

INTRODUCTION

A Digg tutorial by John Currie from PingSpider.com

The video shows how you can leverage the growing social networking power of Digg to create a win-win situation for Digg members

Slide 2

If you are an online business person, and you are not using the power that Digg has to create traffic for your site, then you are missing a golden opportunity...

Digg is a social news website and it is considered to be the most popular of all the social bookmarking sites.

Slide 3 – Graph

- This graph is courtesy of Alexa.com (June 2008) and shows that Digg is currently ranked in the top 70 sites in the world.
- The graph shows a dramatic and continuous upward trend since the start of 2008.
- According to Wikipedia.com, digg.com attracted some 236 million visitors in 2007.

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How Can You Benefit From The Growing Power Of Digg?

- When you register with Digg you become a member of the Digg community.
- As a member, you can share news, videos, stories, blog entries and images with other Digg members.
- When you submit a news article about your product or a site that you deem to be newsworthy for instance, other members “Digg”

the article, which essentially is a vote for the content that you submitted to Digg.

- The more Diggs the story then gets, the higher it is shown on Digg. If your article receives enough Diggs, it can even make it to front page of Digg should it receive enough votes.

Even making the front page of the particular category that your story is published in will get your story huge exposure.

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Digg Is a Social Community Site

- Digg is not a marketing site, it is a community
- It has many marketing opportunities for you **if** your content becomes popular.
- To ensure this happens you need to **participate** in the Digg community, be actively involved.

Slide 6 - Cummmunicate

- Read other stories of interest in your particular area
- vote on them
- make relevant comments
- Make sure you become noticed as an active member of the Digg community.

This will ensure that your stories and items you post to Digg are more easily found, and your community of friends within Digg will look forward to your posts, because they are relevant, helpful and not purely self-serving.

Slide 7 - teamwork

- It is your **participation** in the Digg community that will get you noticed and raises your profile within the community.
- This in turn will automatically get your web sites and blogs noticed and "Dugg" by other community members.

Slide 8 – Google loves Digg

Google spiders Digg continuously, I have even seen my actual Digg story ranking high in Google within 5 minutes after the post was made so when other Digg community members comment or vote on your contributions to Digg, Google notices and rewards...

- Do not submit articles to Digg simply for the sake of promoting your website, this could turn out to be a complete waste of time and effort, more on that later...
- Remember that you are competing against many thousands of other story links.
- As an online business person, the articles and stories that you are going to submit to Digg are often your own. (just remember that golden rule, make sure to submit other articles, and videos, not only self serving ones)

The moment you submit your story to Digg, you have a one way link back to your site from one of the top web sites in the world! How cool is that?

Also the posts themselves often rank very highly in Google

- Very powerful stuff indeed.

Slide 9 – Warning

Some Words of Warning

- You have to make sure that your article is well-written otherwise, the community members will “Bury” it instead of “Digging” it.
- Ouch! You really don’t want that to happen.
- Make a positive contribution that is well written and informative. To paraphrase Dale Carnegie, you will literally be able to win friends and influence people
- Using Digg purely for self serving endeavors will not only get your posts buried...
- Digg will literally “bury” your whole profile and all your work and efforts will be in vain

Slide 10 – Thumbs Up

Doing it Right

- Make a habit of visiting Digg daily
- make comments
- “favorite” some items
- and post new stuff
- become a natural Digg community member and you will be well rewarded

Surely you have other interests besides your business, so become active in your areas of interest, making comments, be helpful and be honest.

That way all of your Digg contributions will bring you the increased exposure for your web site or blog that you are seeking.

Truly, this is a win-win situation for all.

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- Conclusion do it right and you win, do it wrong and they will bury you!
- Visit PingSpider.com for more social bookmarking automation tools and social bookmarking video tutorials

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Directory: G:
Template: C:\Documents and Settings\John Currie\Application
Data\Microsoft\Templates\Normal.dot
Title: Digg
Subject:
Author: John Currie
Keywords:
Comments:
Creation Date: 11/06/2008 11:58:00
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