

Social bookmarking

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Bookmarking is generally the method to save the most liked web pages, but you could see the information that are saved only in your system. A new way of bookmarking is called the social bookmarking which is the best way to manage all the important web pages online and anyone can view it from anywhere.

The bookmarks can be made public or private and can be shared within a network or a group and only allowed users would be able to view the saved pages.

Social bookmarks are organized by tags. Tags are very important which is useful in identifying the relevant websites by assigning suitable names to the tags.

Social bookmarking can be used best to increase traffic. How?

The websites that are made public in social bookmarking can be viewed by anyone, provided they use the same social bookmarking site that you are using to save the information. Use of keywords in the tag is important and should be relevant. The users will find a list of websites by typing in relevant keywords and also find out the popularity and the users who have bookmarked your website.

Search Engines prefer to crawl though websites which are being bookmarked in the social network. Since the users bookmark these web pages because of its importance and relevancy, the search engines crawl them regularly and consider the web pages's significance.

We all know "content is king", users visit your website frequently if they find the information provided by your website is valuable, then the chances of more people visiting your website increases as they would bookmark your pages and in the social network there are other users who also can see your website thus adding to the increase in the number of visitors.

To name a few the following are some social bookmarking websites,

- del.icio.us

- digg.com
- listible
- furl
- yahoo my web 2.0
- flickr
- Slashdot
- youtube
- simpy
- popurls.com