



# Promoting With Digg.com

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# 1

## WHAT'S DIGG?

Digg.com is a growing website. You may have heard of it. Digg.com is what is called a social networking website. As an Internet marketer, if you hope to stand out in the world of Internet marketing, you will need to get up close and personal with websites like this since social networking (also called social marketing) is one of the best ways to grow your business.

Let's go back, what is Digg? Digg is a community of individuals who come together to share news stories. That is the key word to remember: News. One of the foundations of Digg.com is that the stories submitted to it need to be a news piece. If you do not submit this type of piece to the website, chances are good that you will get banned or your articles will be removed. Luckily, if done right, just about anything can be a news piece.

### HOW DOES DIGG.COM WORK?

If you take a look at the website, you will learn just about all you need to learn about this location. Simply put, you will create a free account then submit posts to the organization that you think are newsworthy. Then, anyone else can "Digg" them. This promotes them to a higher level on the website. By doing this, your submitted content will move up in the website's listings. The result is that more people will read it and promote your piece.

Why do you want to use something like this? Digg.com allows you to grow your business rapidly. When you submit something to Digg.com, you place it in front of a large and ever-growing crowd of people. The more people that actually Digg your post, the more people that will see the post. This creates interest in whatever you are doing, talking about, or otherwise promoting.

Take a few minutes to explore the website. Sign up for a free Digg.com account. There is nothing to worry about in terms of signing up since the service is free and they do not ask for any personal information from you. Now that you have this in place, you can begin to use the service.

Take a few minutes before you get started to look around. Read some of the highest-ranking Digg.com articles. This is the format and style of writing you will want to submit to the website. Of course, keep in mind that it will take a bit of work to get on that front page.

## WHAT'S SOCIAL MARKETING?

Before you can understand what Digg can do for your website, it is best to understand what social marketing is in the first place. Here is a rundown of what social marketing does.

1. You interact with other people online.
2. You are friendly, make friends, and get to know other people.
3. They get to know you. You do not have to be overly personal, just friendly and genuinely interested in what they have to say.
4. When you find someone that appears to be interesting, you can visit their website, learn about them, read their work, and promote them as you see fit.
5. They do the same for you.
6. You are finding like-minded individuals who are most likely interested in what you have to offer. The benefit here is that oftentimes, those you befriend online turn into some of your best customers, no matter what your industry is.

Social marketing websites like Digg.com help you to connect with others in this way. You get to meet other people who are interested in what you have to say. You get to meet those who may be interested in buying from you too.

For example, let's say that you have a website on college loans. You do not want to use social marketing websites like Digg.com to promote sales pitches for student loans. This would be against the terms of service for such a website anyway. Additionally, it would not get any attention from those people who you'd want to have visit and read your website.

Instead, you write articles on college life. Perhaps you talk about the interest rates that are dropping or the ease of getting student loans through a unique program. The goal is to make it newsworthy. Your audience is the same as it would be for your sales pitch on student loans: College students, and most likely, their parents as well.

When you submit the content to a social website like Digg.com, you put it into a market where anyone can find it. Not only are there members of Digg.com that are already

interested in these topics, but this website also ranks very well in the search engines, meaning that others will find your content too.

The nice thing about Digg.com is that you can include links back to your website. Therefore, when the individual is done reading about the new student loan program, they can head over to your website (through a link you have provided) and learn more. How simple is that?

In actuality, they will simply come to your website to learn more, which allows you to sell to them as you would any other visitor.

As you can see, this can be very lucrative for you, should you invest the time in social marketing. It is a time investment, but the boost of traffic you get to your website can be essential. Still, you do need to learn how to use tools like Digg.com to help you to accomplish these goals.

## **DIGG.COM COMMUNITY**

What makes Digg.com such a great place to promote your website or your blog? There are many reasons why this location is so ideal in terms of promotion.

- The community at Digg.com is large and ever growing. That means that you can find a lot of people who will be interested in what you have to say. There are plenty of people to network with. Your ability to find the right people is easy enough to do.
- Digg.com has been in place for several years. There are other types of social marketing websites available and some of them are growing, but few are growing as well as Digg.com. For whatever reason, the website is one of the best in terms of growth. That means benefits to you as you promote.
- Groups are the good and the bad side of Digg.com's community. Some of the top members, who have the largest followings, do play a significant role in the success of any article published on the website. If you can become part of such a network within Digg, it is likely that you will benefit.

Take some time to check out the community. You can first have Digg go through your email lists to find others that are already on Digg. You can also take the time to meet others on Digg and interact with them. You can then communicate with them easily and work to encourage them to read your articles.

## DIGG'S TRAFFIC-BOOSTING POWER

There are many reasons to use Digg, but perhaps the biggest reason is the large amount of traffic that Digg can supply to your website. Consider this: If your article makes it to the front page of Digg, which means that it has been Dug by hundreds of people, you will have had visitors from hundreds of people just from one article.

If you can write an interesting and compelling piece on Digg and then promote it well within the community, you will see your blog traffic increase incredibly. If you are using it to promote your website, this too will see an increase in traffic.

Of all the benefits you have, Digg.com is a traffic booster!

## PLAYING YOUR ROLE

Beyond a doubt, the best way to get traffic to come to your website is to play an active role on Digg. This means meeting others and befriending them. It also means interacting with others on their articles. Here are a few things you absolutely should do if you expect to win favor at the website.

1. Sign up and make friends from your email contact lists. You already know these people.
2. Look through your new friend's contacts to find people that have interesting articles. They may not be those within your niche, but perhaps those who would be potentially beneficial. For example, if your website is on student loans, you may wish to befriend those who are in college or those who are planning for college.
3. Add friends! You need to build an audience on Digg if you wish for your articles to have visitors. Once you have a good amount of people as friends (and you should never stop adding to your list of friends), you should then work on promoting your work.
4. Visit your friend's articles and leave comments. Give them a "Digg" when you think the article is a great investment. If you expect them to do this for you, you too need to do it for yourself. Ultimately, this is beneficial to you both.

5. Submit your articles (articles you write anywhere that have a link to your website or are found on your website). Once submitted, send a shout out to all of your friends to let them know that your article is there.
6. Digg other people's work!

It is key to do these things if you wish to be an active member. You have to play your role!

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# HOW TO USE DIGG.COM

Now that you can see that Digg gives your website traffic and is an excellent tool for promotion, you will want to start using it. How should you do this? Where do you start?

As mentioned, you will need to sign up at the website. There is never a cost to using Digg. The service does not require you to jump through hoops either to sign up.

Once you sign up, do fill out your profile. Your profile is probably one of the most important aspects of Digg since it allows you to grow your business. Imagine befriending someone and they wishing to learn about you. Even before they read your articles, they head to your website to find out more about who you are. In return, they befriend you and may even be interested enough to buy from you at your website or to sign up for the service you offer.

Your profile should include the following:

- Your name and your city of residence; people want to connect to those local to them.
- Include a link to your website and/or blog. This is an easy way to get some traffic to your website, especially if you are active in the community and people want to learn more about you. That is what you are looking for!
- Information about who you are or what you do. In our above example, you could be "reporting on news important to college students and their families," for example.

- Any other information you feel is important to making your presence known at the website.
- Visit the profiles of others on Digg. What do you like? What do you really hate? These are great ways to improve your own profile.
- Do not hard sell in your profile. If you found someone's profile and read a hard sell, would you want to visit their website or learn from them otherwise? Probably not!

Once you have created your profile, it is time to start working on your promotions.

## **SUBMIT CONTENT**

With Digg, you can submit your own work to the website in the hopes of it gaining the attention of others. One submission is rarely enough though. You also need to push farther ahead and get others to submit your content as well. More on that in a minute.

Remember that the best type of content to submit to Digg is newsworthy information. Let's say that on your website, you have a location where you post updates in the industry or important news events. You could even use your blog here.

Often, a plug-in on a blog will place a small Digg icon next to each article. You can do this on your website too. The goal here is to allow others to instantly and easily Digg your work. Here is how the process works:

1. You publish something on your website or on your blog that is newsworthy.
2. You submit your content to Digg by simply clicking on the link on your website (you have used the plug-in to make it easy for anyone to submit content).
3. Your natural website visitors, those who are already making it there, can also Digg your submission. You may want to consider requesting this since it can help you incredibly on Digg if more people are submitting this content for you.
4. You then head over to Digg.com. There, you send a shout out to all of your friends that you have befriended along the way. They come to your website, read what you have to say, and again Digg your work.

5. Be careful! Not only can work be Dugg, but it can be buried too. Therefore, be sure you are submitting good quality work and are actively playing a role on the website by reading and Digging other people's work as well.

Do this repeatedly. Every time you publish a new piece on your website that is news-related, communicate that with a submission to Digg.com. Keep at it and you will soon have steady traffic coming to your website because of it.

## INCREASING YOUR TRAFFIC

Doing your own submissions is a great way to get your material on Digg, but it is rarely enough to get the type of results you really need in the long term. Rather than simply stop there, you need to further promote your work to gain real traffic boosts.

As mentioned, you do need to have a larger and growing group of friends. It is very easy to befriend someone (a simple request is sent, and rarely do people say "no" to it!) Having a strong following is key to being successful at Digg. The more friends you have, the more potential readers you have for your content.

This works for you in two ways. First, every friend you have that reads your piece is coming to your website. In return for this, they may be interested enough to take action. For example, a friend reads your article on dropping interest rates on student loans. He then decides this is important information for him and signs up for your newsletter. (You pick the action they take, of course!)

Secondly, Digg.com works for you by helping you to get in front of more people. Let's say you have 500 friends on Digg. Each person that visits your article and "Diggs" it will help your article to move up in the rankings on Digg.

When you get to that front page, Digg is doing all the work for you in terms of promotion. Being on the front page of Digg is one of the very best ways for you to get more traffic to your website. It is its own type of promotion tool since articles here rate well, are read often, and they are ranking well in search engines soon enough.

With hard work, you can see that Digg can be very lucrative to your website or blog's traffic. Yet, these are not the only ways that you can use Digg to your benefit.



## SEARCH ENGINE HELP

One of the side benefits of using Digg (which is really a nice benefit in its own right) is that Digg.com ranks well in the search engines. Of course, for this to happen, you need to use proper search engine optimization and you need to write something that is Dugg enough by enough people.

Nevertheless, you will find that your articles submitted to Digg.com can rank well in the search engines. This will help you to gain more natural traffic to your website.

Here are some ways this can work for you:

1. Use search engine optimization (SEO) in your articles. Do not overdo it with the keywords. This itself will cause Digg to flag your article for poor quality. Rather, invest in quality keyword usage (in the headline, description, tags, and in the article naturally.) Keep keyword density below 4 to 5 percent.
2. Have others promote your articles. This will help to increase your location on Digg, which means more people will see it, naturally raising your page rank.
3. The links coming to your website are great! Digg.com will place a link at their website that points others to your website. This also goes for the link in your profile. These links are inbound links to your website and aid in promoting your website's ranking on Google and other search engines.
4. Use other marketing tools in conjunction with Digg.com. For example, you could submit your newsworthy content to an article directory. Then, submit that article (at the directory) through Digg.com. More people will find it, read it, and come to your website. This creates another link to your website (from your resource box) and boosts your search engine ranking a bit more.
5. Become the expert on Digg and online in general on your topic. That way, individuals will search for you and get to your website when they find your articles on Digg or via other means.

If you want to use Digg.com for promotion of your website or blog, you need to have a great article and you need to make it worthwhile. There is no benefit to promote sales-related content or other types of content that are not newsworthy.

It is the combination of these things that will help you to gain the promotion you need at Digg.com

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## TIPS FOR USING DIGG

The following are some strategies and tips that can help you to build your presence online using Digg.com. Once you have invested some time in pulling together a quality network, you will start to see some results. Why does it work? What makes Digg so good? In addition, is it really worth your time investment into the process?

### WHAT KEYWORDS ARE BEST?

One mistake individuals often make when submitting content to Digg or other social media websites is not using the most effective keywords in their articles and submissions. This does play a role.

What keywords are important to your website? That is something you will need to research, but we do know that in terms of what works well on Digg, you will want to focus your attention on mid- to long-tail keywords. These are more specific keywords; because of that specification, they are less often used by other marketers online.

Without getting into the benefits of long-tail keyword usage, keep in mind that keywords that are highly competitive in general are highly competitive at Digg.com too. Therefore, be more selective when choosing keywords. Incorporate the best, most specific keywords to get better results with rankings on Digg.com or on the search engines with submissions on Digg.com.

### GOOGLE LIKES DIGG

One thing that has been found consistently is that Google (and some of the other search engines) actually like the social media sites. There are many reasons this could be true, but ultimately, what matters is that an investment in time submitting and networking at Digg will pay off with Google's ranking of your content.

Google particularly trusts the back links found on social media websites like Digg to be authentic. What does this mean? It means that Google does transfer link equity. This is true even if the sites do not follow their links.

Plus, you will also benefit from those that place those links to your submitted Digg articles on their websites. For example, someone places a link on his/her blog to your low-interest rate student loan article you have submitted through Digg (and that he/she found there.) This link boosts your website's ranking in Google and the other search engines.

## **LONG-TERM GROWTH**

Many people mistakenly believe that the submissions to Digg and other sites are minimal. The results do not last long, they believe. Sure, an immediate boost is found, but this is not sustainable, right?

That is in fact not true. In studies done by various groups, the results are more long term. Let's use an example to show how this works. You submit an article to Digg. That article is Digg by you and then by your friends on Digg. It gets decent ranking since you have incorporated key search engine strategies already mentioned. Not only do you see a growth in your traffic numbers immediately (from all of the promotion you are doing using Digg.com), but you also see organic results from search engines over the long term.

You have used good search engine marketing strategies. Your articles on Digg.com are ranking well. There is evidence that, even though there is a peak at the beginning, the work done to promote articles through Digg.com pays off in long-term ranking. People will still find your article months after its submission.

## **KEEP IT GOING**

One of the very best tools you can incorporate into Digg.com use is consistency. As you start to submit your content to Digg, you will see growth in terms of traffic. It could be tempting to slow your interest in Digg since you are getting the traffic you want. However, this is likely a big mistake for most website owners.

Consistency is key. The more that you submit, the more well-known you will become on Digg. You need to participate regularly on Digg.com too. This means that you need to continue visiting the website and Digging the work of others. When you do that, you are going to see them do the same for you. Stop promoting their articles and they will likely stop promoting yours as well.

What should you be doing often? First, keep submitting fresh, keyword-optimized articles to Digg.com on a regular basis. Second, keep building your friends list. Third keep interacting with and Digging the work of others on your friends list. Doing these things will greatly increase your promotional benefits.

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# BENEFITS OF DIGG IN PROMOTION

Let's round out the benefits of using Digg.com on your website. Keep in mind the importance of using Digg regularly. Be sure to follow the strategies that have been outlined here too. You want good quality and you want consistency in order to see results.

Doing these things will increase your ability to succeed on Digg. However, what is it that you can use Digg.com for?

1. Digg.com is the most popular of all the social marketing websites. Because of its popularity and regular use, you always have an interested audience of people to promote to.
2. Social marketing is effective at increasing sales and sign-ups. People do not like a hard sell. They want data, information, and someone that they "know." Digg.com allows you to accomplish these goals effectively.
3. Getting on the main page of Digg.com is your goal. It takes a lot of work to get there, but doing so will give you a large amount of traffic to your blog or to your website in general. Do not downplay the benefits of working towards this goal.
4. Digg.com is also a great place to find good news and interesting content for your own use on your website. You cannot steal someone's work, but you most definitely will benefit from adding links to these interesting and unique articles to your website. It could get you some link love too!
5. Finally, the largest advantage of Digg is that you're marketing within your niche. You can find a large number of like-minded people to talk to and interact with. This will deliver the type of results you are hoping for over the long term.

Digg.com is not only beneficial to your website and blog for promotion, but it is also fun to do. You never know the friends you will make on Digg.com.