

Project	Blog Copy
Objective	Add helpful content to domain to encourage inbound linking and attract web traffic
Solution	Publish blogs with substance

TITLE: WHAT IS SOCIAL BOOKMARKING

What the heck is social bookmarking? When I first heard this phrase, I thought, "Oh, okay, another term for adding a site to your favorites." I was a bit off on this one. I still can't quite wrap my mind around the reality of what it truly means when you hear a comment about how fast the Internet is evolving. When did you first hear about social bookmarking and what was your reaction?

As a person who embraces the Internet with both hands, both feet and my knees and chin and well, I love the Internet and all it does to bring people together. I've actually met and talked with people in other countries that I never would have met previous to the Internet. I am excited and overwhelmed. It simply warms my heart. I love getting up and rushing to work.

I can't wait to find out what's new today, and there is something new just about everyday when it comes to the Internet. I am certainly one of those techies who has joined the ranks of publishers who are successfully building on the momentum of emerging Web 2.0 technologies. And I do my best to advise my clients to jump on board as fast as they can.

The technology behind sites such as del.icio.us and Digg (see links at bottom of page), provides people with an opportunity to enable consumers to influence one another's purchasing decisions. By "bookmarking" the products or services they use or are shopping for, you share findings with others on a site, and also provide insight into what people are interested in. For example, a publisher who has implemented social bookmarking technology on their site enables someone who is looking for a fly zapper to "tag" the advertisers or deals that meet their particular needs. When that someone revisits the publisher's site to make a purchase, they can access their tags, review the tagged items and make a final buying decision. But that's not all.

Other people visiting the same publisher site who are looking for a fly zapper can view the advertisers and deals that were tagged by their fellow community members. These peer-generated recommendations are powerful tools proven to drive sales for the publisher Web sites that implement them. Both forums and social bookmarking help publishers tap into their communities and deliver more specialized content to their visitors.

Whether you are interested in incorporating new features to automate content or to engage visitors, emerging technologies helps you reach your goal and ultimately drive sales. Use emerging technologies to deliver the right content to the right audience at the right time through RSS feeds and Web Services, or enable visitors to influence their online experience through forums and social bookmarking. New technologies empower you with the tools you need to succeed.

What are your thoughts on emerging technologies : Leave a comment using the form below to share your views. We'd love to hear from you.

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