

Mixx – Taking on the Giants of Social Networking

SLIDE 1 intro slide

Many strategies are used by website owners and internet marketers to generate links back to their sites. Some commonly used strategies are article submissions, making relevant comments on blogs in related categories, and forum posting. The fastest way to get high quality one way that point back to your web site or blog is to use a social bookmarking site like Mixx.

SLIDE 2 – link slide

In the SEO world the number of links and quality of the links that you have pointing back to your pages indicate your website's popularity or relevance. Thus, webmasters rely on different strategies to create back links for their sites, and social bookmarking is probably the most widely used.

SLIDE 3– networking slide

Mixx is a growing social bookmarking site that was launched just in September 2007. It allows you to submit a link by simply entering the URL as well as its type of content that you want to share with the Mixx community. As Mixx is relatively new, its community is still small, but it is starting to compete with huge social bookmarking sites such as Digg, StumbleUpon, and Reddit.

SLIDE 2 – Alexa slide

If Mixx is a small community, why use it to create back links for your site? Being a relatively small community, it takes a fewer votes to get onto the front page. It also provides you with a genuine link that is "followed", i.e. the link can be followed by the search engine spiders. Getting onto the front page of Mixx will ensure a huge traffic spike.

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SLIDE 2 – Faces slide

How do I get votes on Mixx?

To earn these votes is quite easy. Often this can be achieved by adding as few as 100 friends to your profile on Mixx. Gain these 100 friends by doing a “follower jump” into 100 accounts by looking into new accounts through the other users' followers.

Because Mixx is a small community you get another advantage. Its users are more devoted to its community; they find time read your submitted content. They are also more inclined to post comments and bookmark your site if they find it interesting or useful. This is very good for your marketing efforts and the few hours you spend at the beginning making those friends will be well worth the effort!

The Mixx community prides itself for its credibility and the high quality traffic it generates. It does not generate as much traffic as the larger, more established social networking sites, but the quality of traffic is excellent.

The truth is in the short time since it has been launched, it has become one of the best social bookmarking sites around, surely enough of a reason for anyone to use Mixx? The authority of the links to your site from Mixx will just keep on growing.

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