Best of

SEJ SEARCH ENGINE JOURNAL

2011 Edition

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Introduction

Search Engine Journal has been offering educational information to SEO's and Internet marketers since 2003. We also have a strong community of followers and friends. Everyone in the business knows that our job is constantly changing due to search engines, new Internet properties, legal issues and strategies that are no longer effective. Although SEJ has nearly 11,000 posts to choose from some of the tips are out of date.

We know how hard it is to sift through thousands of posts trying to find the right information so we decided to release an ebook with 2011's top posts. We hope you enjoy it and the information is useful to you.

We want to thank all of the writers that have contributed to SEJ. We couldn't make it without you and appreciate all you do more than you know.

FACEBOOK

Facebook Group vs. Facebook Fan Page: What's Better?

Facebook allows for 2 networking tools:

1. Creating/ joining a Facebook group;
2. Creating/ joining a Facebook fan page.

While the major differences become evident only after you try out them first, we decided to create and promote both for Search Engine Journal:

- Search Engine Journal Group;
- Search Engine Journal Fan Page.

Now what we have found from this experiment..

First and foremost the 2 major differences include:

1. Unlike groups, **fan pages are visible to unregistered people and are thus indexed** (important for reputaion management, for example);
2. Unlike pages, **groups allow to send out "bulk invite"** (you can easily invite all your friends to join the group while with pages you will be forced to drop some invites manually). Groups are thus better for **viral marketing,** meaning that **any group member can also send bulk invites to the friends of his**.

Now let's go into some details:

Key Feature	Facebook Page	Facebook Group
"Ugly" URLs	No	Yes
Hosting a discussion	Yes	Yes
Discussion wall, and discussion forum	Yes	Yes
Extra applications added	Yes	No

Messaging to all members	Yes (via updates)	Yes (via PMs)
Visitor statistics	Yes ("Page insights")	No
Video and photo public exchange	Yes	Yes
"Related" event creation and invitation	Yes	No
Promotion with social ads	Yes (never tried it)	No

To conclude:

- Pages are generally better for a **long-term relationships** with your fans, readers or customers;
- Groups are generally better for **hosting a (quick) active discussion** and attracting quick attention.

Written By:

Ann Smarty | **My Blog Guest** | **@seosmarty**

Ann Smarty is the Editor of Search Engine Journal. Ann's expertise in blogging and tools serve as a base for her writing, tutorials and her guest blogging project, MyBlogGuest.com

Manage your website SEO and Social Media - Free 30 Day Trial of Raven Tools

Why You Need to Make a Facebook Fan Page for Your Website NOW!

When Facebook announced the Fan pages, there were a number of mixed reviews. Some were hailing it and its integration to the new advertising platform and some hated it – claiming it was turning Facebook into Myspace. Whatever your stance is, here are 6 reasons you need to make a Facebook page for your website or company now.

1. Pages are public. Most of Facebook is behind a login, preventing search engines from indexing. However, some Fan pages are not behind a login and thus search engines can index the page. Hopefully, people will stumble on the result in SERPs, visit the Facebook page, and then get to your site via the link (see reason #2).

2. Pages include links. Because the pages are public, you can get some nice facebook.com link credit. You can't use an anchor text, but hey, it's free.

3. Send "updates to fans". One of the greatest features is that you can send "updates" to fans whenever you want. It's a nice way of building a database of interested users. Send messages about new products, updated website, etc.

4. You control the page. Making the page before a Fan or a competitor is critical. You want to be able to send the messages, edit or remove sections, and control the information to an extent.

5. News feed. When a someone joins a Fan page, it's published in their News feed for all their to read (unless they have turned this off). It makes someone joining your Fan page somewhat viral.

6. It's free and easy. Making a Fan page takes just a few minutes – add some information, URL, and upload the logo and you're done. You can make your page here.

Dave Rigotti is the owner of Freezing Hot, an internet marketing company which specializes in seo and paid search management for small businesses.

Written By:

Dave Rigotti

# How to Promote Your Facebook Fan Page & Get Lots of Fans

Ever since my last year's post on the differences between the [Facebook fan page and Facebook group](#) (*which needs an update by the way*), people are contacting me with various questions related to the topic.

One of the most frequent questions is about the most effective ways to promote a Facebook fan page.

So here you go: **the most effective, not really difficult to implement and quite obvious ways to promote your fan page**:

Round 1: Create fresh content for people to want to join:

- **Aggregate your blog feed. [Simply RSS](#)** allows to automatically update your fan page wall with your blog RSS. You may also want to **import your blog feed to your fan page notes** (for that go: "*Edit page*", find "*Notes*" under "*Application*" and click "*Edit*", then "*Edit import settings*" and at last provide your feed URL).
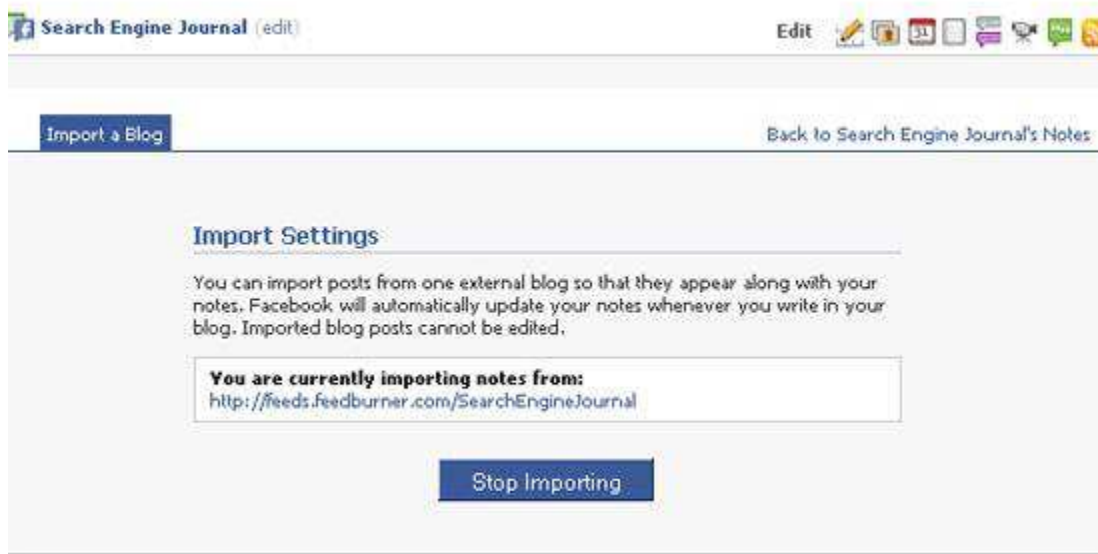
- **[Try Static FBML](#)** is another app to keep in mind: it adds advanced functionality to your Page using the Facebook Static FBML application. This application will add a box to your Page in which you can render HTML or FBML (Facebook Markup Language) for enhanced Page customization.
- **Add a personal note**: Add your personal photos, personal welcome-videos are also great (create a short video welcoming your fans and describing what they can do on your page);
- **Provide a place for interaction/self promotion**: Start a thread on your Discussion Board that allows your fans to promote their sites or inviting to share Twitter IDs and to follow each other.

Round 2: Invite your friends to join

There's no way to invite all your friends in bulk but you can spend a few minutes to select (all) your friends and send an invitation to them;

Now, once you are done, go ahead and ask your best friends to invite people as well

Round 3: Try social ads

The best thing about Facebook advertising (well actually there are two: one is that you can pay as little as $1 per day to test it and the second one...) is that it can be very well-targeted (still, it won't work for *all* niches and campaign types but sometimes it works quite well). The Facebook ad campaign can be targeted to:

- Location;
- Age group;
- Sex;
- Education;
- Keywords;
- Work place;
- Relationship status;
- Language;
- **Connections** (fan page, event or group) – this means you can for example target fans of your competitor;
- Friends' connections:

Round 4: Promote on Twitter

If you (or your friends) have solid following on Twitter, promote your Facebook fan page there.

Besides, you can link your page to your Twitter account by simply clicking this link:

There you can select to share status updates, links, photos, notes, and events with your followers on Twitter, directly from your Facebook Page thus promoting it to your Twitter followers:

Round 5: Leverage your email contacts

Doing business and networking on the Internet, you are likely to have a huge number of contacts in your email address book, so why not take advantage of that:

- Include your page URL in your email signature for business correspondence;
- Include your page URL in your email signature for Customer support, customer status updates and other automated messages;
- Leverage Gtalk status: let your facebook fan page URL display whenever your IM contact hovers over your profile name:

Written By:

Ann Smarty | **My Blog Guest** | **@seosmarty**

Ann Smarty is the Editor of Search Engine Journal. Ann's expertise in blogging and tools serve as a base for her writing, tutorials and her guest blogging project, MyBlogGuest.com

The Growth of Social Media: An Infographic

Say what you will about the tidal wave that is social media: it's over-hyped, a fad halfway through its 15 minutes, that *<insert social network, platform, app>* surely won't be around in a few years' time.

But take a look below at the steep curve of the user growth rate in all age ranges and demographics, and the continuing pervasiveness of social networking into every facet of work, play and life in general. It's hard to argue that social media hasn't changed forever how we interact and connect online. See for yourself:

This is part of a special [infographic series](#) by Search Engine Journal. To see the rest go [here](#).
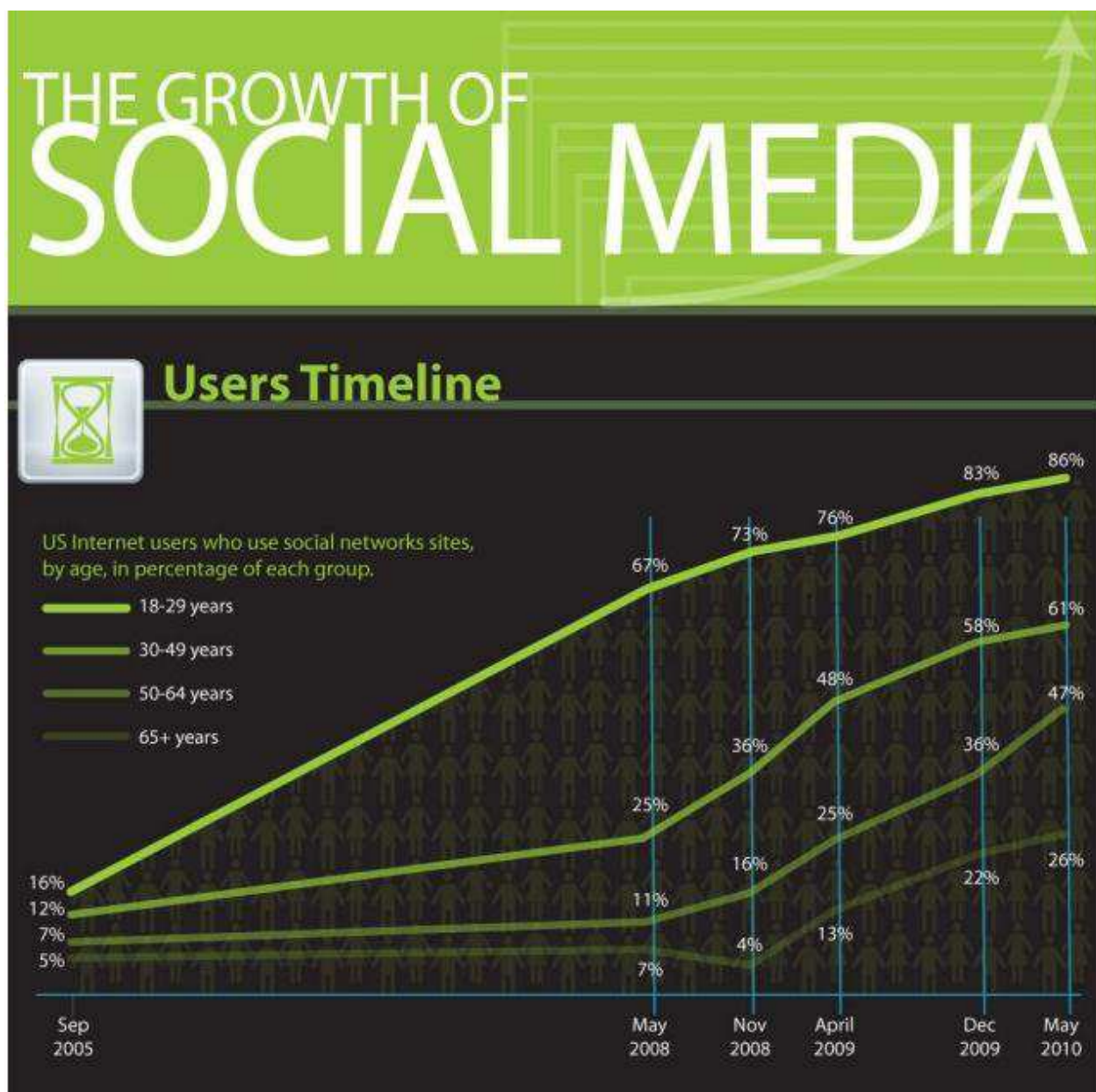
Social Media Visitor Growth

Daily Unique Visitors
Social networks with at least seven million site visitors per day

Facebook
310M Daily unique visitors

Orkut
51M

Qzone
37M

StumbleUpon
27,5M

Twitter
22M

Yahoo
Answers
15M

Flickr
10.9M

Odnoklassniki
9.3M

Linkedin
8M

Vkontakte
8M

Badoo
8M

Mixi
7M

Membership Share
(Percent)

MySpace
1.06

Others
13.80

Twitter
1.15

Facebook
63.46%
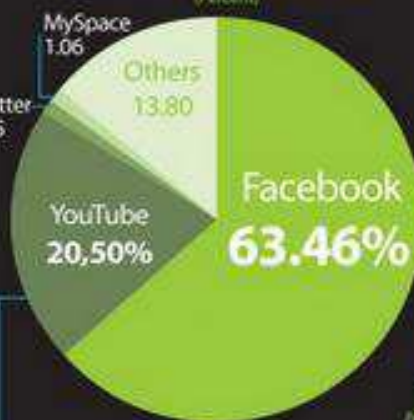
YouTube
20,50%

YouTube:
1 in 4 Americans
watches a video online every day

Facebook
640M Registered users

600M

500M

400M

300M

Facebook

200M

Twitter

100M

Evolution
Million of registered users*

MySpace

| 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 |

0

*Note: YouTube isn't included because you don't need to be a registered user to watch videos.

53% of employers research potential job candidates on social networks

Over a third
said a social networking profile proved they had lied about their qualifications on their CV.

13%
claimed a potential employee had made discriminatory comments on their Facebook page.
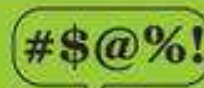
9%
said provocative or inappropriate photographs had been posted on the account.

Facebook

If Facebook were a country it would be the

world's 3rd largest country

(after China and India)

and 2x the size of the U.S. population

Facebook = 🇺🇸 + 🇺🇸

75% of Brand 'Likes' come from advertisements

Fastest growing segment of users: **College-aged kids**

Chicago: Fastest growing city on Facebook in terms of usage in 2010

Facebook 640M Registered users

600M

500M

400M

300M

200M

100M

0

Evolution
Million of registered users

| 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 |

During the average 20-minute period in 2010, there were:

5870,000 wall posts | 2,716,000 photos uploaded | 10,208,000 comments posted

Facebook 2010 - 2011 Growth

Users accessing via their Mobile Device
Growth 200%
200M
63M
2010   2011

Pieces of Content Shared Weekly
Growth 100%
7B
3.5B
2010   2011

Registered Users
Growth 82%
640%
350%
2010   2011

Twitter

49% 49% of Twitter users either never or rarely check Twitter

Evolution
Million of registered users

2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011

200M
100M
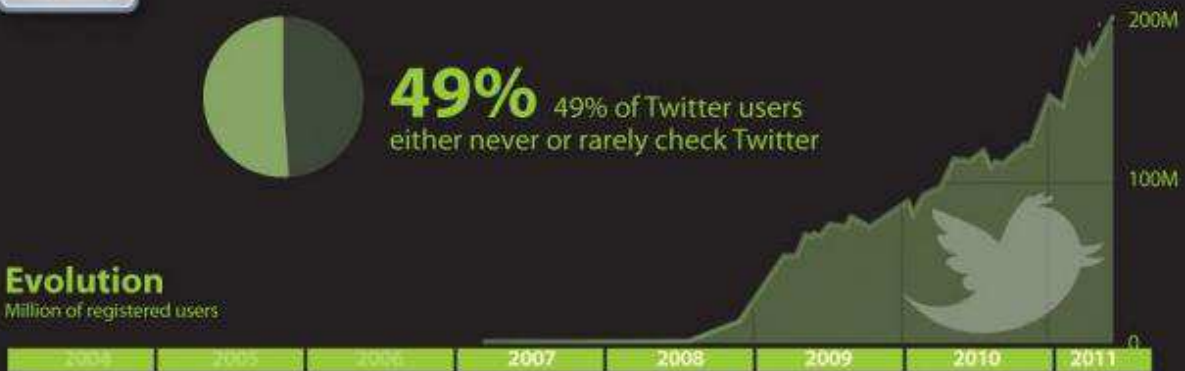
Twitter 2010 - 2011 Growth

Registered Users

Growth 26%
95M
75M
2010 | 2011

Tweets per Day

Growth 252%
95M
27M
2010 | 2011

Users with a Biography

Growth 122%
69%
31%
2010 | 2011
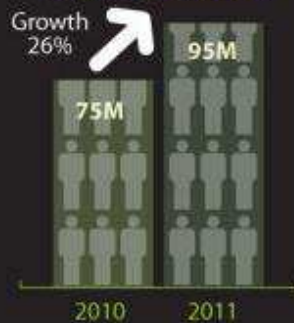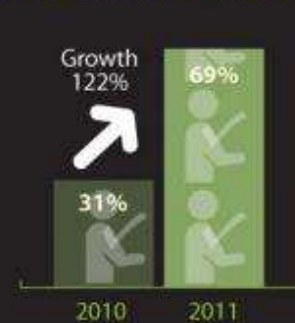
Linkedin

Evolution
Million of registered users

100M

| 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 |

0

Registered Users

Growth 138%

119M

50M

2010 2011
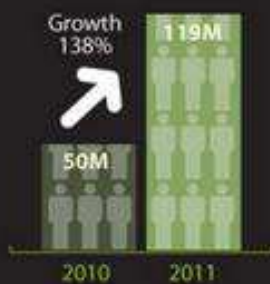
56%
of them are from outside of the US

80% of companies use social media for recruitment

95%
of them use LinkedIn

Flickr

6,000,000,000 images
equates to its members uploading more than

3,500 images per minute.

Evolution
Billion of images

6B
5B
4B
3B
2B
1B

Number of Images

Growth 25%

5B

4B

2010 2011

| 2006 | 2007 | 2008 | 2009 | 2010 | 2011 |
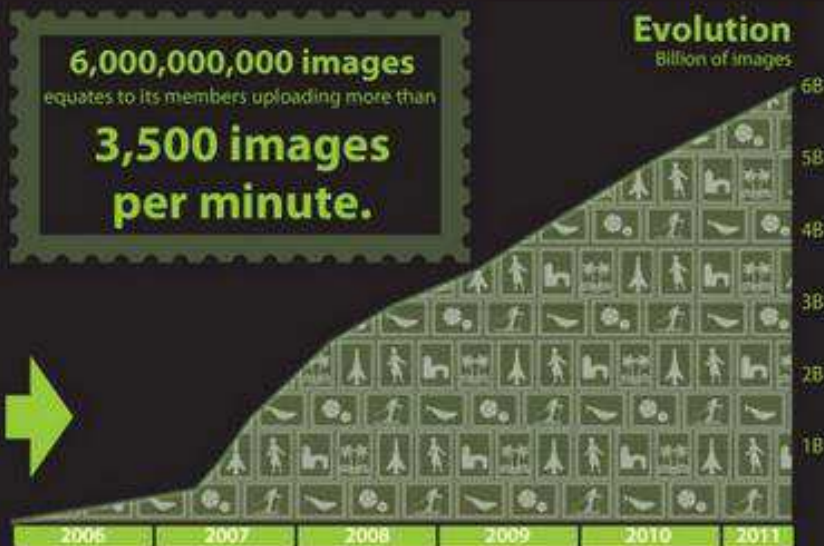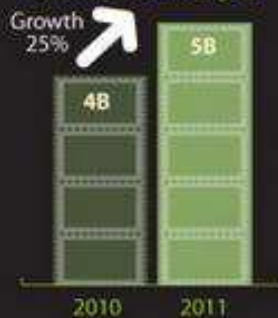
Wikipedia

Number of Articles

Growth 21%

14M
2010

2011

Number of Contributors

85,000
2010

2011

17M

10M

5M
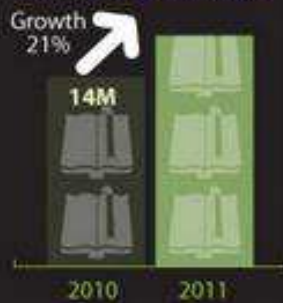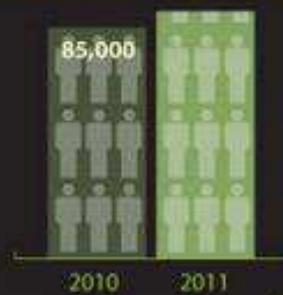
Evolution
Million of articles

| 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 |
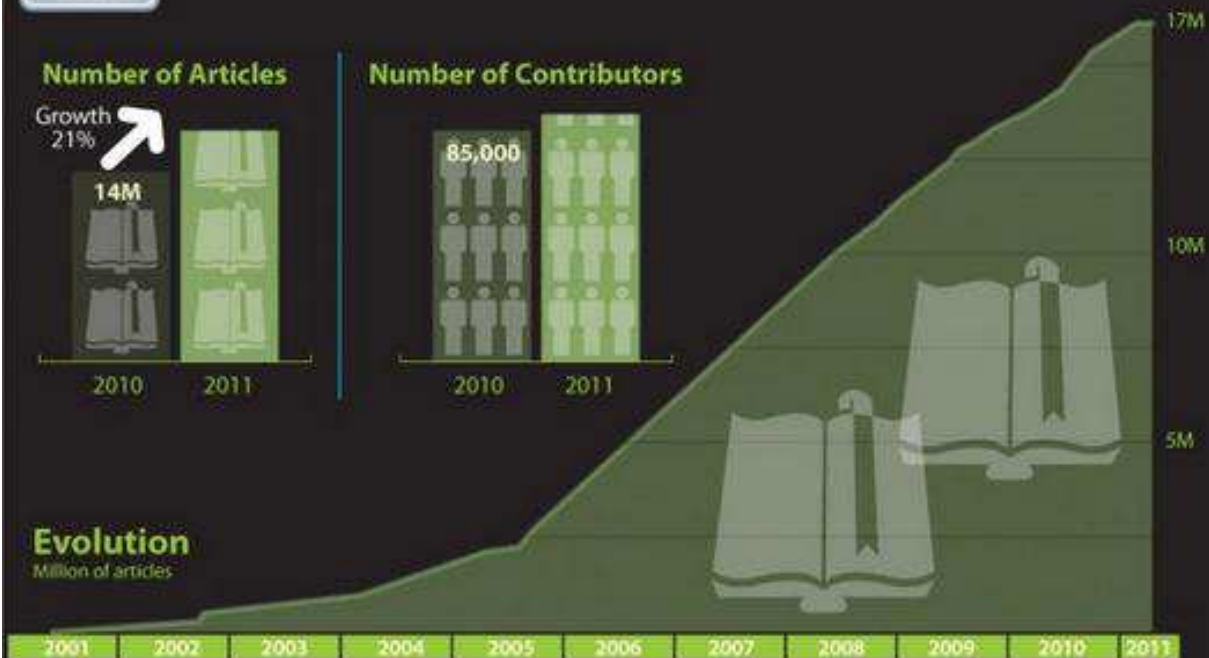
Companies & Social Media

Companies Using Social Media
(Percents)

71% Facebook

59% Twitter

50% Blogger

33% YouTube

33% Message Boards

6% MySpace

Companies Using Blogs for Marketing
(Percents)

| 16% | 25% | 29% | 34% | 39% | 43% |
| 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |

The World of Social Media
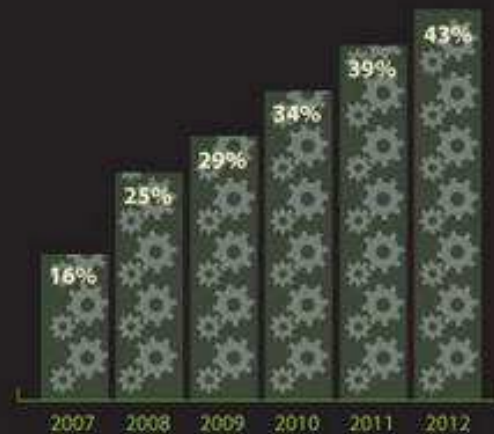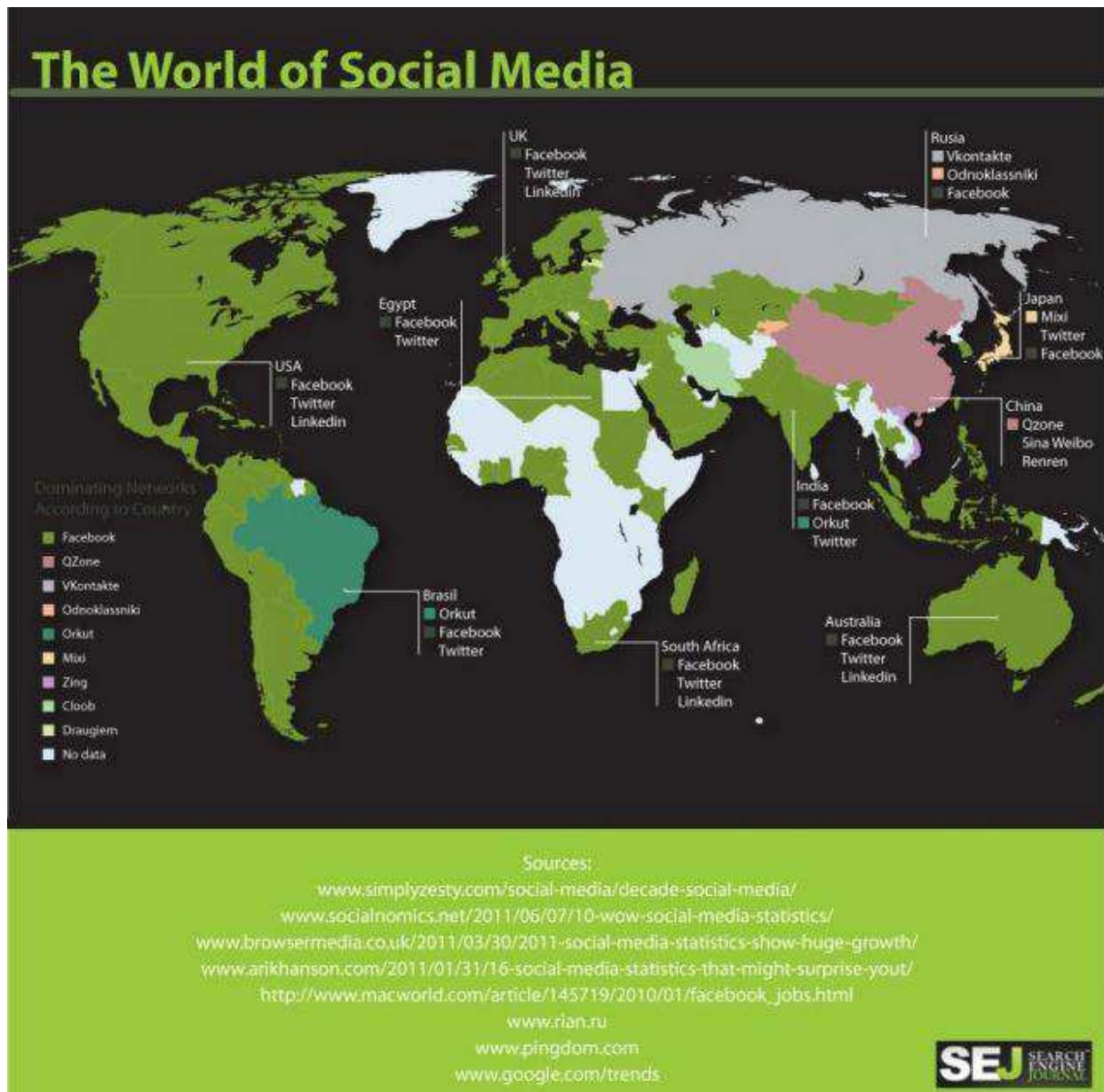
Also available in [PDF format here](.).

Written By:

Jenise Uehara Henrikson

Jenise Uehara Henrikson is CEO of Alpha Brand Media, an internet publishing company with a wide variety of verticals including fashion, lifestyle news, insurance and finance. She has been quoted in Investor's Business Daily, ABC News and other publications.

Facebook Competitions – 5 Things You Should Know Before You Start One

There are two big challenges in using Facebook for business: building the number of 'Likes' for your Page and getting your posts noticed on a user's Wall among the numerous posts by a user's Friends and other Pages that are so easy to 'Like' these days. Many businesses are running competitions on Facebook as a way to address these challenges.

Big brands are finding competitions a great way to get to the top of the Facebook numbers game. On December 17, 2010 The UK's Independent newspaper reported that Kit Kat's Break by Break competition "in combination with the advertising campaign around the brands 75th birthday has led to fans flocking to the brands' Facebook page. 20,000 new users 'liked' the brand on December 15, as of 12:00 GMT on December 16 Kit Kat has attracted nearly a further 2,000 unique likes and jumped straight to number 8 in the daily fan charts."

Many smaller businesses, though, are not using these competitions effectively and many are even running them badly, finding themselves in trouble with Facebook and their 'Fans'. So before you start your Facebook Competition, consider these 5 points:

1) If you don't follow Facebook's Promotions Guidelines your Page may be removed by Facebook.

"In addition to our other remedies, we may remove any materials relating to the promotion or disable your Page, application or account if we determine in our sole discretion that you violate any of our policies." **- Facebook Promotions Guidelines**

You commonly see Businesses running competitions that are against Facebook's Guidelines:

- *Running competitions directly on their Facebook Page.*
  You are required to use a competition application must not run a competition directly on your Wall.
- *Having users automatically enter by 'Liking' a Page.*
  You may have them first 'Like' your Page but this must lead on to entering a properly set up competition.

- *Conditioning entry in the promotion upon a user providing content on Facebook, such as posting on a Wall of a Page, uploading a photo, posting a status update (such as asking Friends to 'Like' the Page).* Any interaction a user takes must be using the competition application and not directly on your Page.
- *Notifying winners on their Facebook Wall.* Most people do not realise that Facebook requires that you notify the winner by email or other means, but not using Facebook in any way to do so.

These businesses are either not aware of the Guidelines or feel that their activities will not be picked up by Facebook, but very often a Page owner wakes up to find that his Page has been removed and is then in a panic to appeal to Facebook to have it returned. It's very hard to convince a small business of this danger when they see so many other businesses in its own industry doing it and building up a large number of 'Likes' – somewhat similar to the challenge 'white hat' SEO's have when clients see 'black hat' tactics working for competitors.

According to [Krishna De](#), Managing Directory of Biz Growth Media,

"*Typically this has happened for significant sized brands with a sizeable community, for example the French retailer http://www.facebook.com/Kiabi.france which was deleted for breach of Facebook promotion guidelines in December. When this happens you can make an appeal to Facebook, and under some circumstances pages have been known to be re-instated as was the case for Kiabi. The reinstatement will not happen within a matter of hours – in a case I was involved in with a client who had breached Facebook Promotion Guidelines, after we made an appeal to Facebook, the Page was eventually reinstated 48 hours later. And you can be sure that was a restless 48 hours for the marketing manager responsible for the Page. It's highly unlikely that they will breach the promotion guidelines again as they understand the consequences.*"

So before you set up a competition that is against Facebook's Promotions Guidelines, imagine yourself in the position of appealing to Facebook to restore your Page, instead of imagining that Facebook won't see that you are not following their Guidelines. Also make sure that you check the Promotions Guidelines on a regular basis so that you are up to date when there are any changes.

2) You must also consider legal issues that may apply to your Facebook Competition

In addition to Facebook's own terms, your competition will need to follow the laws of your own locality and the localities of anyone that you want to enter your draw. For example, in certain jurisdictions you are not allowed to run a sweepstakes – a competition where the winner is selected by chance rather than by skill – so if your competition is a sweepstakes you must ensure that individuals in such countries (currently Belgium, Norway, Sweden and India – according to Facebook) cannot enter.

3) An effective Facebook Competition must fit in with your overall Marketing Plan.

Most of the big brands that are topping the Facebook 'Like' charts, like KitKat as noted above, have put a lot of money and resources into their marketing plans and their competitions are inline with their research and other marketing activities. Smaller businesses can still use competitions effectively, but many of these competitions are not hitting the mark.

- Does the competition fit for your target market?

I was looking at the Facebook Page Insights of the client of a colleague who was concerned that they were not taking his advice on following Facebook's Guidelines. The demographics for the Users that have 'Liked' the page, mainly gained through competitions that didn't comply with Facebook's Guidelines, were not inline with the target audience the business wanted for its page.

Demographics

Gender and age?

	13-17	18-24	25-34	35-44	45-54	55+
Female 65%	1.8%	9.8%	31%	15%	6%	1.9%
Male 32%	1.4%	6.9%	11%	8%	3.1%	1.8%
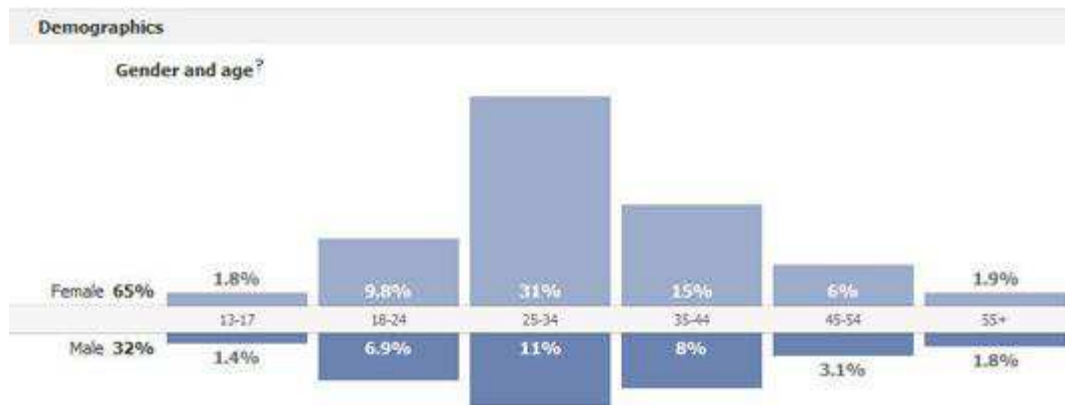
The demographics matched that of the marketing staff of the business, but not the older, more affluent and male clientele the business was looking to attract.

It's important to look at your target market and determine:

- Are your targets the type of people to enter competitions?
- What type of competition would your targets be likely to enter?
- What prizes would be of interest to your targets?

I've seen articles online extolling the popularity of competitions and those saying that people are not interested, so it's important that you look at your own prospects carefully and decide the best action for your business.

"80 percent of all Internet users have entered at least one sweepstakes within the past year – and more than half participate in contests at least once per month." Jupiter Research ([part of Forrester](#))

"Firstly, people don't like being forced to be FaceBook members. Secondly, traditional online competitions aren't public, but FaceBook is. You must publicly like a company, and often answer a question that's open for all to see. These are real privacy issues." [From a survey on CompetitionsGude.com.au](#)

Note that in the CompetitionsGuide.com.au survey many of the actions that people disliked were against Facebook's Promotions Guidelines anyway.

- Does your competition fit in with your other marketing activities – online and off?

It's more important to plan a balanced Facebook marketing campaign over the course of the year than to 'splash out' on a Facebook competition that may bring a spike in the number of 'likes' but no ongoing return. Remember that while a competition may bring you a number of new 'likes', if you are not

interacting with these users on a regular basis with content that is relevant to them, these will not convert into more sales for your business.

A great example of a small business running successful Facebook Competitions is Puddleducks.ie. Their main product line is waterproof clothing for children and the competitions they run, on Facebook and on their own website, are specifically targeted to parents of small children and relate to weather or children's activities that would tie in with their range.

"Our Facebook page is very valuable to our business so we try to follow the Facebook Guidelines whenever we run competitions and promotions on the page", says Aedan Ryan, Owner of Puddleducks.ie. "We have used the Wildfire application to run Sweepstakes and competitions on the page. This ensures you comply with the guidelines – although it does cost a small amount – it also has the added benefit of having a more professional look to your competition. We also have run competitions off the Facebook page e.g. on our blog and link to it from our page. This is an easy and free way to comply with the guidelines"

4) A Facebook Competition can bring as much bad publicity as it can bring benefits – and of course, bad publicity spreads faster and farther.

Think through every aspect of your competition and plan for any issues that may arise. You are putting a lot of effort and possibly money into setting up a competition and you want to get the most out of it, but especially you want to make sure that the publicity you get is positive and not down to controversy or unhappy participants.

I watched a local business struggling with strong comments from its 'Fans' when a competition they ran went a bit ugly. An elderly man had misinterpreted the condition of the competition, which depended on the number of people that you got to 'Like' the business's page (which, yes, is against Facebook's Guidelines). He thought that he had won the competition, but when he found that he hadn't he angrily posted a comment on the Page's Wall and many others rallied behind him. The business was just lucky that the man hadn't officially complained to Facebook, which may have resulted in the removal of the Page altogether.

This example shows how important it is to follow the Guidelines, carefully state the conditions of the competition and monitor all activities around the competition.

Even big brands are getting some heat in their competitions and Facebook applications. In July 2010, Coca-Cola withdrew a application it was running its Dr. Pepper Facebook Page after complaints from parents. "The promotion, which was launched at the end of May, featured a 'Status Takeover' app, whereby supposedly embarrassing messages would appear in participants' status boxes to be viewed by their Facebook friends."

The promotion was pulled when "a parent protested after finding that the profile of her 14-year-old daughter had been updated with a message that made direct reference to a hardcore pornographic film".

This clever application was getting a lot of 'Likes' to the page, but were these teenagers buying Dr. Pepper?

A baby photo competition run by UK Retailer Next, got a good bit of 'interesting' publicity. Information on the competition was posted by users on numerous baby and parenting forums, just what a business wants — but then there were posts saying that the competition was a hoax, run by paedophiles. Some believed that this rumour was started by a very competitive mother wanting to put others off entering. The company then had to battle to ensure people that the competition was indeed legitimate. See more here

5.) There are other ways to get people to 'Like' and get publicity to your Facebook Page

If you don't feel that a Facebook Competition is for your business, then look for other ways of attracting visitors to your Page and get those 'Likes' in other ways. Ferrero Rocher's underwhelming Facebook Page is a good example. There is little content and they have run no competitions on their Page, but they have over 7 million 'Likes'.

"Around 7,000 people a day are becoming fans of chocolate brand Ferrero Rocher on Facebook, making the brand the sixth biggest in terms of daily fans. The reason for the brand's dramatic increase in admirers can most likely be attributed to the combined factors of the popularity of the chocolate around Christmas time and a recently launched advertising campaign that featured a giant edible Christmas tree"

Facebook Competitions like most social media activities that businesses use, can appear to be very cheap and easy, but unless you plan your activities properly they will not be effective at bringing sales — and may even cost you more than you expected.

Written By:

Ann Donnelly | **Search Engine Optimization & Social Media Marketing for Business** | **@ann_donnelly**

For ten years Ann Donnelly has been helping businesses achieve their goals using the internet; starting with developing static brochure websites to now offering fully interactive, customizable 'Web 2.0' online communities that are optimized for best results on search engines and integrated with social media channels.

5 Facebook Applications to Add Useful Tabs to Your Facebook Fan Page

Your Facebook Fan page is more than your business brochure. It is even more than the tool to build the community around your business. Actually it can both and even more.

With the variety of free applications you can turn it into the huge source of information around your brand: it can be as comprehensive as your own website giving your "fans" plenty of options to meet, get in touch with you and each other and find more information about your business.

1. Static FBML

Static FBML is a genius Facebook application that allows for plenty of flexibility. Basically, it adds a box to your Page in which you can render HTML or FBML (Facebook Markup Language) for enhanced Page customization.

What can you do with it? Here are 8 great tutorials for your inspiration:

1. How to Create **Rich HTML Tabs** on Your Facebook Page
2. How To **Add Multimedia Content** To Facebook Fan Page Using Static FBML
3. How to create an **image map** for a static FBML tab on a facebook page
4. How to **Add Google Analytics** to Your Facebook Fan Page
5. Using the **fb:share-button** with Static FBML; Custom Image or Default
6. How to Customize Your **Nonprofit** Facebook Page Using Static FBML
7. Embedding a **Flickr Gallery** in Static FBML Tab
8. Embedding a **Photobucket Slideshow Gallery** in Static FBML Tab;

Also be sure to read this post on the future of the application The Future of Static FBML Custom Tabs, Now that Facebook is Moving from FBML to iFrames.

2. FAQ tab

With this app you can add a pretty FAQ tab to your Facebook page to explain the concept more efficiently. The best thing about the application is that it allows to create Q&A page with answers revealed after the click (something you would normally see on huge FAQ pages with multiple questions):

3. Youtube Video (Channel)

[This application](#) (which will ask you to provide your name, email and phone number) has somewhat enhanced Youtube integration (compared to the more popular [one](#)).

It allows you to:

- Import your uploads and/or favorites;
- Enable comment support;
- Import play list;
- Hide related videos;
- Enable TubeMogul tracking:

4. Reviews

Reviews app adds user-generated content and testimonials to your fan page. Each review is shared on the author's Facebook stream – the only thing you should be aware of before adding this app is that it might result in spam boost:
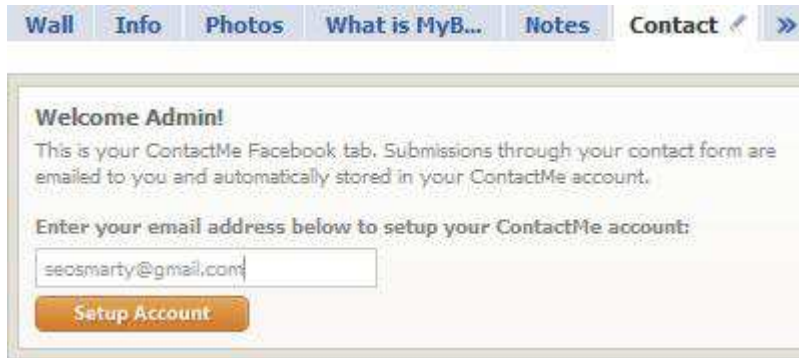
5. Contact form

Contact me is a great Facebook application that lets you add a pretty contact form as a separate tab to your Facebook fan page.

It is very easy to install – just allow the application to enter your fan page information and provide your email address to send emails to:

You can even customize the form to:

- Add a heading;
- Upload your logo
- Add your phone number and mailing address;
- Add your social media profiles

Basic Information

Business Name

Contact Ann Smarty, Owner of MyBlogGue

Logo Preview

Business Logo

[Upload] or Remove Logo

Email form results to:

seosmarty@gmail.com ☑ Hide my email (recommended)

My Contact Information

☐ Add Address

☐ Add Phone Number

☑ Add Social Profiles

Facebook:	http://www.facebook.com/annsmarty
Twitter:	http://twitter.com/myblogguest
LinkedIn:	http://www.linkedin.com/in/annsmarty
Skype:	e.g. johndoe

After that, your page fans will be able to see the following form:

Any other cool facebook applications you could recommend? Please share them here!

Written By:

Ann Smarty | **My Blog Guest** | **@seosmarty**

Ann Smarty is the Editor of Search Engine Journal. Ann's expertise in blogging and tools serve as a base for her writing, tutorials and her guest blogging project, MyBlogGuest.com

Microsoft Bring Facebook Twitter Sharing to Bing Shopping Search

Following its previous roll out of Facebook and Twitter sharing to its news and entertainment sites, Microsoft has just implemented the same sharing service this time to its Shopping search vertical. This is a pretty interesting move for Microsoft and useful feature for Bing users especially those who regularly use Bing Shopping for getting some stuffs from online merchants.

So now, if you are planning to get an HTC mobile phone and you've found a source from Bing Shopping search but still can't decide whether you'd push through with the purchase or not, you can ask for your Facebook friends or Twitter contacts' opinion first. Just click on the sharing button and wait for your friends to give their advices. You can also share the information via email.

So there goes social recommendation of sorts, as well as social shopping rolled into one. Hopefully, you'd don't just enjoy using it but moreso lead you into making a better shopping decision.

Written By:

Arnold Zafra

Arnold Zafra writes daily on the announcements by Google, Ask.com, Yahoo & MSN along with how these announcements effect web publishers. He is currently building three niche blogs covering iPad News, Google Android Phones and E-Book Readers.

TWITTER

Ultimate Guide to Twitter Hashtags

What is a Twitter hashtag?

A hashtag is a way to unite global Tweets around some particular topic. Basically, these are tags that that help those who seek similar content discover your Tweets. According to the official source:

Hashtags are a community-driven convention for adding additional context and metadata to your tweets. They're like tags on Flickr, only added inline to your post. You create a hashtag simply by prefixing a word with a hash symbol: #hashtag.

Hashtags are getting more and more popular (despite the fact some people are against them wishing their Twitter stream to be metadata-free and "as human a form of communication as possible").

Anyway, I do use hashtags and find them fun, so I am sharing a few tips and resources below.

Where can I find what hashtags people are using?

#hashtags.org is the first place to find most recent and hot hashtags. It also shows each hashtag popularity trend when you hover over:

Twemes.com is another useful resource for discovering new hashtags and tracking those you are interested in. It has a hashtag cloud and also offers RSS subscription to any hashtag stream:

Wthashtag.com is a user generated wiki of hashtags. If you don't know what any hashtag means or how to use it, you can use the site search and get a well-compiled entry explaining the meaning of the hashtag:

- When it was first discovered;
- Description;
- External links;
- Live stream using the hashtag:

How are hashtags used?

Generally, a hashtag is a great way to increase your Tweet visibility. However they should only be used if your Tweet adds value to the topic (so don't insert # sign before each word).

Remember, that hashtags are tracked by people, so don't waste their time by [I #eat #ice-cream #now] type of messages (this is also likely to rip off your followers). As an example, here are a couple of cases when using a hashtag makes sense:

- To categorize your Tweets based on a particular topic or for a particular purpose – e.g. #followfriday is a fun tradition to recommend your friends (and the whole universe) new people to follow:

Realtime results for #followfriday   0.11 seconds

41 more results since you started searching. Refresh to see them.

Cloudlet Tags Authors @To Off   Follow us @SearchCloudlet

RachelMestre: @MarkMizuno Thanks for the #followfriday ... rock on.
less than 10 seconds ago from twhirl · Reply · View Tweet

Jeff_Mann: #followfriday @TheQuantumCoach @ScottGiorgini @guruvan @randy_gage
less than 10 seconds ago from TweetDeck · Reply · View Tweet

amous: @courtney903 for #followfriday ...if you can recognize amazing sounds and singers
less than 20 seconds ago from web · Reply · View Tweet

- Hashtags are widely used to live-blog an event. This makes following an event much easier (check our recent post on how hashtags help Shane Jones to follow SEO conferences). It is recommended to set your hashtags before starting to live-blog;

FYI, anyone attending/following tonight's PR/Blogger panel at Horn Group, the hashtag is #prblog.

17 minutes ago from web

setlinger
Susan Etlinger

Do you use hashtags? Share your favorite ones!

Written By:

[Ann Smarty](#) | [My Blog Guest](#) | [@seosmarty](#)

Ann Smarty is the Editor of Search Engine Journal. Ann's expertise in blogging and tools serve as a base for her writing, tutorials and her guest blogging project, MyBlogGuest.com

How to Get Twitter Followers

When I am training people in how to use Twitter, the question asked most often is *"How do you get Twitter followers?"* When you are just starting out, you may not know any people that are on Twitter and don't have any idea of where to start.

Get automated Twitter Followers with TweetAddr. Try it for Free!

If you have been on Twitter for awhile, you may find that your number of followers has stopped growing and are looking for ways to get new followers. Wrong or right many people see Twitter as a numbers game, so even 'Power' Twitter users are often looking for new techniques to increase their numbers of followers too.

Quantity vs. Quality

Before we think about techniques to get more Twitter Followers, it's important to consider if it is more important for you to get a really high number of followers on Twitter, or is it best to get followers that are specifically interested in the topics that you are interested in. If you are using Twitter for business it's important to ensure that you are getting followers that are relevant to your topic, so you need to balance out your activities to get numbers versus activities aimed at gaining specific followers in your target market – because some activities to get a massive amount of followers may turn off the targeted followers. So think about why and how you are using Twitter when deciding which techniques are best for you.

Using Black Hat Techniques to Get Twitter Followers

'Black Hat' online marketing techniques are those that are considered to be against the terms/guidelines of the online marketing services providers (i.e. Google, Twitter, Facebook, etc.). I do not use black hat techniques and do not recommend that you do because, besides getting your account penalised or disabled, these techniques can put off legitimate followers and make you look bad. I do include some of these tips here, clearly noted as 'black hat'. You will come across these methods as you go along and it's important that you know how to spot techniques that may bring you more trouble than benefits.

13 Techniques to Get More Twitter Followers

1. Get followers on Twitter with INTERESTING, RELEVANT CONTENT

What content is going to be interesting and relevant to the people you want to follow you? Figure that out and provide that content on a regular basis and watch your followers grow. Include a mix of types of content: straight messages/comments on relevant topics, links to your own articles, links to other relevant material, images, surveys, etc. – anything that's going to make you worthy of the desired follow.

Posting content on **trending topics** may get you a number of followers that are interested in trending topics. As many Twitter users post about general and personal topics as well as those specific to their businesses this could be a way to attract more followers, but they won't necessarily be interested in your specific topics as well, so balance out this type of post.

Black Hat Tip: ONLY post links to trending topics. Find interesting articles posted by others and repost them as your own without giving credit to the original source. Include only links to your website about such topics and no links from other sources. You may think that this is a good way to show yourself as an authority, but while not 'illegal', this will show you up as being limited and not very helpful.

2. Create a PROFILE that will get more followers.

As you will find people to follow using 'Who to Follow', people will also find you using this Twitter tool, and search engines, if the information for your profile includes information that is relevant to them.

- Your **'Picture'** can influence if people read your posts and follow you. I've found that using a photograph of me, rather than some icon, has increased my followers and also helps people to identify me when meeting face to face; but this may be down to the services that I provide. A clever cartoon or other icon may be better for you, but it's best to not change your picture too often as it will confuse people.
- Deciding on your **'Name'** (whether you use your own name, a business name or a clever phrase) will be based on your overall Twitter strategy, but it's important to consider if your 'Name' will appeal to those you want to follow you. The name you use may also help your profile come up in searches, so consider using keywords.

- **'Location'** can be important if you want to get followers in your area, or if location is relevant to your posts.
- Include a link to your most relevant site under **'Web'.** If you don't have a site include a link to another social profile (Facebook Page or LinkedIn) or a Posterous, etc.; but be sure that it has a good amount of information about you. Not including a link or including a link to a page with no relevant information will definitely turn off followers. If you don't have such a page set up, do it NOW! Consider creating a special page on your site, a Twitter Landing Page, to specifically welcome those that have come from your Twitter profile and move them into appropriate areas of your website.

- **'Bio'** is the most important element, so write it to attract the right followers and be sure to include 'keywords', the words that people will be searching on when looking for relevant followers.

@hankwasiak (http://twitter.com/hankwasiak) has a great Twitter profile: His **Picture** is interesting and distinctive, including his Emmy awards. He is known offline, so uses his own **Name** as people may be searching on it and it helps to boost his 'brand'. He notes in **Location** that he is based in both New York and Los Angeles and under **Web** includes a link to his own website for people to get more information on him. His **Bio** includes who he is, what he does and the kind of information he will be sharing with his followers.

Is the design of your profile page important? If you can have a nicely customised background, that reinforces your brand, it can be a factor to influence people to follow you; but the content you provide in the profile and your posts is much more important. Many influential people on Twitter have nice custom Twitter backgrounds designed for the 'Old Twitter' that are now half covered by the main pane of information since "New Twitter" came along, and it doesn't hurt their number of followers.

Black Hat Tip: Just list a bunch of high traffic keywords for all of the elements of your profile to come up for searches on these. But will it be interesting enough for people to follow? Or, put an image of a sexy girl/boy for your Picture. (Does that actually work for people?!)

3. FOLLOW people that you want to follow you.

It sounds very simple, but many people follow EVERYONE that follows them. Check out Twitter's "Who to Follow". See who Twitter suggests that you follow and also search for yourself. Follow those that you want to follow you: prospects, clients, influencers in your industry, media, etc.

Black Hat Tip: For those who are more interested in quantity rather than quality of followers; follow as many people as possible, regardless of who they are or what their interests are. Many will automatically follow you and your numbers will rise. You can then unfollow these. Some will unfollow you as well, but many will not. Twitter has disabled accounts found to do this, so watch the numbers that you follow and unfollow at once.

4. INTERACT with the people you want to follow you.

- 'Listen' to what these people have to say and '@reply' to join in the conversation or start your own conversation with them. You then get to know each other and chances are they will follow you.
- 'ReTweet' posts by these people, using the old style "RT" so that the user will see that you are retweeting and may then want to follow you.

Black Hat Tip: ReTweet EVERYTHING the people you follow post and they will be very thankful and follow you back and perhaps retweet that you retweeted. Twitter may disable your account if the number of retweets is not balanced by regular posts.

- #FF or #FollowFriday is a common activity where you can suggest people to follow. If you #ff those that you'd like to follow you, it may get their attention and they may feel obligated to follow you (if that's a good thing). It's a higher quality #ff if you include in the post why people should follow the user.

Black Hat Tip: #ff all the people you see with a lot of followers, they may follow you or at least retweet your #ff as a thank you. I ignore any #ff that contains a lot of people and double check to see if they are doing loads of #ffs and I don't acknowledge those.

Good example of a Follow Friday #ff showing why you should follow the user.

- Be gracious and generous. Thank users who follow you with a mention and others will see this and think to follow you as well.

5. Interact with the people that INFLUENCE the people you want to follow you.

- Look at profiles of the people you want to follow you and then see who they follow. If you interact, as noted above, with these 'influencers' they may follow you and then their followers may follow you.
- If you get a mention or a ReTweet by an influencer their followers will see that and may follow you. Once you have a bit of a relationship, don't be shy to ask for a ReTweet. Many influencers like to help newer users, especially if they feel that you are making a good effort to provide good content and be helpful yourself.
- In these interactions with desired followers and influencers be sure to be relevant and watch the tone of your posts so you don't appear aggressive or needy, which will be a turn off to them and your existing followers.
- Some new users are shy about 'jumping' into an existing conversation, but that's what Twitter is about. Posts are public for all to see, if they wanted it to be private they'd go offline. I sometimes even put, if there's enough characters left, "sorry for butting in…" or something like that.

Black Hat Tip: Send '@replies' and 'mentions' to these people promoting your businesses and services without any context to something they've posted. This is spam and can get you blocked by the users and get your account disabled for abuse. As with email and SEO spam, many people get away with it, if only for a short spurt of getting attention; but it won't bring long term relationships or success.

6. All good things take TIME, including more Twitter Followers

Be on Twitter when your desired followers are online so that you can interact with them in real time. Post regularly so that they will see a good stream of information coming from you; but not so often that your posts take over the stream and cause people to unfollow you. Find the right balance.

7. EXCLUSIVE OFFERS for your Followers

While many people think that special offers are the way to get RTs, statistics show that users are more likely to retweet links to useful and interesting content rather than to special offers. Posting 'exclusive' special offers for your followers may increase your numbers, but you may find you get followers only interested in special offers and not in becoming long term relationships.

8. Attract New Followers with TWITTER COMPETITIONS

Twitter competitions, like special offers, may bring more numbers but it's important to make sure your competition is well organised so that you attract the right kind of followers that will become long term followers and to also avoid conflicts over the running of the competition and how the results are determined.

If you are considering running a Twitter Competition, check out the Guidelines for Contests on Twitter and a great post from SEOMoz 7 New Tips for Running a Twitter Giveaway.

Black Hat Tip: Run regular competitions that encourage users to retweet a post over and over, or to open multiple accounts to get more chances to win. These techniques are both against Twitter guidelines, so your account may be disabled. Even if the account isn't disabled, such techniques may show you in a bad light and you will lose good followers.

9. 'LIVE TWEET' Events and TV Shows

I heard a report on the radio yesterday that the TV industry now sees Social Media as a big threat because people are on their social media channels while watching and not paying as close attention to the shows. In Ireland, there is a great community on Twitter of people who follow TV shows together and I have found a number of people to follow, and who follow me, during these 'live tweeting' sessions. This is true in other regions and for most popular shows you are sure to find a group of people on Twitter interested in following along. The types of shows most suitable to 'live tweeting' are live and reality shows like The Apprentice, Academy Awards, sporting events, etc.

'Live Tweeting' is a big part of most conferences, webinars and other events (online and offline) these days, particularly those related to the internet and technology. Whether you are attending the conference or following on Twitter, posting about what is being said and/or your reaction to it will be a good way to interact with others interested on Twitter and will get you exposure and followers.

Include the official #hashtag for the 'live tweeting' session so that all involved will see your tweets during the session, and after if they do a search.
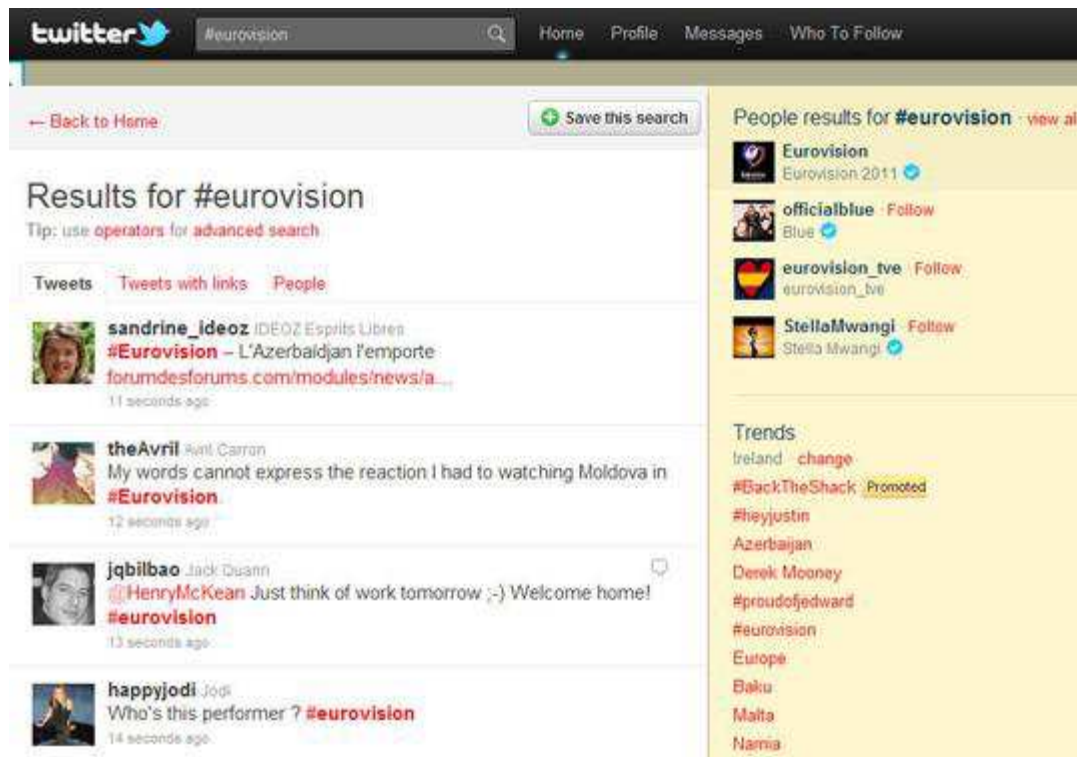
Even the day after the Eurovision Song Contest was broadcast on television; it is still trending on Twitter – for good and bad reasons.

Black Hat Tip: Post promotional messages using the #hashtag of a "live tweeting" session to 'piggy back' on the popularity of the session. Lots of people may see your post, but most will be annoyed by it. You'd be better off 'meeting' the people during the session, working on building the relationship, then promoting yourself more gracefully later.

10. Use #HASHTAGS, if relevant and commonly used for your topics

I don't recommend the technique of tagging EVERYTHING you post. Hashtags will help if the topic itself is not used in your message or, as noted above, you are posting about a specific event that has a designated hashtag. Some industries may have hashtags that are regularly used and then it would be good practice to use the agreed hashtag. I expect that people overuse hashtags in hopes of coming up in searches, but this tends to make messages hard to read and hard to retweet. I recommend you just use the desired word/phrase in your message and it will come up in searches just as well.

#hashtags – helping people find your tweets or a waste of space?

11. TWITTER APPS & DIRECTORIES that will help get more Followers

There are a lot of Twitter Apps out there that claim to get you more followers. Well, they actually help you find followers with similar interests to you or show you who you follow that doesn't follow you, etc. Whichever ones you do use, only proceed if you feel comfortable with how they use your information, only login with Twitter Auth (which brings you to Twitter to login and then takes you back to the app) so you don't need to give them your logins and, if they autofollow or send direct messages for you, ensure that you have control as Twitter now restricts the number of automatic actions that can be taken at a time.

- http://friendorfollow.com – shows you who you are following that is not following you.
- http://tweeteffect.com – shows you what tweets caused you to gain or lose followers
- http://wefollow.com – directory of Twitter users tagged by topic
- http://www.tweriod – tells you when your followers are online
- http://klout.com – popular app that measure a user's influence based on a number of Twitter metrics
- http://refollow.com – an app that helps you manage follows/followers
- http://www.twellow.com – a 'Yellow Pages' for Twitter users
- http://twitaholic.com – ranks Twitter users by number of followers and also provides statistics on your followers if you sign up.
- http://twiends.com – find users with similar interests
- http://paper.li – generate a daily or weekly online 'paper' showing links posted by the people you follow or a Twitter list you have created. I find that many of the people included really appreciate being included and retweet the link that comes out under my account so it has brought a number of new followers with relevant interests.
- http://tweetpdif.com – compare follows/followers of two or more users
- http://twtrfrnd.com/ – another app to compare follows and followers between two users.
- http://twidiumapp.com – $45 after a 7 day trial for app that will send follow requests to related accounts.
- http://socialnewswatch.com/top-twitter-users/ – top Twitter accounts that will follow you back (from 2009, but still useful if you want to try getting more followers by following a good few that auto follow back.)

Most of these are free apps, some have premium versions, so remember you get what you pay for!

Black Hat Tip: Don't have time to develop relationships and provide good content to attract followers? Buy more followers!

- Buy followers yourself — either through cash, gifts or donations to charity.
- Buy followers through a third party application like Usocial (100,000 for $3,500)
- Buy an existing account that has a number of followers. This may work for you if the account is related to your business.

If you do buy followers, let us know how it goes. I haven't read anything about it and haven't felt the need to try it myself. I'd like to hear some feedback.

12. MENTION your Twitter account EVERYWHERE possible.

- Website(s) using a link to your Twitter profile and a widget to show recent posts.
- Business cards, letterhead and any other printed materials you have
- Email signatures
- Other social networking profiles, most now have facility to connect profiles across networkds
- Online and offline advertising
- Listings for networking groups and other organisations you belong to (clubs, teams, alumni organisations, community groups, etc.)
- Shop window, receipts, packaging
- Tell people when speaking in groups, networking events, etc.
- Include it in any biographical information or profiles with articles published.

13. Get members of your OFFLINE COMMUNITY to join Twitter

I often work with organisations of people and tell them that the power of the group working together will make them a much stronger presence online. If all of the members of the community are on Twitter, promoting themselves and their joint organisations, it will benefit all. Look at the following groups of people as potential new Twitter users and followers:

- Connections on other Social Networks
- Members of offline networking groups you belong to
- Your boss, staff, colleagues, suppliers, etc.
- Members of professional and industry organisations
- People you worked at in previous employment
- People that belong to personal interest groups you are involved in: community associations, sports teams, arts organisations, clubs, charities, etc.
- Family and friends

Your support and examples of using Twitter can influence these people to take the plunge themselves. Okay you probably won't get 100,000 new followers on Twitter this way, but you can get a solid base of very relevant followers that know you well and will give good referrals for you. Your circle of influence will grow as these people reach out to their community, and so on, and so on, and so on ….

Have you tried any of these 13 Techniques? Do you have any other techniques that have helped you get relevant targeted followers on Twitter? I'd love to hear about your experiences, so please post in the comments below.

Oh, and please click here to follow me on Twitter! :)

Written By:

Ann Donnelly | **Search Engine Optimization & Social Media Marketing for Business** | **@ann_donnelly**

For ten years Ann Donnelly has been helping businesses achieve their goals using the internet; starting with developing static brochure websites to now offering fully interactive, customizable 'Web 2.0' online communities that are optimized for best results on search engines and integrated with social media channels.

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Twitter Monetization: How to Make Money With Twitter

Everyone seems to like twitter these days which is a really cool way of staying in touch with your customers, friends & colleagues. Basically twitter has presented itself as a micro-blogging platform where a user can shout out anything they want to his 'followers' within the limit of 140 characters.

I have just started twittering since last month (*yes I'm pretty late starter!) because initially by looking at it for the very first time, I couldn't find any 'value' that it has for my work & my social life. However after reading a convincing post by Aaron Wall, I thought of giving twitter a try. Since then onwards I have been using twitter all day long, just to keep track of some of the leading experts in the Internet & Search Marketing field as well as to have some 'fun' with my online buddies.

Anyway the whole point of doing this post is to highlight some of the key monetization elements that an individual can explore using twitter. I assume you have the basic knowledge of what twitter is and how it works, so I will directly deep into some ideas which can make you earn money from your twitter.
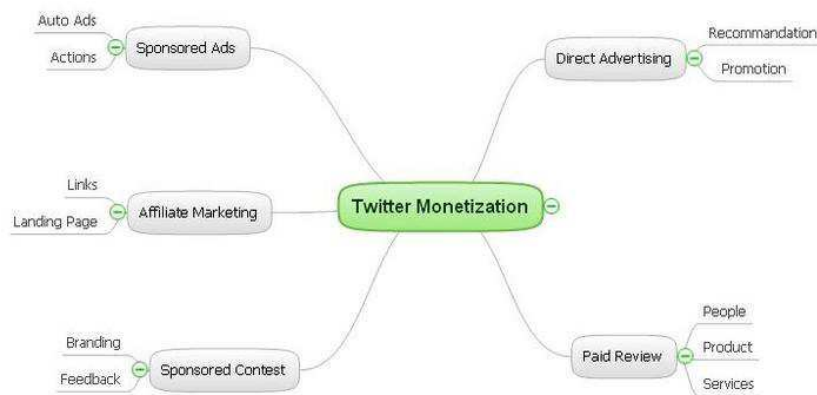
- **Direct Advertisement** – If a lot of people are following you in 'twitter' or in other words if you have a 'wide reach' to a large number of twitter users, you can probably look into direct advertisements for monetization.

- Recommendation – You can recommend a particular product or service on behalf of your advertisers & peruse your followers to take an 'action'.
- Promotion – You can help your advertiser to promote a new product or service to your twitter followers.

It works pretty much like niche marketing because, say if you are an Internet Marketer, It is very likely that most of your followers in Twitter are also from the same area which is why they have 'followed' you in the first place.

- **Affiliate Marketing** – I was listening to Shoemoney's podcast yesterday where he talked about how affiliate marketing can actually be blended within Twitter.

- Affiliate Links – If you are recommending a Product or a Service to your followers, you can always embed your affiliate link in your tweet. (e.g. Using a service like TinyUrl.com)
- Sales Pages – Instead of taking your followers to another website using your affiliate link, you might just want to promote your own product & services and sell them directly via your sales / landing page.

This is an area where every one can really look into. For instance say when one of your followers is asking for suggestion to choose a web host, you can always suggest him the best one from your experience but at the same time use your affiliate link which can earn you some quick cash.

- **Paid Review**– This is pretty much like the direct advertisement, however the only difference would be, instead of blindly suggesting a product or a service to someone, you can actually do some 'paid reviews'.

  - Product – You can do a paid review about a particular product (e.g. Internet Marketing software)
  - Services – You can do a paid review about services that your advertiser offers. (E.g. SEO Services, Web Hosting Services etc.)
  - People – You can also do a paid review about people. For instance, maybe you can review someone's web design skills, or you may promote someone's 'twitter' account for instance.

- **Sponsored Contest**– An advertiser may want to run a contest via a popular twitter user to get feedback about his product & services or just to create some brand awareness.

  - Feedback – Example – "What New features would you like to see in Product X"?
  - Brand Awareness– Example- "Describe product X in 140 Characters" or "Tell us why you like product X within 140 Characters". The best answer can be given a cool prize sponsored by the advertiser.

- **Sponsored Advertisements**– There isn't must difference between this & the direct advertisement. However when I was creating the mind map, this 'branch' did somehow pop in, so have decided to include it. I guess the main difference would be that all the tweets which are actually sponsored advertisements can get a predefined prefix which will help your followers to identify them as ads.

  - Auto Ads – There can be a mechanism or a 'new' 3rd party service which can actually help you to distribute or Tweet the "Ads" when you are 'not' tweeting or say when you are idle. An ad interval can also be set so that your frequent sponsored ads don't annoy your followers.
  - Sponsored Actions– Well this might sound like a weird idea but, I feel that some aggressive marketers might like it. Example – "I Love #Google. Re-tweet this message and WIN yourself a GPhone". Since a hash-tag is used, all the massages can be tracked using that and a lucky winner can actually be picked from the pool.

Some of you may think that all these 'monetizing' options can actually turn twitter into an 'evil' place and slowly reduce its value. But let's face it, if you aren't fully utilizing all the areas of twitter today, somebody else will – tomorrow. But of course you should set a 'limit' on how many 'such tweets'' you are going to do on a day, so that your followers still consider you as a valuable contact rather than a commercial junkie.

So that's all folks, if you like my article, you are welcome to add me in your Twitter – @saadkamal. Happy Twittering!

Written By:

Saad Kamal | **Search Marketing** | **@saadkamal**

Looking for a customizable, professional wordpress theme?

Then you need to check out Studio Press's Theme of the Month

16 Examples of Huge Brands Using Twitter for Business

All Twitter benefits and (potential) spheres of usage are yet to be explored. However it is great to see some of huge companies already taking advantage of the tool:

- **To update customers of the company deals and coupon codes**:

1. Dell has created a number of Twitter profiles, each meant for different types of deals (e.g. DellOutlet posts recent refurbished Dell computer offers).

Build your Twitter list automatically. Click here for a free trial!

2. Starbucks posts new offers and also participates in threaded discussions of these offers with their Twitter-followers.

- **To offer an alternative customer support option**:

3. JetBlue offers Twitter-based customer service (notice, they even provide the customer support employee's name currently on duty).

4. ComCast offers a friendly Twitter customer support; what I personally like about their profile is the real person photo instead of the company logo.

5. TheHomeDepot "moonlights on Twitter to help their customers."

- **To get closer to customers**:

6. Via their Twitter profile Southwest Airlines run non-official, entertaining discussions with their customers.

7. Whole Foods Market asks what their clients like to read and watch, recommends new food podcasts and invites them to the company upcoming events.

8. HRBlock runs ask-and-answer sessions with their customers.

9. Best Buy has built Gina Community to communicate with their customers and friends.

- **To react to customers' feedback:**

10. Popeyes answers their clients' feedback in an entertaining tone and also updates their Twitter listeners of the current deals and discounts.

- **To offer an alternative subscription option**:

11. ATTNews updates their Twitter-followers of the news published at the site.

12. Forrester Research posts updates of their site recent discussions.

- **To post company news**:

13. BreakingPoint posts updates of the company and industry news and also discusses it with their Twitter-listeners.

14. Ford post*ed* the company internal news (the account seems abandoned).

Update: here are some cool Ford Twitter accounts you can check out:

- FordCustService;
- FordDriveOne;
- FordDriveGreen;
- FordTrucks;
- FordMustang;
- FordRacing;
- FordRacingNWide.

(thanks to @ScottMonty, Global Digital Communications for Ford Motor Company, for pointing the accounts out to me)

15. Samsung has created a Twitter account dedicated to mobile phones and posts both the company (US department) and product news there.

- **To promote the corporate blog**:

16. Kodak Chief Blogger both posts the company blog updates and discusses them with the company customers.

Written By:

Ann Smarty | **My Blog Guest** | **@seosmarty**

Ann Smarty is the Editor of Search Engine Journal. Ann's expertise in blogging and tools serve as a base for her writing, tutorials and her guest blogging project, MyBlogGuest.com

How to Search Twitter – the Advanced Guide

You might be tired to see Twitter-related posts every single day but this shouldn't prevent you from using the tool. To network using Twitter or not – is up to you. There are still many people who just don't get the very idea of telling others what they are doing. What's definitely should be taken into account: Twitter is a great marketing tool that can help you **understand your audience and keep track of hot trends in your industry**.

Add Twitter Followers automatically. Click here for a free trial.

Now, to do that effectively, let's look at how to search Twitter properly:

Use Twitter (advanced) search (formerly Summize):

Actually, Twitter advanced search feature is really unique and should not be taken lightly. Among pretty traditional options (exact match, language based, etc), there are quite innovative parameters: **search by emotional coloring or sentence semantic structure**.

Let's overview briefly what we can do with Twitter search:

- **Word**-level search:
    o search for exact match: e.g. ["search marketing"];
    o search for any of these words: e.g. [search **OR** marketing];
    o exclude any word: e.g. [search marketing -seo];
    o search for related discussions (hashtags): [#seo];
    o restrict search results to any specific language (adds "*&lang=*" to the query string).
- A **person**-related search:
    o find threads by a specified Twitter user: [seo **from**:seosmarty];
    o find threads addressed to a specified Twitter user: [WordPress **to**:jdevalk];
    o find Tweets referencing the specified username: [search **@**mashable].
- **Location**-specific search:
    o find Tweets sent near the specified location: [seo **near**:seattle];
    o find Tweets sent within XX miles of the specified location: [near:NYC **within**:15mi]**.**
- **Date**-specific search: find posts sent since / until the specified date (YYYY-MM-DD): [seo **since**:2008-06-25].
- **Emotional color and semantic structure** search:
    o finds Tweets with positive / negative attitude: [icann **:)**], [mccain **:(**];
    o search for questions: [elections **?**].
- Search for useful **resources** – i.e. links to related pages: [seo filter:links].

Use Twitter Search Tools:

- [Hashtags.org](as the name suggests) keeps track of all twittered hashtags (#). The tool also trends each one and shows you most popular ones:

- [Twitseek](link) searches for URLs twittered along with the keyword.
- [Tweet Scan](link) is a simple Twitter search tool (updates results every second);
- [Twit Scoop](link) searches and tracks the keyword-related conversations. It will also show you the trend for your keyword popularity on Twitter:

- [TwitStat](#) is another Twitter search analytics that not only searches but shows you the query trend.
- **FireFox addons**:
    - Be sure to install [Twitter search plugin](#) (bottom of the page);
    - Take advantage of [this Greasemonkey Script](#) that adds both keyword and people search to your Twitter home page sidebar.

Written By:

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SEO

23 Blog Directories To Submit Your Blog To

Gaining exposure for your blog is critical to building a following and revenue. After creating compelling copy, titles, descriptions and link strategies, it's time to list your blog in one or more directories.

There are many paths to building links, such as link baiting or blogroll-link swapping, but few are as easy to implement and cost effective as submitting to blog directories. And good link juice makes for a growing blog.

Here are 24 directories you need to know about:

1. Best of the Web Blog Search remains a powerful tool for sharing your blog, especially since this director's very selective, listing only mature and valuable blogs. A link from here is majestic.

2. Bloggeries is one of the most respected blog directories. The layout is clear and concise, and readers are able to find what they are looking for in a snap.

3. EatonWeb Blog Directory is a powerful list. The fee, currently $34.99, pays for a review of your blog.

4. OnToplist.com is a free, manually-edited directory that reads the RSS feed of your blog. You can also use the site's social features, article directory, and other great tools to build your blog.

5. Blogged.com is an interesting mix of a directory and a Google News type site that is fed by the blogs listed with Blogged. And it's free to list your blog.

6. While the design and infrastructure have changed somewhat over the years, Blog Search Engine remains one of the most selective blog directories on the web. Membership has its privileges.

7. Blog Catalog features a vast number of categories, from "academic" to "writing", while offering the ability to search by country, language or user. It has a no-frills design, but offers convenient access through a simple blog registration.

8. Globe of Blogs has too many features to list. Only non-commercial blogs are accepted. The site may be busy, but I like being able to narrow my search by title, author or subject.

9. The ultimate directory of British blogs isn't focused on location, but on the culture. It is asked that bloggers be genuinely "Britished."

10. Blog Universe has a layout that's easy to navigate and, although the content is limited, it's an all-around good directory worthy of submission.

11. Bigger Blogs is intertwined with a business directory and an article directory, giving you access to several powerful tools in one location.

12. Bloggernity is a crisp, clean and easily navigated site. It's low ad-to-content ratio has helped solidify its reputation as a quality directory.

13. Bloggapedia has an interesting and eye-catching homepage. Readers are easily connected to top blogs and new posts. Innovative categories, a colorful design and its blogger tool kit make this directory a hit.

14. Spillbean is a well-designed directory with categories such as "health," "society," "Internet," and "personal."

15. Blogging Fusion boasts over 60 categories, including family-focused blogs. Blogging Fusion has an good number of listings, and it also has visitor stats.

16. Blogflux is organized and clear with a strong social element.

17. The blogs at the top of Bloglisting are fun, colorful and catch the attention of the reader. Bloglisting displays the page-ranking blogs, which is a helpful tool when determining with whom you want to exchange links.

18. Blogio stores plenty of quality blogs, and it sports solid on-site search.

19. Blog Digger is a strong search tool, especially for local blog listings.

20. Blog Pulse features a powerful community element, on-site analytics, and a clean design. The "submit" page is a bit tricky to find, so here's the quick link.

21. Technorati's blog directory is well-respected and spans more than 30 categories.

22. Blogarama has a strong base of blogs and a solid text-ad system for its front page.

23. Blog Hints features over 100 categories. The site is very picky about which blogs are included, and those that are listed are presented via a visual interface that shows the site's design and page rank. This makes Blog Hints the perfect site for finding link-swapping partners.

The above listings are a glimpse inside the large and vast world of blog directories and the valuable inbound links that your can build for your blog and your business.

There are countless more directories at your disposal. Which do you like? Leave a comment.

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125 Social Bookmarking Sites : Importance of User Generated Tags, Votes and Links

The positive effects of social bookmarking for publishers of news sites, blogs and other web sites is outstanding. Social bookmarking can introduce the sites that you own or you like to others with relevant tastes, can drive traffic to your site, and valuable backlinks.

[SocialAdr – up to 420 backlinks per month…for FREE!](#)

Some social bookmark sites like Propeller.com pass on link juice, while some use the NoFollow attribute. But do not let the use of NoFollow fool you, the search engines are looking beyond the incoming links from social bookmarking sites to gauge their value to their search indexes. The external metadata compiled via user generated descriptions, tags, titles and categorization is incredibly valued by the search engines, as in the same philosophy as anchored backlinks, descriptive content about a web site defined by the users of that site who are not associated with the marketing or coding of that site, can be extremely powerful in gauging the importance and relevance of the content and tags which are used on that site.

Bookmarks show how a site is perceived, and when these sites allow voting, they also show the engines or whatever classification system which monitors voting, how people feel about the quality of the site. Furthermore, social bookmarking can introduce a site to the search engines, as in some cases, people may find and bookmark a site or a site's internal pages before a search engine can find those pages via another form of inbound link.

Monitoring social bookmarking services like [Del.icio.us](#), [StumbleUpon](#) and [Ma.gnolia](#) can help search engines in multiple ways by:

- *Indexing Sites Faster* : Humans bookmark sites launched by their friends or colleagues before a search engine bot can find them.
- *Deeper Indexing* : Many pages bookmarked are deep into sites and sometimes not as easily linked to by others, found via bad or nonexistent site navigation or linked to from external pages.
- *Measuring Quality* : Essentially if more users bookmark a page, the more quality and relevance that site has. A site with multiple bookmarks across multiple bookmarking services by multiple users is much more of an authority than a site with only several bookmarks by the same user.
- *External Meta Data* : Users who bookmark sites tag them with keywords and descriptions which add an honest and unbiased definition which is created by the public and not the owner of the site.
- *Co Citation* : Social bookmarking sites tend to categorize sites and pages based upon the tags used by humans to describe the site; therefore search algortihms can classify these sites with their peers.
- *Number of Votes* : Similar to the number of bookmarks, the more votes a page receives on Digg or Reddit, the more useful that information usually is. If the same page receives multiple votes across multiple social news voting sites, the higher quality the site.
- *Categorization* : Like Co Citation, categorization can help define the subject of a site, therefore better helping the engine address searcher intent.

To help share the wealth of social bookmarking, I've put together a list of 125 social bookmarking sites, some of which are very popular and others which are newer or somewhat unheard of. But besides targeting the major social bookmarking and tagging sites which are listed above, you will find some diamonds in the rough which are niche oriented or treated well by Google and other search engines. I've

found that one such surprise is [Searchles](#) which is regarded as an authority by multiple search engines and bookmarks within Searchles sometimes show up quite high in some branded organic results.

125+ Social Bookmarking/News Sites You Should Consider

1. [Backflip](#) : Backflip is a free service currently being run by volunteers. Backflip was started in 1999 by Netscape veterans Tim Hickman and Chris Misner. As a research tool, Backflip is clearly of value to the education community, and that community (or at least certain segments) has certainly embraced Backflip. A Google search of sites that contain the term "Backflip.com" results in numerous education-related links, including Teacher Tools.
2. [barksbookmarks](#) : BARKS=BookmARKS is a website that combines social bookmarking, blogging, RSS, and non-hierarchical editorial control.
3. [BibSonomy](#) :BibSonomy is run by the Knowledge Data Engineering Group of the University of Kassel, Germany. Its specifically designed for researchers, in sharing bookmarks and bibliographies
4. [Blinklist](#) :A social bookmarking site launched by Mindvalley. According to their site, they launch several web businesses a year and are focused in 3 areas. – Technology, media and Marketing. BlinkList does have a user friendly interface indicating that its being run well and efficiently. They also quote "fully profitable" on their site. Furthermore, you can label and comment about any web page on the Internet.
5. [Blipoo](#) :Meet Blipoo, a social bookmarking site for "cool" people sharing "cool" stories. It claims to help bloggers drive more traffic to their blog because they allow self promotion..
6. [BlogBookMark](#) : Designed specifically for Blog hunters, BlogBookmark.com claims to have the hottest news, gossip, and blog chatter from around the web. I highly sugggest that mainstream bloggers bookmark their entires here.

1. [BlueDot](#) : This basic social networking service allows users to save and share bookmarks.
2. [blurpalicious](#) : *Get Blurped!* Not too different from other social bookmarks, but I love the tagline.
3. [Bmaccess](#) : Social bookmarking with thumbs :)
4. [Bookkit](#) : BookKit.com is an absolutely free web service designed to facilitate bookmark (favorites) management needs.
5. [BookMarkAll](#) : Bookmarkall is an online bookmark community where users can create, organize and share their favorite web links online and access them anywhere.
6. [Bookmark-manager](#) : Organizer for bookmarks, calendar, diary and knowledge.
7. [bookmarktracker](#) : Free online storage, management, synchronizing and RSS sharing of your bookmarks.
8. [Bookmax](#) : You can store your bookmarks and links to your favorite sites online and access them from wherever you are : basic Social Bookmarking.
9. [Buddymarks](#) : The online personal, group and social bookmarks manager.
10. [Bukmark](#) : Bukmark is a social bookmarking website.
11. [Chipmark](#) :Another basic social bookmarking site.
12. [Citeulike](#) : A free service to help academics to share, store, and organise the academic papers they are reading.
13. [Claimid](#) : Manage your online identity. Although this is not a normal social bookmarking site, users can bookmark sites which reference their identity and build backlinks in this fashion.
14. [Clipclip](#) : Clipclip allows you to save images and text, with a "bookmarklet".
15. [Cloudytags](#) : A unique word analyzer connects to your page, gets all the words and suggest you the real tags your site is showing to the world.
16. [Complore](#) : Derived from com-(with,together) and explore-(search, research). As the name suggests, complore is a vision to connect people from diverse backgrounds
17. [Connectedy](#) : Lets you establish a personal link directory online. As you surf the web, you collect links, categorize them in a way that makes sense to you.

18. Connotea : Social bookmarking (for researchers).
19. Contentpop : It has the latest Web 2.0 features such as social bookmarking, blogging & RSS. It also uses the word POP in the title which means it must be good.
20. coRank : coRank is a site where you can share whatever you find interesting on the web with people who value your opinion
21. Crowdfound : CrowdFound is essentially a social bookmarking website, but with a different vision in mind
22. de.lirio.us : Store, share and tag your favourite links. Open source clone of del.icio.us with private bookmarking, tagging, blogging, and notes
23. del.icio.us : THE social bookmarking site : It allows you to easily add sites you like to your personal collection of links and to categorize those sites with keywords. Not to mention that if enough people save your site in a bookmark, it will make their popular page and send a lot of traffic. Delicious is owned by Yahoo and is a MUST for your social media and bookmarking strategy.
24. Diigo : Social bookmarking on steroids.

1. Digg : The social news site that changed the Internet, Digg is a high power authority and a listing in Digg for a site, even if it only has a couple of votes, will rank highly on Google and other search engines for certain terms. If your site is shared and voted upon on Digg, and makes the Digg homepage, you'll get a lot of traffic and attention from other bloggers who read Digg.
2. Dropjack : DropJack.com is a social content website and owned by the ExactSeek company.
3. Easybm : Allows users to bookmark their frequently visited sites on their private page, allowing 1-click access to their favorite web sites.
4. Enroll : Social bookmarking system based in India.
5. ez4u : Social Bookmarking – Ez4u to Bookmark : "Ez4u to Organize Ez4u to Share with Others Ez4u to Remember"
6. Favoor : Favoor is your personalized new start page. Collect your favorite internet addresses.
7. Folkd : Folkd is a social web-service about pages, news, audios, videos and blogs.
8. Freelink : Freelink.org provides free pages of links that you can access anywhere at anytime.
9. Freezilla : FreeZilla claims to be the first Web 2.0 freebies and promotions social networking site.
10. Fungow : Fungow was designed to help better organize and keep track of your bookmarks.

1. Furl : Like Delicious, LookSmart's Furl.net is one of the first social bookmarking sites and considered an authority by the major search engines. Listing your sites in Furl will lead to traffic from organic rankings and its popular page drives traffic.
2. Gather : Gather is a place to contribute articles and content, blog, tag and connect with people who share your passions. (Plus you can link out from the articles in this authority site).
3. Getboo : GetBoo.com is yet another free online bookmarking service which allows you to store, edit and retrieve your bookmarks from anywhere online.
4. Google : Allows users to save and create bookmarks in their Google toolbar that can be accessed anywhere online. Google is getting more social by the day, so take advantage of their Google Bookamrks and citations, because one day they probably will have some kind of influence on external meta data considered by the Google ranking algortihm.
5. Hanzoweb : Hanzoweb – Bookmark, tag & share knowledge online
6. Hyperlinkomatic : Hyperlinkomatic – bookmark list manager.

7. [i89.us](#) : i89.us offers a free service which allows you to save your favorite website/links at one location that can be accessed from anywhere.
8. [Icio](#) : Danish Bookmarking engine.
9. [Ikeepbookmarks](#) : Popup feature allows you to add links while surfing the web
10. [Iloggo](#) : Simple web based bookmarking tool that you can use for attractively displaying your favorite websites on one page.
11. [Jigg](#) : Jigg.in is a socializing community with the latest stories / news submitted by users and has a familiar name :)
12. [Kaboodle](#) : Kaboodle is a 2.0 shopping community where people recommend and discover new things.
13. [Kinja](#) : Kinja is a blog guide, collecting news and commentary from some of the best sites on the web.
14. [Lifelogger](#) : "LifeLogger is a great way to keep things that matter to you alive and sparkling." And worth considering in a bookmarking campaign.
15. [Lilsto](#) : Lilisto lets you store, manage and find your favorite links (or bookmarks) and removes the need to maintain them through your browser.
16. [Linkagogo](#) : Favorites and Social Bookmarking Application, its unique dynamic toolbars automatically adapt themselves.
17. [Linkarena](#) : German Social Bookmarking site.
18. [Linksnarf](#) : Social link sharing with groups of friends.
19. [Listerlister](#) :ListerLister is a social list building community where you can create, add to, and vote for both lists and the items added to them.

1. [Ma.gnolia.com](#) : Like Furl and Delicious, anoter major bookmarking site which lets users organize bookmarks, search other people's favorites and make friends and contacts.
2. [Markaboo](#) : MarkaBoo is tool for saving websites, files, and notes from your browser, email or mobile phone.
3. [Marktd](#) : Marktd is a reference & voting system that highlights marketing articles considered valuable by the marketing community.
4. [Memfrag](#) : memFrag stores your favorites personal notes, making them globally accessible from any computer.
5. [Memotoo](#) :Lets users centralize and share your personal data.
6. [Mister Wong](#) : Mister Wong is a social bookmarking site that originated in Germany, and has since become a popular and widespread tool.
7. [Mixx](#) : An up and coming bookmarking and social news sharing network which should rival Digg, Reddit and others, Mixx blends popular photos, videos and stories.
8. [Mobleo](#) : Allows you to easily add, organize, and share your mobile phone bookmarks with your friends using your desktop computer.

1. [Multiply](#) :Florida-based social network Multiply, which reports nearly 3 million users and $6 million in funding,opened its social bookmarking site recently and has done well. Definite authority :)
2. [Murl](#) : My URLs is a free online bookmarks manager, think of it as a bookmarks community.

3. MyBookmarks : MyBookmarks – access your bookmarks anytime, anywhere. Free productivity tool for business, student or personal use. Another popular bookmarking site.
4. Myhq : Store your bookmarks in one central location. Fast, text-based, banner free!
5. MyLinkVault : A free online bookmark manager. Other bookmark managers can be so clumsy to use – trying to rearrange your bookmarks can be slow and frustrating.
6. mySiteVote : mySiteVote is a community where you can vote your favorite site/s and view how popular a site is.
7. MyWebDesktop : A collaboration and communication tool, designed to be as generic and easy to use as a telephone and email.
8. Newsvine : The mission of Newsvine is to bring together big and little media in a way which respects established journalism
9. Newsweight :NewsWeight is a democratic news, information, and entertainment resource.
10. Oyax : Oyax is a social bookmark manager which allows users to easily add sites you like to personal collection of links, categorize those sites with keywords.
11. Philoi : Person-to-person link sharing community. Save bookmarks and share links with your friends.
12. PlugIM : PlugIM is a user driven internet marketing community. Submit content, share articles, comment on projects and promote your favorites to the front page

1. Propeller : Formaly known as Netscape, AOL's Propeller has become a great social bookmarking news community tool which is considered an ultimate authority by Yahoo Search and passes link juice in its news story profiles. Propeller is also going to redesign very soon, which should be quite exciting.
2. QuickieClick : QuickieClick is a second generation social bookmarking website with a visual twist.
3. Rambhai : An Indian social bookmarking community
4. RawSugar : A social search engine powered by user contributions. Its an online community, with over 130,000 URLs already tagged by their members.
5. Reddit : Timely and shocking news oriented, Reddit stories are instantly voted upon and if liked by the community as a whole, can drive incredible traffic and users.

1. Searchles : Owned by the DumbFind search engine, in my opinion Searchles is a much overlooked bookmarking tool and loved by Google, Yahoo and the other major search engines with its passing of link juice and high rankings for terms within search results themselves. **Do not overlook Searchles.**
2. Segnalo : Italian Social bookmarking site.
3. Simpy [*late addition*]: Social bookmarking & search, Simpy lets users "save, tag, search and share bookmarks, notes, groups and more."
4. Sitebar : A solution for people who use multiple browsers or computers and want to have their bookmarks available from anywhere without need to synchronize them
5. Sitejot :Free online bookmark manager. Like every other social bookmarking site, it allows users to manage all of their bookmarks online in one convenient place.

1. [Sk*rt](#) : sk*rt is a social media ranking platform of "pure goodness", targeted towards women. Given the right story, Sk*rt can send A LOT of targeted traffic.
2. [Slashdot](#) : The godfather of social news, SlashDot bookmarks are still quite powerful .. keep in mind the site has a heavy slant towards Linux and Open Source issues.
3. [SocialDanger](#) : SocialDanger is a Web 2.0 open source content management system.
4. [Socialogs](#) : A Digg-like Social Bookmarking Service.
5. [Sphinn](#) : Very popular search marketing oriented social news and discussion site run via the Pligg system.
6. [Spotback](#) : Spotback is a personalized rating system that recommends relevant content based on personal rating history using collaborative filtering
7. [Spurl](#) : Another cherished bookmarking and tagging site, Spurl lets users keep online bookmarks & tags while offering full text searching, recommendations & storing of entire documents.
8. [Squidoo](#) :Kind of spammed out, Squidoo is a 2.0 property which lets people and businesses set up a 'lens' which lists links, tags and relevant RSS feeds to different subjects.
9. [Startaid](#) : I've noticed that StartAid bookmark pages rank highly in Google and other search engines. This basic bookmarking service allows users to describe, tag and categorize sites.
10. [StumbleUpon](#) : Owned by eBay, StumbleUpon is an amazing blend of social bookmarking, voting, networking, web surfing, search and blogging. Best of all, StumbleUpon can send major traffic with its userbase of around 3 million users.
11. [Stylehive](#) : The Stylehive is a collection of all the best products, brands, designers and stores discovered and tagged by the Hive community
12. [Syncone](#) : SyncOne is an Internet aggregator of bookmarking and browsing.
13. [Tagfacts](#) : Basic bookmarking and tagging, a social knowledge base.
14. [Taggly](#) : Store, share and tag your favorite links.
15. [Tagne](#) : TagNe.ws is user-submitted, community voted links and resources related to SEO, Blogging, RSS, Tagging, Internet Marketing and more.
16. [Tagtooga](#) : Says that this bookmarking engine can be used to discover great sites difficult to find in Google/Yahoo by browsing categories.
17. [Tagza](#) : A very young Social Bookmarking site mostly being used by Indian and Pakistani web masters.
18. [Technorati](#) : Always changing and reinventing themselves, this recognized authority offers links to blogposts, tagging and a social bookmarking WTF section.
19. [Tedigo](#) : Personal and social bookmarking in Spanish and English made simple.
20. [Thinkpocket](#) : Lets users pocket websites you find valuable. It is a web service that aims to help store, organize and share your favorite sites
21. [Thoof](#) : Thoof is a user generated news and information service that claims to learn about what users are interested in and delivers news that they care about.
22. [Totalpad](#) : TotalPad is a new online news and article community where people are free to voice their opinions
23. [Urlex](#) : With URLex system users are able to leave a comment regarding any internet link on any site. Possibly good for linking :)
24. [Uvouch](#) : Another basic social bookmarking site, users can save their findings with one click, at one place and access it from anywhere.
25. [Vmark](#) : An online bookmark and online favorites manager.
26. [Voteboat](#) : VoteBoat is a user-controlled rating and voting site.
27. [Votelists](#) : VoteLists lets users create a list of rankable items. Other can add items, comment on them, rate them and more!
28. [Vuju](#) : Vuju allows user to submit/publish content which can be tagged and promoted.
29. [WeTogether](#) : Social bookmarking site where people will have great opportunities to promote their own sites.
30. [Whitelinks](#) : Securely store and quickly access favorite websites whenever connected to the Internet,:

31. Wink : A social search engine where users can share results and answer questions. Users build profiles which can link out to bookmark pages or other web sites (hint hint).:
32. Wirefan : Social bookmarking, news articles submission site.:
33. Xilinus : Organize and manage bookmarks online.:
34. Xlmark : xlmark is an easy social bookmarking site:

YAHOO! BOOKMARKS

1. Yahoo! Bookmarks: The MOST POPULAR social search and bookmarking service on the web. It's similar to Delicious and something they launched before acquiring Delicious. Yahoo Bookmarks lets users store bookmarks using their Yahoo Toolbar and access them from any computer.
2. Yattle: Bookmark Management and Mini-Blogging Service.
3. Zlitt: Zlitt is a social bookmarking system which gives users the opportunity to share and tag favorite news, images and videos.
4. Zurpy: Saves bookmarks, text clippings, images, files, and news feeds in one place.

Do you have any suggestions of other social bookmarking sites? Please feel free to add them in the comments below.

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Loren Baker is the founding editor of Search Engine Journal and remains an advisor to the publication, which is published by Alpha Brand Media.

Need more Twitter followers? Automate your Twitter

Promotion and Marketing with TweetAddr.

55 Quick SEO Tips Even Your Mother Would Love

Everyone loves a good tip, right? Here are 55 quick tips for search engine optimization that even your mother could use to get cooking. Well, not my mother, but you get my point. Most folks with some web design and beginner SEO knowledge should be able to take these to the bank without any problem.

1. If you absolutely MUST use Java script drop down menus, image maps or image links, be sure to put text links somewhere on the page for the spiders to follow.

2. Content is king, so be sure to have good, well-written and unique content that will focus on your primary keyword or keyword phrase.

3. If content is king, then links are queen. Build a network of quality backlinks using your keyword phrase as the link. Remember, if there is no good, logical reason for that site to link to you, you don't want the link.

4. Don't be obsessed with PageRank. It is just one isty bitsy part of the ranking algorithm. A site with lower PR can actually outrank one with a higher PR.

5. Be sure you have a unique, keyword focused Title tag on every page of your site. And, if you MUST have the name of your company in it, put it at the end. Unless you are a major brand name that is a household name, your business name will probably get few searches.

6. Fresh content can help improve your rankings. Add new, useful content to your pages on a regular basis. Content freshness adds relevancy to your site in the eyes of the search engines.

7. Be sure links to your site and within your site use your keyword phrase. In other words, if your target is "blue widgets" then link to "blue widgets" instead of a "Click here" link.

8. Focus on search phrases, not single keywords, and put your location in your text ("our Palm Springs store" not "our store") to help you get found in local searches.

9. Don't design your web site without considering SEO. Make sure your web designer understands your expectations for organic SEO. Doing a retrofit on your shiny new Flash-based site after it is built won't cut it. Spiders can crawl text, not Flash or images.

10. Use keywords and keyword phrases appropriately in text links, image ALT attributes and even your domain name.

11. Check for canonicalization issues – www and non-www domains. Decide which you want to use and 301 redirect the other to it. In other words, if http://www.domain.com is your preference, then http://domain.com should redirect to it.

12. Check the link to your home page throughout your site. Is index.html appended to your domain name? If so, you're splitting your links. Outside links go to http://www.domain.com and internal links go to http://www.domain.com/index.html.

Ditch the index.html or default.php or whatever the page is and always link back to your domain.

13. Frames, Flash and AJAX all share a common problem – you can't link to a single page. It's either all or nothing. Don't use Frames at all and use Flash and AJAX sparingly for best SEO results.

14. Your URL file extension doesn't matter. You can use .html, .htm, .asp, .php, etc. and it won't make a difference as far as your SEO is concerned.

15. Got a new web site you want spidered? Submitting through Google's regular submission form can take weeks. The quickest way to get your site spidered is by getting a link to it through another quality site.

16. If your site content doesn't change often, your site needs a blog because search spiders like fresh text. Blog at least three time a week with good, fresh content to feed those little crawlers.

17. When link building, think quality, not quantity. One single, good, authoritative link can do a lot more for you than a dozen poor quality links, which can actually hurt you.

18. Search engines want natural language content. Don't try to stuff your text with keywords. It won't work. Search engines look at how many times a term is in your content and if it is abnormally high, will count this against you rather than for you.

19. Not only should your links use keyword anchor text, but the text around the links should also be related to your keywords. In other words, surround the link with descriptive text.

20. If you are on a shared server, do a blacklist check to be sure you're not on a proxy with a spammer or banned site. Their negative notoriety could affect your own rankings.

21. Be aware that by using services that block domain ownership information when you register a domain, Google might see you as a potential spammer.

22. When optimizing your blog posts, optimize your post title tag independently from your blog title.

23. The bottom line in SEO is Text, Links, Popularity and Reputation.

24. Make sure your site is easy to use. This can influence your link building ability and popularity and, thus, your ranking.

25. Give link love, Get link love. Don't be stingy with linking out. That will encourage others to link to you.

26. Search engines like unique content that is also quality content. There can be a difference between unique content and quality content. Make sure your content is both.

27. If you absolutely MUST have your main page as a splash page that is all Flash or one big image, place text and navigation links below the fold.

28. Some of your most valuable links might not appear in web sites at all but be in the form of e-mail communications such as newletters and zines.

29. You get NOTHING from paid links except a few clicks unless the links are embedded in body text and NOT obvious sponsored links.

30. Links from .edu domains are given nice weight by the search engines. Run a search for possible non-profit .edu sites that are looking for sponsors.

31. Give them something to talk about. Linkbaiting is simply good content.

32. Give each page a focus on a single keyword phrase. Don't try to optimize the page for several keywords at once.

33. SEO is useless if you have a weak or non-existent call to action. Make sure your call to action is clear and present.

34. SEO is not a one-shot process. The search landscape changes daily, so expect to work on your optimization daily.

35. Cater to influential bloggers and authority sites who might link to you, your images, videos, podcasts, etc. or ask to reprint your content.

36. Get the owner or CEO blogging. It's priceless! CEO influence on a blog is incredible as this is the VOICE of the company. Response from the owner to reader comments will cause your credibility to skyrocket!

37. Optimize the text in your RSS feed just like you should with your posts and web pages. Use descriptive, keyword rich text in your title and description.

38. Use captions with your images. As with newspaper photos, place keyword rich captions with your images.

39. Pay attention to the context surrounding your images. Images can rank based on text that surrounds them on the page. Pay attention to keyword text, headings, etc.

40. You're better off letting your site pages be found naturally by the crawler. Good global navigation and linking will serve you much better than relying only on an XML Sitemap.

41. There are two ways to NOT see Google's Personalized Search results:

(1) Log out of Google

(2) Append &pws=0 to the end of your search URL in the search bar

42. Links (especially deep links) from a high PageRank site are golden. High PR indicates high trust, so the back links will carry more weight.

43. Use absolute links. Not only will it make your on-site link navigation less prone to problems (like links to and from https pages), but if someone scrapes your content, you'll get backlink juice out of it.

44. See if your hosting company offers "Sticky" forwarding when moving to a new domain. This allows temporary forwarding to the new domain from the old, retaining the new URL in the address bar so that users can gradually get used to the new URL.

45. Understand social marketing. It IS part of SEO. The more you understand about sites like Digg, Yelp, del.icio.us, Facebook, etc., the better you will be able to compete in search.

46. To get the best chance for your videos to be found by the crawlers, create a video sitemap and list it in your Google Webmaster Central account.

47. Videos that show up in Google blended search results don't just come from YouTube. Be sure to submit your videos to other quality video sites like Metacafe, AOL, MSN and Yahoo to name a few.

48. Surround video content on your pages with keyword rich text. The search engines look at surrounding content to define the usefulness of the video for the query.

49. Use the words "image" or "picture" in your photo ALT descriptions and captions. A lot of searches are for a keyword plus one of those words.

50. Enable "Enhanced image search" in your Google Webmaster Central account. Images are a big part of the new blended search results, so allowing Google to find your photos will help your SEO efforts.

51. Add viral components to your web site or blog – reviews, sharing functions, ratings, visitor comments, etc.

52. Broaden your range of services to include video, podcasts, news, social content and so forth. SEO is not about 10 blue links anymore.

53. When considering a link purchase or exchange, check the cache date of the page where your link will be located in Google. Search for "cache:URL" where you substitute "URL" for the actual page. The newer the cache date the better. If the page isn't there or the cache date is more than an month old, the page isn't worth much.

54. If you have pages on your site that are very similar (you are concerned about duplicate content issues) and you want to be sure the correct one is included in the search engines, place the URL of your preferred page in your sitemaps.

55. Check your server headers. Search for "check server header" to find free online tools for this. You want to be sure your URLs report a "200 OK" status or "301 Moved Permanently " for redirects. If the status shows anything else, check to be sure your URLs are set up properly and used consistently throughout your site.

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Written By:

Richard Burckhardt

SEOMoz - Start Ranking Better! Get a 30 Day Free Trial

The Dark Side of Success: Google in the Courtroom

The more successful you become, the bigger your legal team needs to be. Or so it seems. Competitors, ex-employees and nut jobs all want a piece of the action. And if it's not them, it's the government trying to to curb your reach.

Then again, with a battalion of top-tier lawyers at your disposal ready to bury plaintiffs in paperwork and motions, who would dare to take you on? Let's have a look.

This is part of a special [infographic series](#) by Search Engine Journal. To see the rest go [here](#).

GOOGLE: A View from the Dark Side

Class-actions to civil suits to government prosecutions keep Google's army of lawyers busy as well as outside counsel. Who dares to take on the Goliath of Internet Search?

Google has been sued by just about every different entity type on the planet: from huge multinational corporations to countries to individuals.

A few samples:

Company		Sued Google for:
PayPal, eBay's payment arm	**PayPal**	Theft of trade secrets and breach of contract, the same day Google Wallet is introduced. (May 2011)
NHN Corporation and Daum Communications (Two of South Korea's biggest Internet companies)	**Daum**	Antitrust complaint for allegedly forcing smartphone manufacturers to pre-install Google Search and apps on Android phones. (April 2011)
Microsoft	**Microsoft·**	Antitrust suit / unfair competition (before the European Union's Competition). (March 2011)
Skyhook	**SKYHOOK WIRELESS**	Business interference and patent infringement. (Sep. 2010)
Oracle	**ORACLE·**	Android phone software allegedly infringes Oracle patents and copyrights related to Java. (Aug. 2010)
Microsoft	**Microsoft·**	Competitive hire and breach of contract. (July 2005)
Agence France Presse (AFP)	**AFP**	Google News unlawfully incorporated photographs, headlines and excerpts from the beginning of articles. (March 2005)
Government Employees Insurance Company (GEICO)	**GEICO**	Trademark infringement in Google's AdWords. (May 2004)

Bizarre lawsuits

A Japanese woman sued Google **for showing her private items** after images of her underwear appeared on Street View. December, 2010

Shooting victim sues Google **over search results on his name** alleging it branded him a crook and a member of Melbourne's underworld. November, 2009

A California woman, sued Google **for damages after she was hit by a car** while following directions provided by Google Maps on her cell phone May, 2010

When a large group of people collectively bring a claim to court,
this is called a class-action lawsuit.

Class-Action Lawsuits against Google

- Copyright Infringement
- AdSense Related
- Overcharging Advertisers
- Trademark Infringement
- Tampering a Site's Ranking and Inappropriate Search Results
- Click Fraud
- Patent Breach
- One-line
- Subpoenas
- Other

Google agreed to a **$90 million-settlement** fund in the class-action lawsuit over click fraud filed by Lane's Gifts & Collectibles (March 8, 2006).

Individual authors and book publishers organizations sued Google for **forgery**. They say Google digitally scanned **thousands of books** without permission.

Photography and graphic arts organizations and individuals sued Google for displaying **copyrighted images** in books it scans, without fairly compensating the people who created the images.

Dozens of countries have launched
investigations into Google Street View.

Some of them have imposed sanctions such as:

- banning Street View cars.
- bannning Street View car plates.
- cease collecting Wi-Fi data.
- deleting private data.
- lowering the height of the cameras.
- halting Street View operations.
- blurring faces.

Several countries are considering sanctions to Google for collecting personal data from Wi-Fi networks. Google Street View ceased operations in some of these countries.

Under federal and state laws, Google may be both civilly and criminally liable for the unauthorized capture of data from private Wi-Fi networks and may also be liable for deceiving consumers and violating individuals' privacy.

One in Four
Countries Block
Some Google Services

Google's services have been blocked or censored to some degree in 25 of the 100 where it operates.

Some of the countries that blocked Google (from search and Blogger to YouTube and Google Docs).

Countries that Countries that requested or required a significant number of restrictions (July to December 2010). Google regularly receives requests from government agencies and federal courts around the world to remove content from its services and hand over user data.

Sources:

http://www.nytimes.com/2006/10/23/technology/23google.html/pagewanted=1

http://epic.org/privacy/streetview/

http://www.google.com/transparencyreport/

http://www.pcworld.com/businesscenter/article/194560/one_in_four_countries_block_some_google_services.html

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http://www.infoniac.com/offbeat-news/google-list-of-class-action-lawsuits.html

http://articles.timesofindia.indiatimes.com/2010-12-20/computing/28253324_1_street-view-unsecured-wi-fi-systems-personal-data

http://articles.nydailynews.com/2010-05-31/news/27065833_1_directions-sidewalks-or-pedestrian-paths-dangerous-highway

http://www.news.com.au/technology/shooting-victim-michael-trikulja-sues-google/story-e6frfro0-1225805204846

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Image Alt Text Vs. Image Title : What's the Difference?

Most webmasters don't see any difference between image alt text and title mostly keeping them the same. A great discussion over at Google Webmaster Groups provides an exhaustive information on the differences between an image Alt attribute and an image title and standard recommendations of how to use them.

Alt text is meant to be an *alternative information* source for those people who have chosen to disable images in their browsers and those user agents that are simply unable to "see" the images. It should describe what the image is about and get those visitors interested to see it.

Without an alt text an image will be displayed as an empty icon: In Internet Explorer Alt text also pops up when you hover over an image. Last year **Google** officially confirmed that it mainly **focuses on an alt text when trying to understand what an image is about**.

Image title (and the element name speaks for itself) should provide *additional information* and follow the rules of the regular title: it should be relevant, short, catchy and concise (a title "*offers advisory information about the element for which it is set*"). In FireFox and Opera it pops up when you hover over an image:

So based on the above, we can discuss how to properly handle them:

- the both tags are primarily meant for **visitors** (though alt text seems more important for crawlers) – so provide explicit information on an image to encourage them to view it or get them interested.
- include your main keywords in both of them but keep them different. **Keyword stuffing** in Alt text and Title is *still* keyword stuffing, so keep them relevant and meaningful.

Another good point to take into consideration:

- According to Aaron Wall, alt text is **crucially** important when used **for a sitewide header banner**.

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SEO Best Practices for URL Structure

I've decided to make up a short all-in-one guide to summarize what we know about SEO for URLs. And if you have something to add, please do. So he we go:

- **Length of the URL**: no more than 3-5 words in your URL. [According to Google's Matt Cutts](#) if there are more than 5 words…

[Google] algorithms typically will just weight those words less and just not give you as much credit."

Here is one more evidence in favor of short URL: [recent research](#) shows that short URLs within Google SERPs get clicked twice as often as long ones. So by sticking to short URLs you get both better rankings and better clickthrough.

Short URLs will also help in direct type ins of URLs (if anyone still uses that instead of Google).

- **Dashes are better than underscores**. Although Google has no individual preferences (meaning you won't be penalizes for either of the versions), dashes are more preferable as Google "[sees](#)" each hyphened word as an individual one:

So if you have a url like word1_word2, Google will only return that page if the user searches for word1_word2 (which almost never happens). If you have a url like word1-word2, that page can be returned for the searches word1, word2, and even "word1 word2?.

- [Unlike a domain name](#), **URL is case sensitive** – meaning that if by any reason (your choice or CMS) you stick to a an upper-case version, remember that this can cause a few issues: people are most likely to link to the standard lower case one and you might both lose link juice and suffer from duplicate content issues.

- **Moving to static URL structure**: my (and actually [not only my](#)) favorite tactic is to use 301 redirect only for most powerful (in terms of linking and traffic) pages and leave all others to be handled via 404.

- If you hesitate **if your URLs may be perceived as spammy**, check out [SEOMOZ URL Spam Detection Tool](#) that will estimate:
  - spam words;
  - hyphens;
  - subdomain depth;
  - domain length;
  - digits.
- **Mind your file extensions** (i.e. [don't end your URLs with .exe](#)) as they might prevent your pages from crawling.

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Online SEO Tools – the Ultimate Collection

All tools listed below fall under the **following criteria**:

1. they are all useful for SEOs;
2. they are all web-based (**no** desk-top ones or FireFox extensions so far);
3. they are all free.

If you know of any online SEO tools that were not mentioned here, please comment and I will update the post. **I will do my best to continuously update the article to delete the tools that are no more available and add new ones.**

Table of Contents:

1. Backlink Analyzing Online SEO Tools

Options/**Tools**	**Smart backlinks**	**Analyze** - **Back Links** - - - (currently not working)	**Link Diagnosis**	**Link Hounds Yahoo Backlink Info**
Checks links to	Page	Page	Domain	Domain, page, all deep links

Best feature	Fast and smooth	Keyword-in-anchor-text search	Multiple sorting and filtering options	Data organization based on the linking domain
Anchor Text	+	+	+	-
PR	+	-	+	-
Linking page outbound links	-	Inaccurate	+	-
Nofollow highlight	+	-	+	-
Firefox Extension	+	-	+	-
Sorting options	-	-	+	-
Interface	user-friendly	simple	user-friendly	user-friendly
Set Preferences	+	+	-	-
Useful links	-	-	-	whois data; site web archive; Google cache; linking pages.

More backlink checkers:

- [Backlink Watch](#) (checks Anchor text);

- [Domain Backlinks Checker](#) (sorts the results based on the first- and second-level domains);

2. Keyword Research and Brainstorming Tools

Keyword Brainstorming Tools

Tools that help expand your keyword lists with synonyms, related terms and keyword phrases.

Tools/Features	What you will find there
Google Sets	Related terms (i.e. terms that are likely to appear in lists).
MSN clustering tool	Word clusters (keyword phrases).
Searchradar	Tag clouds and keyword definitions.
Keyword Map	Related terms (synonyms and keyword phrases).
Urban	Related terms (related synonyms and

Dictionary	urban words).

Social Media Based Keyword Analyzers

Use social media sites to explore how people use and tag your core term, its popularity and related words.

Features/**Tools**	**TweetVolume**	**Twitter Search**	**Del.icio.us related terms**	**Facebook Lexicon**
Data source	Twitter	Twitter	Del.icio.us	Facebook
How to use it.	Compare up to 3 terms popularity.	See your term in live context.	See your term related tags.	See how often your term is mentioned across FB walls.

Dictionary	What you can find there:
The free dictionary	Your keyword definition(s), set phrases/ idioms (use them to lighten up your writing style), examples of usage, words of the same root (inflected words and derivations), thesaurus, classic literature mentions, keyword phrases, related acronyms.
Wordnet	Definitions and sample sentences using your key term.
Rhyme Zone	Rhymes (can be real fun to play with by the way), synonyms, antonyms.
Synonym.com	Keyword synonyms and antonyms.
Cambridge online dictionary	Essential definitions and keyword phrases.
Meta Glossary	The word definitions, related words and synonyms.

Reference.com	Your core term synonyms and definitions.
Merriam-Webster dictionary	Definitions and derived terms.

3. Domain Name Online Tools

Dynamic Tools for Domain Name Brainstorming:

Features/**Tools**	**PsychicWhois**	**Domize**	**BustAName**
TLDs	6 (.com, .net, .org, .biz, .info,	3 (.com, .net,	3 (.com, .net and .org)

	.us)	.org)	
Brainstorming help	domain name suggestions based on your previous searches and related terms	shows domain names one-character shorter than the one specified	Mixes the given keywords, suggests synonyms, adds prefixes and suffixes, shows both singular and plural versions, drops last vowel, checks for both hyphen- and non-hyphen versions

Additional domain name checkers and generators:

- DomainsBot (dynamically checks the availability of domain names for 6 TLDs: .com, .org, .net, .info, .biz, .us);
- InstantDomainSearch (dynamically and really fast checks the availability of domain names for 3 TLDs: .com, .org, .net);
- DomainNameSoup (suggests alternative terms for your core term, has a handy typo generator, adds words before and after your term);
- Suggest Name and (DotoMator) – has a fairly large database of available prefixes and suffixes that are sorted out in categories;
- NameBoy (generates the list of domain names based on your primary and secondary (optional) terms).

4. On-Site Analysis Online SEO Tools

On-page Keyword Prominence Research Tools.

Online SEO tools that help analyze keyword on-page usage.

Element to	Ranks	SEOworkers	RankQuest

analyze:			
Title tag	+	+	+
Meta Description	+	+	+
Headings	+	-	+
Alt tags	+	+	+
Anchor texts	+	+	+
Bold text	+	-	+
Text	1-, 2-, 3-word phrases	1-, 2-, 3-word phrases	1-, 2-, 3-word phrases

SEO Browsers

Features/ **Tools**	**Domaintools SEO browser**	**SEO Browser**
General benefits	• find prominent elements (keywords) of the page; • check page elements visibility and accessibility.	
Additional features	optimization score and tips on improving it	page meta tags, domain IP address, header response, page size, total number of links, words and images,

One more great tool to see text-only version of the site: LynxView

Page Size and Load Time Checkers

Object type	Size (bytes)	Download @ 56K (seconds)	Download @ T1 (seconds)
HTML:	24712	5.13	0.33
HTML Images:	197168	41.70	3.44
CSS Images:	68600	18.07	4.76
Total Images:	265768	59.77	8.2
Javascript:	12075	3.21	0.86
CSS:	14039	3.20	0.47
Multimedia:	0	0.00	0.00
Other:	0	0.00	0.00

Features/**Tools**	**Web Page Speed Report**	**Page Size Extractor**
Total page size	+	+
Images	total size of the images	total number and size of the images
JavaScript size	+	-
CSS size	+	-
Each page object size	+	-
Download time	+	-
Additional features	list of useful recommendations on reducing size of particular elements	total number of hyperlinks, full list of all links on the page

Additional Site Diagnostics Tools:

- Bad Neighborhood Tool (scans external links on a page and detects 'bad links').
- Search engine SPAM detector (detects a few types of black-hat tricks: hidden text, doorway pages, keyword stuffing, etc).
- (Recently improved) Trifecta Page/ Site/ Power tool (allows only one search per day for non-pro SEOmoz members) – offers an exhaustive report on your site/ page power and ways to improve it.

5. Search Related Online Tools

Keyword Rank Checking Tools

Online tools that check any term(s) rankings across various search engines.

Search Engine	Position
Google	1
MSN Search	1
Yahoo!	Not Found
AltaVista	1

Most valuable rank checkers:

Features/**Tools**	**SeoMoz Rank Checker**	**Search Engine Forums Tool**	**Shoemoney Serps Script**	**SEObook Rank Checker**
best feature	Archives the results	Checks multiple terms	Fast and easy to use	Advanced search options (+ international data centers)
export the results	Yes	No	No	No

several terms at a time	No	Yes	No	No
# of results checked	100	10	~100	1000
overall # of SEs	4	1	4	1
# of SEs at a time	1	1	4	1
link to the actual results page	Yes	No	No	No
registration required	Yes	No	No	No
term of use	Paid (with daily free 5 searches)	Free	Free	Free
browser plugin	Yes (Browser Button)	No	No	No
main drawbacks	Would be great if the history/reports could be split into projects (i.e. domains	Checks only top 10 results	No way to export/save results	No export feature.

	checked) and SEs			

Note: the tools may be checking different data centers, so the results can be slightly different from tool to tool.

More rank checking tools:

- [Search Engine Keyword Tracker & Keyword Ranking Tool](#);
- [Ventio Google Position](#);
- SEOChat [Keyword Position Check](#);
- Searchenginegenie [Rank Checker](#);
- Mike's [Ranking Reports](#).
- [KeywordEnvy](#) (checks up to 5 terms at a time and represents data in a handy graph.

Tools that Compare Different Search Engine Results
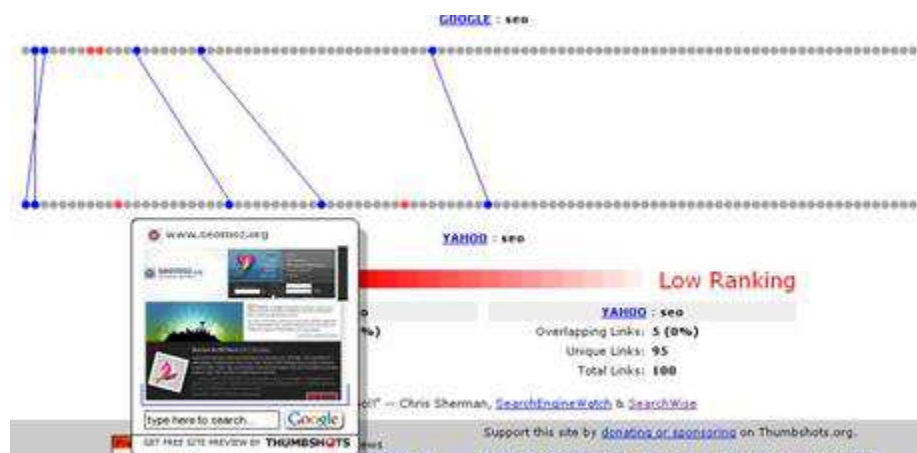
Features/**Tools**	**Prase**	**Thumbshots**	**Fuzz Find**
# of SEs	3 (Google, Yahoo, MSN)	2 (Google and Yahoo)	3 (Google, Yahoo, Live) **(+Del.icio.us)**
Additional Features	Sort by Google PR; start from any	Graphic representation of	Sort the results based on

	result;	ranking differences.	
	set the min. PR to filter low-PR sites	Highlight the site you want to track	any Search Engine or Del.icio.us

More search related tools:

- [Pagerank Search](#) allows to sort Google search results by Google PageRank or by relevance.

6. Website Traffic and Demographics Report
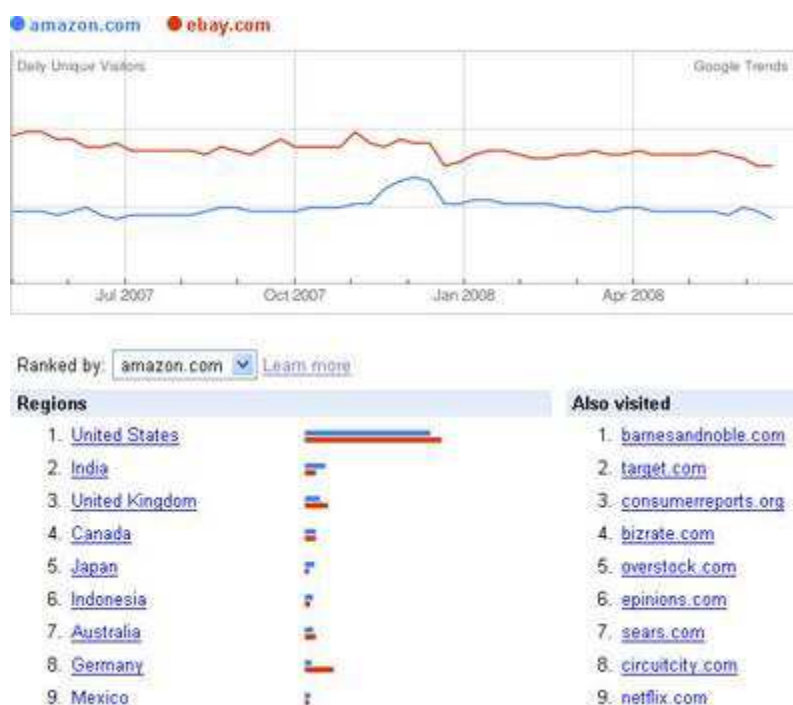
Features/**Tools**	**Alexa.com**	**Compete.com**	**Google Trends**	**Quantcast**
Traffic unit of measurement	percent (compared to overall	number of people	(average)	number of unique people/

	Internet users measured by Alexa)			number of visits
Time range	3 months	per month	(average)	per month / per week
Compare traffic	up to 5 domains	up to 5 websites	up to 5 websites	No
Demographics report	No	No	No	(U.S. only) visitors' gender distribution; age; household income; ethnicity; education.
Additional features	Shows traffic distribution across different countries; related websites; sites	(U.S. only) Reviews time spent on site compared to	Reviews stats over different periods of time (e.g. past month, past year, in a given month/ yeah)	Shows audience composition (passers-by, regulars, addicts)

	linking back to the one being checked	overall time spent in the Internet by US people (average change in this metric); average time spent on site by one person; number of pages per one visit.	on different territories (countries, states, cities). Besides, the tool will also show you "related" search queries and websites	

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How to Use Link TITLE Attribute Correctly

Using link TITLE attributes has become more popular since the rise of such widely used scripts as WordPress which by default duplicates the post title link in its TITLE attribute. Still, despite being the common behavior, this method of using TITLE attribute is both not right and annoying.

The title is **not** meant to be a duplication of the anchor text (related post: Image Alt Text Vs. Image Title). It's supposed to provide additional / advisory information (expand on the meaning of the link). The anchor text is supposed to "name" the link, while the title text provides information about where the link will send the user. (especially with "click here" and "more" anchor text). Look:

Ann Smarty**

OR

Ann Smarty**

Let's first learn why we need to use TITLE attribute at all:

Link TITLE attribute for SEO: title attribute carries **no weight** on search engines (per my experience and based on other SEO's opinion).

A couple of years ago, Googlers confirmed they did not use TITLE attribute in the algorithm because it was used too seldom. This has changes since then but I still failed to spot any evidence that link TITLE attribute somehow influenced the rankings (you can run a simple test: include any non-existent word – that doesn't exist in Google index – as a link title, wait for the link to be indexed, and in some time check if either the linking or linked page got ranked for that word). Anyway, if your experience is different from mine, please share.

Link TITLE attribute for usability: in most browsers it will **pop up** when you hover over the link.

Thus there is no need to duplicate the anchor text in a title tag. If the title tag can't provide more information, then don't use it:

Do not add link titles to all links: if it is obvious from the link anchor and its surrounding context where the link will lead, then a link title will reduce usability by being one more thing users have to look at.

Exception: title attribute can copy the link text when not the full link text might be displayed (due to design limitations for example):

Link TITLE attribute for [accessibility](#):

…visual browsers frequently display the title as a "tool tip" (a short message that appears when the pointing device pauses over an object). Audio user agents may speak the title information in a similar context. For example, setting the attribute on a link allows user agents (visual and non-visual) to tell users about the nature of the linked resource.

One should bear in mind that very often screen readers [won't read the title attribute](#), so if you put anything too vital in there, many users [won't hear it](#):

If the supplementary information provided through the title attribute is something the user should know before following the link, such as a warning, then it should be provided in the link text rather than in the title attribute.

For example, for acronyms you should **both include a title attribute and provide a plain text expansion** the first time it is used on the page.

Conclusions on TITLE attribute usage:

- use it for your users, not search engines (this approach always pays back);
- don't duplicate it with link text (this hurts usability: for example some blind users will hear the same text twice);
- don't put too much weight on the title attributes as not all screenreaders may render it (make sure either surrounding text or anchor text explains the link at least the first time you use it).

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CONTENT

50 Questions to Evaluate the Quality of Your Website

I know, it has been a while since my last post, but I was crazy busy. I have something else that I plan to write about in my queue, but it is not finished yet. But I have something else ready that is also fairly useful in my humble opinion.

Here is a long and pretty detailed list of questions that a website owner should asked himself about his own website. If the answer to every question that follows below was answered with yes, you can be very pleased with yourself and consider yourself the top of the crop, because most websites have flaws for a number of different reasons, mostly related to the limitation of resources and sacrifices that must be made as a direct result of the shortage.

This 50 questions long questionnaire might trigger something here and there for some of you or maybe brings some forgotten item from the long to-do list back into your mind. In short, I am sure that the list benefits a number of different people.If you think that something is missing or not clear, let me know and leave a comment to the post in the form below.

Accessibility

1. Is content structurally separate from navigational elements?
2. Is the website cross-browser compatible?
3. How compliant is the website with W3C coding standards? Valid HTML/CSS?
4. Are 'alt' tags in place on all significant images?
5. Are text-based alternatives in place to convey essential information if this is featured within images or multimedia files?

Navigation

1. Are links labeled with anchor text that provides a clear indication of where they lead.
2. Depth – what is the maximum number of clicks it takes to reach a page within the depths of the site?
3. If a splash screen or navigation feature is provided in a Java/JavaScript/Flash format, is a text-based alternative also available?
4. Responsive on Click feedback – Is a response given immediately (0.1 seconds) after a click is made on a hyperlink?
5. Do clickable items stylistically indicate that they are clickable?
6. How intuitive is it to navigate? Are signs obvious or obscured? Buttons/Links Like Text, that are not clickable and vice versa, links/buttons that cannot be identified as such
7. readability (somewhat addressed already), type face, font size
8. clear statement of PURPOSE of the site? Purpose must become clear within a few seconds without reading much or no text copy at all.
9. Call to action on every page, no dead ends
10. Is a logical site map available?, If not, is a keyword-based search feature available? Note: Large (multi-thousands of pages) sites should have a search form.

Design

1. Is the site's design aesthetically appealing?
2. Are the colors used harmonious and logically related?

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3. Are the color choices visually accessible? (For example high enough in contrast to assist the colorblind and visually impaired in reading the site appropriately)
4. Is the design audience appropriate?- The standard text size should be readable, for visitors who don't know how to adjust their browsers.
5. The fonts should be easily readable, and degrade gracefully.- Should look OK on various screen resolutions.

Content

1. Is the website copy succinct but informative?
2. Does the copywriting style suit the website's purpose and 'speak' to its target audience?
3. Are bodies of text constrained to <80 characters per line?
4. Can text be resized through the browser or do CSS settings restrict size alteration?
5. Is the contrast between text and its background color sufficient to make reading easy on the eyes?
6. Is text broken into small, readable chunks and highlighted using headings, sub-headings and emphasis features where appropriate to assist in skimming?
7. Within articles, there should be links to more detailed explanations of subjects, or definitions of jargon terms. Are you doing that?
8. Do you have an "about page" that identifies the author of the content, credits to source for content that was not written by the site owner himself
9. Do you have testimonials and publish them on the site?
10. Do you update the content regularly and don't live by the phrase "set it and forget it"?

Security

1. Any obvious security flaws?
2. How resilient are forms to special characters?
3. Private directories password protected via .htaccess?
4. Are public non-document directories (cgi-bin, images, etc) index able or are blank index.html pages or appropriate permission settings in place to block access?
5. Is customer data stored online? If so, is this database appropriately safeguarded against external access?

Other Technical Considerations

1. Does the site load quickly – even for dialup users?
2. Are all links (internal and external) valid and active?
3. Are scripts free from errors?
4. Is the website free from server side errors?

Other Marketing Considerations

1. Is the website properly optimized for search engines (essential text emphasized, title tags relevant, title text presented in H1, outbound links reliable and contextually related, etc)
2. Does the index page entice a visitor deeper into the site or shopping cart?
3. Does the website contain elements designed to encourage future or viral visitation (i.e. a contest, newsletter, tell-a-friend feature, and forum with subscription option, downloadable toolbar, RSS feed or similar)? – Different Title for every page that start (or at least have it as 2nd or 3rd word) with the single most relevant key phrase that describes the content or function of the page the best. (if you have to explain what the page is for and can only use 1-3 words as Keyword or Phrase, what would it be?)

4. Robots.txt configured?
5. Site Map available?
6. Is every page accessible at least via a single plain HTML Link (no JavaScript or Flash Link)?
7. Does every page have at least some text in the content? (How much Text remains on the Page if you remove all Images, Videos, Flash, Java Applets and JavaScript Code? Anything? Is the remainder still states the pages purpose?)
8. Is every individual page only accessible via a single URL or are several URLs available (and worse, used) to access the same page? Duplicate Content Issue, Canonical URLs.

Legal Stuff/Re-Assurance/Legitimization

1. Contact Page with Real Address, Phone Number (Toll Free for Business) and Contact Form or Email available, basically a clear and easy to use feedback/contact mechanism? A visitor might not assume webmaster@ or you might want them to write elsewhere, or you might prefer to give them a form to structure their communications.
2. DMCA Notice up? Terms of Use page available where you specify what you do and why and what visitors have to agree on if they want to use your site? This is to protect yourself from complains or worse regarding things that you cannot control properly, such as links to 3rd party websites or Ads from automated systems such as Google AdSense etc.
3. Privacy Policy up (especially if you collect data, email, names, and web analytics tracking cookies)?

Cheers!
Carsten Cumbrowski
Internet Marketing Resources at Cumbrowski.com including very comprehensive [product data feed resources](#) for advertisers and publishers.

Written By:

[Carsten Cumbrowski](#)

Carsten Cumbrowski has years of experience in Affiliate Marketing and knows both sides of the business as the Affiliate and Affiliate Manager. Carsten has over 10 years experience in Web Development and 20 years in programming and computers in general. He has a personal [Internet Marketing Resources](#) site at Cumbrowski.com. To learn more about Carsten, check out the ["About Page"](#) at his web site. For additional contact options see [this page](#).

How to Promote Your Blog and Increase Traffic

Blogging is an enjoyable habit especially for those who love writing and expressing themselves to others. Many people even make a living out of it. However, gaining profits in writing blogs is not an easy task especially if you are just starting your blogging career. Other than writing relevant content, driving traffic to your website is also essential and it is not an easy task. It takes time and persistence to build online history and gain consistent traffic. No traffic, no money.

To increase traffic to your blog, you have to be effective in your website promotion activities. This may include your blog appearance, SEO, social media promotions and email marketing.

See below:

Blog Appearance

1. **Blogging Platform:** There are several good and free blogging platforms available online. Most famous platforms are [WordPress](#), [Joomla](#), [Blogger](#) and [Drupal](#). WordPress is the most preferred platform by many bloggers and it is also originally designed for blogging. But if you want to put some dynamic functionality like social networking and ecommerce features, you may consider using Joomla and Drupal.On the other hand, it is also possible if you want to create your own blog site from raw. Hence, it will take you more time unlike setting up a site using WordPress, Joomla or Drupal. Also, in using either one of these three options, several modules and plugins are already available for your convenience plus worldwide support communities that are willing to help you out with your platform issues.
2. **Color Theme**: Your choice of colors is very important for your blog appearance. Through colors, you can trigger different emotions of your readers. Most blogs tend to use light colors for their backgrounds, and dark colors for the texts, (such as White & Black) this makes the content more readable for general users.
3. **Navigational Layout:** Make your layout navigational. Organize your links and blocks well. Make your recent posts and most famous articles are accessible to your readers. Study and experiment well for your ad positions. Also, putting them in the right places can make your number of click through higher.

SEO (Search Engine Optimization)

1. **Relevant Content for Your Focused Niche:** When we say relevant content, it means content that is helpful to readers.The web is continuously being updated every day, where users are continuously looking for good content that relates to them, aim to publish new content on a daily, or weekly biases that will link to your audience.
2. **Link Building**: The number of back links is essential if you want higher page ranks. Like voting system, search engines will determine your website relevance with the number of link presence you have on the web.. These links can be achieved in various ways, Submitting to bookmarks is an effective link building activity, or by writing guest articles, or even networking on social media websites.
3. **Public Relations:** Public relations like press release and article submissions can also help you promote your site, increase back links and expose more your website.

4. **Ping:** Submitting to ping sites like Ping-O-Matic everytime you made changes in your site can trigger the search engines to visit your website and index your new pages.

Social Media Promotions

1. **Twitter**: Recently, Google started indexing twitter pages. Therefore, whatever you tweet in connection to your website will affect your online presence. Be creative with your tweets, add your keywords and link them to your website. However, re-tweet other helpful posts also to gain more followers.
2. **Facebook:** Facebook is now the largest social networking site on the web. Everyday billions of users are interacting on this site, which is an enough reason to invest time and promote your websites on Facebook.
3. **Other Online Community and Blogging Sites**: Aside from Twitter and Facebook, investing time to other blogging sites and online communities like forums and other social networking sites can gain more exposures to your websites. Prevent spamming, post relevant comments that would help others. With this, you are not only promoting your blog, but you are also building relationships to your peer bloggers.
4. **Commenting on other blogs**: Create a list of blogs that you would read regularly, and which relate to your business. Aim to leave useful comments on articles that are published on these blog, be creative with your comments, by writing comments that would provide extra value to the post and readers.
5. **Forums**: A good way of building your presence and getting users to your blog, is by using forums. Register with forums within your niche, and answer few questions that the users ask, do this regularly, over time you would build your brand awareness and start to drive traffic to your site. When answering questions, be as helpful as you can, and provide answers that would be effective and helpful to all reading that question.

Email Marketing

1. **Pitch Page for Mailing List:** Sending emails to people who do not give you any permission to do so is loud and clear spamming. Do not do this. Create a pitch page or pitch block in your website where your readers can submit their email address to subscribe to your newsletters. You can get embed codes for this by using tools like [Aweber autoresponder](#) or [FeedBurner](#).
2. **Good Layout and Content**: Sending an attractive and corporate looking e-newsletter can prevent your recipients to hit the "spam" button. Be creative with your layout and give them good content. Put links directing to your website. Also, offering some games, rewards or other promotions can be a good call to action to your readers to visit your blog.

Guest Blogging

Last but not the least also, have a presence as a guest blogger on various authority and related sites of your industry. As [guest blogging](#) is more than writing a blog post for some other blog, it has got many benefits, which can improve your image as a blogger and also help you promote your own blog by reaching out to communities established by these blogs.

Best is to write guest posts for other blogs and also invite and publish guest posts on your own blog. This gives maximum exposure to your blog and helps you reach out multifold on the web by opening doors for other SEO and social media benefits attached to guest blogging. Hence, this can be termed as a win-win situation where the blogger and the blog both benefit in various ways.

There are so many things that you may do to gain maximum exposure for your blog. Also, give time to research for useful tools to automate your blog sharing and make your promotion easier. Pursue the marketing and outreach of your blog keeping abreast with new ideas and methods on the web as internet marketing keeps evolving and every time you come across a new platform consider how you can portray your business.

Written By:

Wasim Ismail | [Web Solutions](#) | [@wasimalrayes](#)

Wasim's a project manager at Alrayes Web Solutions along with an online SEO consultant & blogger for business at wasimismail.com, specialising in online industries.

[Need Hosting](#)? Use the coupon code
SEJBESTOF2011 for $9.94 off your hosting cost!

Top Online Plagiarism Checkers – Protect Your Content

Plagiarism is an essential Internet problem hurting both your feelings and your site rankings. While both Google and webmasters are figuring out how to combat it, let's have a look at web-based plagiarism checkers to help you find the thieves:

	Data source	Registration	Reliability	Usability
Copyscape.com	Google's Web APIs	No (for free version)	90%	high
Doc Cop	Google, Yahoo, Live	required	80%	moderate
Plagiarism Detect	Google	required	50%	low
Reprint Writers' tool	Yahoo	no	60%	moderate
Copyright Spot	Yahoo?	no	45%	moderate

(*Note: Reliability and Usability columns reflect my personal opinion; please share yours!*)

1. Copyscape.com has both a free (no registration required) and paid versions. The free one will search by the page URL and show only top 10 results. You can then go to each result and see the duplicated content highlighted.

The Premium account holders can submit text and see if it is plagiarized anywhere:

2. Doc Cop requires registration (with email confirmation). Its free version allows for only 75-word text check and no more than two checks a day.

The service essentially grabs short extracts from the submitted text and checks for exact match in Google, Yahoo and Live. Having found the duplications, it generates a report and sends it to your email.

(You will then have to go to each search engine result page to see which pages mention each string.)

3. Plagiarism Detect (registration required) also checks the submitted text; besides you can upload a txt or doc files. It will randomly choose strings of the text and search Google for the exact match.

After that, it will generate a quick domain-report as well as list the found results highlighting the string searched.

The strings the tool sometimes choose seem too short and thus results returned are not necessarily cases of plagiarism.

4. Reprint Writers' tool requires no registration and the process is similar to the above: it grabs a few (long enough) word strings and checks Yahoo for the exact matches.

5. Copyright Spot checks the URL you submit and claims to find all your blog content thieves. It seems to grab most prominent phrases of the page (titles and headings) and check for the exact matches.

It is both free and open for use without registration, yet lacks reliability (it obviously returns better results if you check for subpages instead of the whole site).

The tool is new and promising, so we will be looking for essential improvements in the future.

Toluu : SEO Consulting Blog - Seo Smarty

... employee to warn others of the poor service - also accounting
for the new era of ... merchants and companies from the
ungrounded/ false/ deceptive accusations? ...

http://www.toluu.com/feeds/616637801

Behind LinkBait: Word Play and Creative Semantic Constructions in Hot ...

Behind LinkBait: Word Play and Creative Semantic Constructions
in Hot Titles I for one am too tired of " ... tactics behind linkbait:
Read on: Behind LinkBait: Word Play and Creative Semantic
Constructions in Hot Titles ...

http://gossipenia.com/2009/09/08/behind-linkbait-word-play-and-creative-semantic-constructions-in-hot-titles/

Please also do check this list by BlogHerald listing more tools to help you prevent, find and report plagiarism.

Written By:

Ann Smarty | My Blog Guest | @seosmarty

Ann Smarty is the Editor of Search Engine Journal. Ann's expertise in blogging and tools serve as a base for her writing, tutorials and her guest blogging project, MyBlogGuest.com

10 Places to Find Free Images Online and Make Your Content More Linkable

Attracting visitors to your website is a balancing act. On one hand, you must have good information, since that is the core of your service. The text is also the most important part of your site's content that traditional search engines read, and thus, keywords, headings, originality and links are so important.

On the other hand, few people are going to sit around and read pages and pages of nothing but text – you have to make the page visually appealing. That is where the importance of images arrive, especially in your link baiting efforts.

For example, I wrote a post last week about alternatives to blocking domain registration information, and one of the tips was to use your dog's name in contact info.

I added a cute photo of a puppy from Flickr and received lots of comments and links to the post, the image made the post stick out a bit, made it more personal, and it probably led to more interest than just the content of the story.

There are some differences in the types of images that are available online, like some images are free and others are rights protected. Understanding the differences, as well as ten of the most popular places to find free images online, allows you to make your website more attractive.

Making your page visually pleasing, as well as informative, will help to generate more notice of your site and incoming links, in turn generating traffic and increasing your page's popularity with search engines.

1. *Public Domain images* are free to use however you want. For instance, pictures taken when working for the U.S. government or any pictures that you can download from a government website are automatically public domain.

2. *Right Protected images* are bought for a certain length of time for a certain project. These images are usually negotiated beforehand with the photographer, and for a fee, you will have exclusive rights to the image during the arranged time period. While good for big businesses, these are not very effective for website designs.
3. *Royalty free images* are also purchased, but after the one time fee, you can use the image however you would like. However, other websites can also purchase the same image.

There are a variety of places that you can choose to download or hotlink to pictures. Online image banks are often the easiest, though you can also choose some search engines to help you find the perfect image that you are seeking.

- Flickr.com allows you to share, store, search, and sort your photos. There are always plenty of images available for you to use. Flickr is free, though you will have to register if you want to upload and edit your own images. The photographers establish the terms, so read the permissions carefully. If you use someone else's Flickr image, it's always in good taste to link back to its source.
- Bigfoto.com offers pictures from around the world, including America, Asia, Europe, Africa, and Pacific. Each main category has subcategories, for instance "aviation," which allows you to choose from pictures in a certain theme.
- Fotogenika.net has photos for free download for personal, educational, and nonprofit use. However, you cannot use them commercially, sell them, or claim authorship. The site is well organized, and it includes categories such as architecture, animals, people, and textures.
- FreeDigitalPhotos.net has over 2000 free images that you can use in commercial and noncommercial work. You are not allowed to sell, redistribute, or claim these images as your own. You can browse by category or search for exactly what you need.
- FreePhotosBank.com allows users to have non-exclusive, non-transferable license to images. You can search for photos, see which photos are the most popular, and which ones have the highest ratings or the most downloads.
- FreeMediaGoo.com has a large collection of images, audio, textures, and other visual mediums that you can use for free with some restrictions. You do not even have to credit the images. The site also features some amazing digital images if you are looking for something different.
- MorgueFile.com offers stock photographs in high resolution digital. With over 55,000 images, divided into several categories, they are sure to have something you can use. The thumbnails are small, but your search results display quickly, and the photos are of top quality.
- PhotoRogue.com offers a different concept. If you cannot find what you need, you can send a request. The service is free and uses volunteer photographers. If you like, you can also sign up for an RSS feed that will let you know when new images become available.
- SXC.hu offers high quality images taken around the world by amateur photographers. If you have an interest in photography, you can even submit your own pictures. There are various searching options and over 100,000 images. The photographers establish the terms, so read the fine print, but most pictures can be reused immediately.
- Picsearch.com is another option for those who are not sure exactly what they are seeking. Picseach is a search engine that crawls the web and indexes images. However, make sure that you see the site's licensing terms or contact the copyright holder before you download pictures. You can edit your search by animation, color, or size to find exactly what you need.

With all of the available visual resources, you can easily utilize free, stimulating photos to keep your readers entertained.

The more eye candy you can include along with your thought provoking posts or linkbait, the more likely you will garner higher levels of interest, votes and links.

Written By:

Loren Baker | [Search Engine Journal](#) | [@lorenbaker](#)

Loren Baker is the founding editor of Search Engine Journal and remains an advisor to the publication, which is published by Alpha Brand Media.

A Look into Reverse Image Search Tools

I've been already looking at various advanced image search engines as well as listing tools that allow to search for similar images. This post is about a bit different type of image search:

Reverse image search refers to the search type *where you don't need keywords at all*; instead you just need to provide a base image for the search engine to find *more images like that one*.

This is not a very popular type of search engines because it is new and not really well-known.

Reverse image search tool	The algorithm (seems to be) based on
TinEye	Exact match
Byo	Color similarity
Gazopa	Color and shape similarity

TinEye a reverse image search that also has a handy FireFox addon is best for searching **exactly matching images**: those that look identical to the base one but are available in different resolution and from different sources.

It can be a great tool for finding stolen and / or un-attributed images:

Your image

JPEG image, 129x84, 2.5 KB

3 results 🟧 EMAIL 🟧 SHARE ▪️🔳🔳...

searched over 1.1215 billion images in 0.614 seconds

Sort order: best match ▼

www.charming.bloger.hr

🖼️ deadseabw7wz9.jpg → http://www.charming.bloger.hr/

🔲 Compare Images
JPEG image
400x261, 12.9 KB

www.papablue.bloguje.cz

🖼️ Dead%20Sea.jpg → http://www.papablue.bloguje.cz/0

papablue.bloguje.cz

🖼️ Dead%20Sea.jpg → http://papablue.bloguje.cz/tema-2

🔲 Compare Images
JPEG image
474x310, 17.1 KB

Byo image search seems to be based on **color palette similarity** primarily but does include theme based algorithm:
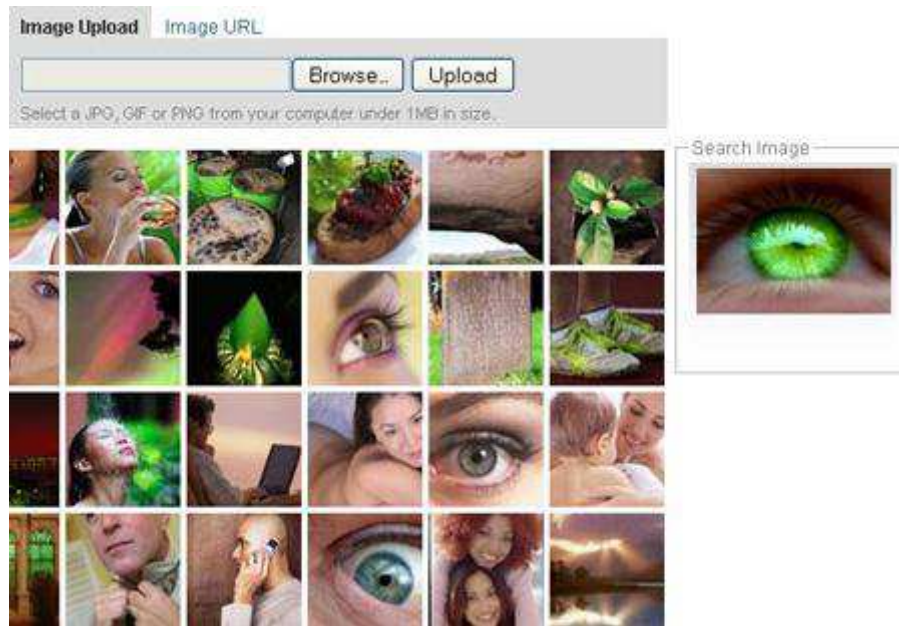
Gazopa (quite a new tool that launched last month) allows to upload a base image from your computer or even draw one yourself. The similarity is based on color and shape match which works amazingly great but can still be sometimes quite confusing. Look how a broccoli is perceived as a tree:
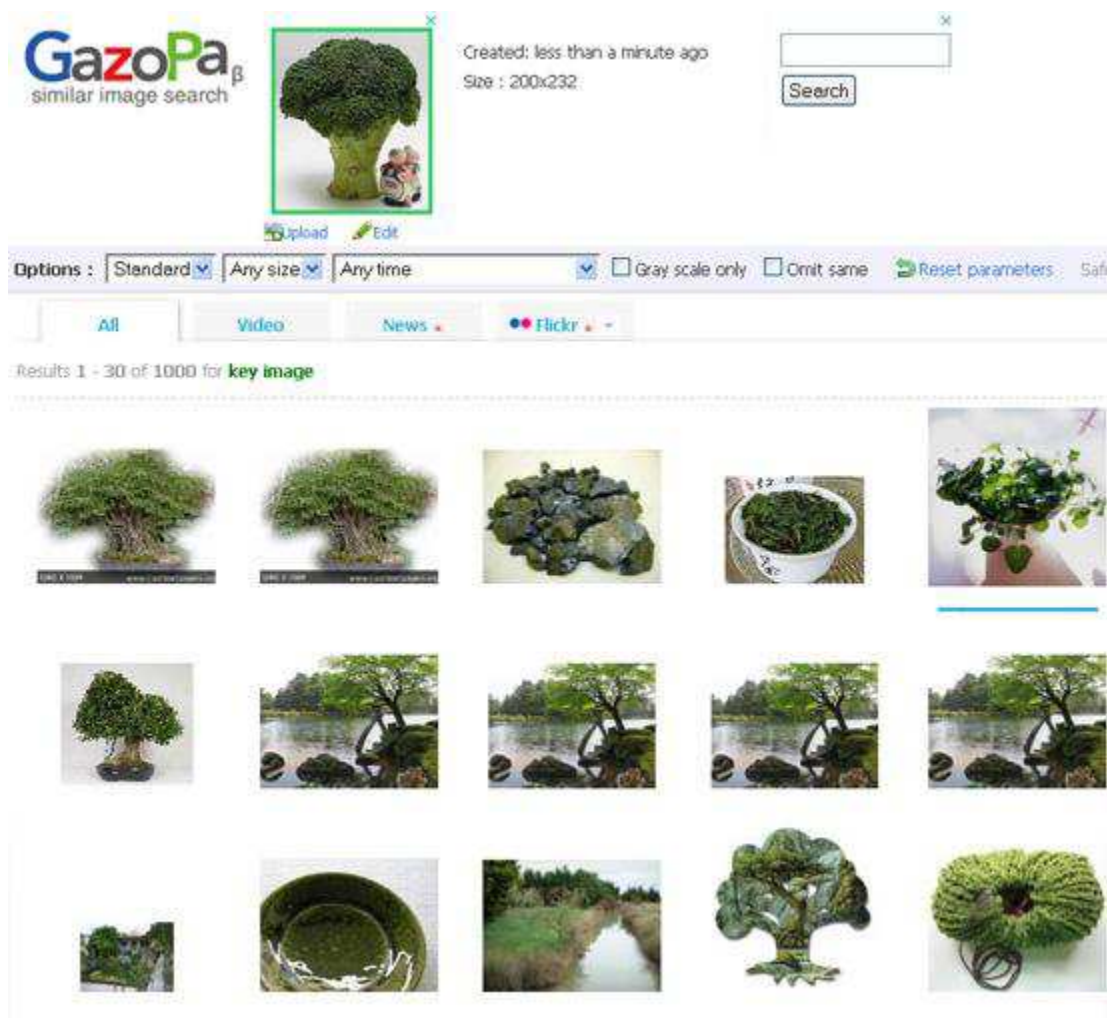
Can you think of any cases when those tools can be particularly useful?

*Written By:*

Ann Smarty | My Blog Guest | @seosmarty

Ann Smarty is the Editor of Search Engine Journal. Ann's expertise in blogging and tools serve as a base for her writing, tutorials and her guest blogging project, MyBlogGuest.com

Infographic: Porn vs The Internet [NSFW]

In the early 2000′s, the media made a meal out of how the pornography industry had been taken to a new level in terms of reach, revenue and types of "entertainment", thanks to the advent of the world wide web. In fact internet marketers owe the porn industry for being first to successfully adopt now-everyday technologies such as geo-location, videostreaming and e-commerce to name a few.
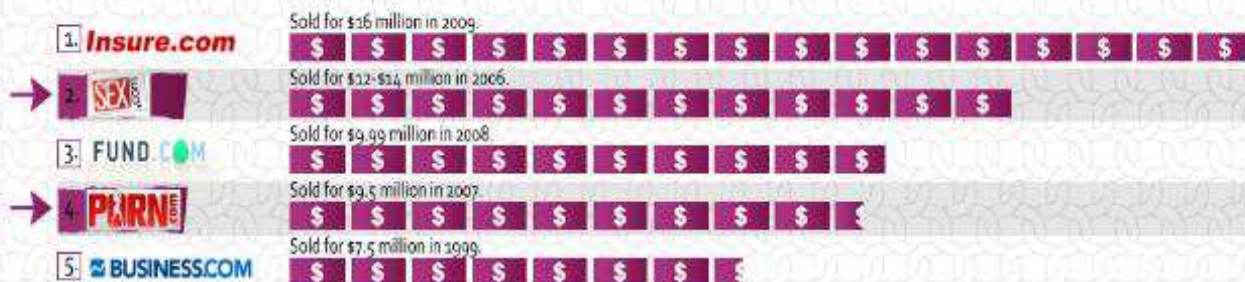
So what does the online porn business look like today, and how much does it impact mainstream search marketing? Let's take a look at the most recent studies and stats to-date.

This is part of a special [infographic series](#) by Search Engine Journal.
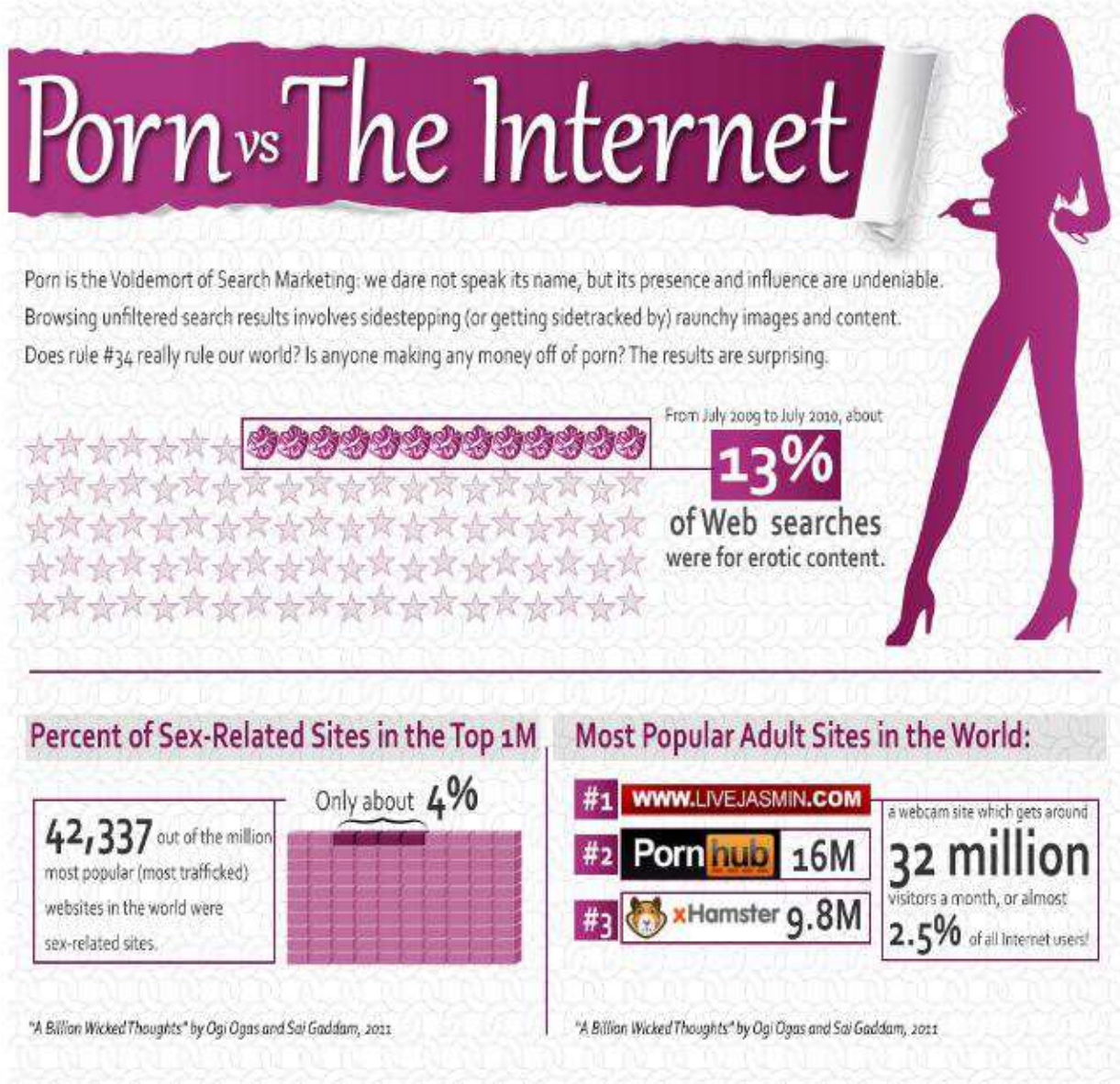
Most Expensive Domain Names

Two of world's top five most expensive domain names are porn related

1. **Insure.com** — Sold for $16 million in 2009.
2. **SEX** — Sold for $12-$14 million in 2006.
3. **FUND.COM** — Sold for $9.99 million in 2008.
4. **PORN** — Sold for $9.5 million in 2007.
5. **BUSINESS.COM** — Sold for $7.5 million in 1999.

Source: http://most-expensive.net/domain-name

The US porn market has been estimated to be worth between **$2-13 billion** a year. "The real value is difficult to accurately estimate, as Pornography is an industry where they exaggerate the size of everything."*

Source:
http://en.wikipedia.org/wiki/Pornography_in_the_United_States
* David Klatell, associate dean of the Columbia Graduate School of Journalism
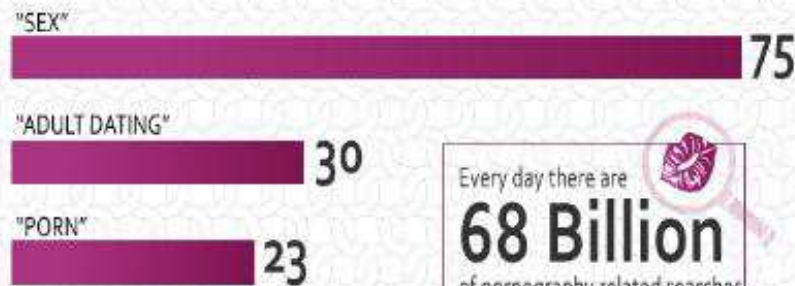
US Search Trends

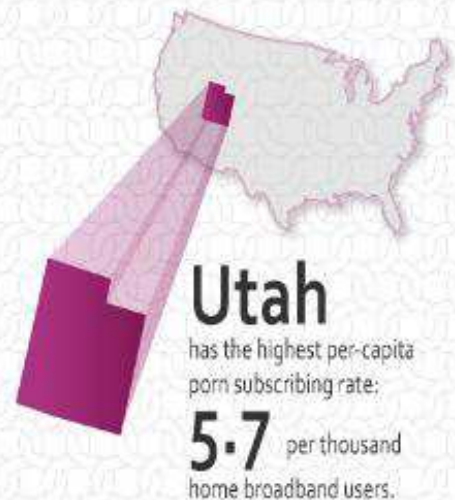Percentage of total searches containing one or both words.

— PORN   — SEX

		4,0
		3,5
		3,0
		2,5
		2,0
		1,5
		1,0

Jan May Sep | Jan May Sep | Jan May Sep | Jan May Sep
2008 | 2009 | 2010 | 2011

http://www.google.com.ar/trends?g=porn&ctab=o&geo=us&gear=all&date=mtd&sort=o

Number of Search Terms

In millions.

"SEX"
75

"ADULT DATING"
30

"PORN"
23

http://thepinkcross.org/page/internet-porn-statistics

Every day there are

68 Billion

of pornography related searches

Utah
has the highest per-capita porn subscribing rate:

5·7 per thousand
home broadband users.

http://www.forbes.com/sites/julierovolo/2011/09/07/how-much-of-the-internet-is-actually-for-porn/

Every day there are

116,000 searches for
"child pornography"

http://thepinkcross.org/page/internet-porn-statistics

"PORN": Top Ten Searchers by City and State

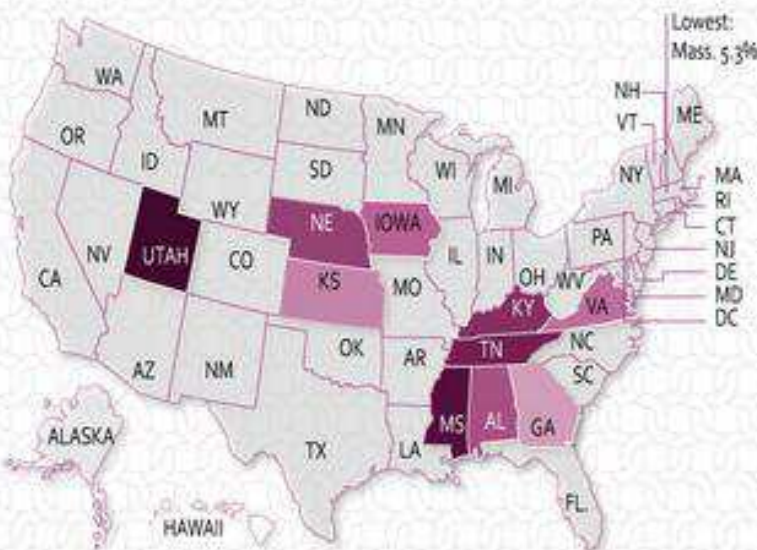States and cities. Percentage of total searches containing the word PORN. According to Google/Trends.
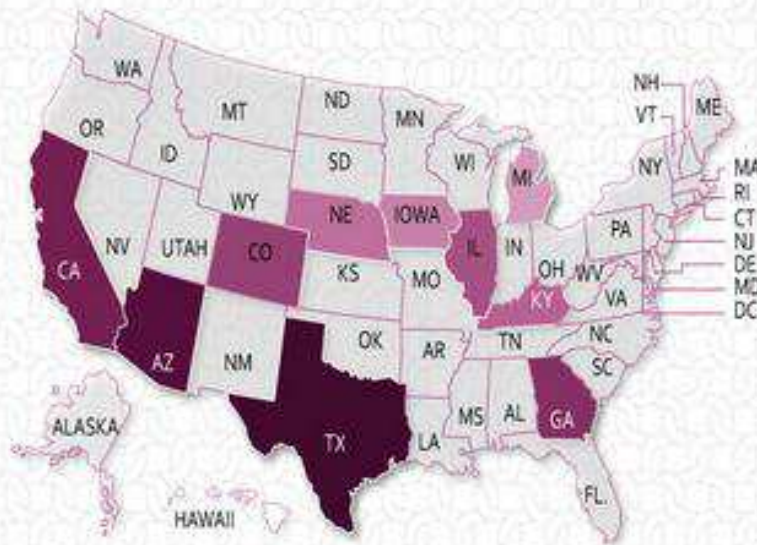
http://www.google.com.ar/trends?q=porn&ctab=0&geo=us&geor=all&date=mtd&sort=0

	States		Cities
1	Texas	1	San Antonio, TX
2	Arizona	2	Arlington, TX
3	California	3	Phoenix, AZ
4	Georgia	4	Lynwood, CA
5	Colorado	5	Houston, TX
6	Illinois	6	Atlanta, GA
7	Kentucky	7	Dallas, TX
8	Nevada	8	Denver, CO
9	Iowa	9	Chicago, IL
10	Michigan	10	Minneapolis, MN

"SEX": Top Ten Searchers by City and State

States and cities. Percentage of total searches containing the word SEX. According to Google/Trends.

Lowest: Mass. 5.3%

http://trends.google.com/trends?q=sex&ctab=0&geo=us&geor=all&date=mtd&sort=0

	States		Cities
1	Utah	1	Buckingham, VA
2	Mississippi	2	Lynwood, CA
3	Tennessee	3	Arlington, TX
4	Kentucky	4	San Antonio, TX
5	Nebraska	5	Phoenix, AZ
6	Alabama	6	Atlanta, GA
7	Iowa	7	Houston, TX
8	Virginia	8	Denver, CO
9	Kansas	9	Dallas, TX
10	Georgia	10	Chicago, IL

Internet Pioneers

The porn industry was first to exploit many now mainstream internet technologies.
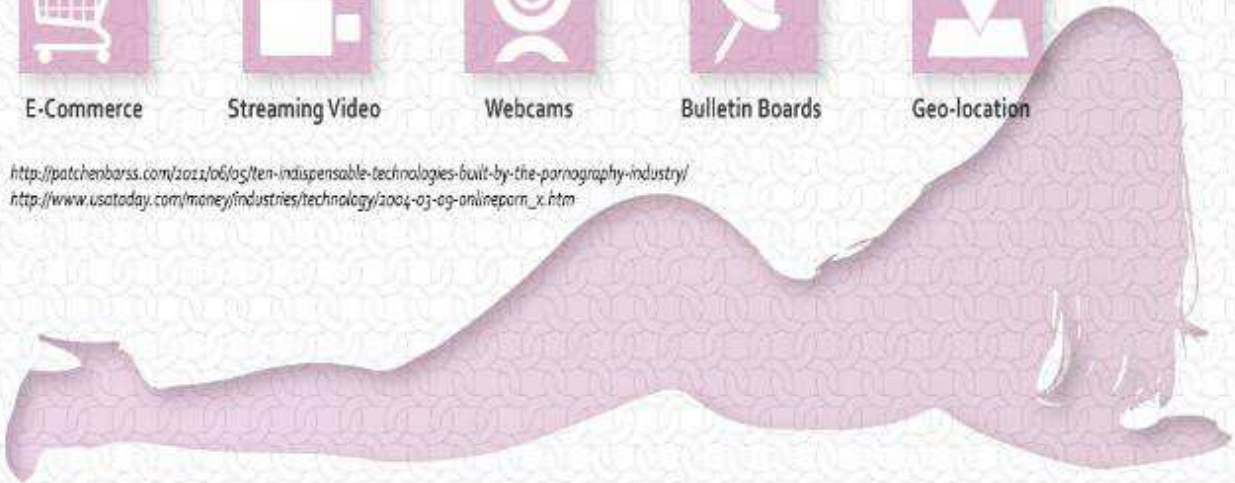
E-Commerce   Streaming Video   Webcams   Bulletin Boards   Geo-location

http://patchenbarss.com/2011/06/05/ten-indispensable-technologies-built-by-the-pornography-industry/
http://www.usatoday.com/money/industries/technology/2004-03-09-onlineporn_x.htm

Written By:

Jenise Uehara Henrikson

Jenise Uehara Henrikson is CEO of Alpha Brand Media, an internet publishing company with a wide variety of verticals including fashion, lifestyle news, insurance and finance. She has been quoted in Investor's Business Daily, ABC News and other publications.