

DISPATCHES

News from The Bureau

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Website Bookmarking on Social Networks Sites

Securing a good ranking at the top search engines is no longer just about "title tags", "meta tags", and URL formatting, newer techniques have begun to emerge to give a Website's search engine ranking a boost. 'Bookmarking' at the top social network sites is the thing to do.

There are at least 100 social networking sites that are seriously worth bookmarking your site at. These sites receive hundreds of thousands and on some occasions millions of visitors each day, so the search engines pay very close attention to them. Their popularity and visitor traffic gives them a high ranking at the search engines and by association bookmarked sites can improve theirs.

Bookmarking at social networks is not what most of people understand as 'bookmarking' that saves a Web page address to a browser for speedy access. Instead it creates a back-link on the social network site to a chosen page on the bookmarked site. These bookmarks or links are then picked-up by the search engines and used as part of their daily ranking reviews.

Social network sites may not seem a likely place to promote an insurance Website but their size and popularity on the Web makes them too important to ignore. Sites such as Facebook, Twitter, Delicious, Blinklist, Stumbleupon, Buzz, ClaimID, Reddit and Multi-ly are amongst some of the better known ones and there are lots more.

This sort of bookmarking is not likely nor designed to generate actual sales enquiries. It is done to improve the ranking of a smaller and less well known site through an association via a bookmark with a bigger and better known social network site. Each bookmark will have its own unique address so if a site is added to 100 or more the owner will be given a report listing the network sites at which their site is bookmarked along with the long address link to the actual bookmark details.

Typically bookmarking a site at up to about 100 social network sites using a short text description and page link address can take effect within a few days at most search engines. Each bookmark is relatively long lasting so they will not need refreshing for 12 months or more and the cost can be as little as a pound per bookmark.

Search engine marketing techniques like this are well worth considering as they are surprisingly effective. Marketing at the best of times is pretty unpredictable but Social Network Bookmarking is one of a number of new Website marketing techniques that are successfully helping broker Websites secure higher rankings at the country's top search engines.

Social Network Bookmarking is easy to arrange, inexpensive, accountable, lasting and worth adding to your Website marketing strategy.



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