How to Bookmark for Free Web Traffic
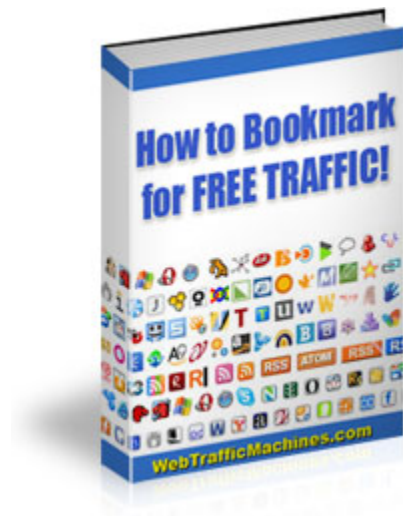
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Web Traffic Machines

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Introduction

The World Wide Web has grown by leaps and bounds over the years. Each day – with every hour and every minute – it is growing even bigger and increasingly complex. Anything and everything that you imagined is just a click away. Many of us can no longer imagine a life without it. Indeed, already thousands of people already make their living from the World Wide Web. With the growth and spread of the internet, specialized techniques aimed at developing businesses on the web have also developed.

Despite all of the technological development, however, the basis of the global economy is still the same – buying and selling. For the producers to advertise and to make their wares available they need to market it.

Consumers also need a place where they can exchange their money for the goods and services they need. In the modern world, the primary marketplace is increasingly becoming the internet. 'Internet marketing' is the crux of all Internet-based businesses and is increasingly important for other businesses as well. There are few businesses of decent size that do not have a presence on the internet.

However, the dynamics of marketing on the internet is very different from 'regular' marketing. Offline, we use things like billboards, the sides of buses, adverts on television and radio, salespeople etc. to market our products. If you are on the other side of the buying 'equation', that is, a consumer, you learn of new products through these marketing tools. More often that not, we do not have a choice about what and when marketing information is available to us. In most cases we cannot choose to ignore the huge billboard on the road or the side of the bus unless you decide to drive with your eyes closed – but that is not something that is generally encouraged. You could change the channel when adverts show up on your favorite TV or radio show – but it is more than likely you will hear or see it again.

With marketing on the internet, the dynamics are a somewhat different. The internet is vast and intricate. It is an intense web of information that needs some skill to navigate, but if you do so, you can rest assured that your needs will be met. The internet gives you more choice. You can choose which website to click on or ignore. This means that the average internet user or anyone looking to do business on the net tends to be a little smarter than someone who does not use the internet for

business. To market to a more intelligent set of buyers, the seller also has to elevate his/her game and be a smart marketer. You need to have an extra edge to make your business or website stand out amongst the millions out there.

It is said that word-of-mouth is the strongest marketing tool. For example, friends starting a new shop, café or blog will most probably tell you to 'spread the good word.' We are more likely to believe our friends and peers than a stranger on the television or radio. This is because we know our friends/peers well and we often share the same concerns, needs and tastes as the people around us. If something is good enough for them, it is good enough for you.

Word of mouth could be defined as the passing of information verbally, sometimes recommendations, but most commonly it is just general information. It is usually informal. Word of mouth was traditionally considered to be a person to person, face to face conversational characteristic. However, as modes of communication changed, phone conversations, text messages, blogs, chats, message boards and emails are also a part of 'word of mouth'. Notwithstanding how it works or what channel it goes through, word of mouth is probably the most personalized form of marketing and the strongest.

A related marketing concept is that of the opinion leader. In any social organization there is a 'leader', one who is respected and held in esteem by the rest of the group. This could be for a variety of reasons – age, intellect, intelligence, or access to information. It could also happen in any setting – work, school, home, bar etc. There may be different opinion leaders according to subject. For example, when talking about the efficiency of washing detergents, the family is more likely to follow the opinion of the mother. At work, we generally tend to follow the opinion of the boss, simply because he/she knows more, is better qualified or more experienced. At least in theory, there should be some reason why we respect what the opinion leader has to say and then follow it.

What we need to remember when marketing on the internet is that internet users are a community. Internet users will therefore often have faith and confidence in their fellow net users. If, for example, a fellow blogger recommends an interesting blog to you, then you are more likely to visit the blog. Social networks are, therefore, becoming more and more important in the internet marketing world. Networks of like minded people create an easy target market for the marketer. Communications

within this target market grouping about a certain product or website are even more crucial to internet marketing. It is the 'word of mouth' of the World Wide Web.

Networks come in various forms on the World Wide Web. They have proved to be popular across all imaginable barriers of age, gender, social class, ethnicity, nationality etc. A social networking group is defined by the focus on building communities of people who have something in common such as interests, activities, business, educational background, region etc. Some of the popular social networking websites in the English speaking world are Facebook, MySpace and Bebo, whilst in Asia, Friendster remains the most popular social networking website. Social networking websites allow the users to chat, message, video chat, voice chat, share files and links, write blogs and join discussion boards. These are just the major basic applications that social networking websites allow.

Social networks are therefore likely to become a key resource for all kinds of businesses. For example, they can work for small entrepreneurs and businesses by providing them with a specific contact base. This enables the business in question to easily locate their desired target market and build their contact base. Social networking websites have also become key customer relationship management tools for sellers, and, increasingly, companies are using these social networking websites to advertise. More and more businesses are now global entities – and online business and advertising is a great way of reaching millions of people who populate the desired target market.

Besides social networks, social bookmarking is another key element of internet marketing and directing traffic to a particular website. Social bookmarking is also important to individual users on the internet, such as the blogs written by you and me. It helps you guide more traffic towards your website. It allows your website to be indexed and more likely to be accessed by fellow internet users, because it works in a way similar to the way that word of mouth works. It involves the recommendations of other internet users about a particular website. There are many kinds by social bookmarking services available - and each one works just a little bit differently or deals with a different type of content. For example, some social bookmarking websites follow blogs, others follow news stories. Let's take a look at what social bookmarking is and how it works.

Social Bookmarking

Internet Bookmarking

In the same way that you insert your bookmark on the last read page; or into an interesting article or passage you come across – you can also bookmark your favorite websites. Internet bookmarks are the web page locations or URLs that are retrievable. Bookmarks are a feature of all internet web browsers. The bookmarking function allows you to save an internet address that you have visited. They are saved by name, rather than by address. This makes it easier for you to recognize and access it later. The web links that you save are known as 'Favorites' in Internet Explorer. The bookmark option is usually found in the top browser menu. However, along with the bookmarking methods that are a built in feature of your favorite web browser, there are also many external applications that help you save, catalogue and access your web bookmarks.

Social Bookmarking

Following on from and building on simple browser based internet bookmarks, we come to shared bookmarks. These are a means for bringing together internet users who share similar interests. Using social bookmarking, such users can pool their resources on the web, and this is what social bookmarking is all about at its most basic level. The bookmarks are not stored on a particular computer but they are instead created and stored on a remote web server. They are effectively stored on an external website that can be accessed anywhere.

Social bookmarking websites are also a kind of social network. It is a means by which users can search, share, organize and store web pages that have bookmarked by themselves or other people. It simply refers to the various web based applications that allow you to store a record of your web bookmarks online, rather than saving them in 'favorites' on your computer at home or in the office. Therefore, these bookmarks are usually public although this will vary between the different social bookmarking services available. Some may allow bookmarks to be saved privately only, that is they are shared only with certain people in groups or networks of your choosing, etc.

Users who enjoy access to a particular social bookmarking site can view the bookmarks chronologically, by categories (tags), through a search engine or just randomly. Tags are most commonly used on social bookmarking websites.

At a slightly higher level, for the purpose of sorting and filtering the many bookmarks on a social bookmarking website, they are grouped under broad categories. These categories are what are most commonly termed tags. They may be words of phrases which can help you find the same link later and also provide a list of similar websites with the same 'tag'.

Tags are nearly the same as keywords, yet they are slightly different. When keywords for a web page are created, you are trying to match the words or phrases to the information you are looking for, and of course you hope that this will yield the results you need.

However, suppose when you enter the words 'celebrity gossip'. You will gets thousands of unrelated websites that simply contain the words 'celebrity gossip' somewhere in their content. Tags are categories not key words. They are labeling a certain 'type' of website, not searching the website content for the keywords – which may actually yield many useless results.

Many of the social bookmarking services actively encourage you to organize your bookmarks by way of tags instead of folders as in browsers. Bookmarks are categorized according to tags and include information about how many people have tagged that bookmark.

Similarly, most of the leading social bookmarking websites create web feeds for their database of bookmarks which enables users to be instantly aware of the latest bookmarks that may be of interest to them as they are saved, shared and tagged by users.

Social bookmarking services have grown increasingly popular. Many websites have added features like rating and comments regarding the bookmarks, emailing bookmarks, etc.

The Basics of social bookmarking

What is it?

No doubt, everything you have read so far has given you some indication of what social bookmarking sites are and what they do. Let's try to break it down into even simpler terms. Social bookmarking is the practice whereby you can save your bookmarks to a public website and tag them according to content, type etc.

In order to create your own collection of social bookmarks or be able to view others', you must register with the social bookmarking website in question first. The site will allow you to store bookmarks, make tags, decide upon which of your tags should be made public and which should be kept private. Some social bookmarking will do periodic checks on the bookmarks to make sure that the links still work, and as suggested, those visiting social bookmark websites can perform searches by keywords, popularity or person.

Who does it?

Social bookmarking is useful for just about any one who uses the internet avidly and loves information. Social bookmarking is particularly appropriate and useful for pooling resources from research from around the world.

How does it work?

Social bookmarking is a new way of organizing information and categorizing resources, making everything easier to access in the process. The person creating the bookmark must assign a tag or a group of tags to each link or resource. This creates a user directed and defined classification of information. Social bookmarking services show who created particular bookmarks and also give access to other bookmarks created by the same person. Users can therefore make social connections with other users interested in the same topic by following these tags. As a user you can also see how many people have used a particular tag and search amongst all the resources with the same tag. Over time, users of a particular community site tend to develop a unique set of key words to describe their resources. This is known as 'folksonomy'.

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