screen click "Allow", and then "Close". Then click the "Add Buttons" link, and "Install Now".

Firefox prevented this site (secure.delicious.com) from installing software on your computer. [Edit Options...](#)

Once the add-on completes installation, click "Restart Firefox" and we will pick up where we left off.



Social Bookmarking Overview

STEP 4

Click the link 'Save a new bookmark'

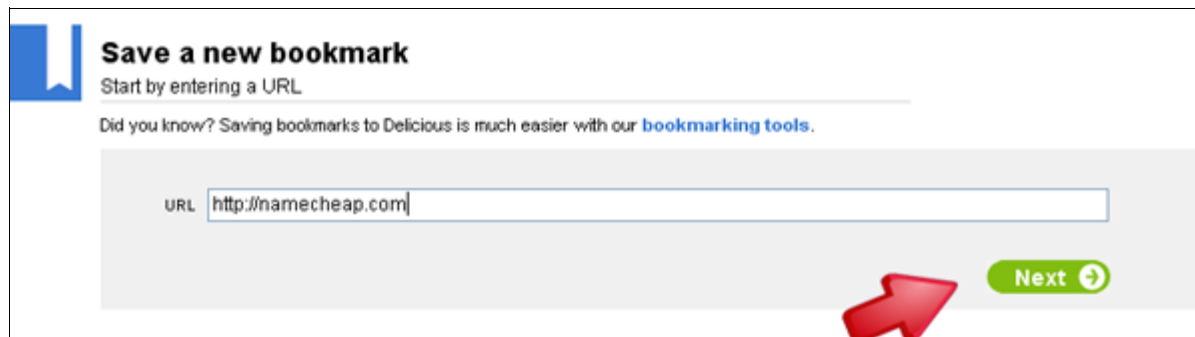
The screenshot shows a user profile for 'johnbilljb' on a social bookmarking platform. The profile header includes the name 'johnbilljb's Bookmarks' and navigation links for 'Bookmarks', 'Network', 'Tags', 'Subscriptions', and 'Inbox'. Below the header, there is a search bar with the text 'johnbilljb' and a placeholder 'Type a tag'. To the right of the search bar, it says 'Bookmarks 0'. A blue banner below the search bar reads 'You have no bookmarks ... yet!'. Below the banner, there is a blue icon of a person's head with a thought bubble containing three bookmark icons. A blue arrow points from the thought bubble to a list of three buttons: 'How do I get started?', 'Save a new bookmark', and 'Import bookmarks'. A large red arrow points to the 'Save a new bookmark' button.



Social Bookmarking Overview

STEP 5

Enter the URL that you want to bookmark and click 'next'.



Save a new bookmark
Start by entering a URL

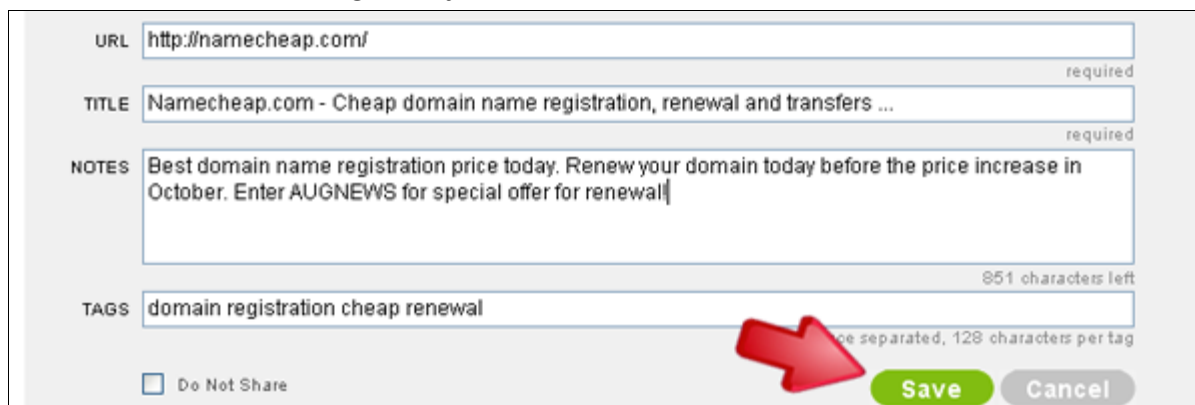
Did you know? Saving bookmarks to Delicious is much easier with our [bookmarking tools](#).

URL

Next ➔

STEP 6

Enter the notes and tags for your URL and click 'Save'.



URL required

TITLE required

NOTES 851 characters left

TAGS space separated, 128 characters per tag

Do Not Share

Save **Cancel**



Social Bookmarking Overview

The screenshot shows the Delicious interface for user 'johnbilljb'. The main bookmark is titled "Namecheap.com - Cheap domain name registration, renewal and transfers ...". The URL is partially visible as "http://www.namecheap.com/cheap-domain-name-registration-renewal-and-transfers...". The description reads: "Best domain name registration price today. Renew your domain today before the price increase in October. Enter AUGNEWS for special offer for renewal!". The tags are "domain", "registration", "cheap", and "renewal". The bookmark has 218 votes. The right sidebar shows a "Tags" section with "All Tags" and a list: "cheap" (1), "domain" (1), "registration" (1), and "renewal" (1).

Now you have one free backlink to your site! You can improve your bookmark by using a keyword link. For example, if you want to rank for 'Cheap domain name registration':

This screenshot is identical to the one above, but with a red arrow pointing to the title "Cheap domain name registration" of the bookmark. The rest of the page content, including the description, tags, and sidebar, remains the same.



■ Chapter 2: Ping Your Social Bookmarks

After you have created your account and bookmarked your website, the final step is to ping your bookmark. Pinging basically tells the search engines that something new is available.

From our example in chapter 1, the account we created at delicious.com gave us 10 new pages:

- the profile page at <http://delicious.com/johnbilljb>
- the profile's rss page at <http://feeds.delicious.com/v2/rss/johnbilljb>
- the 4 tag pages at
<http://delicious.com/johnbilljb/domain>
<http://delicious.com/johnbilljb/registration>
<http://delicious.com/johnbilljb/cheap>
<http://delicious.com/johnbilljb/renewal>
- the 4 tag rss pages at
<http://feeds.delicious.com/v2/rss/johnbilljb/domain>
<http://feeds.delicious.com/v2/rss/johnbilljb/registration>
<http://feeds.delicious.com/v2/rss/johnbilljb/cheap>
<http://feeds.delicious.com/v2/rss/johnbilljb/renewal>



Social Bookmarking Overview

The fastest way is to ping the main profile page: <http://delicious.com/johnbilljb>

The spiders will automatically detect the rssfeed of that page and crawl the links found.

Pinging is very simple.

STEP 1

Go to www.pingomatic.com

STEP 2

Enter the details as required.

STEP 3

Tick the boxes in 'Services to ping' and click the button 'Send Pings'



Social Bookmarking Overview

The following is a screenshot of pingomatic:

ping-o-matic

[Home](#) [Stats](#) [Blog](#)

Welcome to Ping-O-Matic

BLOG DETAILS

Blog Name:

My Delicious Bookmarks

Blog Home Page

<http://www.delicious.com/johnbilljb>

RSS URL (optional):

<http://>

SERVICES TO PING (CHECK COMMON)

- | | | |
|---|---|---|
| <input checked="" type="checkbox"/> Weblogs.com [link] | <input checked="" type="checkbox"/> Blo.gs [link] | <input checked="" type="checkbox"/> Technorati [link] |
| <input checked="" type="checkbox"/> Feed Burner [link] | <input checked="" type="checkbox"/> Syndic8 [link] | <input checked="" type="checkbox"/> NewsGator [link] |
| <input checked="" type="checkbox"/> My Yahoo! [link] | <input checked="" type="checkbox"/> PubSub.com [link] | <input checked="" type="checkbox"/> Blogdigger [link] |
| <input type="checkbox"/> BlogRolling [link] | <input checked="" type="checkbox"/> BlogStreet [link] | <input checked="" type="checkbox"/> Moreover [link] |
| <input checked="" type="checkbox"/> Weblogalot [link] | <input checked="" type="checkbox"/> Icerocket [link] | <input checked="" type="checkbox"/> News Is Free [link] |
| <input checked="" type="checkbox"/> Topic Exchange [link] | | |

Specialized Services

- | | | |
|---|--|--|
| <input type="checkbox"/> Audio.Weblogs [link] | <input type="checkbox"/> RubHub [link] | <input type="checkbox"/> GeoURL [link] |
| <input type="checkbox"/> A2B GeoLocation [link] | <input type="checkbox"/> BlogShares [link] | |



Send Pings >



■ Chapter 3: Improper Use Of Social Bookmarking

Many users got greedy and started bookmarking aggressively at these social bookmarking sites. Social bookmarking sites are now stricter with the links that appear on their sites. They are also on the lookout for 'Self Promoters'.

As we know, if we bookmark our own sites aggressively, we are labeled as 'Self Promoters'. Some social bookmarking sites are fine with it but others will simply delete your bookmarking account.

How does a 'Self Promoter' bookmarking account look like?

1) It contains links to similar looking sites. For example: AdSense blogs and Ebay affiliate stores.

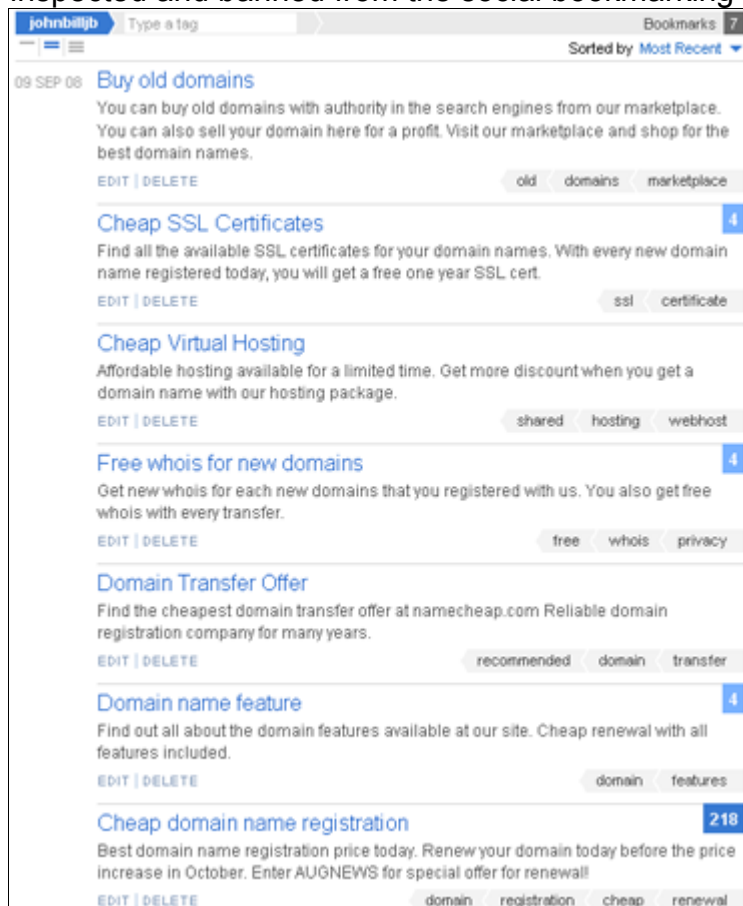
2) It contains links to the same domain name. For example:

dogtrainingpowercourse.com/cheap-dog-training/
dogtrainingpowercourse.com/buy-good-dogs/
dogtrainingpowercourse.com/discipline-your-dog/
dogtrainingpowercourse.com/dog-training/
dogtrainingpowercourse.com/new-age-training/



Social Bookmarking Overview

The following shows how a account with all links pointing to the same domain name looks like. When someone complains about this bookmarking account, it will most likely get visual inspected and banned from the social bookmarking site.



The screenshot shows a social bookmarking profile for the user 'johnbitlb'. The profile has 7 bookmarks. The bookmarks are listed as follows:

- Buy old domains** (09 SEP 08): You can buy old domains with authority in the search engines from our marketplace. You can also sell your domain here for a profit. Visit our marketplace and shop for the best domain names. Tags: old, domains, marketplace.
- Cheap SSL Certificates** (4): Find all the available SSL certificates for your domain names. With every new domain name registered today, you will get a free one year SSL cert. Tags: ssl, certificate.
- Cheap Virtual Hosting**: Affordable hosting available for a limited time. Get more discount when you get a domain name with our hosting package. Tags: shared, hosting, webhost.
- Free whois for new domains** (4): Get new whois for each new domains that you registered with us. You also get free whois with every transfer. Tags: free, whois, privacy.
- Domain Transfer Offer**: Find the cheapest domain transfer offer at namecheap.com Reliable domain registration company for many years. Tags: recommended, domain, transfer.
- Domain name feature** (4): Find out all about the domain features available at our site. Cheap renewal with all features included. Tags: domain, features.
- Cheap domain name registration** (218): Best domain name registration price today. Renew your domain today before the price increase in October. Enter AUGNEWS for special offer for renewal! Tags: domain, registration, cheap, renewal.



■ Chapter 4: Bookmarking Camouflage

Before we move on, take a look at your browser's bookmarks. You will find many different bookmarks to totally different sites. **This is how a bookmarking account should look like.**

Therefore your online bookmarking account should look similar. The proper way to bookmark your own url is to camouflage it. You have to hide it among links not related to your site. For every url that you intend to bookmark, you might want to add three to five other unrelated bookmarks.

These are some common things that most people love to bookmark:

- interesting videos.
- latest celebrity gossips.
- sports results.
- the latest world news.
- any other interesting sites that you can think of.



Social Bookmarking Overview

This is how a camouflage bookmarking account looks like. As you can see the two links that I intend to promote are hidden among many other links. This account will definitely pass a visual inspection.

The screenshot shows a social bookmarking profile for 'johnbilljb' with 8 bookmarks. The bookmarks are sorted by 'Most Recent'. The following table summarizes the visible bookmarks:

Bookmark Title	Description	Count	Tags
Youtube - Colorful Creations	Pictures of colorful flowers. great as a desktop wallpaper.		flowers
Beijing 2008 - SIXTY Seconds - Day 1	Video on beijing 2008 by sixty seconds day 1. Discover all the best moments of the beijing 2008 olympic games.		Beijing 2008
Thailand Crisis? Thai court to rule	Find out what is happening in thailand.		thailand
Britney spears with 3 awards	Check out the latest news on britney spears performance. Recently she bagged 3 awards.	12	britney spears award
Free whois for new domains	Get new whois for each new domains that you registered with us. You also get free whois with every transfer.	4	free whois privacy
Watch the Mummy3 Moive Review	The mummy is back! part 3 - Tomb of the dragon emperor movie	17	china dragon mummy3
Kim Jong Il may be gravely ill, jeopardizing talks	North Korean dictator Kim Jong Il may be gravely ill, perhaps the victim of a stroke, U.S. and other Western officials said Tuesday after he failed to appear for a major national parade. If so, it could jeopardize the already troubled international effort to get his nation to abandon nuclear weapons.		kin joon il
Cheap domain name registration	Best domain name registration price today. Renew your domain today before the price increase in October. Enter AUGNEWS for special offer for renewal!	218	domain registration cheap renewal



■ Chapter 5: Benefits Of Social Bookmarking

Social bookmarking is one of the easiest ways to get your site indexed in the search engines. The main benefit of social bookmarking is getting free traffic from the search engines. With social bookmarking, you can easily rank for long tail keywords in the search engines.

Common Question:

I heard that Social Bookmarking is no longer effective? Is it true?

Answer:

I never believed in what the so call 'gurus' said.

- the 'gurus' said blog and ping is no longer effective.
- the 'gurus' said article submission is no longer effective.
- the 'gurus' said you cannot have duplicate content.
- the 'gurus' said you cannot have too many links.
- the 'gurus' said

Stop listening to what people said and **TEST IT YOURSELF**. Most of us are not willing to test new methods because we like to be told what is working and what is not.

- we are lazy to test.
- we are afraid of failure (losing money).

Because of the fear of failure, we like to take the easy way out by believing what the 'gurus' have said. The 'gurus' made their money by exploiting our weaknesses.



Social Bookmarking Overview

To test the effectiveness of social bookmarking, I used it on hundreds of new websites across different niches. These niche sites are nothing special. They are simple websites which can be set up in under 30 minutes.

My websites:

- Using free product datafeeds as content. No unique content. Yes...thin affiliate websites.
- 5-30 pages of products.
- Each page targets one long tail keyword.

My linking strategy:

- Run BMD once across all the pages.
- One BMD run gave me around 100 links.

That is all I did. I did not use any other web promotion strategies. The next few pages show random screenshots of the number of unique visitors to some of my niche websites.



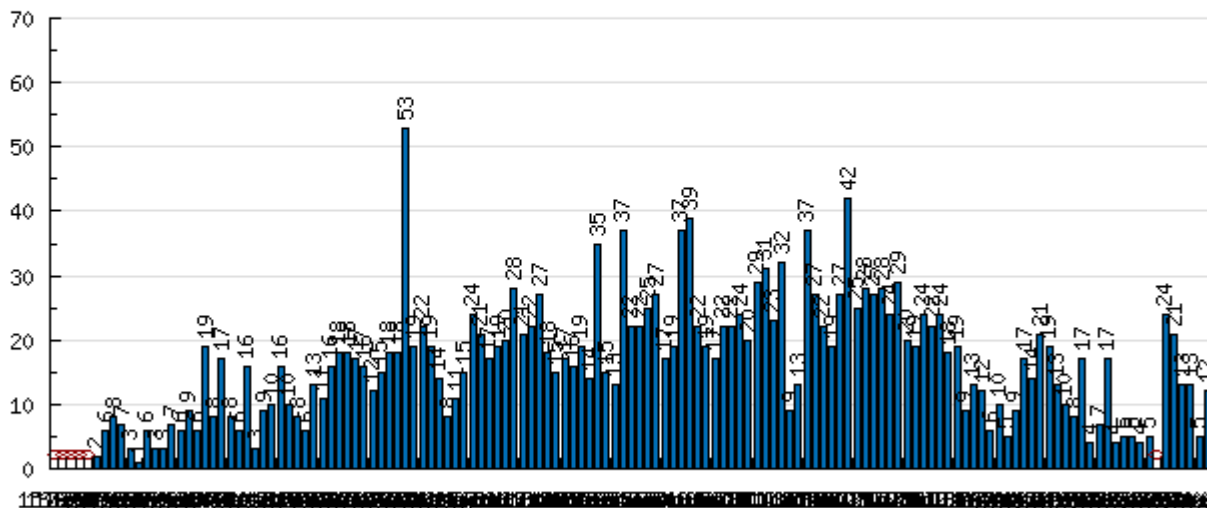
Social Bookmarking Overview

Summary (008)

10th September 2

Daily | [Weekly](#) | [Monthly](#) | [Quarterly](#) | [Yearly](#)

Unique Visitors



Select Date:

This Week or 15 Apr 2008 - 31 Aug 2008

Select Data:

Show Page Loads Show Unique Visitors Show Returning Visitors



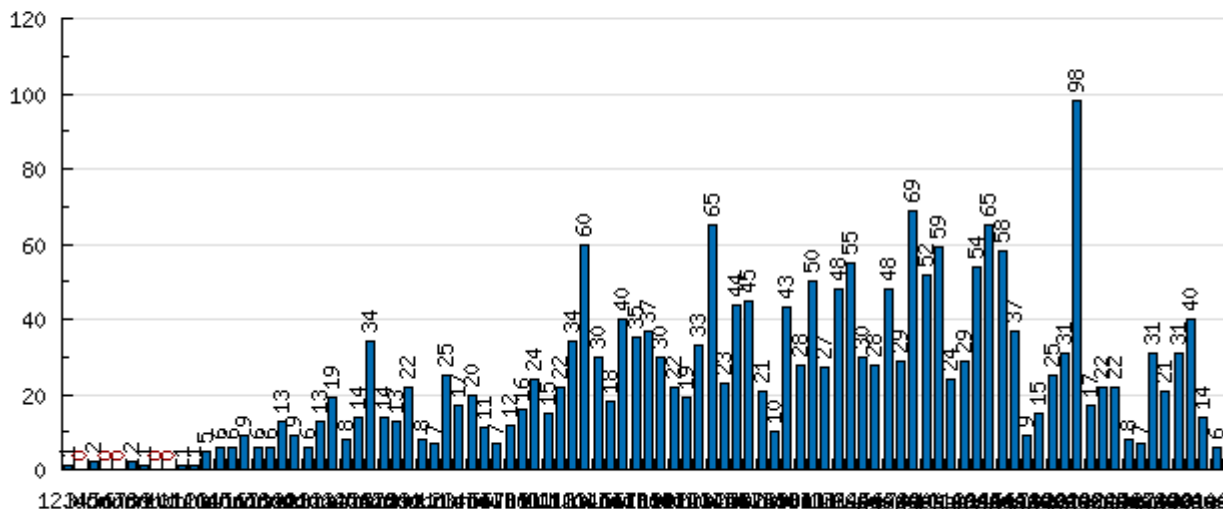
Social Bookmarking Overview

Summary (024)

10th September 21

Daily | [Weekly](#) | [Monthly](#) | [Quarterly](#) | [Yearly](#)

Unique Visitors



Select Date:

Last 7 Days 01 Jun 2008 - 31 Aug 2008

Select Data:

Show Page Loads Show Unique Visitors Show Returning Visitors

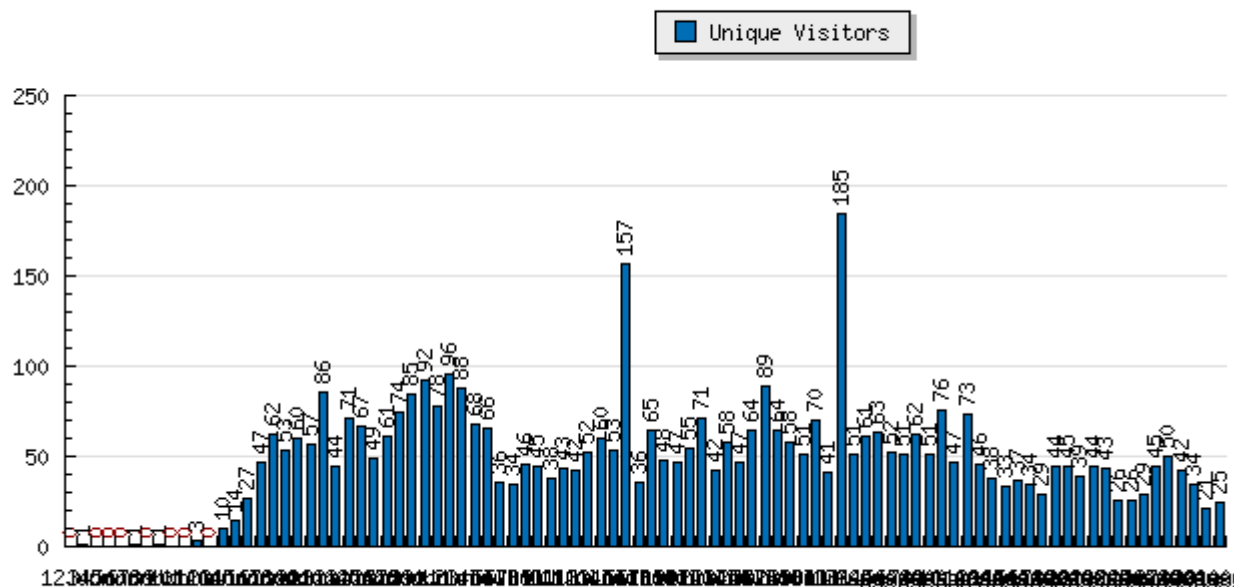


Social Bookmarking Overview

Summary (250)

10th September 2

Daily | [Weekly](#) | [Monthly](#) | [Quarterly](#) | [Yearly](#)



Select Date: Last 7 Days or 01 Jun 2008 - 31 Aug 2008

Select Data: Show Page Loads Show Unique Visitors Show Returning Visitors



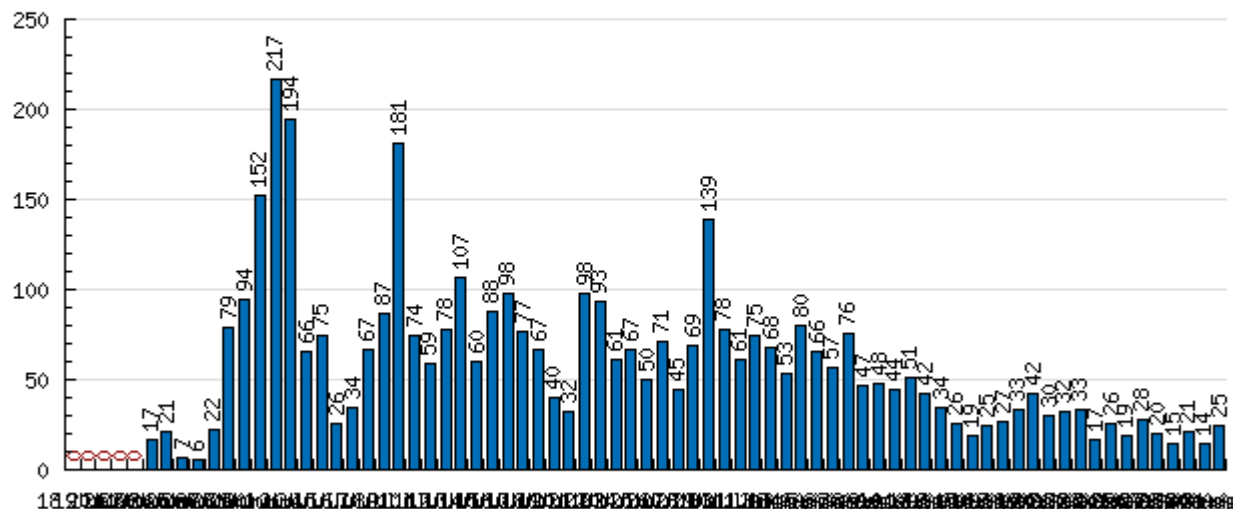
Social Bookmarking Overview

Summary (253)

10th September 2

[Daily](#) | [Weekly](#) | [Monthly](#) | [Quarterly](#) | [Yearly](#)

Unique Visitors



Select Date:

This Week or 18 Jun 2008 - 31 Aug 2008

Select Data:

Show Page Loads Show Unique Visitors Show Returning Visitors

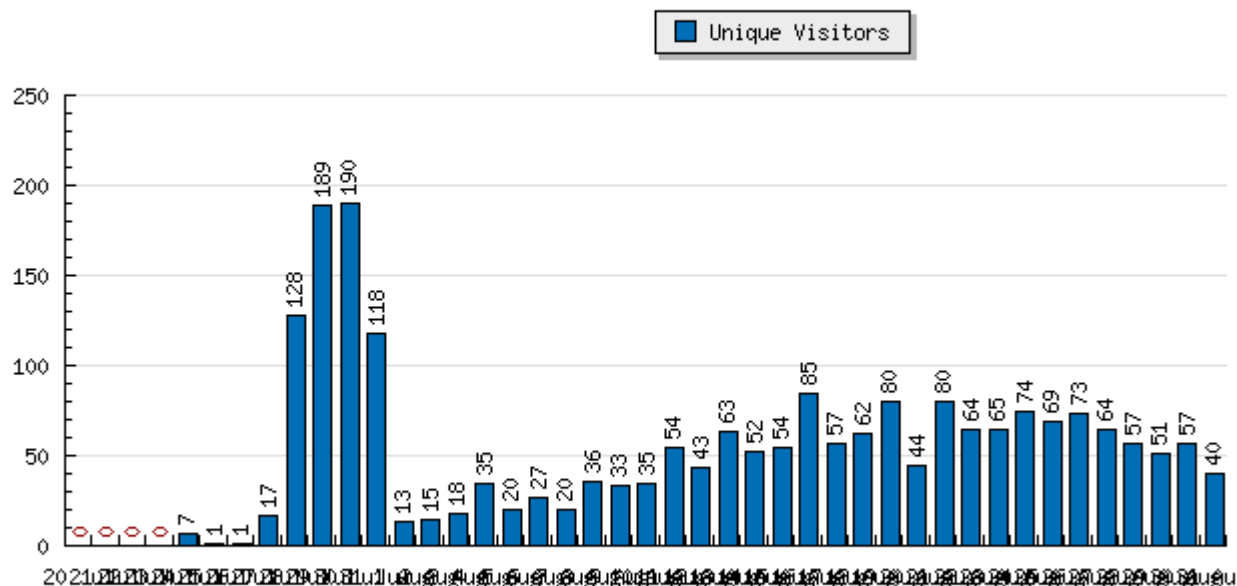


Social Bookmarking Overview

Summary (285)

10th September 2

Daily | [Weekly](#) | [Monthly](#) | [Quarterly](#) | [Yearly](#)



Select Date: This Week 20 Jul 2008 - 31 Aug 2008

Select Data: Show Page Loads Show Unique Visitors Show Returning Visitors



Social Bookmarking Overview

Most of the unique visitors came from the search engines. As you can see, i'm not showing you a screenshot of a site that has 2000 uniques a day. It is up to the 'gurus' to fake it and show you.

What I have shown you are simple sites that anyone can setup easily and average 28 unique visitors per day with little effort.

$28 \times 30 = 840$ unique visitors a month.

Assume your conversion sucks – 1%

Assume your affiliate profit sucks – \$1 per visitor

That is ($\$8.40$ per month $\times 12$) = $\$100.80$ per year.

Multiple \$100 by the number of sites that you intend to build = **\$your gross annual income.**

I can easily make each of my niche site earn ten times more by:

- bookmarking regularly instead of a one time run
- mixing with other linking strategies on top of social bookmarking
- adding new unique content to my thin affiliate websites



■ Chapter 6: Problem With Bookmarking Software/Script

The main problem with social bookmarking is that it is time consuming. You have to manually create your bookmarking accounts and then bookmark your websites. If you want to bookmark to hundreds of social bookmarking sites, you will spend hours just to bookmark one URL.

To automate the bookmarking process, many social bookmarking software and scripts are being created. Many of them are way overpriced. Some of these tools have ridiculous monthly fees.

Most of them are spamming tools developed to destroy the Social Bookmarking sites. These spamming tools randomly generate account name and passwords at these Social Bookmarking sites and post hundreds of links at a single go.

One major problem with these tools is that they leave footprints with their duplicate content issue. Imagine you creating accounts at 100 social bookmarking sites with the same login name. Your login name can be easily tracked down and you might be accused of spamming.

When you bookmark an URL across all those accounts, the same title, tags and description will appear at all 100 social bookmarking sites. This can be an issue of duplicate content and the search engines will discount all your bookmarking links.



Social Bookmarking Overview

A good social bookmarking software **MUST** have the following features:

- 1) Able to randomize the bookmark's title, description and tags.
- 2) Able to add your own scuttle sites and pligg sites.
- 3) Able to camouflage your bookmarks with other links.
- 4) Able to create bookmarking accounts with different usernames.
- 5) Able to ping your bookmarks

There is only one tool in the market today with all the above main features.

[BookmarkingDemon](#)



■ Chapter 7: BookmarkingDemon – Your Social Bookmarking Solution

Bookmarkingdemon was created in year 2006 and is the only social bookmarking software that has regular updates with new features. Besides the upgrades, it is also being updated regularly to adapt to the new changes in the social bookmarking world.

The next few pages will show screenshots of BookmarkingDemon's development from version 1 to version 4.



Social Bookmarking Overview

BookmarkingDemon Version 1:



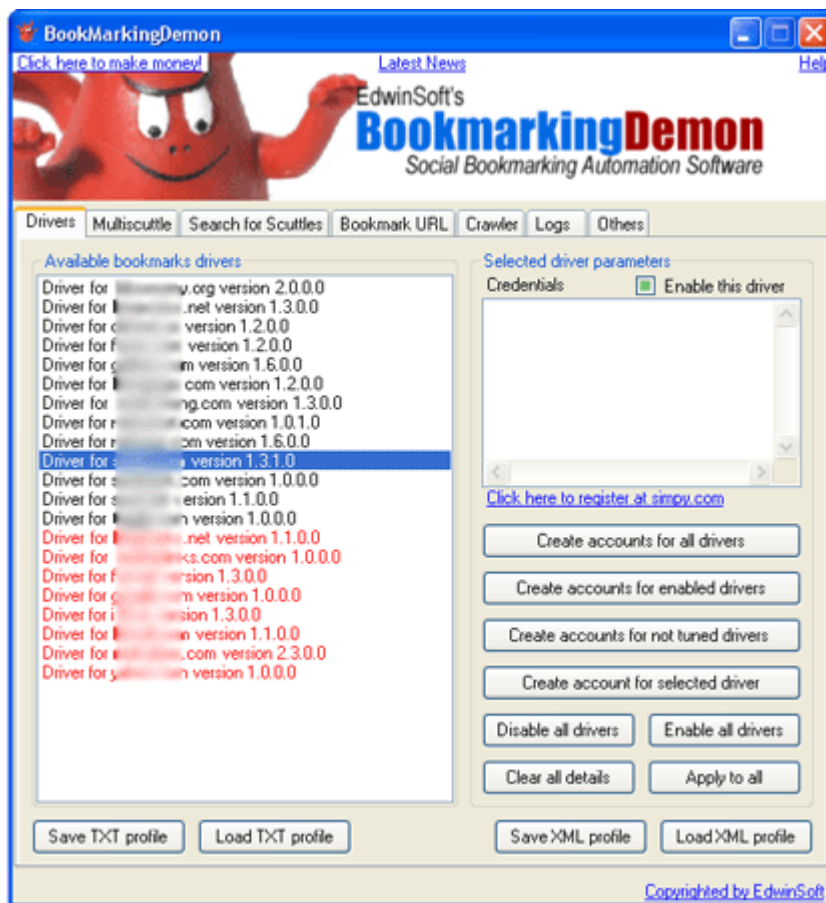
Social Bookmarking Overview

BookmarkingDemon Version 2:



Social Bookmarking Overview

BookmarkingDemon Version 3:



Social Bookmarking Overview

BookmarkingDemon Version 4 (Current) :

The screenshot displays the 'Accounts - Bookmarking Demon 4.1.0.0' window. The interface is divided into several sections:

- Toolbar:** Contains various icons for account and bookmark management, such as 'Load Accounts', 'Save Accounts', 'Add Social Web Site', 'Remove Social Web Site', 'Add My Web Pages', 'Remove My Web Pages', 'Crawl Web Site', 'Start Bookmarking', 'Add Services', 'Remove Services', 'Refresh PING List', 'Start PING', 'View Logs', and 'Preferences'.
- Accounts Section:** Includes a 'PING!' button and a list of accounts. A red banner states: 'Your account(s) The following is a list of existing accounts for: delicious.com BMD will randomly pick ONE account for bookmarking.'
- Social Bookmarking Sites Section:** Shows 'Total Sites: 100' and 'Selected Sites: 20'. A table lists various sites with columns for 'Social Bookmarking Site', 'Group', 'Category', 'Active Accounts', 'Archived Accounts', and 'Has Captcha'.
- Accounts (No Bookmarking) Section:** A red banner states: 'You can drag the accounts above that you don't intend to bookmark with and drop them here.'

<input type="checkbox"/>	Social Bookmarking Site	Group	Category	Active Accounts	Archived Accounts	Has Captcha
<input checked="" type="checkbox"/>	delicious.com	MAIN		0	0	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	st-webmarks.com	MAIN		0	0	<input type="checkbox"/>
<input checked="" type="checkbox"/>	searchles.com	MAIN		0	0	<input type="checkbox"/>
<input checked="" type="checkbox"/>	faves.com	MAIN		0	0	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	spurl.net	MAIN		0	0	<input type="checkbox"/>
<input checked="" type="checkbox"/>	co.mments.com	MAIN		0	0	<input type="checkbox"/>
<input checked="" type="checkbox"/>	syncone.net	MAIN		0	0	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	getboo.com	MAIN		0	0	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	mister-wong.com	MAIN		0	0	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	furl.net	MAIN		0	0	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	bookmarksync.com	MAIN		0	0	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	spotback.com	MAIN		0	0	<input checked="" type="checkbox"/>
<input type="checkbox"/>	normaler.com	MAIN		0	0	<input type="checkbox"/>



Social Bookmarking Overview

As you can see, we have taken every effort to upgrade the software and improve it over the years. All these without charging a single upgrade fee! Bookmarkingdemon is a one time investment without any monthly fee!

The current BookmarkingDemon version 4 is the most powerful version we have ever created. Make sure you check out our site at <http://bookmarkingdemon.com>

Why BookmarkingDemon?

- Bookmark to 100+ social bookmarking sites.
- Add your own Scuttle, ScuttlePlus and Pligg sites.
- Create randomized account usernames.
- Randomize titles, tags and descriptions.
- Bookmark to random accounts.
- Pinging Feature.
- Random proxy servers.
- Hide your bookmarks with random sites.
- Multi threading for faster bookmarking.
- Crawl your urls automatically.



Social Bookmarking Overview

On top of that, you will also get my **BMD Ultimate Guide** -



It is a full guide on how to use BookmarkingDemon with simple step by step instructions. In addition, I have added my **personal linking strategies** – How to build your Ultimate Linking Network. I used my linking network to dominate most of the longtail keywords in the search engines.



Social Bookmarking Overview

If you compare bookmarkingdemon with other tools in the market, you will find that it has the best value in terms of features and pricing. No other software is packed with all the features at such a low price.

Stop wasting your time submitting your bookmarks manually. Get a copy of [BookmarkingDemon](#) today.

To your success,



Edwin Brian
Digital Online Market Pte Ltd
<http://edwinsoft.com/>



Own a Copy of
BookmarkingDemon
today!

