

AUTHORITY

Black Book

Apply What You Learn Here at

Authority Black Book:

Top Secret Social Power Linking Tactics and Tools

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Introduction - New for 2009!

1. Don't Freak Out!

The overwhelming response to the 2007/2008 Authority Black Book was unexpected. We knew people *should* like it, but the testimonials and feedback, along with the downloads (over 70,000!) were far better than we had hoped.

The problem with the Black Book is that a lot of people freaked out when they realized how big a chore it can be to do social marketing. What many of you seemed to assume is that to rock and roll with great links and traffic from social marketing you had to do EVERYTHING that's in this book and interact with ALL of the hundreds of sites in the Big List.

That's when people freaked out.

Some even went as far as claiming social marketing is a waste of time for the return. To those folks I submit that you are not expected, required, or even recommended to set up profiles and monitor the action at all or even the majority of the sites in this guide.

Further, if done properly, with efficiency and focus, there is no better branding, link building, search engine whopping marketing than social marketing.

This guide is meant for you to use like you would a library; to find the information which supports your own goals and which applies to your niche and simply use what you need.

I have a handful of social news sites I keep up with on a regular basis. They are the highest traffic, most relevant social news sites for me and my niche. The rest I visit whenever I can and interact as much as possible to keep my "trust" value on those networks in good standing.

Your trust value is determined on the fly by people looking at your profile on any social site and seeing how active you are and how highly others rate your interaction, whether it be how popular the stories you submit have been or how many friends recommend you.

Pick Your Core Social Sites

You have to pick a core set of sites that are the most valuable and give you the most return in links and traffic to focus on regularly. Otherwise you will go nuts!

So pick your best remote blogs to blog on. Pick the most relevant social news sites to interact with regularly. Pick the social communities that have the best target consumers for your market and the most activity/members.

If you don't know what all that means, again, don't freak out. It is all fully explained here in the guide what each kind of site is and what things like "remote blogging" are.

2. New additions to the Black Book

I have added new things to the Black Book that are going to help you focus in on specific tasks you must accomplish so that there is more structure to this big guide of resources. This helps you create a solid foundation for your social marketing campaigns.

Watch for where I mark up a tip or tactic with "**Critical!**". That's when you'll know that what I am talking about is more important than just another resource you "might" want to check out.

It indicates something I use a lot in my social marketing campaigns and would not do without.

New for 2009! In the index above you will also see where I have added new training, resources or videos for 2009. This will make it easier for you to find what's new, although

many edits were made throughout the guide and another total read-through is in order if you need to brush up on the basics.

Using the Authority Black Book

Welcome to the most authoritative guide on the planet covering the best uses of Web 2.0 technology, services, and software to dominate your niche and drive **very** serious traffic to your site.

What is “very serious” traffic?

On the low end, it is whatever amount of daily targeted traffic you need to make a living, pay your bills, and be independent.

In some niches it is 4500 unique and highly targeted visitors a day.

In other niches, it is 500...

Others it is 100,000+ unique and targeted visits a day.

It all depends on your niche, what you sell, and how much traffic you need to make your financial goal for your site(s).

It's also about rankings.

Very **serious** rankings means you are being found not just through the most generic keyword for your niche, but hundreds and even **thousands of searches per month** with longer, more unique keyword phrases (longtail keywords).

For instance, [The Friday Traffic Report](#) currently gets an average of 6000 unique visitors a day and they come into the site on hundreds of different pages daily.

In February 2008 the FTR was found on search engines via 1500+ unique and different

keyword phrases!

That's serious juju. That's the kind of action you want. And heck, that's JUST the search engines! Search engine traffic for FTR was only 30% of the overall traffic at that time.

You are also going to be getting **direct** traffic from many of the sites in this guide that will give your search engine traffic a run for its money.

The Authority Black Book will teach you:

1. What an authority presence on the web is
2. How you can attain an authority presence with a higher traffic site than you likely have ever owned before, and
3. The tools and resources we use as professional Web 2.0 marketers to get buzz, rankings, links, and all the traffic we want to any site we want on any topic you can think of.

Web 2.0 and Social Marketing

The reason we tie Web 2.0 to Social Marketing is simple: Web 2.0, from a website owner's perspective, is important because of the focus on **user submitted and user controlled content** that many Web 2.0 services and sites (but not all) allow.

Generally speaking, if people can submit links to content, submit content, make comments and vote good/ bad content up/down thus affecting the amount of traffic that content can generate, it's Web 2.0.

Voting, commenting, and actions the visitors take that control what shows up in the most prominent places on any given site is Web 2.0.

As a marketer, being aware of the best places to show up and how they work will bring you traffic. More traffic than you ever got **without** social marketing in many cases.

Being linked to by a lot of authority sites in their own right, your site climbs the rankings in the engines as well. It gets spidered more often and more deeply than if you were, say, focusing your efforts on article syndication alone.

Our Aim: To Blow You Away!

Our goal with this guide is to provide something of such value and importance to the internet marketing community (anyone with a website who wants more traffic) that you will wonder why we didn't charge a set price for it.

I hope that's how you feel as you dig in and start driving traffic to your site with the tips and tools in this guide.

Because if you use just a fraction of the Authority Black Book, starting tonight, you can start seeing 50-100-200-300+ visitors a day in a few short days!

Yeah, it really is that cool!
Enjoy!

Jack Humphrey

BlogSuccess.com

Authority Web Presence

What it is and how to attain it!

“Anyone who masters the tactics in this guide will become a force to reckon with. In any niche!”

- Jack Humphrey

The Importance of Authority on the Web...

In the beginning, it wasn't that hard to become an authority site. Of course, people weren't monetizing their sites in any significant way in the early years either.

Once the word got out that someone (whoever it was) was making money with their site, the **massive** gold rush began that continues today.

But there is one fact that is as true today as it was in the beginning: most people are lazy and unwilling to work to achieve great things with a real online business. Which is to your advantage.

And the most honest, upstanding, even church-going people in the real world will turn into cheating, conniving, cut throat black hat marketers and scam artists online if they think they will get away with it.

Though they wouldn't mug someone in the real world, if they read a sales letter that essentially sold information on how to pick pocket every visitor to their site (and they thought they wouldn't be caught) more people than you might think would do it without hesitation.

The first thing people seem to be attracted to online is the least cost, least work “business opportunities” that get hundreds of thousands of people hooked in each year to this day.

(Again, this is to *your advantage!*)

This is despite the fact that you cannot find mention of a ***single successful person*** who made themselves into a well-known, respected authority in any niche (online or off) without a single original thought or idea of their own.

And most importantly, without **work and risk** being involved.

This guide is not for those lazy people or cheaters. It is a road map for people who are willing to make their online business their central focus, and not something they are going to work on “here and there” when they are in the mood.

The many people behind this guide are not dummies. If there were a way to create buzz, search engine rankings, and traffic and money to the degree that we do with our system without work and without ripping anyone off, we’d be doing it.

Authority site owners are people who have sacrificed something to be where they are today.

Time, money, sleep, social life, or whatever.

Not a single successful website has ever been created by someone who didn’t work every day to make it successful.

BUT...

The Authority Black Book Does Show You How To Work Much *Smarter*...

...it doesn’t get you off the hook entirely, but it will make your life easier for sure.

You are on a quest for intel.

You've made up your mind that you will build a presence that will dominate your niche. Now all that stands between you and your goals is work and good intel.

This guide contains the intel that will help you build an authority web presence and even help you get 100-200-300+ visitors per day in a matter of days depending on how you work it and what your niche is.

And from there it will take you to the **maximum amount of attention you can possibly get** in your niche, whether its 1000 visitors a day or 100,000+.

Please do yourself a huge favor and commit to using this guide thoroughly. **I promise you are going to see results** from what you apply, so don't get distracted by the shiny objects in your email inbox!

I gave one of our partners a **tiny fraction** of the resources in this guide to launch a brand new site and start generating traffic from exactly ZERO visits and no search rankings. He started getting **targeted visitors** within **hours**.

His second day, from nothing, he got **42 unique visitors**. His third day he was **ranking in the top 10 in Google for great keywords** people were actually searching with (not dead keywords, but top tier two-word phrases)!

The things I showed my partner **are in this guide** plus a **helluva** lot more!

All that potential is **really** here for you. Thank the person who alerted you to the Black Book. And don't forget, at least one of your competitors is probably reading it too.

Still Think Web 2.0 Is A Fad?

Want an idea of how big this Web 2.0 stuff has gotten?

Click the graphic below and look around for a little while.

Quick Start

Follow these easy steps to launch a site fast, or get more traffic to a live site (Wordpress preferred) right away.

Note: If the tips below don't make sense to you yet, you probably need to go to the next section and read about blogging and Wordpress first, then come back here when you have your blog set up.

Remember the case study above from one of my partner's sites?

We have below the exact steps he took to get fast results for his new blog – **very** fast results.

The tips below can be found at SEOFeed.com. Brandon Hall is the owner and is tracking the results from using the tactics in this book. The site was launched February 24, 2007.

Tips For Making A Web 2.0 Blog Post – **CRITICAL!**

I wanted to spell out how to create and market a blog post with a Web 2.0 twist. There are, of course, several different ways to market your latest blog post. Below I have outlined a step-by-step strategy for marketing your latest blog post using Web 2.0 sites.

1. Your ping list has to be in order. Check out the [recommended ping list](#) if you don't have a ping list you are happy using. The first part of marketing your post starts with your ping list. Plain and simple.

2. You must tag your post. [Simple Tags](#) is a required plugin for Wordpress blogs. (Wordpress 2.2+ has tagging but the general consensus is that it "sucks") Simple Tags will allow you to categorize content based on a tagging engine. Without a doubt, [Simple Tags](#) is one of the most powerful Wordpress plugins. Each time you make a post add your keywords as tags at the bottom of your post as well as to your Wordpress pages.

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3. Tag Technorati throughout your post. For example, this post is about Web 2.0 and blog posts. Using this approach will keep your posts at or near the top of the list at Technorati. There's a really killer plugin called [Tagalize-It](#) that makes tagging throughout your posts really simple.

4. Your post is pinged and tagged properly. Now what? Time to [syndicate your post](#) and generate some immediate traffic. Some clarification is necessary here. Web 2.0 sites normally have 2 types of functions. Either they act as bookmarking sites like Del.icio.us or they act as story submission sites like Digg where users vote on the quality of story.

Make sure that when you sign up for accounts at places like StumbleUpon.com or Propeller.com, you look for the buttons they give you to put on your browser so you can easily submit content from your site and elsewhere without logging in to each site manually.



Grab [Web2Submitter](#) to make syndication easier and join the "Buzz Group" to help you get more votes in the social news sites! Over 300 members and counting can help you get the crucial Diggs and thumbs up you need to get your submissions noticed!

Note: [BlogSuccess](#) members get the software above for free as part of their membership!

Blogging

**Blogging is simply putting your content on a different platform.
It is not just a diary, a gimmick or cheap party trick.**

Thought they certainly didn't start out that way, blogs are incredibly useful content management systems when set up properly.

If you are marketing on the web and you **don't** have a blog, you will **always** be beaten down by your competition. You cannot get ahead by using the tools of Web 2.0 without a blog, period.

Beyond a shadow of a doubt, blog content management systems are the darling of the search engines today, especially Google, the #1 search engine on the web.

A blog platform allows you to do things no one else in your market can do with shopping cart and static sites.

Using the platform we use to publish online means you don't just have a web site, you have a search engine magnet and an interactive community builder that will drive targeted, willing-to-buy visitors to your site.

Read on to get up to speed on absolutely the **most effective (free) blogging platform you should be on**, along with the tools you must use to make that platform perform and drive traffic.

Wordpress

To be an authority you need to run content on a platform that allows for **everything** Web 2.0 marketing strategies offer us.

We don't recommend you send all this traffic to anything less than a site that allows you to live up to Web 2.0 customer expectations.

If people find your content on a hip, relevant, interactive, widget-ized Web 2.0 site and they come to your flat, lifeless, hosted blog at blogger.com or some other piece of junk, your credibility and their stay on your site are *both* going to be short lived!

“But Matt Cutts uses Blogger.com!”
Uh yeah, he’s freakin’ Matt Cutts!

Matt could publish on a roll of toilet paper and get more traffic than us mere mortals!

To be able to run the widgets, plugins and do the SEO work you need to do while improving your traffic flow and user experience, such as using the MyBlogLog.com widget, for example, you need a robust and powerful content management system. But it goes way beyond that. **Way beyond.**

You need to be able to plug into the open source communities’ ability to create a widget or plugin on demand that will enhance your marketing, conversion, and readership. Wordpress has more plugins available from third party programmers, like us, and more people who program plugins than for any other system out there (there aren’t but a handful of blog systems you can even program plugins or custom “widgets” for anyway.)

This is why we use Wordpress as the base of our authority site publishing system at BlogSuccess.com.

Though we’ve done more than anyone else on the planet to tweak Wordpress capabilities and turn it into what we call “Wordpress Master” with Post and Rank™ technology, the Wordpress base allows us to do what no other blogging CMS would.

Therefore, if you are going to do all the work involved with plugging into Web 2.0 and harnessing the traffic-driving, ranking-raising power of social marketing, we believe it is a shame to waste time on anything other than the best, even if you have to port your

content into Wordpress from another blog platform you currently use.

It would be **very much** worth the trouble.

Now, to take it a step further, it would be a shame to use Wordpress “out of the box” and some free plugins and only get so far with your promotion efforts. There is a “glass ceiling” over what you can accomplish with Wordpress out of the box and free plugins. (The ceiling is higher than any other, but it is still there and you are going to knock your head against it eventually after using the tactics in this guide to promote your site!)

We know this because we’ve tested it against our over clocked monster publishing system at [BlogSuccess](#).

Our system was built for Web 2.0 from the ground up. It shines above all others in head-to-head battles raging on the search engines right now in *hundreds* of niches. So it might be time, since you know you have to switch to Wordpress anyway if you want the best results from your marketing efforts, to take a good long look at [BlogSuccess](#) and what it can do for you that nothing else on planet Earth can.

Finally, do not get pulled into another blogging system because of its fans. They are just loyal fans of the system they publish on. They have **no idea**, nor the technical ability to know, how much better Wordpress is if they haven’t used it.

We have tested Wordpress against all other blogging platforms and WP just annihilates them all in the engines.

(Of course we know how to use WP to the Nth degree, so we often beat other Wordpress sites with the same topic focus just because we know how to tune it to rock the engines.)

Wordpress Resources - CRITICAL!

[Download the latest version of Wordpress](#)

Do NOT use Wordpress.com. That is called a “hosted” blog, like blogger.com, and you can’t do anything with those like what you can do with the software hosted on your own site.

Break the Glass Ceiling!

If this starts to get confusing, or the installation is something you are not comfortable with, this is yet another reason to [check out BS](#).

We build everything for you including installing and configuring our own proprietary software that gives you Post and Rank™ capabilities far and above what Wordpress and free plugins alone can.

Wordpress Support Areas

For forums, Wordpress documentation and everything else you will need on the Wordpress site to help you get through setup and use add-ons, [click here](#).

Plugins

[Wp-Plugins.net](#) – See below for the specific plugins you should install without question. WP-Plugins.net is the biggest directory of plugins, but the ones below are tested and approved by [BS](#) and are crucial to your success.

Wordpress Plugins You *Must* Have

Get WAY more subscribers with this plugin!

“What Would Seth Godin Do?”

This plugin will definitely help you get more RSS feed subscribers. It’s called “What Would Seth Godin Do?” Details for downloading are below.

What This Plugin Does...

Generates a message based on cookies to your first-second-third-time visitors to remind them to subscribe to your feed.

People will only see this message as many times as you set the plugin to show them, then it gets out of the way.

So if you set it for 3 visits, on the 4th visit they won't see the plug for your feed. You can put it at the top or bottom of your posts and it is dead easy to install and configure.

Download the [What Would Seth Godin Do?](#) Wordpress plugin by Richard Miller (and find out why the heck he calls it that!)

Other Recommended Wordpress Plugins – **CRITICAL!**

- [Wordpress Sitemap Plugin](#)
- [Putting YouTube Video In Wordpress Posts](#) (Video)
- [Another Wordpress Meta Plugin](#) – For putting proper meta tags in your WP blog.
- [Akismet](#) – captures all the spam you are going to get in your comments.
- [Optimal Title](#) – SEO's your post titles
- [Popularity Contest](#) – Crucial plugin that tracks the popularity of your posts and offers up extremely extensive statistic on what your visitors do on your site.
 - [Subscribe To Comments](#) – allows users to subscribe to comments and get notified when someone replies – crucial community builder.
 - [FeedBurner Feed Replacement Plugin](#) – Changes your feed to be a universal format. Everyone uses this service of Feedburner. You need to as well. Many other cool features with this plugin and service.
 - [Smart Update Pinger](#) – Protects you from over pinging the ping sites and getting banned.

Very Cool Plugins

- [Ad Rotator](#) – Rotate adsense, any other kind of ad, graphic, etc. wherever you place the code.
- [All in One SEO Pack](#) – Gives you some advanced SEO for your blog without doing any more than plugging in and turning on.

- [Bread Crumb Navigation](#) – puts where visitors have come from and the next post as links above your posts.
- [My Gravatars](#) – puts avatar images on your comments so commentators have a face.

Blog Content Development Tactics

Know Your Audience:

1. Your Target Market, and,
2. The Engines (including Technorati)

Writing for both used to create pages that looked like hell and read even worse if you were a human and not a robot from the engines.

Today you can default writing to actual humans without all the ridiculous keyword repetition and pedantic writing styles and the engines can sort out how to rank your content on their own.

But there are small tweaks, unnoticeable to your visitors (meaning they aren't going to be bothered or interrupted by obvious SEO tricks), but super noticeable to your friendly neighborhood robots.

Post Titles

You will score higher in the engines if you have your main keyword for your post in the title.

Even higher if that keyword is FIRST in the title and not middle or last.

Tagging

You need to tag at least one thing in your post itself for Technorati. You can get a plugin that helps you tag easily for Technorati.

With Simple Tags, recommended in the Wordpress section of this guide, you will be able to tag the proper keywords for your posts at the bottom of the posts.

Technical Stuff Aside...

What content works to bring more traffic and voluntary links from other sites?

Good, useful, controversial, valuable, unique, thought provoking, poetic, sarcastic... all these and more describe content that is most linked to and appreciated by surfers in ANY niche.

That's what you are going for with your content.

To get an idea of what is working in your niche already, Google your top keyword and read what the top 10 sites are writing about or doing with content on their sites.

Then riff (*trackback if they have a blog) off of their content, make a better resource based on it, or create something new when you find none of the top 10 sites are covering something important to the niche.

[This is what a "riff" post looks like.](#) You find something cool and you want to link to it to provide readers with a cool resource and then you talk about it in your own words and tag it with the best keywords for that content.

More resources for content development and writing to attract engines, visitors, and links:

- [5 Common Mistakes That Make You Look Dumb](#)
- [There's Never Been a Better Time to Be a Business-Savvy Writer](#)
- [Who Do You Think You're Talking To?](#)
- [The Balancing Act of Where to Pitch Your Content](#)
- [How Simple Posts Can Find Your Blog Readers](#)

Content Partnerships

Getting Others To Help You With Content

Scenario #1

Wordpress allows you to sign up and authorize “authors” on your site who can come in and post content with you.

Do a partnership with another blogger in your niche and agree to write original content (articles, short snippets, commentary, etc.) for each other on a regular basis.

This is the new link exchange. Blog Success in action. Hundreds of people are already doing this to boost the amount of fresh new content they have coming through their site (more posts = more keywords in the engines!) and the number of strong backlinks to their sites.

Scenario #2

Allow a much larger group of writers to write for you in exchange for exposure on your site.

Not only will you get a lot of new content on your site but you can make it a stipulation that each writer must link to the site from ALL of their sites and help you promote.

They get a lot out of this as the more popular each of you makes your site, the more everyone gets out of it in the engines and for direct traffic.

[Here's the extreme example of Scenario #2.](#)

How To Allow People To Post On Your Blog

For both of these scenarios, simply allow users to register for your blog or input a

new user manually, then upgrade them to author class and they will be able to come in and post without seeing or having access to your more sensitive controls in your Wordpress admin area.

Linkbaiting and Social Power Linking

Linkbaiting: The ultimate link generator

Linkbait: content that is so important, useful, controversial, or entertaining that it generates immediate buzz and has other sites willing to link to it and talk about it sending pagerank and traffic along with boosting search engine position.

How to launch a site into a dominant position in any niche using a linkbait piece.

Create a well-thought-out linkbait piece

Read these resources to figure out what you can do to create the ultimate piece of content for your site to generate buzz, links, traffic, and rankings.

What is Linkbait?

- Rand Fishkin: [Leveraging Linkbait](#)
- Matt Cutts: [Linkbait and Linkbaiting](#)
- Jack Humphrey: [Linkbaiting. How Hard Is It?](#)
- [Resource Lists Still Rule The Day For Generating Links](#)
- [Getting Links!](#) –Several good linkbait resources here
- [Linkbait Tactics](#)

Got your badass linkbait piece done and posted? Let's drive immediate traffic and search engine spiders to it by creating a social marketing buzz. Right Here...Right Now!

Social Buzz Starts Here!

Sign up for and use the sites below as they are intended to spread the word about your linkbait piece...

1. Technorati.com (Claim your blog if you have not already done so!)
2. MyBlogLog.com Start a group, get readers. Use the widget, get readers.
3. Propeller.com (install toolbar button for FireFox and IE for future use)
4. StumbleUpon.com (install toolbar button for FireFox and IE for future use)
5. Reddit.com (install toolbar button for FireFox and IE for future use)
6. PRWeb.com – do a press release with the “hook” for your linkbait and run the links from the release straight to the linkbait piece.
7. Digg.com (Tech and other topics)
8. Mixx.com

Seek out sites LIKE the ones above that are created for your niche. There are Digg-like sites popping up all over the web just like PlugIM, IMnews, and MarkTD above for the internet marketing niche.

Soon there will be a popular news site in every major niche that uses the same basic technology as Digg to add user-controlled voting systems to rank news and create buzz.

Here are a few massive resources of all kinds of Web 2.0 sites you can peruse to find nuggets you can use to increase Buzz: Go2Web20.net

Bookmarking

Use OnlyWire to bookmark your new piece on many social bookmarking sites all at once (use this to bookmark ALL your content easily with the push of a button across SEVERAL services.)

Use “[Share This](http://ShareThis)” plugin to get others to bookmark and talk about your piece – this gets other

people doing what you just did above to exponentially drive links and traffic to your piece.

Trackbacks

Trackbacks are the Power Links of Web 2.0. Use the following resources to learn about trackbacks and how to use them to generate high traffic backlinks to your blog.

[How to do trackbacks](#) – Video by Jack Humphrey



[Trackbacks and PRWeb](#) – Killer resource for using PRWeb's traffic and PR to point high value links right back to your site!

Those are the basics. Now check out how to get more bang out of every post you have...

Power Trackbacks – Let's ramp it *waay* up!

OK – the old way of doing trackbacks first.

Used to be that bloggers would “riff” off of a post or two from related sites. That means writing a post and expanding on the conversation of another blogger or two. Then they would, of course, do trackbacks to those two posts on the other two blogs to get links back.

Nice. And it can bring you a lot of links over time. But did you know you can do unlimited trackbacks in one post? Of course you wouldn’t want to link out to 100 sites in one post, but there’s no reason to stop at 1 or 2 trackbacks if the conversation ranges over, say, 5-10 blogs!

The Power Trackback System

When you are done with a post and you have done any trackbacks to sites that you are “riffing” on inside the post, there’s something else you can do before you hit “Publish.”

Go to [Google Blog Search](#) and type in the main keyword of your post. Should be something from your title since your title should have your main keyword in it.

When you get the results back, check out a few or several more recent posts that come up with your search. BADA BAM! You should have all kinds of relevant places to link to at the BOTTOM of your not-yet-published post.

Find the best ones (not crappy blogs or crappy posts – things you are proud to link to that give your readers further reading related to your post!) and visit each one.

You Need 3 Things From Each Site You Are Going To Power Trackback:

- 1. The URL of the post itself**
- 2. The Trackback URL**
- 3. The title of the post**

Copy the stuff above on each site that has a good post supporting or related to what you are talking about in yours and paste it all in Notepad or some other text editor.

Once you have gathered more supporting posts, like 5-10, and the titles, post urls, and trackbacks for each, you are ready to finish your post.

Simply make live links out of the post titles you've gathered right in your post editor. The link is the title and the URL is the URL direct to the post.

THEN grab all your trackback URLs you collected (doesn't matter the order they are in) and dump them into your trackback field in your editor as shown in the video above. In different blogging platforms you have to separate the trackback urls different ways. Make sure you know whether to separate multiple trackback urls with commas or spaces for your particular blogging software.

What Just Happened?

Instead of getting 1 or maybe 2 trackbacks you've upped the ante to at least 5 other sites. This means when you click the Publish button, notifications are going to go out instantly to ALL those blog owners that someone has commented on their blogs.

When they open up their blogs they will see they got a trackback and come to check out what you said about them or how you linked to them.

You made a list of the related blogs at the bottom of your post and they will see you are linking to them. If they agree that that's a good link (your post is high quality and they like the link) they will ok your trackback and you've got a great link.

If all 5 of them approve your trackback comment, you picked up 5 new links instead of 1 or 2. I wouldn't go over 10 trackbacks for any single post.

One more thing...

Go to PRWeb.com and do a search on your post's main keyword and see if there are any press releases there that apply that you'd want to link to. You can add their trackback URLs as well and get links from PRWeb, one of the higher traffic sites on the web!

RSS Feed Marketing

Here are all the resources you need to help you get completely up to speed on RSS feed creation, syndication, promotion, subscriptions and everything else to do with RSS.

After this you will know just about as much about RSS marketing as any leading expert! (If after reading all this you want to put the highest-tech RSS feed marketing technology to work for you, check out what we are doing with “pfeeds” at [Blog Success!](#))

Once you have a feed (or 10) submit it to all the top RSS feed and blog directories with RSSSubmit. It's what we use and it beats doing it by hand.



RSS Feed Information Galore...

- [Beginners Guide to RSS Feed Setup and Subscriptions](#) From PCStats, great resources to get started.
- [Huge RSS Guide on Squidoo](#) - Every book, post, how-to guide, and resource you could ever need aside from this guide, of course!
- [Adding RSS feeds to your website](#)
- [Is RSS Like CB Radio?](#) - CopyBlogger.com
- [Unleash The Marketing And Publishing Power of RSS](#)
- [How to Make Your RSS Feeds POP!](#)
- [11 Ways To Get More RSS Subscribers](#)
- [Top Blog and RSS Submission Sites and Directories](#)

Top RSS Articles:

- [How to Add RSS to Your Website - Simply](#)
- [5 Easy Ways To Use RSS On Your Site](#)
- [How To Display RSS Feeds on Your Website](#)

[Feed The Need: 5 Ways To Use RSS To Boost Your Business Or Organizational Success](#)

- [Using RSS Feeds to Market a Poker Affiliate Program](#)
- [How to Use an RSS Feed to Provide Content for Your Website](#)
- [Newsletters VS RSS Feeds](#)
- [How To Add Random RSS Content To Your Site](#)
- [Displaying RSS Feeds on Your Web Page](#)
- [RSS and How to Use It \(part 1\)](#)
- [How to Use Simple Tag and Ping Marketing Techniques](#)
- [10 Reasons to Put RSS on Your Site!](#)
- [Using RSS TO Make Money Online](#)
- [What Are RSS Feeds](#)
- [What Is This RSS, XML, RDF, and Atom Business?](#)

Highly Recommended Free Feed Tool

[FeedBurner](#): Some tracking and a much better, more solid feed than you get with, say, Wordpress out of the box.

Submitting Your Feeds To Blog Directories and RSS Engines

The best way to do this is with [RSS Submit](#), but you can also check out this [RSS and Blog Submission Tool](#) and compare.

Want to try it by hand? It's free, but it still comes at a cost – your time – which can be better spent on everything else in this guide.

But – here you go...

The [Top 55 Blog and RSS directories](#) by Robin Good.

Getting RSS Subscribers

Ever notice these little graphics on blogs?



When you start working RSS, you are inevitably going to want to get RSS subscribers.

These are people who grab your main feed and subscribe via feed readers like Bloglines, My Yahoo, Google, MyWebTop and about 10 gazillion other available readers.

Then, everytime you post they get updated that there is something new to read on your site, either when they check their online reader, or via small popup on their desktop if they have a desktop feed reader.

And deliverability is 100%!

Email, depending on where you send your email from, is only getting to a fraction of your subscribers.

Don't worry if they whitelist your domain or anything, you are still not sending to 100% of your list at any time, under any circumstances.

Today marketers need both RSS subscription and email subscription, and there is a way to combine them both through FeedBlitz.com.

There you can have them sign up via email form, and when you post new info they get an email message. You can even send special mailings with their paid service.

Chances are more of your mails will go through with a service because they should be working diligently to keep in good graces with the major email providers like Google, AOL, MSN, and Yahoo among many others.

So check out FeedBlitz.com and see if it is right for you. More directions on using FeedBlitz can be found at FeedBurner.com, which is where you need to go to get a

plugin for Wordpress to redirect your main feed to the FeedBurner service.

Using [FeedBurner](#) is a much better way to publish your feed for many reasons I will let them explain themselves. (It's what I use for my main feed at [Friday Traffic Report](#). Click on the link there and you'll see basically what yours will look like for your visitors.)

Bookmarking Basics

Today it's not even that special. (Social bookmarking that is)

There is a major misconception about the difference between bookmarking and social news sites.

[Delicious](#) is a **bookmarking site**. All it does is bookmark web addresses. That's it. That's bookmarking in it's entirety.

[Digg.com](#) is a **social news site**. Far different from bookmarking, it is where people submit news stories and blog posts they think are interesting and millions of visitors each month pour through Digg to find interesting stuff. And they talk about stories and are actually social.

[JumpTags](#) is a **combination of the two**. You can submit stories and you can import your Delicious bookmarks to keep all your stuff in one place. It's worth checking out. I've seen some decent traffic from JumpTags just by using them to bookmark my sites and from importing my Delicious bookmarks.

But bookmarking is something you need to incorporate into your social marketing campaign to be sure you are covering all the bases.

It is still a good source of links and occasionally direct traffic, but mostly it is to get search engine love.

The trick is to post to multiple bookmarking sites without wasting time doing it by hand.

One great, easy, free automated bookmarking service is OnlyWire.com. Use that and get the toolbar button for easy bookmarking of your new pages (and old) to around 15 or so of the top bookmarking sites.

A list of social bookmarking sites can be found on the next page if you want to hit more than OnlyWire takes care of...

Top bookmarking sites...

1. [BlinkBits](#)
2. [BlogHop](#)
3. [BlogMarks](#)
4. [BlogMemes](#)
5. [BmAccess](#)
6. [Fark](#)
7. [CiteULike](#)
8. [clipclip](#)
9. [clipmarks](#)
10. [Complore](#)
11. [Connectedy](#)
12. [Connotea](#)
13. [de.lirio.us](#)
14. [del.icio.us](#)
15. [digg](#)
16. [diigo](#)
17. [Feedmarker](#)
18. [Feed Me Links](#)
19. [Furl](#)
20. [Gibeo](#)
21. [Google Notebook](#)
22. [IceRocket](#)
23. [Kaboodle](#)
24. [linkaGoGo](#)

25. [linkfilter.net](#)
26. [linkroll](#)
27. [Lookmarks](#)
28. [ma.gnolia](#)
29. [Netvouz](#)
30. [Newsvine](#)
31. [RawSugar](#)
32. [reddit](#)
33. [Rollyo](#)
34. [Scuttle](#)
35. [Simpy](#)
36. [Spurl](#)
37. [StumbleUpon](#)
38. [Yahoo My Web 2.0](#)
39. [yoonoo](#)

Here's another [great big massive list](#) of social bookmarking sites. And more [2.0 Everything](#) is here.

Lots of lists and social-everything places. (Below)

Menu:

- [Social Bookmark Managers: B - C - D - F - K - L - M - N - R - S - U](#)
- [Social Bookmarks: A - B - C - E - F - G - J - L - M - O - P - S - T - W - Y](#)
- [Semi-Social: A - B - E - G - H - L - M - N - P - S - Z](#)
- [Search-Engines Bookmarking: A - B - E - F - G - I - J - K - M - O - P](#)
- [Public Bookmarks, Directories: A - I](#)
- [Network/Communities: A - B - C - G - N - S](#)
- [Format/Subject specific/Shopping: B - K - W](#)
- [Annotations, Clippings: A - G - N](#)
- [Special Bookmarking](#)
- [Misc](#)
- [Other Languages, Non English Sites: A - C - K - N - S - W](#)
- [To Come/Projects](#)
- [Has Shut Down](#)
- → [Ajax Startpages](#)
- → [+250 Diqq-like Applications](#)
- → [Digg Tools](#)
- → [Social Bookmark Tools](#)

Social News Sites

There isn't a bigger list of "Digg-Style" Social News Sites (post about your posts) news sites than [this one](#). There are currently over 300 news submission sites. Use this list to find niche-specific places like Digg to submit your posts. They often call posts "stories" on these types of sites. For our purposes, it's all the same.

1.  [2CentsNews](#): market-driven news. [+13/12/06]
2.  [adveracio.us](#): For advertising. [+07/07/06]
3.  [Advert Lover](#): For advertisements. [+13/11/06]
4.  [AgentB](#): For deals. [+15/10/06]
5.  [AllAboutSport](#): for sport lovers. [+04/09/06]
6.  [AlternativeE.org](#): *NEW!* about alternative and renewable energy. [+01/02/07]
7.  [answer.net](#): leisure. [RSS/QMPL]
8.  [APBNews](#): crime news. One of the first to use Pligg. [12/2005][RSS]
9.  [BARKS=BookmARKS](#): for news. [+19/05/06]
10.  [BestWEEKever.TV](#): for it's community. [+15/10/06]
11.  [binarylaw.com](#): legal, technology. [+02/04/06]
12.  [Blog Reporter](#): blogs. [+22/04/06]
13.  [bridesinwhite.com](#): brides, weddings. (was broken)
14.  [Bringr](#): for women's intrests. (Thanks to [Davak](#)) [+02/04/06]
15.  [Britney](#): For music. [+12/11/06]
16.  [business-planet.net](#): news.

Notice that 3spots, above, is on blogger.com, a hosted blog. There are many high traffic blogs on blogger.com.

And they could all **double or triple** their traffic by simply switching their system over to Wordpress and using the tactics in this book!

But we can't save the world.

At least we got to you in time! 😊

Below you can find out how to become a social maven to boost your linkability by optimizing your profile on social news sites to become an authority on any social news network you wish!

Creating Video

Video Syndication, and Video Marketing

Intro

Video in 2009 is going to be like the article marketing boom of 2004-2005. Only much, ***much*** bigger.

Video can be daunting. It is not like sitting and typing out a 500 word article. And the technology is intimidating to many people, or they are just too lazy to learn it.

This is precisely why you should. Unlike article syndication and marketing where everyone with a computer and internet access got into it, video will always be more intimidating and people will always be too lazy to use it.

It's a shame, because there are way more places than YouTube and Google Video to upload and share your videos.

And the list grows daily.

Video sites are popping up in specific niches in response to people not being able to find what they want easily or at all on behemoth sites like YouTube which is best known and used by people uploading nonsense, non-how-to videos.

Someday there will be as many video directories as there are article directories.

Did you know Google and others are working on technology to decipher the "words" in video to index videos like written text so they can base rankings of straight video with no surrounding text just like a regular written web page?

Authority Black Book: Top Secret Social Power Linking Tactics and Tools

Yeah...this is getting big and you should be ahead of the curve if you start understanding video for the web and how it can be used to drive very serious search engine spidering and straight traffic.

A very large amount of traffic at that!

Creating video for the web

Resources On Creating Video For The Web

Screen Capture Video

This is the easiest way to generate how-to, over the shoulder type videos like the one below is to use screen capture video creators like Camtasia (the best, but costs a bit) or CamStudio which is free but with less power.

We do all our screen capture videos with Camtasia. Here is a sample I did and then syndicated to all the free video sharing sites:



[Click the Pic to See The Vid Above](#)

Notice that the player is not what you are used to if you have only been on YouTube thus far. It is from Vsocial.com, another video sharing site.

We have a big list of places to syndicate videos in the next section once you learn how to get something nice together.

You'll be creating screen capture and regular videos with no problem if you use the training we have in this section of Authority Black Book.

Video Editing Software

This section is for editing real video you capture with your camera, or stock video you get from places like IstockVideo.com.

Sony Vegas

You will hear a lot of people singing the praises of [Sony Vegas](#). And for good reason. There seems to be no more powerful and easy to use video editing software on the planet.

It's what our in-house video shop used to edit together the video for Authority Black Book. ([Remember?](#))

*Find out how to use Sony Vegas to create videos like that by watching the [Video Profits Workshop](#) by Mark Braunstein and Mike Stewart. Two of the most knowledgeable video guys on the web today!

YouTube Tutorials

Of course YouTube is going to [teach you](#) as much as they can about beginner video stuff. You are, after all, a potential contributor to their site, which gives them more videos to show, which presumably makes them more money.

YouTube has tons of resources [here](#) on video creation and editing.

Cool Video Player

WimpyVideo Player is NOT Wimpy! We love this little dude. If you want to play videos straight from your site and your bandwidth can handle it without making the videos choppy, this is the player for you.

Check it out for free...



From YouTubers Themselves!

The really professional YouTubers have some killer instructional videos on all kinds of video creation, tricks, editing, lighting, shooting, you name it.

Some of the best are included in this section to get you started.

(Click anywhere on the pictures below to go to watch these videos. Must be connected to the web.)



Authority Black Book:

Top Secret Social Power Linking Tactics and Tools

How to make awesome green screen (chroma key). part 1.



Making a Cool 3d Logo For Video



Authority Black Book: Top Secret Social Power Linking Tactics and Tools

Windows Movie Maker Tips



Another 2-Part Movie Maker Tutorial



Authority Black Book: Top Secret Social Power Linking Tactics and Tools

Movie Maker Tutorial Part 2



Cloning and Levitation (Cool Video Effects)



Other Video Resources

- [Video for the Web Tutorials](#)
- [Adding Video To Your Site](#)
- [Making a Video Podcast](#)

Video Syndication and Sharing Sites

Video syndication, one day, will reach proportions that article syndication has today.

That day is coming fast. If you were around when article sites really started to take off, you might notice similarities with video sharing sites coming online almost every day now.

Below is a short list of the top sites right now, but you will find more as you surf. We will keep up on them in future updates to the Black Book.

1. [Blinkx.tv](#)
2. [Blip.tv](#)
3. [Dailymotion.com](#)
4. [Dave.tv](#)
5. [DropShots.com](#)
6. [esnips.com](#)
7. [GoFish.com](#)
8. [GrindTV.com](#)
9. [GUBA.com](#)
10. [IFilm.com](#)
11. [Jumpcut.com](#)
12. [LiveVideo.com](#)
13. [Motionbox.com](#)
14. [Myspace.com](#)
15. [Photobucket.com](#)
16. [Putfile.com](#)
17. [Sharkle.com](#)

18. [Stickam.com](#)
19. [Veoh.com](#)
20. [Video.google.com](#)
21. [Video.yahoo.com](#)
22. [Vidilife.com](#)
23. [Vimeo.com](#)
24. [vMix.com](#)
25. [vSocial.com](#)
26. [YouTube.com](#)
27. [ZippyVideos.com](#)
28. [StupidVideos.com](#)

You will see some different, additional video sites in the Big List section under Video.

Video Syndication Automation

What to do when you realize how long it takes to upload your videos individually to each site?

You are going to get real sick of it real fast. Most people look for an alternative before they even get halfway through the list above on their very first video.

You could hire someone to do it for you, but the ideal solution would be a service where you could upload your video one time and then have the service upload it to each of your accounts at each site for you.

That's what we do (can you tell the secret to submissions is automation? We'd never spend 15-20 hours per video uploading to all those sites. Especially when there is much more to do that cannot be automated in this "little" Black Book!)

Try [Traffic Geyser](#) when you are tired of uploading manually and don't want to pay someone a part time or full time salary to do it for you.

Podcasting (Audio)

You can podcast any audio you have recorded with the same principles, but different syndication sites, with relative ease.

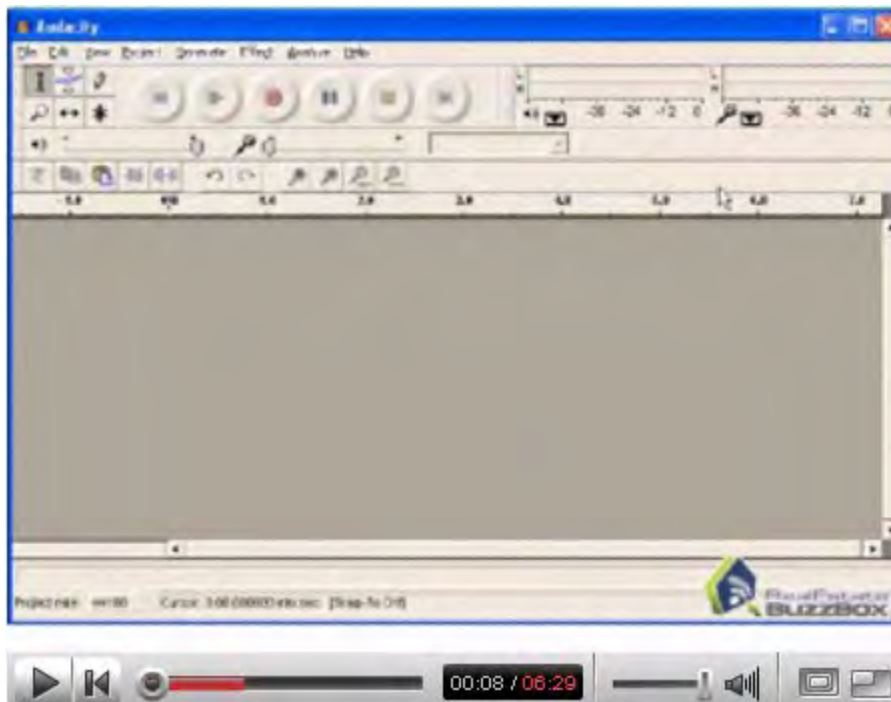
Got a teleseminar sitting around that isn't earning you any visitors right now? Edit the juicy stuff together, cut it down to a real good product, and then podcast it to get more visitors (listeners).

Editing Your Audio

I edit audio tracks with a neat free program call [Audacity](#).

- [Audio Podcast Directory](#)
- [Promoting Podcasts](#)

Creating a Podcast with Audacity



Tools of the Power Linking Trade!

The things recommended below are software apps we'd **never** do this work without. If time is important to you (and believe me there isn't enough time in a day, even if you do it full-time, to do it all manually) then you absolutely must use the tools below.

They are each very high quality apps and you won't be disappointed in investing in them. We really use them all **very heavily** in our Power Linking and Authority Building campaigns.

Post Syndication

[Web2Submitter](#): Submit your linkbait posts to Digg, StumbleUpon, Propeller and other social news sites easier and more efficiently.

Video Syndication

What we use: [Traffic Geyser](#) makes multiple uploads to all the crucial video sharing sites a moot point. We just upload our videos one time to Traffic Geyser and it uploads behind the scenes to all our video accounts. Since it takes 10-15 minutes to upload a decent sized video, tag it, title it, describe it, etc. to EACH site (and there are 35 big ones now) this is a MASSIVE time saver. Also has lots of video creation tools and social marketing tools included.

Article Syndication

What we use: [SubmitYourArticle.com](#) has given me the best coverage of any article syndication service out there and I've tested them all. It also gives you another RSS feed to promote as it turns all your articles into a feed.

RSS Submission

The only thing to use: [RSSSubmit](#) submits your feed to special directories called feed directories. Google watches these places like a hawk for new content and I submit my feeds at least once per month with this software.

Monitoring Tools

[BlogTalkMonitor](#): This is a crucial little free tool I use not to just be the first person to comment on new posts on the biggest blogs in my niche (a huge benefit in traffic), but to find the best posts before anyone else and submit them to Digg and other social news sites to improve my profile and authority on those sites.

The Center Of Your Universe!

[RoboForm](#): I have over 900 logins in my RoboForm app. How many of those do you think I can remember? Working on the web the way we do without RoboForm is an exercise in futility. Few software programs actually change lives. This is one of them.

The Big List!

Here is a humongous list of resources for your publishing, writing, marketing, and socialite pleasure!

For Writers

You, or someone in your company, are going to be doing a lot of writing. The tools below will help you stay organized and work more efficiently.

1. [Bigoven](#): Publish/share recipes
2. [Extratasty](#): Publish/share drink recipes
3. [Travbuddy](#): Submit/share travel stories
4. [Fckeditor](#): Web based word processor
5. [Formassembly](#): Create, host and manage forms
6. [Goffice](#): Web based word processing
7. [l jot](#): Write, manage, publish share text files
8. [Inetword](#): Web based word processing
9. [Jotform](#): Make your Ajax webforms
10. [Litespellchecker](#): Check spelling as you type
11. [Orangoo](#): Spelling checker
12. [Pbwiki](#): Make a wiki
13. [Synchroedit](#): Group editor
14. [Wideword](#): Collaborative word processing
15. [Writeboard](#): Write, share, revise and compare documents
16. [Writely](#): Store, edit and share documents
17. [Zohowriter](#): Online word processor

Wiki Stuff

Contribute to the places below and get links. Just do it responsibly and the way the other members of each community do it to keep from getting banned. You do NOT

want to spam these places.

You can also create a Wiki for your site with some of the tools below.

[Wikipedia](#): Contribute and get smart

[Epictrip](#): Multimedia travel wiki

[Schuff](#): Wiki service

[Serversidewiki](#): Mini-wiki

[Socialtext](#): Enterprise wiki solutions

[Wikispaces](#): Collaborative content and editing

Video Sites

We talked about video syndication earlier in the guide. Here are some more video sharing sites you will want to hit with your how-to vids or any other video projects you put out to generate buzz.

1. [Adultswim](#): Episode previews, games, community
2. [Ajaxilicious](#): Share your movies thru RSS
3. [Blinkx](#): Personalized epg
4. [Broadbandsports](#): Upload and share sports videos
5. [Clipshack](#): Upload and send video
6. [Dailymotion](#): Upload and share videos
7. [Evoketv](#): Localized epg (ajax)
8. [Getdemocracy](#): Watch or make tv
9. [Mefedia](#): Videoblog search
10. [Mightyv](#): Web based tv search and epg (UK)
11. [Openvlog](#): Upload and record video
12. [Pooxi](#): Upload and (revenue) share video
13. [Theunseenvideo](#): Video and weather mash-up animation
14. [Truveo](#): Ranked video search

15. [Turnhere](#): Upload and share video (local)
16. [Veoh](#): Upload and share videos
17. [Videobomb](#): Submit and vote for video links
18. [Videoegg](#): Capture, edit and publish video
19. [Vimeo](#): Upload and share video
20. [Vsocial](#): Upload, rank and share video
21. [Yashi](#): Upload and share video
22. [Youtube](#): Upload and share video
23. [Zippyvideos](#): Upload and share video

Organization

By now you are surely thinking “Holy cow! How do I keep everything straight now that I have so many opportunities to market my site, but still only 24 hours in a day!?!?” The resources below will help you stay efficient, organized, and sane.

1. [Rememberthemilk](#): Manage tasks, together (This is a really good one!)
2. [Sproutliner](#): Manage your tasks
3. [Timetracker](#): Keep track of time
4. [Trackslife](#): Manage and share your to do-lists
5. [Librarious](#): Catalog your collection
6. [Librarything](#): Catalog and share your library

Tagging

Tagging is simply a different kind of information organization and search. Check the sites below to see if you can fit in, contribute, and grab some traffic.

You can also find some resources to help you put a tag cloud on your site with your most popular pages listed.

1. [JumpTags](#): A newer site. Social bookmarking meets tagging meets “put all your stuff in one place.”

2. [Cloudalicious](#): Follow site's tags over time
3. [Neato](#): Tagging plug-in for Wordpress
4. [agcloud](#): Folksonomied, personalized tag clouds
5. [Tagfacts](#): Tag and share your notes
6. [Tagsy](#): Social bookmarking and feed management
7. [Zoomclouds](#): Make and publish tag clouds

Stats

If we were to get on the phone with you to consult on your marketing metrics, would you be prepared to tell us everything about what your visitors do on your site, where they come from, and what phrases they are using in engines to find you?

How about non-search engine traffic? Do you know who is sending you visitors directly? If you cannot get a handle on how all the links you are getting from using this guide are performing, you cannot proceed efficiently to drop what isn't working and put more time behind the things that are working.

One of the keys to The Friday Traffic Report doing 4500+ unique visitors per day is a daily analysis of the stats to see and tweak what is working and dropping what is not working.

If you don't track your stats, you are completely blind to how your marketing is performing and likely doing a lot of things that are not working at all for you – thus wasting a lot of time that could be going toward the things that ARE working instead.

1. [Crazyegg](#): Improve effectiveness of your site
2. [Googleanalytics](#): Site analytics software
3. [Mapstats](#): Map blog traffic
4. [Mint](#): Site analytics software
5. [Mybloglog](#): Blog analytics
6. [HitTail.com](#): Find your longtail phrases for your niche

Search Stuff

In case you thought Google was the only search engine out there, below you will see the world of “vertical search” or specialty search engines.

To say the least, you have before you a ton of places to get links! Make sure you find the ones you need to be in and get in them!

1. [1000tags](#): Tag cloud based search
2. [Ajaxwhois](#): Results while you type
3. [Alexa](#): Contribute to ranked search and stats while you surf
4. [Ambedo](#): Bookmark, tag and search
5. [Audioclippping](#): Search content of audio and video streams
6. [Bashr](#): Wikipedia, Flickr and Delicious mash-up
7. [Blogdigger](#): Search blogs
8. [Blogpulse](#): Search blogs
9. [Clusty](#): Cluster results in folders
10. [Collaborativerank](#): Search and rank
11. [Dhoondo](#): Search all content on the web
12. [Dipsie](#): Deep search
13. [Ditto](#): Search images
14. [Domainsbot](#): Domain search and suggestions
15. [Doubletrust](#): Google + Yahoo mash-up
16. [Egosurf](#): Search yourself, get ranking
17. [Exalead](#): Unified search technology
18. [Factbites](#): Search results in sensible sentences
19. [Gadabe](#): RSS metasearch
20. [Geourl](#): Location 2 URL directory
21. [Google](#): Search and adwords
22. [Googleblogsearch](#): Search blogs
23. [Gravee](#): Searches sites and blogs; fair rev share on ads
24. [Hakia](#): Meaningful results
25. [Healthline](#): Contextual search for health information
26. [Iamsearched](#): Are you Googled? - Notification service
27. [Ibegin](#): Local search

28. [Icerocket](#): Search blogs and web
29. [Instantdomainsearch](#): Ajax domain search + suggestions
30. [Jookster](#): Search, rank and share
31. [Kosmix](#): Vertical search
32. [Kratia](#): Search, vote and rank results
33. [Lexxe](#): Meaningful search
34. [Liveplasma](#): Search and find other things to your taste
35. [Lumrix](#): Ajax wiki search
36. [Musicmap](#): Search and find other things to your taste
37. [Mybigriver](#): Find while you type; Amazon mash-up:
38. [Nextaris](#): Social search
39. [Omgili](#): Search discussion forums
40. [OPMLsearch](#): Dedicated OPML search
41. [Podzinger](#): Search podcasts
42. [Prase us](#): Page rank based search
43. [Prefound](#): Search what people already found
44. [Previewseek](#)
45. [Pubsub](#)
46. [Qtsaver](#): Micro content search; Google and Yahoo mash-ups
47. [Qtsearch](#): Search for content in Yahoo and Google
48. [Qube](#): Search engine aggregator (client)
49. [Quintura](#): Search engine with visualized context terms (client)
50. [Qwerky](#): Search strange site names
51. [Qwika](#): Search wikis
52. [Releton](#): Google + Yahoo + maps and routes
53. [Retrievr](#): Search images by sketching
54. [Riya](#): Face recognition based photo search
55. [Rollyo](#): Create search agents
56. [Seekum](#): User ranked search results
57. [Surfwax](#): Multisource search
58. [Swicki](#): Search with user input
59. [Tagnautica](#): Search Flickr
60. [Talkdigger](#): Search and discuss results from blogs and web

61. [Technorati](#): Find what people are saying
62. [Watvindenwijover](#): Find and vote for information
63. [Who-is-it](#): Whois, ping, check link popularity
64. [Whonu](#): Discover/search content (more) intuitively
65. [Wikimatrix](#): Find and compare your wikis
66. [Wink](#): Folksonomied search
67. [Yellowbook](#): Yellow pages aggregator
68. [Yoono](#): Search, exchange and share information
69. [Yubnub](#): Search and share search commands
70. [Zigtag](#): Search, save and share results

RSS Resources

Feed aggregation is simply using a “[feed reader](#)” to subscribe to any feeds you are interested in.

We use aggregators to keep up on the competition’s blogs and to research new stories and trends in our niches.

Below you will also find all kinds of tools to help you work with and get the most out of your feeds.

1. [Alesti](#): Feed reader
2. [Almondrocks](#): Share feeds
3. [Beanrocket](#): News reader
4. [Blogbridge](#): Feed reader
5. [Blogexpress](#): Feed reader
6. [Bloglines](#): Feed reader
7. [FeedBlitz](#) – *email syndication of RSS news feeds*
8. [Feedblender](#): Feed reader
9. [Feedburner](#): Manage your rss and podcast feeds
10. [FeedDemon](#): One of the most popular feed readers
11. [Feeddigest](#): Mix, filter and republish or syndicate feeds on your website

12. [Feedfeeds](#): RSS reader
13. [Feedlounge](#): Feed reader
14. [Feedpath](#): Social feed reader
15. [Feedxs](#): Create personal feeds and submit thru messenger
16. [Googlereader](#): Feed reader
17. [Gregarius](#): Feed reader
18. [Instantfeed](#): Messenger notifications of feeds
19. [Newsgator](#): RSS aggregation platform
20. [Nooked](#): Manage and commercialize your feeds
21. [Odiogo](#): Convert feeds to speech
22. [Omea](#): Manage and enhance your feeds
23. [Podbasket](#): Converts audio into feeds
24. [Rapidfeeds](#): Publish feeds without tech know-how
25. [RSS2PDF](#): Convert feeds to PDF
26. [RSSbandit](#): Feed reader
27. [RSShut](#): Read and search feeds
28. [RSSor](#): Collect, read and share feeds
29. [RSSreader](#): Feed reader
30. [TinytinyRSS](#): Feed reader

Polling / Surveys

Get to know exactly what your visitors want and how they like your site by polling them or doing more extensive surveys. All the top sites do some form of visitor feedback polling to keep pumping out exactly the kind of content their visitors are really looking for.

[Dpolls](#): Create, vote for and search polls

[Polloo](#): Polls about happiness

[Pollplaza](#): Collective polling

[Quimble](#): Create, vote for and search polls

[Rateitall](#): Rate and share opinions on everything

[Zohochallenge](#): Collective polling

Social News Sites

These are the most recognizable Web 2.0 style sites after places like Myspace and YouTube. They are the user-submitted and voted news sites where anyone can post stories and take advantage of the traffic flowing through the sites to get targeted visitors.

Several sites below are good for research and tracking stories as well.

1. [180n](#): Choose what's news
2. [Backfence](#): Publish and share community news
3. [Bandnews](#): Search band news
4. [Buzzingo](#): Buzz notifier (Yahoo + Feeling Lucky mash-up)
5. [Cluckoo](#): Publish and share local news
6. [Crisscross](#): Comment on and add to news
7. [Daily mashup](#): Flickr + Delicious + Yahoo news mash-up
8. [Dailyrotation](#): Share tech websites' headlines
9. [Diggdot](#): Mash-up news sources to your own taste
10. [Feedxs](#): - Social feed reading
11. [Findory](#): Personalize your news
12. [Frankenfeed](#): Aggregate your feeds
13. [Gabbr](#): Share news
14. [Hypetracker](#): Popular news searches in graphs
15. [Infocaster](#): News and other media thru RSS
16. [Inform](#): Social news stories
17. [Linkedfeed](#): Folksonomied news
18. [Megite](#): Discover and help select news
19. [Memeorandum](#): Folksonomied news summaries
20. [Newsalloy](#): Discover, read and share news
21. [Newsbump](#): Submit and rank news
22. [Newsgarbage](#): Post, moderate and control news
23. [Newsvine](#): Read, write and discuss news
24. [Newzingo](#): News tag cloud; Google News mash-up
25. [Nowpublic](#): Share, submit and revenue share news content

26. [Nulltag](#): News tag clouds
27. [On2go](#): News and alerts on your mobile
28. [Pegasusnews](#): Neighborhood news, customized
29. [Reddit](#): Submit, rate and rank news
30. [Rojo](#): Discover, organize, read and share content
31. [Scoopgo](#): Personalized news agents
32. [Shoutwire](#): Rank and share news
33. [Slashdigg](#): Slashdot + Digg mash-up
34. [Sponit](#): *Publish and share funny news*
35. [Stockdigg](#): Read, submit and rank financial news
36. [Strategicboard](#): Share tech news
37. [Tailrank](#): Read news (ranking through algorithm)
38. [Theport](#): Create and host your own news aggregator
39. [Topix](#): Share and discuss news
40. [Wordnews](#): News tagged in Times

Multimedia

The sites below specialize in all kinds of media sharing and creation.

1. [360yahoo](#): Blogging – Tagging: Social Networking
2. [Avidbeauty](#): Share photos and sounds
3. [Broadsnatch](#): Share multimedia
4. [Bubbleshare](#): Phlog, share, add audio captions
5. [Buzznet](#): Share videos and photos
6. [Castpost](#): Upload and share your av clips
7. [Comagz](#): Co-create and rate content
8. [Everybit](#): Share your media
9. [Fireant](#): Upload and share multimedia
10. [Glide](#): Upload and share multimedia
11. [Grouper](#): Upload, create and share media
12. [Hackoff](#): Book published as blog and podcast
13. [Junklog](#): Rate, review and share media

14. [Kaneva](#): Digital entertainment marketplace
15. [LifeLogger](#): Share audio, video and photos
16. [Listal](#): List and share media
17. [Livelocker](#): Link to, rate and share multimedia
18. [Loomia](#): Folksonomied media search
19. [Lulu](#): Publish and sell your content
20. [Magnoto](#): Phlog and blog
21. [Myvideokaraoke](#): Sing and share your song on video
22. [Orb](#): Stream your media, wherever
23. [Phanfare](#): Upload and share photos and videos
24. [Picpix](#): Upload and share photos and videos
25. [Pixpulse](#): Upload and share photos and videos on your mobile
26. [Quizilla](#): Create and share content
27. [Shozu](#): Upload and share photos-videos-text on your mobile
28. [Songbird](#): Media player and web browser
29. [Streamdrive](#): Upload and share multimedia
30. [Sendspace](#): Store and share your media
31. [Strmz](#): Clip and share tv and video
32. [Swagroll](#): List and share all your media
33. [Totoexpress](#): Hoste, collaborate on, share and deliver content
34. [Vidilife](#): Upload and share media
35. [Yiibu](#): Remix, adapt, expand, share and sell content

Marketing and Advertising

There are many neat ways to advertise in Web 2.0 style. From podcast and RSS feed advertising, you might find things you can use on both sides of the fence as an advertiser or a publisher (to make money from allowing advertising in your feeds, etc.)

1. [Attentiontrust](#): Advertising based on mutual understanding
2. [Cafespot](#): Social guide to cafes, restaurants, etc
3. [Coastr](#): List and share your beers and beer places
4. [Dropcash](#): Create and manage online fundraiser

5. [Fruitcast](#): Podcast advertising network
6. [Jigsaw](#): Subscribe, buy, sell sales contacts
7. [Kanoodle](#): Sponsored links services
8. [Knowmore](#): *Consumers unite! (Dyslexics Untie!)*
9. [Linklike](#): Link exchange
10. [My-brand](#): Manage online advertising online
11. [Podtrac](#): Advertise in podcasts
12. [PSFK](#): Group blogging at its finest
13. [Riffs](#): Review and recommendation community
14. [Spotrunner](#): Recycle, recreate and air TV ads
15. [Tagged](#): business directory
16. [Theadcloud](#): Create and tag classified listings
17. [Thisplaceiknow](#): Share places
18. [Titlez](#): Get publishing market data from Amazon
19. [Web marketing 20](#): Wiki on Marketing 20
20. [Wikicompany](#): Social business directory
21. [Wordofblog](#): Spread the word for good causes
22. [Yellowikis](#): Business directory
23. [Zoomtags](#): Tag cloud affiliate network

Graphics / Image Sharing

These sites will be invaluable to you for putting graphics in your posts, creating great graphics, and storing large files...

1. [Colorblender](#): Color picker and matcher
2. [Colorcell](#): Find beautiful color combinations
3. [Colr](#): Play with color photos and publish results
4. [Colrpickr](#): Color picker
5. [Epassportphoto](#): Upload, manipulate, download your photo
6. [Flashpaint](#): Draw and share pictures
7. [Flowermaker](#): Design flowers
8. [Gliffy](#): Draw and share diagrams

9. [Imageeditor](#): Edit your images online
10. [Photostack](#): Manage images
11. [Picasa](#): Find, edit and share photos
12. [Picturecloud](#): 360o view on your pics
13. [Pixelgroup](#): Draw anything with others
14. [Pxn8](#): Manipulate and publish your photos
15. [Rasterbator](#): Creates rasterized images
16. [Smilebox](#): Pimp up your photo presentation
17. [Textorizer](#): Image2Text
18. [Webimager](#): Capture screens and upload them to Flickr
19. [23hq](#): Store, share and manage photos
20. [Danbooru](#): Upload, tage and share images
21. [Dropshots](#): Upload and share photos and video
22. [Flappr](#): Search pictures; Flickr mash-up
23. [Flickr](#): Upload and share photos
24. [Flickr photo finder](#): Find and publish photos
25. [Flickr](#): Manage and share your photos
26. [Flickrfling](#): *RSS feeds and Flickr mash-up*
27. [Flickrlicious](#): Share Babes on Flickr
28. [Flyinside](#): Create, publish and share virtual photo tours
29. [Fotki](#): Upload, share, print photos
30. [Fotolia](#): Buy and sell images
31. [Fotolog](#): Create and map your Phlog
32. [Groupr](#): Groups photos from Flickr groups
33. [Illhostit](#): Host your images
34. [Istockphoto](#): Buy and sell images
35. [Jellybarn](#): Upload, edit, manage, share your photos
36. [Ondergrond](#): Upload photos of public art
37. [Phlog](#): Upload and share photos
38. [Photobloggr](#): Find tags on name; Flickr mash-up
39. [Photobucket](#): Upload, publish and share photos
40. [Photomap](#): Add photos to locations; multi mash-up
41. [Picturecloud](#): 360o view on your pics

42. [Pixagogo](#): Upload, manage and share photos
43. [Sharpcast](#): Manage your mobile photos online
44. [Shutterbook](#): Store and share photos
45. [Shutterfly](#): Store, share and print photos
46. [Slide](#): Upload and share photos
47. [Slidestory](#): Publish stories with photo slideshows
48. [Smilebox](#): Pimp up your photo presentation
49. [Smugmug](#): Store and share photos
50. [Tagworld](#): Store and share photos
51. [Tickr](#): *Flickr desktop ticker*
52. [Zoomr](#): Search photos in many languages
53. [Zoto](#): Uload, phlog and share

Community Sites

Community sites are like Myspace and Facebook. They all have different twists, but go for the one that really fits your needs and market first and work from there.

1. [43people](#): Tag based matching and dating
2. [43places](#): Publish and share stories about places
3. [Blogtronix](#): Blogging and corporate community software
4. [Communitywalk](#): Share places and routes (map mash-up)
5. [Consumating](#): Tag based dating
6. [TownCrossing](#): Create and Participate in communities
7. [Dodgeball](#): Hook in with your mobile and meet friends
8. [Doostang](#): Community for professionals
9. [Facebook](#): Student communities
10. [Frappr](#): Put your group on the map, share photos
11. [Friendster](#): Connect with friends
12. [Groups](#): Create groups and share content
13. [HumanPages](#) – *Philanthropic “LinkedIn-Like” People Search*
14. [Ikarma](#): Document and promote your reputation
15. [Linkedin](#): Manage and share your cv

16. [Livejournal](#): Join or create your own community
17. [Lovento](#): Find friends and events
18. [Meetro](#): Find friends nearby (thru messenger)
19. [Meetup](#): Find common interests and organize meetings
20. [Mologogo](#): Share where you are
21. [Mozes](#): Share information and people thru your mobile
22. [MySpace](#) – Friend Site
23. [MyWebTopcom](#) – Myspace for business people
24. [OpenBC](#): Community for entrepreneurs and professionals
25. [Orkut](#): Connect to your friends
26. [Peertrainer](#): Buddy up, slim down
27. [Phusebox](#): Community for sophisticated people
28. [Piczo](#): Create and share website
29. [Placesite](#): Wi-fi portal and location communities
30. [Plum](#): Collect, share, connect
31. [Pooln](#): Schedule your car pooling
32. [Rabble](#): Create it and share it mobile
33. [Tagalag](#): Tag and map your contacts
34. [Theblackstripe](#): Upload and share photos
35. [Tinfinger](#): Search persons
36. [Towncrossing](#): Find and Link to Friends
37. [Twocrowds](#): Share and vote for predictions
38. [Vcarious](#): Travel community
39. [Wallop](#): Phlog and interact
40. [Xanga](#): Remote blog, free blogging system
41. [Zaadz](#): Network of inspired people
42. [Ziggs](#): Index of professionals
43. [Zoominfo](#): Jobs, recruiting, job seeker community

Thanks for downloading the Authority Black Book!

Thanks to the following sites for helping compile The Big List...

Visit them to get way more links than we were able to publish here – if you really are hooked now! 😊

- [Listible](#)
- [Sacred Cow Dung](#)
- [Go2Web20](#)
- [3spots](#)

The Next Level...

Blog Success!