

Social Media Daily

A blueprint for marketing your web site with social media, social bookmarking, social networking and other Web 2.0 fun.

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Introduction

Funny thing, I used to be a writer. I find writing tedious now, ironically. So, this guide will be short and sweet. Everything here was written originally for my employees, although I have added bits and fleshed things out so it makes sense to people new to this kind of web site promotion.

Some of the sites I talk about you will have heard of before, or perhaps even purchased a special report telling you the "secrets" of using it.

While I'm certain you'll find some new sites in this list, it is not, nor is it intended to be, a comprehensive listing of every social media site out there.

"Social Media Daily" also contains methods that are not pure "social media," but rather traditional search engine optimization techniques, such as article submission. This is because this is **my personal marketing checklist** and I do use traditional traffic generation methods as well. I would never suggest you ignore traditional traffic generation and search engine optimization in favor of social media entirely, or vice versa, and this guide reflects that.

I am publishing this because while many people talk about Web 2 promotion on particular sites, no one has put out a step-by-step guide telling people exactly how to promote with social media – what sites to go to, what to do on them, and in what order.

I will say this – social media can bring you an absolute torrent of traffic. The key is familiarizing yourself with the websites you're working with and then catering your message to them.

I.E. The "tone" you adopt at Craigslist may be very different that what you say at [Squidoo](#).

Always keep your audience in mind. Remember that Social Media is about being... duh... social. No one goes to YouTube to hear a sales pitch (except, maybe, us crazy internet marketers). So don't be sales-y. The folks who use social media are generally very hip to advertising and can smell a marketer a mile away. So don't be a schmuck, it won't work to your advantage.

Produce excellent content, apply the Checklist and the traffic will follow.

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How to Use “Social Media Daily”

If you're already familiar with social media techniques, you might want to jump directly to the Checklist at the end. It will walk you through what sites to visit and what to do on them.

If you're new to social media, I suggest reading through this portion of the blueprint to familiarize yourself with the kinds of sites you'll be using and how to use them

If, at any time you're on the Checklist and are confused about a technique, head back here to the Guide and you'll find simple instructions.

Most of the sites you will work with require you to create an account with them; I recommend setting aside an email address just for your social media logins so the messages you receive don't clog your regular email inbox. This also allows you to set aside a time (perhaps an hour or two one day a week) to manage your social marketing campaign, respond to messages received, etc.

Tools

I and my employees often use software tools to accomplish things much faster than can be done by hand. Or, we may use a software to edit video or create PDF's. Throughout “Social Media Daily”, I will refer to the tools I use in my social media marketing campaign. Most things can be done by hand if tools are not in your budget, and I will explain how to do so in the appropriate sections.

A complete list of Tools is also included for your reference.

Outsourcing

I've had the best luck with [Guru.com](#) for US based virtual assistants and customer service representatives. I use [Rentacoder](#) and [Odesk](#) for software projects. For linkbuilding (most of the tasks on the checklist are linkbuilding tasks) I work with [Odesk](#). I recommend doing everything within this guide yourself at least once, so you know how it works, before outsourcing.

I've also written a comprehensive post on how I do outsourcing at my blog. [Read it here.](#)

BackLinks and Anchor Text

Before you can get started with your social media web site promotion, you need to understand a few principles.

Why Social Media?

We are using social media for two reasons:

1. When you create a profile, link, tag, article or other content on a social media website, other people from that website can view it. If they are interested in what you have to say, they will click through to your website. In this way, you will gain "organic" traffic from your social media activities. That is, real people will view your social media pages, absorb your messages, visit your web sites and become your customers, fans and subscribers.
2. Every time you create content on a social media website that links back to you website, the search engines see that link. Every time the search engines "see" a link to your site, it makes them think, "Wow, that site must be pretty important, seeing as there are so many other places linking to it." When the search engines think your site is important, they will make your listing appear higher in the results. These are called **backlinks**, and the more you have, the better.

So, you will benefit from social media by both the real people who visit your site from the links you leave all over the internet, but also from increased search engine rank from those backlinks.

Maximizing Your Search Engine Results With Social Media

Please understand this:

If a website is linked like: <http://www.socialmediadaily.com> that's good; the search engines will pick up on the link (as long as it's a clickable link) and "credit" your site with that link.

But, if a website is linked like this: [Silly Baby Pictures](#) then your site will be "credited" with the link itself, as well as the words that were linked (again,

assuming it's a clickable link). In this example, the words, "Silly Baby Pictures" are the **anchor text**. So you will get a "credit" for the phrase "Silly Baby Pictures" and possibly move up in the Search Engine Rankings for that term.

Understanding this, you probably realize how important it is to make the WORDS that link to your web site be the right ones!

Can you think of how many times people link to their sites like this:

"For more information, visit my website [here](#)."

That means their site is getting credit for the word "here."

And that's useless!

It's much better to get credit for words that actually have something to do with your website.

If you are an Atlanta DJ, you'd be much better off always linking to your website with the words, "Atlanta DJ". This way you would be increasing your rank in Google for the term "Atlanta DJ". Over time, and with many links just like that, you could reach the #1 search result in Google for your chosen keyphrase, which would bring lots of targeted traffic to your website. (People searching for an Atlanta DJ would be able to find you).

At the same time, going for words that are too general and broad will do you no good. That same Atlanta DJ would probably have a very hard time getting search results if he just linked to his website with the word "DJ." That's because that word will have a lot of competition and likely require advanced search engine optimization skills to get a #1 Google rank for.

Think a lot about what keyphrase you want to rank for before you begin your social media optimization campaign. Think about what people enter into Google when they want to find a site like yours.

If you need more help figuring out what keyphrase you should use in linking to your website, a free trial at Wordtracker should get you headed in the right direction.

How to Link

Now that you've got a keyphrase you want to focus on all picked out, you're ready to begin your social marketing campaign.

EVERY TIME YOU LINK TO YOUR WEBSITE, MAKE SURE YOU USE YOUR KEYPHRASE AS ANCHOR TEXT.

That means you will link like this: [Atlanta DJ](#)

And NOT like this: <http://www.yourwebsite.com>

Different social media websites have different ways of creating anchor text links. Some allow regular HTML, some use a different code and will explain on-site, and there are a few that don't allow anchor text at all. If a site doesn't allow anchor text, and instead makes you link with the raw URL, (i.e.

<http://www.yourwebsite.com>) it's ok. Link to your site anyway. Just remember to keep your anchor text consistent on all the other sites that do allow it.

Advanced marketers may consider varying their anchor text. Keep in mind that because some sites do not allow anchor text at all, and some will be aggregating content from titles, and one's anchor text will vary naturally because of that.

What About “Nofollow”?

Finally, a word on the “nofollow” tag.

There are some websites that use a “tag” called “nofollow” to not give you credit for the links you put there. Del.icio.us and Yahoo Answers, for example, use the nofollow tag. I still include these sites in my social marketing checklist because (1) the links still produce real live human visitors and (2) sometimes search engines ignore the nofollow tag and give you credit for the link anyway.

Need proof? [Check out this blog post](#) where I ran a little experiment to prove “nofollow” does, in fact, carry link juice.

Tools & Software for Automation

Some of these are free, some are not, and some provide limited trials. None are required to complete the checklist – they just make it go faster.

[Wordtracker](#) – Their free trial is a great choice for keyword research if you only do it once in a while.

[Market Samurai](#) – I use Market Samurai, a desktop based keyword tool, since I conduct keyword research all the time. This is, really, the most incredible keyword research tool out there and what's more, it works on both Mac and PC. It actually does a lot more than keyword research and has a 14 day free trial; I really recommend you have a peek.

[Submit Equalizer](#) – This submits your site to search engines and directories. There may be a more current tool for this, but it's what I'm using.

[RSS Submit](#) – Submits your RSS feed to RSS & blog directories.

[Social Marker](#) – Submits your site to several social bookmarking and story submission websites at once, is much faster than doing it by hand.

[PADGen](#) – This free software quickly and easily creates PAD files for your software demos. These PAD files can then be distributed to software repositories like Download.com to alert them that your product is available.

[GSA Auto Soft Submit](#) – Submit PAD files to software repositories. This normally takes days, but GSA Auto Soft Submit automates it.

[Camtasia Studio](#) – I use Camtasia to make screen capture videos.

[Tubeinator](#) – This adds friends to your YouTube account (among other functions), which in turn helps your videos get more views.

[Press Equalizer](#) – Automatically submits your press release to the hundreds of press release services out there.

[CommentHut](#) – Comment Hut is one of my favorites; it allows you to quickly and easily find [Squidoo](#) pages, [HubPages](#), and blogs on your topic that allow comments. You then leave a comment linking back to your site. Very handy.

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Checklist

PROMOTION BASICS & BEGINNING SEO

These are all basic, traditional methods of getting your site indexed by the search engines. It's where to start, but not very glamorous – you'll move on to the Web 2.0 fun in the next sections.

- _____ Do keyword research at [Wordtracker \(free trial\)](#) to determine the anchor text
- _____ Use keywords as alt text on the images on your site.
A full tutorial on optimizing images for search engine ranking can be found [here](#).
- _____ Submit site to search engines and directories with [Submit Equalizer](#)
You may also use the free submitter at the bottom of [this page](#) – it won't submit to as many, but it's a start.
- _____ If site does not have an RSS feed, create one with [FeedYes](#)
- _____ Submit RSS feed to RSS directories with [RSS Submit \(free trial\)](#)
You can do this manually by submitting to all of the sites on the left hand column [here](#).
- _____ Add link to your new site from relevant sites you already own
- _____ Join relevant [Webrings](#) if it doesn't detract from the page goals (don't do this on a salespage)
This is very old school, but some webrings still carry some juice and will get your page out there. Consider if it's appropriate for your market.
- _____ Search for and join Toplists on topic (if it doesn't detract from page goals, don't do on salespage; search for: +keyword +toplist in Google)
This is very old school, but some toplists carry some juice and will get your page out there. Consider if it's appropriate for your market.

SOCIAL BOOKMARKING & STORY SUBMISSION

Social bookmarking involves submitting bookmarks that are shown on the bookmarking website for the public instead of privately on your computer. Story Submission is the process of finding a web page and submitting it to the story submission website to share with others. Often other users of the story submission site can "vote" a story up or down, increasing or decreasing its exposure. You benefit from both methods via the backlinks they produce for you and the human traffic that finds your link on the social bookmarking or story submission site and clicks through to your site.

- Add site to [AboutUs](#) - type URL in search box @ top
- Create account at [TrailFire](#), download the toolbar and make a "Trail" with link to your website and other relevant sites
- If appropriate, add as green company at [FiveLimes](#)
- Add an on-topic and useful "tip" at [DayTipper](#) with link to site for additional info.
- Add an on-topic and useful "tip" at [Tipstrs](#) with link to the site in "Link" box.
- Find relevant weblist at [RateItAll](#) and add site URL/profile
- Start a conversation & answer others at [Creamaid](#) using site URL/anchor text
- Submit URL to [Social Marker](#).

You will need to create an account at all of the sites Social Marker supports.

- Submit URL to the following additional services:

http://www.30daytags.com	http://www.linkagogo.com/
http://blogmarks.net/	http://linkfilter.net/
http://www.blinkbits.com/	http://myweb.yahoo.com/
http://www.bmaccess.net/	http://www.netvouz.com/
http://www.clipclip.org/	http://www.prefound.com
http://www.clipmarks.com/	http://www.rojo.com/
http://www.connectedy.com/	http://scuttle.org/
http://www.connotea.org/	http://www.sitetagger.com/
http://www.contentpop.com/	http://www.slashdot.org/
http://fark.com/	http://www.smarking.com/
http://www.feedmarker.com/	http://www.spicypage.com/
http://feedmelinks.com/	http://www.tailrank.com/share/
http://www.gibeo.net/	http://www.thisnext.com
http://www.google.com/bookmarks/	http://thoof.com
http://www.gravee.com	http://www.unalog.com/
http://www.hypediss.com/	http://www.wists.com/
http://www.iliketotallyloveit.com/	http://yoorl.com
http://www.kaboodle.com/	

If the URL you are bookmarking is about internet or online marketing, also bookmark at:

<http://www.jackhumphrey.com/imnews/>

<http://www.marktd.com>

<http://www.plugin.com/>

<http://www.onlineadvertisingnews.net/>

<http://www.sphinn.com>

<http://dfinitive.com/>

DEMO & TEASER SUBMISSION

These methods involve creating a short version of your product or content and distributing it through various content sharing network. You'll benefit from the exposure your content will get and, on some sites, the backlinks as well. Remember to always brand your demo with your website contact information. People might love it, and they need to know where to get the full thing.

- _____ Create "demo" versions – limited software, PDF excerpt, first 10 min of video or podcast, etc.
- _____ Submit demo to torrents ([see this blog post for instructions](#))
- _____ If demo is software: create PAD file with [PADGen](#)
- _____ Submit PAD file to software repositories with [GSA Auto Soft Submit](#)
- _____ Post PDF excerpt at [Scribd](#)
- _____ Post PDF excerpt at [FreeIQ](#)

VIDEO SHARING

Video sharing websites allow you to upload your video to them and share it publicly. Many video sharing websites also have social networking features you can avail yourself of (and I recommend you do to increase human traffic from your video submissions).

—— Create “demo” video showcasing the web site, product or service. You can use Camtasia (\$300) or a more cost effective alternative such as your camera phone or digital camera.

—— Upload demo video to the video sharing websites below.

Pay attention to tagging your video properly with your anchor text, titling video with anchor text and adding your URL to your profile page.

<http://www.freeiq.com/>

<http://www.youtube.com/>

<http://video.google.com/>

<http://video.yahoo.com/>

<http://eyespot.com/>

<http://grouper.com/>

<http://jumpcut.com/>

<http://revver.com/>

<http://videoegg.com/>

<http://vimeo.com/>

<http://vsocial.com/>

<http://www.blip.tv>

<http://www.dailymotion.com/>

<http://www.ourmedia.org/>

<http://vids.myspace.com/>

<http://soapbox.msn.com/>

<http://www.metacafe.com/>

<http://www.ifilm.com/>

<http://www.motionbox.com/>

<http://www.veoh.com/>

<http://www.castpost.com/>

<http://www.viddler.com/>

<http://www.break.com>

<http://www.flixya.com>

<http://www.vume.com>

<http://www.panjea.com>

<http://www.thevideosense.com>

<http://www.nelsok.com>

<http://www.filmaka.com>

—— Add friends who make videos in similar niches to your YouTube account. You can use a software like [Tubeinator](#) to do so.

—— Post demo video at your existing, relevant website(s) if appropriate.

—— If your video is instructional in nature, submit it to [Sutree](#). Link back to your main URL.

—— Add the URL of your video (at your site on YouTube if you're not hosting it) to [Dabble](#). In your profile, link to your mail URL.

COLLABORATIVE RESEARCH

These sites allow you to ask questions, answer questions and compile research and information with other users of the site. You will benefit from the backlinks and the human traffic you receive.

- Answer relevant questions at [Yahoo Answers](#), link to URL as "Source"
- Answer relevant questions at [Yedda](#) with link/anchor text in body of answer
- Answer relevant questions at [Askeet](#) with link/anchor text in body of answer
- Answer relevant questions as [WikiAnswers](#). Include text answer and your link at the "To answer with a web link, click here instead" link.
Answer relevant questions at [Fluther](#) with link/anchor text in body of your answer.
- Find relevant page(s) at [WikiHow](#) and edit to include reference to website with main keyword as anchor text
- Find relevant page(s) at [Wikipedia](#) and edit to include reference to website with main keyword phrase as anchor text
- Find relevant page(s) at [Citizendium](#) and edit to include reference to website with main keyword phrase as anchor text
- Answer questions at [Wondir](#) to include website URL
- Go to [Listable](#) and find lists on topic of website; add website URL as a resource with main keyword as title
- Go to [WhatALi.st](#) and find lists on topic of website; add website URL as a resource with main keyword as title
- Create a Wiki at [WetPaint](#) and add blurb linking back to website with main keyword as anchor text
- Create a Wiki at [Wikia](#) and add blurb linking back to website with main keyword as anchor text
- Find article at [Ehow](#) on topic, add comments with tips from URL
- Submit your site to [Hallway Testing](#). Pay attention to the feedback you receive as well; there may be some gems you should implement.
- Add your website or product to [ProductWiki](#). Link to your website in the description with your anchor text.

CLASSIFIEDS

Classified sites are just like old-fashioned newspaper classified, but online. You will benefit mostly from the backlinks from these submissions, but a catchy headline could result in click-throughs to your site from people as well.

- Create 10 unique posts across [Craigslist](#) regions (category “Small Biz Ads”) with info about site, linking to site with main keyword phrase as anchor text
- Post @ [USFreeAds](#) with main keyword anchor text
- Post classified listing at [Edgeio](#) with main keyword as anchor text in ad body and as “Website” field. Add all additional free classified sites on confirmation page.
- Post classified listing at [Oodle](#) with site URL as “Listing URL”
- Post classified listing at [Yahoo Classifieds](#) with raw site URL (they do not allow HTML/anchor text)
- Post classified listing at [Epage](#) with raw site URL (they do not allow HTML/anchor text)

CONTENT CONTRIBUTION

There are many websites that are waiting for your writing submissions and often allow you a link back as a thank you for your contribution. While contributing content can be time consuming if you do all the writing yourself, it's one of the most rewarding social marketing techniques for both backlinks and human traffic generation.

- Write (or have written) 10 articles of at least 400 words each on main keyword phrase
- Submit articles to [GoArticles](#), [ArticleCity](#) and [Ezine Articles](#).
- Submit articles to additional article directories via [Isnare](#)
Alternatively, submit your articles to the list of article directories [here](#).
- Post PDF versions of articles to [Scribd](#)
- Post PDF version of articles to [FreeIQ](#)
- Write (or have written) a press release announcing site
- Submit press release with [Press Equalizer](#)
Alternatively, submit your press release to the PR directories listed [here](#).
- Create account at [Zimbio](#) and add article linking back to website with main keyword as anchor text
- Create account at [Gather](#) and add article linking back to website with main keyword as anchor text
- Create account and submit article linking to URL with anchor text as "Source" at [AssociatedContent](#)
- Add article at [Helium](#), use profile to link to website with keyword as anchor text
- Use [CommentHut](#) software to find relevant blogs, [Squidoo](#) lenses and [Hubpages](#); leave helpful responses with main keyword as anchor text on comments
You can do this by hand by searching directly at [Squidoo](#), [Hubpages](#), and [Google Blog search](#) for blogs on your main topic, then visiting them, seeing if comments are open and if they are, leaving a comment.
- Find top 5 forums on topic, respond to 10 topics at each forum with signature line linking to website using main keyword anchor text
- Create 5 [Squidoo](#) lenses with article linking back to site as anchor text.
Make sure your lens has 3 modules per [Squidoos](#) new terms.
- Create 5 [Hubpages](#) linking back to website with anchor text
- Post jobs at [PayPerPost](#) to create blog buzz. Require the posters link back to your site with your anchor text.

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Post jobs at [ReviewMe](#) to create blog buzz. Require the posters link back to your site with your anchor text.

- Create a blog at [Blogger](#). Make post with interesting information on niche, link back to URL with anchor text.
- Create a blog at [Livejournal](#). Make post with interesting information on niche, link back to URL with anchor text.
- Create a blog at [Xanga](#). Make post with interesting information on niche, link back to URL with anchor text.
- Create a blog at [Windows Live Spaces](#). Make post with interesting information on niche, link back to URL with anchor text.
- Create a blog at [Wordpress](#). Make post with interesting information on niche, link back to URL with anchor text.
- Create a blog at [Yahoo 360](#). Make a post with interesting information on niche, link back to URL with anchor text.
- Create a blog at [Vox](#). Make a post with interesting information on niche, link back to URL with anchor text.
- Create an account at [InfoSweet](#) & submit all articles you've written. Also submit any video or podcasts you've created. Link all back to your website with main keyword phrase as anchor text on each submission.
- Create a "Blidget" of your main site's RSS feed at [Widgetbox](#).
- Create an "Express Widget" of your main site's RSS feed at [Spring Widgets](#).
- Create an account at [Thisisby.us](#) and add an original article linking back to your website with your anchor text. Add your URL to your profile as well.
- Add an article at [Dublish](#). Link to your URL at the bottom of your article by saying, "For more information, please visit..." or something similar.

SOCIAL NETWORKING

Any of the social networking sites can be further used to actually establish a presence as an authority or expert in your niche. To do so on all of them would be time consuming. Pick one or two to focus on actually socializing and creating a profile respected as an expert in your market. Use the rest for backlinks as described below.

— Create [MySpace](#) page, add blurb in "About Me" with main keyword anchor text.

— Add friends to the account who are interested in your niche. You may find them from Groups or other people's pages.

— Comment your friends with something nice "Hey, love your page, nice to meetcha!"

Don't link to your site in comments as most will be deleted or never published if you do so. The goal here is to build links to your MySpace profile page which, in turn, links to your website.

— Create account at [Flickr](#). Upload a screenshot of your website, CD cover, ebook, etc. Link in picture description to your URL with anchor text and tag your photo with keywords. Submit image to relevant Flickr Groups.

— Create an account at [Twitter](#). Post periodically with updates about your site, such as, "Added new content to the blog at <http://www.yourURL.com>."

— Create an account at [Friendster](#). Add your URL with anchor text to the "About Me" field. Add your profile to relevant groups.

— Create an account at [43Things](#). Find entries about your topic and add a comment with anchor text link back to your site.

— Create an account at [Hi5](#). Add URL with anchor text to "About Me." Join groups.

— Create an account at [TagWorld](#). Add URL with anchor text to "About Me." Join groups.

— Create an account at [Facebook](#). They are no good for backlinks as all profiles are private, but it's great for business networking. Add your link to your profile and join and participate in groups relevant to your niche.

— Create an account at [Faceparty](#). They are no good for linking because they use javascript, which can't be read by the search engines, but if you market is teen/20-somethings, you can network and drive traffic from here by establishing yourself as an expert.

— Find a social network (or two) at [Ning](#) having to do with your niche. Join them, link to your site in your profile and contribute via the forum.

— Create an account at [Virb](#). In the "Blogs" section, create a new blog entry

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linking to your main URL with your anchor text.

Create an Advisor profile at [BitWine](#). Link to your URL in your profile.

Create an account at [Dada](#). Add a blog post linking back to your website with your anchor text.

Create an account at [MyLot](#). Add your URL in the "Customize Your Profile" section, with the "Title" being your main keyword phrase.

Create an account at [Xing](#). Add your website URL to your profile. Select "Settings" ---> "Privacy" and check the box that says, "Allow search engines to find my profile."

—— Create a contest in your niche at [Bix](#). Bix allows users to enter photo or video, so your contest must lend itself to those formats.

—— There are hundreds of niche social networks, like [CafeMom](#) for moms and [Dogster](#) for dog owners. Search for "social network" + your niche and find social networks just for your target audience. Join them and participate.

TIE IT TOGETHER

The following tasks will tie all the content you've created together into a social marketing "web" all promoting your main URL.

- Bookmark your new content. Take the URL of the pages you created at the following sites and submit them to social bookmarking and story submission websites with [Web2Submitter](#).

[AboutUs](#)

[Your Trail at Trailfire](#)

Pages where you added links on [RateItAll](#)

[Tipstrs](#) tip

[BibSonomy](#) profile page

[BlinkList](#) profile page

[BlueDot](#) profile page

[De.lirio.us](#) profile page

[Del.icio.us](#) profile page

[Furl](#) profile page

[Linkroll](#) profile page

[Diigo](#) profile page

[Markaboo](#) profile page

[RawSugar](#) profile page

[Simpy](#) profile page

[Shadows](#) profile page

[Ma.gnolia](#) profile page

[Spurl](#) profile

[Digg](#) profile (don't Digg it though)

[Reddit](#) profile (don't submit to Reddit)

[Netscape](#) profile (don't submit @ Netscape)

[NewsVine](#) profile (don't Seed it)

[StumbleUpon](#) profile

[Plime](#) profile

[Blogmarks](#) profile

[Cipmarks](#) profile

[Connotea](#) profile

[ContentPop](#) profile

[BlinkBits](#) profile

[Feedmarker](#) profile

[Feedmelinks](#) profile

[Hypediss](#) profile

[IlikeTotallyLoveIt](#) profile

[Kaboodle](#) profile

[Linkfilter](#) profile

[Yahoo MyWeb](#) bookmarks

[Prefound](#) profile

[Netvous](#) profile

[Sitetagger](#) profile

[Slashdot](#) profile

[Smarking](#) profile

[Unalog](#) profile

[Spicypage](#) profile

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[ThisNext](#) profile
[Thoof](#) "Stories Submitted" page
[Wists](#) profile
[Yoorl](#) submission
[IM Top Stories](#) profile
[PlugIM](#) Submitted News page
[Sphinn](#) list of Submits
[Online Advertising News](#) Submitted list
[Marktd](#) All Articles page
[Dfinitive](#) submission pages
[Scribd](#) profile and uploaded documents pages
[FreeIQ](#) profile page and uploaded content pages
[Youtube](#) profile page and uploaded videos
Video on [Google Video](#)
Profile page and videos at [Yahoo Video](#)
[Grouper](#) profile and videos
[Jumpcut](#) profile and videos
[AOL Uncut](#) profile and videos
[Revver](#) profile and videos
[Vimeo](#) profile and videos
[DailyMotion](#) profile and videos
[Vsocial](#) profile and videos
[BlipTV](#) profile and videos
[MySpace video](#) profile and videos
[OurMedia](#) profile and videos
[Metacafe](#) profile and videos
[MSN Soapbox](#) profile and videos
[Ifilm](#) profiles and videos
[Eyespot](#) profile and videos
[Motionbox](#) profile and videos
[Veoh](#) profile and videos
[Break](#) profile and videos
[Viddler](#) profile and videos
[Flixya](#) profile and videos
[Vume](#) profile and videos
[VideoSense](#) profile and videos
[Nelsok](#) channel and videos
[Sutree](#) video
[Dabble](#) profile
[Yahoo Answers](#) profile and answers
[Askeet](#) profile and answers
[Yedda](#) profile and answers
[Fluther](#) answers
[WikiAnswers](#) answers and "My Contributions" page
[WikiHow](#) profile and pages you added to
[Wikipedia](#) pages you contributed to
[Citizendium](#) pages you contributed to
[Wondir](#) profile and answers
[Listible](#) profile and lists you added to
[WhatALi.st](#) lists you added to
[WetPaint](#) Wiki
[Wikia](#) wiki
[Ehow](#) profile and articles added to

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[Hallway Testing](#) submission
[ProductWiki](#) submission
10 articles at [GoArticles](#), [ArticleCity](#) and [EzineArticles](#)
[Zimbio](#) profile and articles
[Gather](#) profile and articles
[AssociatedContent](#) profile and articles
[Helium](#) profile and articles
[Squidoo](#) profile and lenses
[Hubpages](#) profile and Hubs
[Blogger](#) blog
[Livejournal](#) blog
[Xanga](#) Blog
[Windows Live Spaces](#) blog
[Yahoo 360](#) blog
[Vox](#) blog
[Infosweet](#) articles
[Widgetbox](#) blidget
[Springwidgets](#) Express Widget
[ThisIsBy.us](#) articles
[Dublish](#) article
[Wordpress.com](#) blog
[Myspace](#) profile
[Flickr](#) profile
[Twitter](#) profile
[Friendster](#) profile
[43Things](#) profile
[Tagworld](#) profile
[Hi5](#) profile
[Faceparty](#) profile
[Ning](#) networks you joined
[Virb](#) profile
[BitWine](#) profile
[Dada](#) profile and blog
[MyLot](#) profile
[Xing](#) profile
[Bix](#) contest
[Dandelife](#) profile (see below)
[Wink](#) profile (see below)
[Jaiku's](#) page (see below)
[Tumblog](#) at Tumblr (see below)
[Lijit](#) profile (see below)
[Mugshot](#) profile (see below)
[Profilactic Mashup](#) page (see below)
[SocialNetwork](#) (see below)
[Multiply](#) profile (see below)
[Spock](#) profile (see below)
[SuprGlu](#) (see below)
[Tabber](#) (see below)
[ProfileLinker](#) (see below)

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— Take the RSS feeds from your profiles at the following sites and submit them via [RSS Submit](#).

[TrailFire](#)

Your [RateItAll](#) profile and any Weblists you added to

[BibSonomy](#)

[BlinkList](#)

[BlueDot](#)

[De.lirio.us](#)

[Del.icio.us](#)

[Furl](#)

[Linkroll](#)

[Diigo](#)

[Markaboo](#)

[RawSugar](#)

[Shadows](#)

[Ma.gnolia](#)

[Spurl](#)

[Digg](#)

[Reddit](#)

[Netscape](#)

[Newsvine](#)

[StumbleUpon](#)

[Plime](#)

[Blogmarks](#)

[Clipmarks](#)

[Connotea](#)

[ContentPop](#)

[BlinkBits](#)

[Feedmarker](#)

[Feedmelinks](#)

[Hypediss](#)

[ILikeTotallyLoveIt](#)

[Kaboodle](#)

[Linkfilter](#)

[Yahoo MyWeb](#) bookmarks feed

[Prefound](#)

[Netvous](#)

[Sitetagger](#)

[Smarking](#)

[Unalog](#)

[Wists](#)

[PlugIM](#)

[Sphinn](#)

[Online Advertising News](#)

[Marktd](#)

[Scribd](#)

[YouTube](#) (see [this page](#) for instructions)

[Grouper](#)

[Jumpcut](#)

[Revver](#)

[Vimeo](#)

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[DailyMotion](#)
[Blip.tv](#)
[Vsocial](#)
[OurMedia](#)
[Metacafe](#)
[MSN Soapbox](#)
[Viddler](#)
[Flixya](#)
[Videosense](#)
[Dabble](#)
[Nelsok](#)
[Yahoo Answers](#)
[Listible](#) (RSS feeds of the lists you added to)
[WetPaint](#) (your wiki's RSS feed)
[Wikia](#) (your wiki's RSS feed)
[Ehow](#) (RSS feeds of the articles you commented on)
[EzineArticles](#)
[Gather](#)
[AssociatedContent](#)
[Helium](#)
[Squidoo](#) (RSS feed of your lenses)
[Hubpages](#)
[Blogger](#) blog
[Livejournal](#) blog
[Wordpress.com](#) blog
[Yahoo 360](#) blog
[Vox](#) blog
[Flickr](#)
[Twitter](#)
[43Things](#)
[Tagworld](#)
[Ning](#) networks you joined/contributed to
[Dada](#) blog
[Dandelife](#) (see below)
[Wink](#) (see below)
[Jaiku](#) (see below)
[Tumblr](#) (see below)
[SocialNetwork](#) (see below)
[SuprGlu](#) (see below)

- Join [Dandelife](#). Add your accounts at the various services you've created in the "My Streams" section. In "My RSS Feeds" add all of the RSS feeds listed above.
- Join [Wink](#). Add your accounts at the various services you've created in the "My Places" section. Add the URL to your profile pages at other services in the "Add a URL" section.
- Join [Jaiku](#). Add the RSS feeds of pages you've created at other services (see above) in the "Your Web Feeds" section.
- Join [Tumblr](#). Add the RSS feeds of pages you've created at other services

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(see above) to the "Feeds" tab.

- Join [Lijit](#). Add your accounts at the various services you've created in the "My Content" section. Add the RSS feeds of pages you've created at other services (see above) in the "URL / RSS / OPML Feeds" section at the bottom of "My Content."
- Join [MugShot](#). Add your accounts at the various services you've created to the "My Account" section.
- Join [Profilactic](#). Add your accounts at the various services you've created to the "Set up My Sites" section. Add the RSS feeds of pages you've created at other services (see above) at the bottom of "Set up My Sites."
- Join [SocialNetwork](#). Add your accounts at the various services you've created in the "Edit Sites" section.
- Join [Multiply](#). Add your [Flickr](#) photos in "Photos." Add your link with anchor text as "Title" in "Links." Import your [YouTube](#), [Google Video](#), [Metacafe](#) & [MySpace Videos](#). Upload audio "teaser", if created, into "Music." Add an event (both the description and "Location" fields can hyperlink to your URL w/ anchor text) such as "Site Launched!" Add [Blogger](#), [Livejournal](#), [Xanga](#) and [Windows Live Spaces](#) blogs to the "Blog" section. Add a "Review" highlighting the benefits of your site, add keyword as anchor text.
- Join [Spock](#). Add the URL to your profiles at the various services you've created in the "On the Web" section.
- Join [Suprglu](#). Add your accounts at the various services you've created to the "Manage Sources" section. Add the RSS feeds of pages you've created at other services (see above) at the bottom of "Manage Sources".
- Join [Tabber](#). Add your accounts at the various services you've created to the "Edit Profile" section. Add the links of pages you've created at other services (see above) as well.
- Join [ProfileLinker](#). Add your accounts at the various services you've created to the "Network Directory" section.

Conclusion

I cannot emphasize enough the massive gains in both traffic and search engine ranking you will experience by implementing the steps outlined in Social Media Daily.

I know that this guide is short, and probably not what you may have expected.

I also know that those of you who implement the plan I've outlined understand that a little hard work is well worth the gains you'll experience.

I will be sending out updates via email to Social Media Daily and I hope you implement the changes I suggest to your Social Media Marketing plan. The internet, and thus social media marketing, changes daily, and those of us who keep up with the changes reap the benefits.

Best,

Michelle MacPhearson

P.S. Don't forget to visit my social media blog at <http://www.michellemacphearson.com> for updates! The internet moves at light speed and social media marketing even faster! I publish new information there and on my [Twitter feed](#) regularly.