

TAGGING, BOOKMARKING & SOCIAL NEWS.



OH MY!

Discovery

Reach people who might not even know your website exists.

Influence

Millions upon millions of people converge because of these social networks. Leverage that...

del.icio.us



The definition of a social bookmarking site. It is now a part of Yahoo!

Similar: ClipMarks, BlinkList, Furl



clipmarks



del.icio.us



How does it work?

Save a page you like.

Add Notes and Tags (word/s used to describe the page)

People can discover pages by *tags / network / popularity.*

del.icio.us



What works?

Lists

Resources (How-To's)

Tools

del.icio.us



Advantages for Marketers

Influence people. (ex. RSS feeds.)

del.icio.us



del.icio.us

social bookmarking

- » all your bookmarks in one place
- » bookmark things for yourself and friends
- » check out what other people are bookmarking

[learn more...](#)

hotlist

what's hot right now on del.icio.us

HOT NOW

[Job Search Hack- Organize Your Search Using The Rule Of Thirds | TheJobBored](#) [save this](#)
first posted by [stan.hanking](#)
[career](#) [jobs](#)
[provetheworst: \[fic\] last night i dreamt an emo kid loved me \[brendon\]](#) [save this](#)

thumbnail

del.icio.us / popular /

Today's popular items → [view all](#) | [fresh only](#)
[Cool business card designs, Part 2 | creativebits](#) [save this](#)
first posted by [bluemilker](#) on 2008-03-11 ... [saved by 181 people](#) (66 recently)
[IzzyMenu](#) [save this](#)
first posted by [mlibrary_web](#) on 2008-03-13 ... [saved by 578 people](#) (58 recently)
[Most used CSS tricks](#) [save this](#)
first posted by [stylizedweb](#) on 2008-03-12 ... [saved by 1105 people](#) (50 recently)
[36 Beautiful Resume Ideas That Work | JobMob](#) [save this](#)
first posted by [Shanlailit](#) on 2008-03-04 ... [saved by 1853 people](#) (48 recently)
[Ten Sites for Finding Wonderful Things - ReadWriteWeb](#) [save this](#)
first posted by [suidren](#) on 2008-03-14 ... [saved by 433 people](#) (36 recently)
[Google Sky](#) [save this](#)
first posted by [hikikomoriX](#) on 2008-03-13 ... [saved by 1240 people](#) (29 recently)
[Gramlee | free online grammar checking by real professionals](#) [save this](#)
first posted by [dan36](#) on 2007-02-15 ... [saved by 155 people](#) (20 recently)

del.icio.us



Advantages for Marketers

Might be integrated into Yahoo's search results
(quality indicator)

del.icio.us



Case Study

del.icio.us



Over 650 people bookmarked it

9500 visitors in first 24 hours plus a few hundred per month since

Helped to build over 800 links to this page

StumbleUpon



A web browser plug-in that allows its users to discover and rate web-pages, photos, & videos.

Close to 4.5 Million users.

Similar: None

StumbleUpon



How does it work?

Toolbar which allows you to rate a website as *thumbs up* or *down* and view relevant websites (by clicking Stumble!) based on your own preferences.



Discover web pages: “Vote” for them / tag them / review them.

StumbleUpon



What works?

0 6 Help

Show Popular Sites about

all arts bizarre
blogs books
business
computers design
food games health
history home
humor internet
linux living mac
movies music photos
politics science
shopping society
sports technology
videos windows

StumbleUpon



What works?

Catch Stumblers “eyes” quickly

Videos and images work very well – as do eclectic pages.

StumbleUpon



#15 | PR: ? | Google Cache Date: ? | Age: ? | del.icio.us: ? | Y! Links: ? | Y! .edu Links: ? | Y! .gov Links: ? | Y! Page Links: ? | Y! .edu Page Links: ? | Technorati: ? | Alexa: ? | Compete.com Rank: ? | Compete.com Unique dir.yahoo.com: ? | Botw: ? | MSN Links: ? | MSN .edu Links: ? | MSN .gov Links: ? | MSN Page Links: ? | MSN .edu Page Links: ? | Whois

JakePM's favorite 10e20 web sites - StumbleUpon

JakePM likes 22 10e20 sites that he found on StumbleUpon. Discover your web with StumbleUpon.

jakepm.stumbleupon.com/tag/10e20/ - 40k - [Cached](#) - [Similar pages](#) - [Filter](#)

#16 | PR: ? | Google Cache Date: ? | Age: ? | del.icio.us: ? | Y! Links: ? | Y! .edu Links: ? | Y! .gov Links: ? | Y! Page Links: ? | Y! .edu Page Links: ? | Technorati: ? | Alexa: ? | Compete.com Rank: ? | Compete.com Unique dir.yahoo.com: ? | Botw: ? | MSN Links: ? | MSN .edu Links: ? | MSN .gov Links: ? | MSN Page Links: ? | MSN .edu Page Links: ? | Whois

10e20.com - AboutUs Wiki Page

10e20.com. DomainTools.com. Compete.com. BuiltWith.com. Add your own constructive feedback for this organization / website by clicking the Influence Us ...

www.aboutus.org/10e20.com - 21k - [Cached](#) - [Similar pages](#) - [Filter](#)

#17 | PR: ? | Google Cache Date: ? | Age: ? | del.icio.us: ? | Y! Links: ? | Y! .edu Links: ? | Y! .gov Links: ? | Y! Page Links: ? | Y! .edu Page Links: ? | Technorati: ? | Alexa: ? | Compete.com Rank: ? | Compete.com Unique dir.yahoo.com: ? | Botw: ? | MSN Links: ? | MSN .edu Links: ? | MSN .gov Links: ? | MSN Page Links: ? | MSN .edu Page Links: ? | Whois

10e20 LLC - Powered By 10e20 SupportSuite

Posted By: 10e20 Website Maintenance On: 08 Mar 2007 10:12 AM. Check the FAQ before submitting a ticket. Read · Comments [0]. Back. Login, [Lost Password] ...

helpdesk.10e20.com/index.php?_m=news&_a=view - 16k - [Cached](#) - [Similar pages](#) - [Filter](#)

#18 | PR: ? | Google Cache Date: ? | Age: ? | del.icio.us: ? | Y! Links: ? | Y! .edu Links: ? | Y! .gov Links: ? | Y! Page Links: ? | Y! .edu Page Links: ? | Technorati: ? | Alexa: ? | Compete.com Rank: ? | Compete.com Unique dir.yahoo.com: ? | Botw: ? | MSN Links: ? | MSN .edu Links: ? | MSN .gov Links: ? | MSN Page Links: ? | MSN .edu Page Links: ? | Whois

Paid Search For Big Sites | 10e20 B... - StumbleUpon

Website review of Paid Search For Big Sites | 10e20 B.... Discovered in Marketing. Related to marketing. Discover your web with StumbleUpon.

www.stumbleupon.com/uri/www.10e20.com/blog/2008/01/14/paid-search-for-big-sites/ - 21k - [Cached](#) - [Similar pages](#) - [Filter](#)

StumbleUpon



Discover new sites

Home

Websites

People

Videos

6 Help



Website review: Most Blatant Uses of Photoshop in M...

socialpyramid discovered this in **Photography** • 11 reviews since Dec 12, 2007
photography, photos • yourcover.com/Most-Blatant-Uses-of-Photoshop-...

People who like this website

Show me more (40) • People online now • Top stumblers



ntonionie
New York



sonjacienuuegos
Brooklyn



frombo
Brooklyn



iamveeip
:(



FreezingFire
Philadelphia



EissMan
Glenmont



Semore9
Boston



QuirksatMidnight
Washington



cheechiqua
Virginia



amberatew
Raleigh

Share this with a friend

Meet socialpyramid



Socialpyramid discovered this site. He is a 29 year old guy from Norwalk, Connecticut, USA.

Socialpyramid has rated **7,338** sites and has **284** fans. You have these common interests: internet.

View Profile

Browse peoples favorites

Books • Music • Movies • TV Shows • Likes • Cities • States • Countries

StumbleUpon



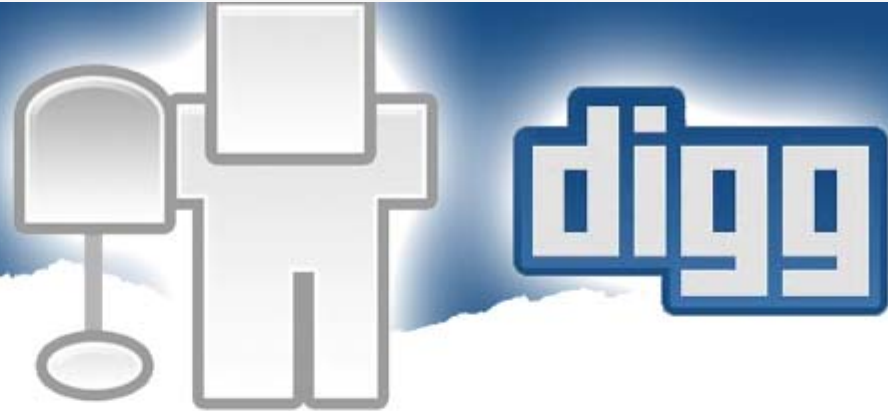
Results

68,522 visitors spread out over 90 days.

Over 38,000 visited *more than 3 pages*.

Helped build over 600 links to the page.

Digg

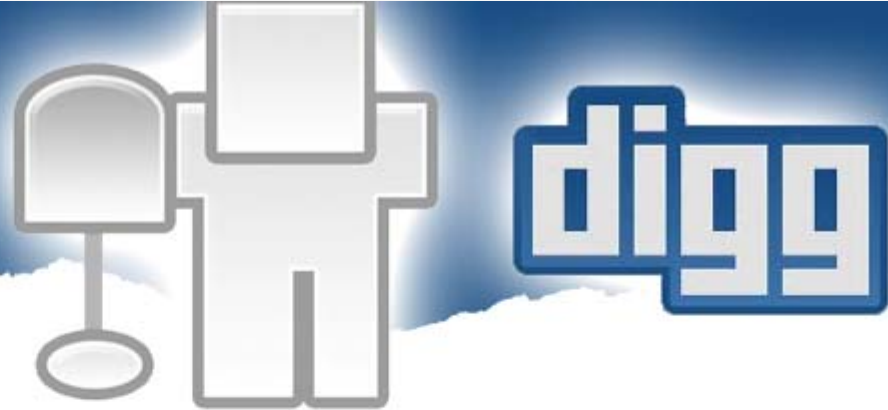


A user driven social content website. “Democratically driven news. Over *1 million* registered users and *25 million + uniques* per month.

Similar: Reddit, Propeller, Shoutwire



Digg



How does it work?

Articles, images & videos are submitted by users, and then promoted to the front page based on popularity.

Digg

[« prev || next »](#)

PRIVACY

Do A Background Check On Yourself

Companies can order all sorts of reports on you and make judgments about you, from banks, to landlords to employers. Here's how you can see the data they're seeing and make sure the record is right.

2509
diggs

[digg it](#)



Employment Report

ChoicePoint (866) 312-8075

Check Writing History Report

ChexSystems (800) 428-9623

Shared Check Authorization Network (800) 262-7771 Fax: (800) 358-4506

TeleCheck (800) 835-3243.

Residential and Tenant Reports

ChoicePoint: (877) 448-5732

Digg

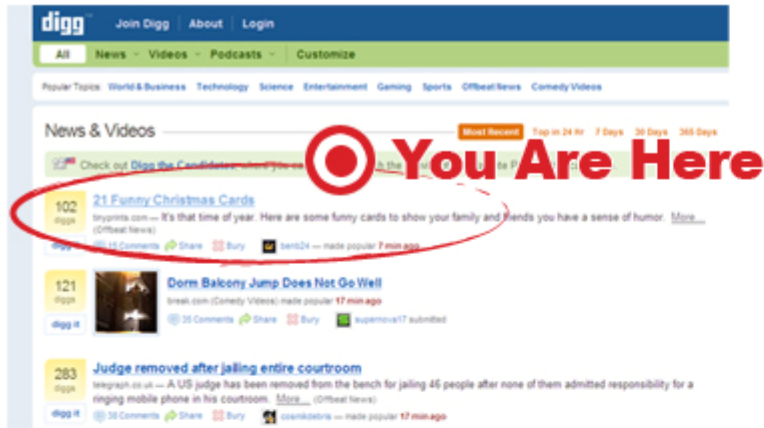


Advantages for Marketers

Traffic: Typically between 10,000 and 60,000 visitors a 24 hour period.

Exposure: Getting in front of thousands of new people (who wouldn't have come into contact with your brand normally.)

It's ability to *influence*.



digg Join Digg About Login

All News Videos Podcasts Customize

Power Topics World & Business Technology Science Entertainment Gaming Sports Offbeat/News Comedy/Videos

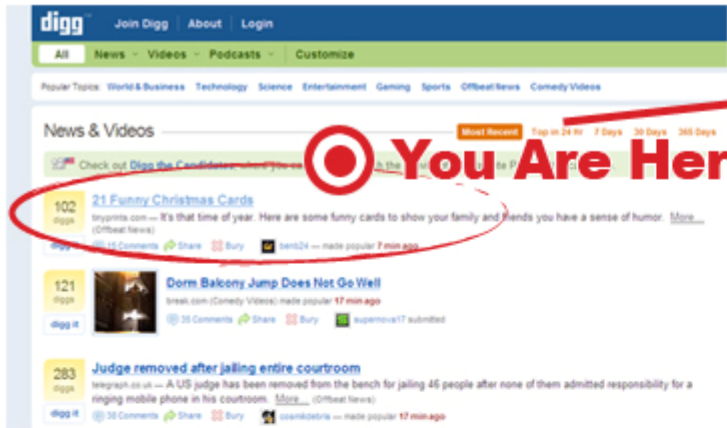
News & Videos

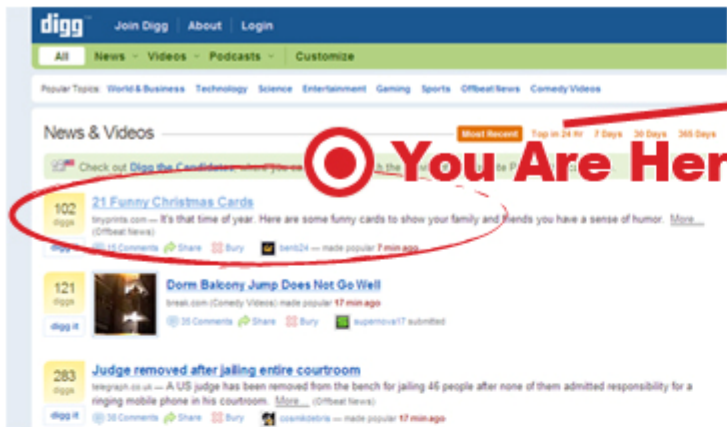
Check out [Digg the Candidate](#) and [Digg the President](#)

21 Funny Christmas Cards
102 Digg
brprints.com — It's that time of year. Here are some funny cards to show your family and friends you have a sense of humor. [More...](#)
(Offbeat/News)
14 Comments Share Bury berid4 — made popular 7 min ago

Dorm Balcony Jump Does Not Go Well
121 Digg
break.com (Comedy Videos) made popular 17 min ago
35 Comments Share Bury supernova17 submitted

Judge removed after jailing entire courtroom
283 Digg
seeyeah.co.uk — A US judge has been removed from the bench for jailing 46 people after none of them admitted responsibility for a ringing mobile phone in his courtroom. [More...](#) (Offbeat/News)
38 Comments Share Bury cleveland10 — made popular 17 min ago





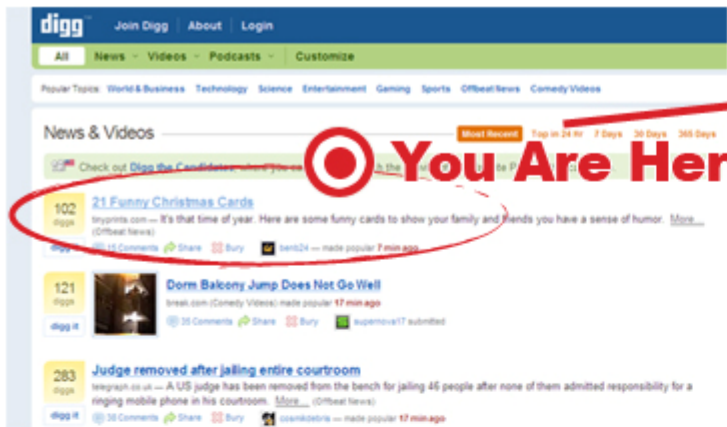
 You Are Here

TechCrunch



gothamist™

TMZ.com



 **You Are Here**

TechCrunch

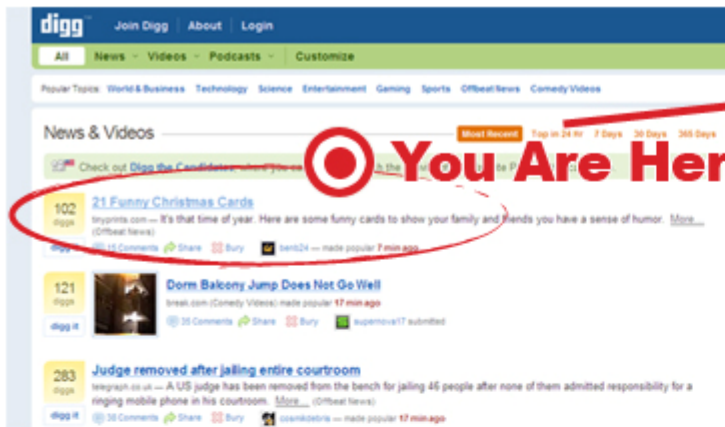


lifehacker

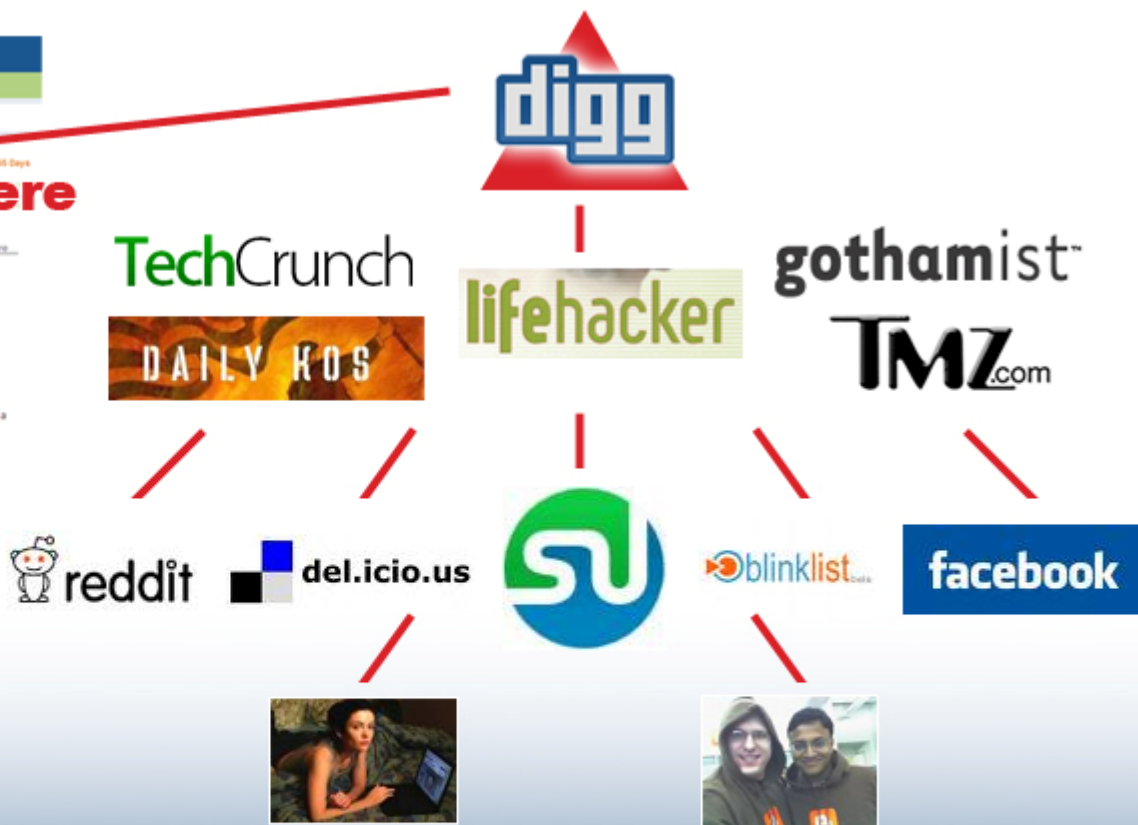
gothamist

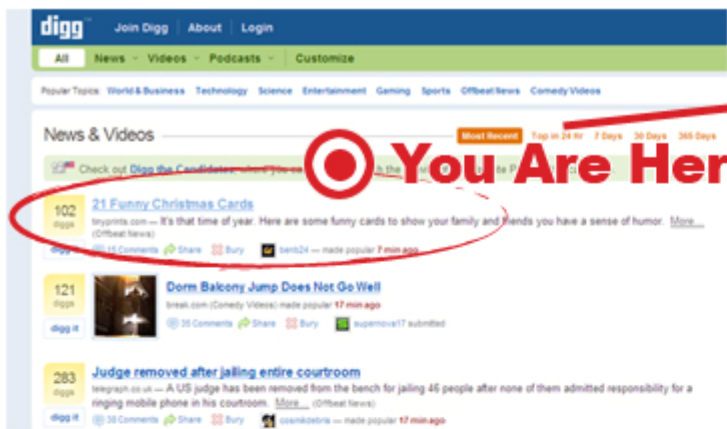
TMZ.com





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TechCrunch



gothamist™



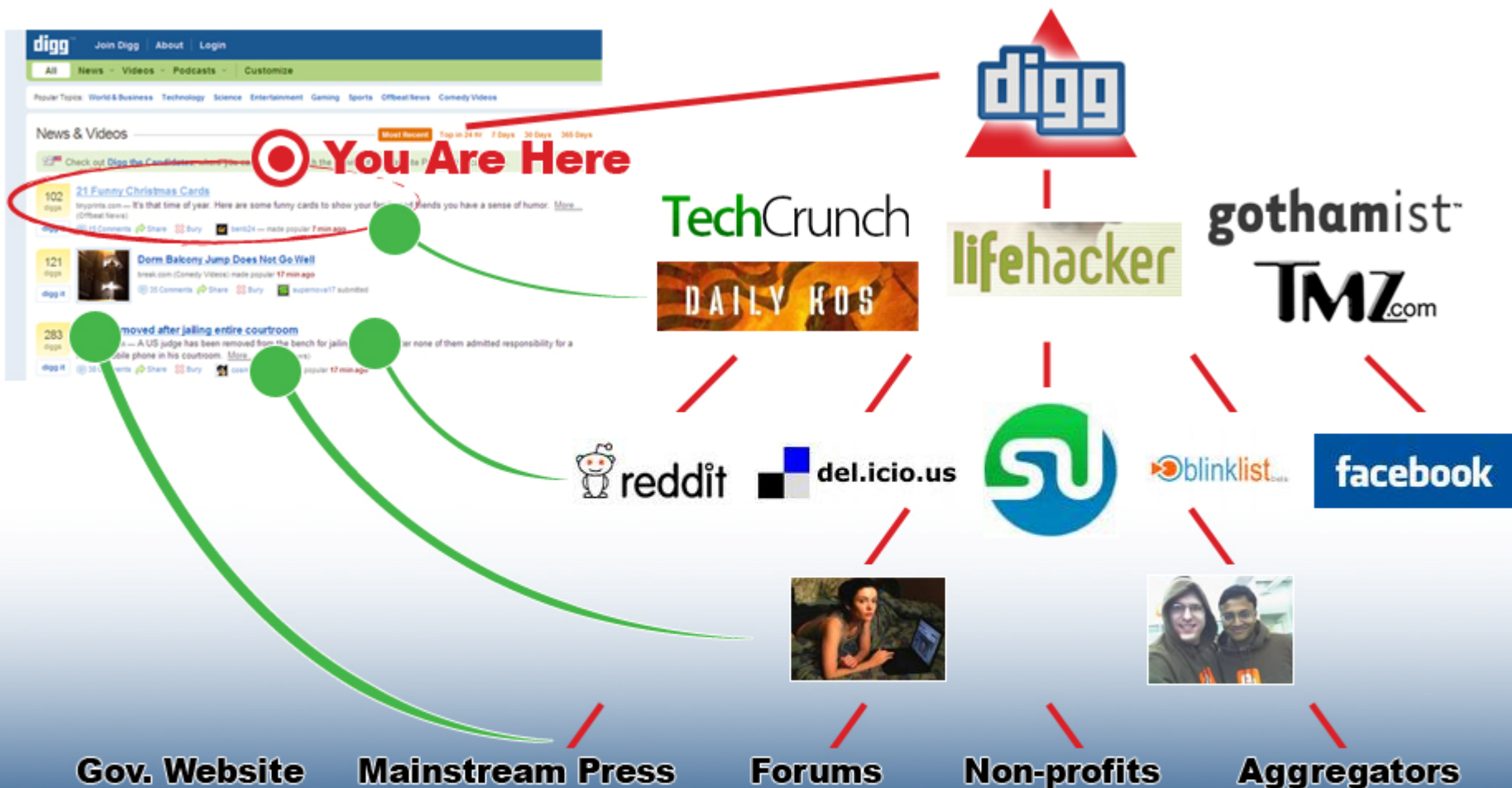
Gov. Website

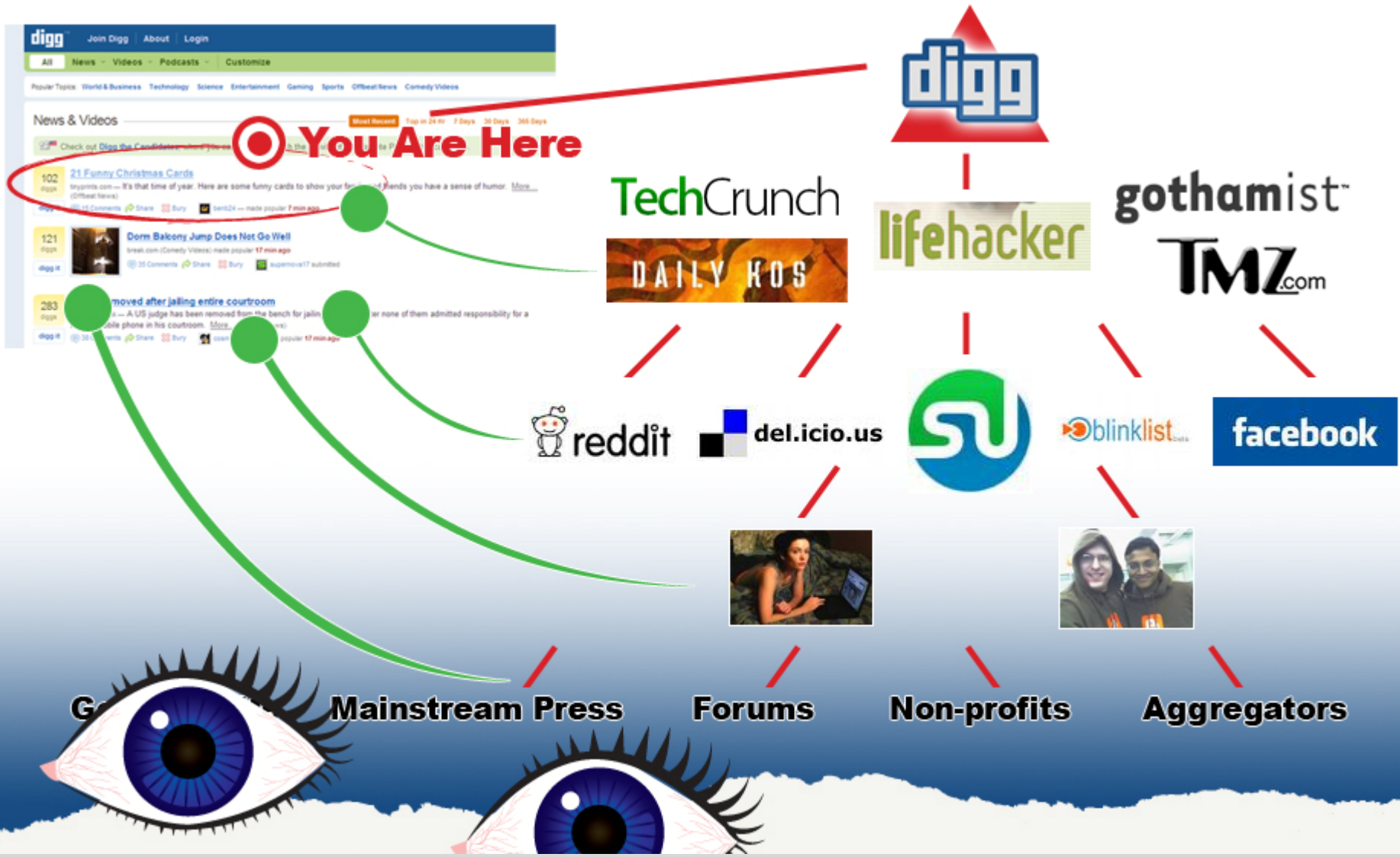
Mainstream Press

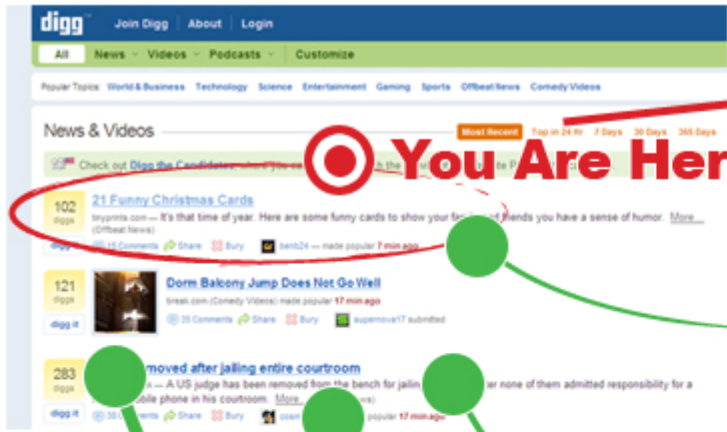
Forums

Non-profits

Aggregators







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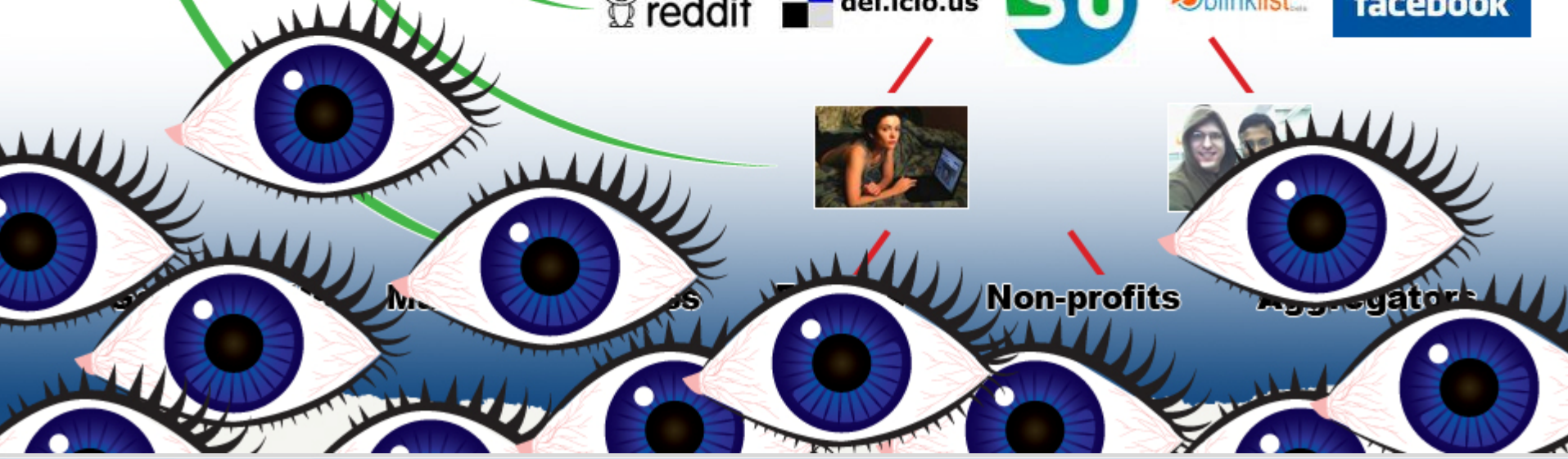
blinklist

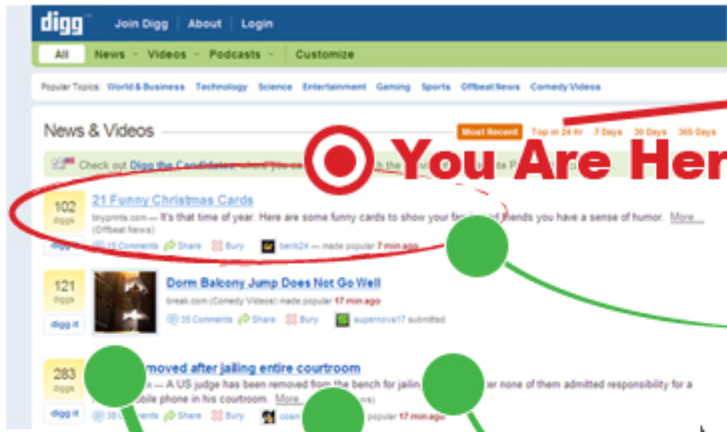
facebook



Non-profits

Aggregators





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lifehacker

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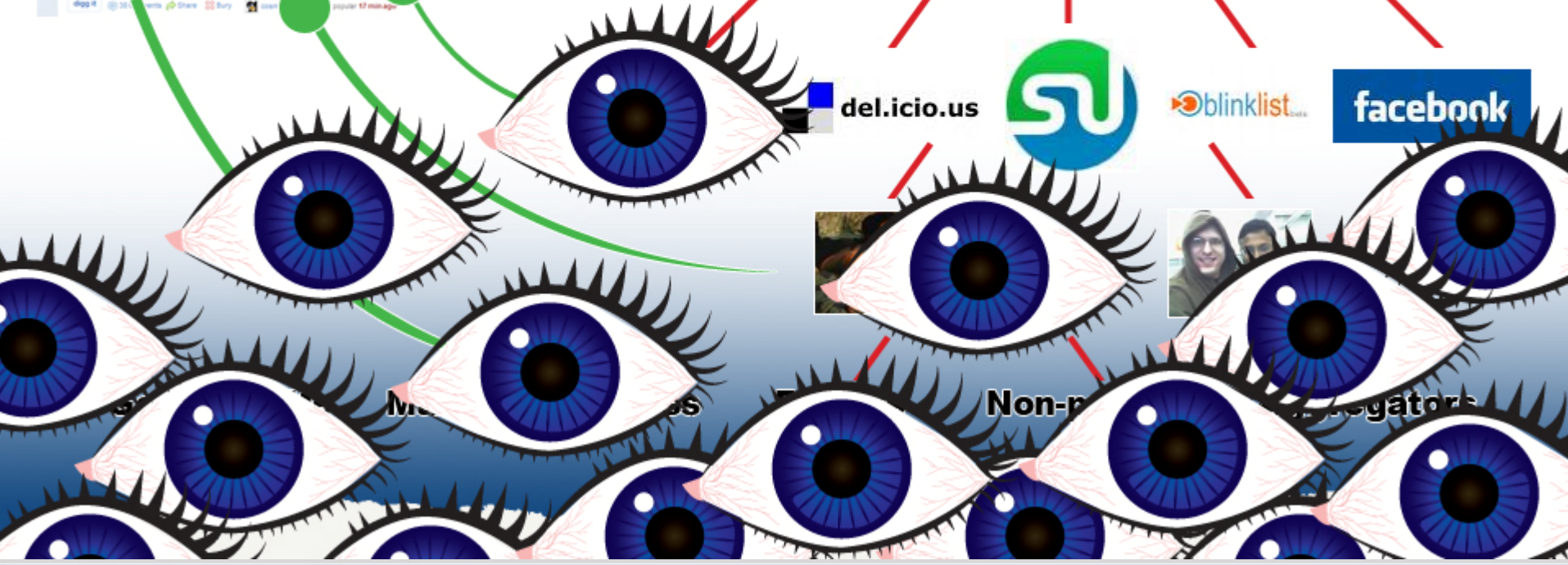
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del.icio.us



blinklist

facebook



Digg



Case Study

912
diggs

[Top 11 Underground Transit Systems in the World](#)

I'm from New York but I definitely agree that London's tube system is tops (from the ones I have been on). Cool article with some amazing pics and video...

digg it

Digg



Case
151 co

Comments (151)

Who Digg or Blogged It?

Blog It

Email It

Global Settings

Expand Full Tree

Hide Profanity

sort by date (-4 or 1

by verevi on 02/26/2007

+2 di

Glad they put Madrid on the list. I lived there for a couple of years and the metro was freakin' great.

[View 1 reply](#) to this comment (most popular has 0 diggs)

by harumph on 02/26/2007

+5 di

a minor point but a decent amount of the tokyo system is aboveground. in general, that whole country has stellar service. you can hit really remote points on clean, (stress clean here) reliable and punctual trains. you really can watch by them.

as for new york, it is a pretty comprehensive system but there are some big gaps in queens and brooklyn. the sy

Digg



Case Study

Over 20,000 unique visitors in 24 hours from Digg.com

Digg



digg

eBaum's WORLD

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ENTERTAINMENT

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- » [Jokes](#)
- » [Flash Animations](#)

GET ONE CLICK ACCESS TO YOUR FAVORITE SITES WITH
THE NEW YAHOO! TOOLBAR

your
shows

EVERYONE'S TOOLBAR IS
DIFFERENT



Today's Media



[Video] Perfect Girl Song

This has to be the most touching song a guy has ever written for a girl. [view](#)



[Video] Bear With Skills

This is the Donatello of the bear world. [view](#)

Digg



*Besides being weird and crazy, Richard Branson also runs Virgin Vacations which has a blog and on that blog they've done a little linkbaiting with an article entitled **11 Best Subways of the World.***

Normally we wouldn't fall for this shtick but they've posted interesting photos and YouTube shorts about these stations and a couple of fun facts



gridskipper
THE URBAN TRAVEL GUIDE

Digg



Results

Over 1000 natural links built.

YAHOO! SEARCH

Site Explorer

Results

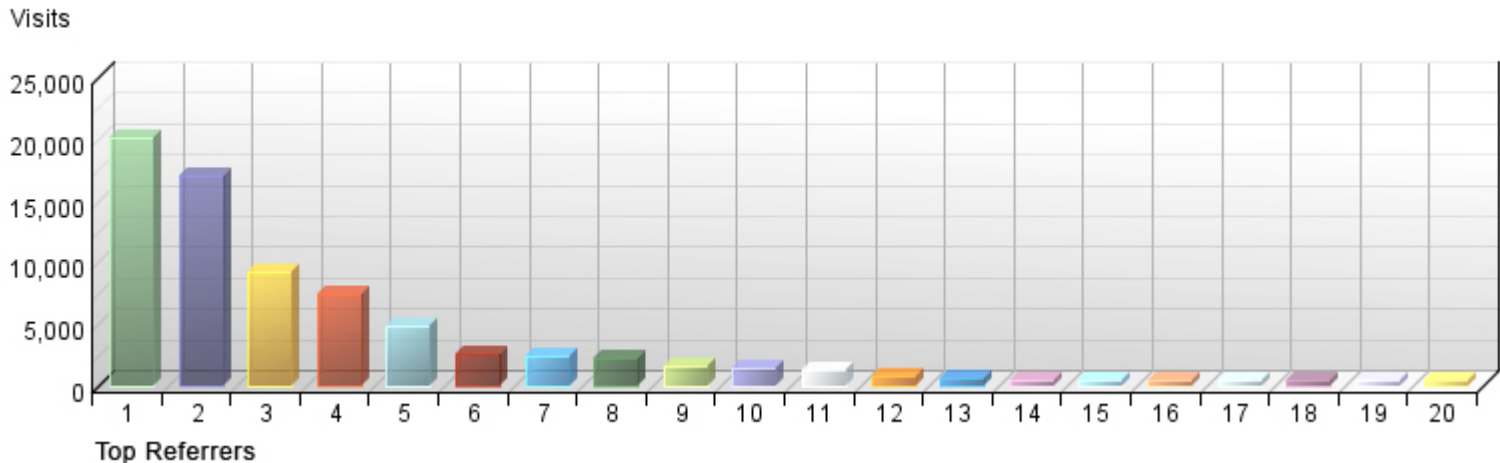
[Pages \(1\)](#) **Inlinks (1,094)**

Digg

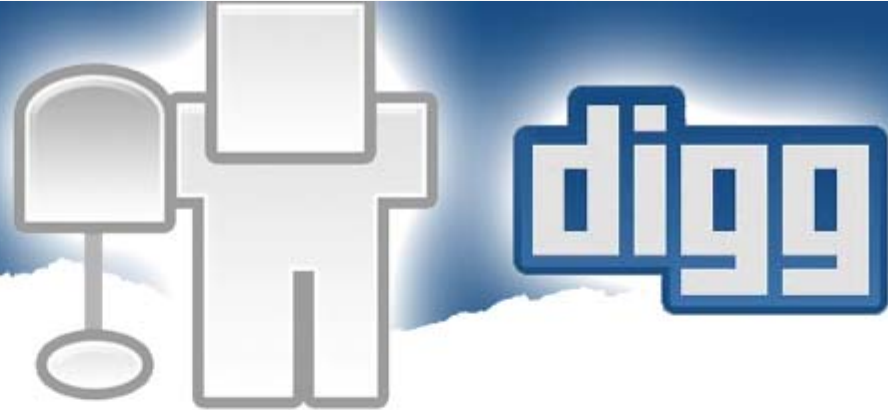


Results

Over 100,000 visitors over 24 hours.



Digg



Results

Over 200 new email list signups.



Digg



Results

12 new bookings from blog referrals.



Digg**digg****Google™**

75,000+ visitors from Google to this page in 9 months.

Tips



Promote great *content*.

Build your *networks*.

Contribute to the communities.

Make the sites *work together*.

Have *good hosting*.

Thank you!!



Chris Winfield

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www.10e20.com