

# Tagging for Traffic:

Take Back Control From the  
Search Engine Monopolies

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# **Are You Ready To Take Back Control of Your Traffic From the Search Engine Monopolies?**

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**Dear Internet Entrepreneur,**

Over the next few weeks and possibly even months you'll hear an awful lot about tagging. Enough so that you'll grow tired of the catch phrase 'tag and ping' (although you *may* already be really tired of it).

For those of you who are hard core bloggers, you've probably heard about tagging before. Chances are you've even used tags to help drive traffic to your blogs. But many haven't. And many of these same people are desperate for traffic.

So I've put this short report together to help those people start driving traffic to their blogs and sites and introduce them to the world of tagging. I was able to compile it from the top questions I frequently get asked...

***Question #1: Is tagging just for hard core bloggers and other highly savvy internet users?***

Well, it may have all started there, but that's not where it's going to end.

You can tag webpages, blog posts, the blogs themselves, and even images. Numerous sites have sprung up all over the internet that organize information by tags. So everyone who wants the extra traffic these sites can provide them is tagging their content.

Many of these sites are bookmarking sites like Del.icio.us and Furl. Others, like Technorati, have even more features, combining content from bookmarking sites with blog posts (and this site is where the catch phrase, 'tag and ping' applies).

No matter how you look at it, tagging provides you with another means for getting your site and pages actually found by qualified buyers without having to spend your hard earned money on advertising.

***Question #2: Can You Just Explain to me What Tagging Is All About Already?***

Tags are basically keywords. A tag can be a category or a subject. When we talk about tagging, all we are basically referring to is how you summarize what your webpage or site is about.

Is it about dogs?

If so, then you might want to use the tag, “dogs”.

What else is your site (or blog) about?

Perhaps German Shepherds, Golden Retrievers, dog training, and puppy toys.

Well, then all these would make great tags as well.

So the concept of tagging is not really that much different from your standard keywords.

But there’s an interesting difference between using tags and using keywords in the hopes of getting some traffic to your site.

As an internet marketer optimizing a site for the search engines, you’re generally taught to select a keyword (or keyphrase) and stick with that keyword throughout a single page. A single page on your site becomes the official “dog training” page or whatever keyword you chose.

You can most certainly create a page that revolves around dog training and puppy toys, but the search engines will get confused when it comes to

categorizing your site. The fact that you're trying to rank well for both keyphrases will dilute them both out. In the end, you won't rank real high for either term.

So with search engine optimization, a single page equals one keyword (or keyphrase) to get the optimum effect.

When you want to rank well for another related term, you know you need to create an entirely separate page.

But with tagging, you can select several keywords (or tags) for each page of your site and not be penalized. In fact, you actually get rewarded for selecting a number of related tags rather than just one.

With tagging optimization, a single page equals a chance to rank high for many tags.

As you can imagine, this can really help you maximize your efforts. If every page can rank well for a dozen terms, it's as though you just wrote a dozen pages instead of one.

Obviously, the search engines don't rank based on tags (they have their million dollar algorithms), but many other sites do. Many of the Social Bookmarking sites use tags to help organize their content. And many of these sites are highly trafficked.

***Question #3: Social bookmarking ... Isn't that when the geeks at the library hang out?***

Not quite. Social bookmarking sites are cropping up all over the internet (not at a library near you). Del.icio.us and Furl are two of the most popular Social bookmarking sites to date. Sites like these run rampant on the internet and are set to explode in popularity.

The basics of Social bookmarking revolve around allowing users the option to store their favorite sites and webpages online and label them with tags.

Since the bookmarks are stored online, they are not limited to a particular computer. Most Social bookmarking sites also have built in RSS features so users can share their bookmarks. Some even let users vote for the bookmark or article and will put the most favored links up higher. As a web owner, this means you will receive some extra exposure if your pages are favored by Social bookmarkers. Each Social bookmarking site is run differently, but all are organized by the concept of tags.

I should point out that the system of tagging is not perfect. Since people may choose their own tags you will come across a number of grammatical errors and other strange tags. You may get misspellings, both the singular and plural forms of the word, and even spaced and un-spaced versions of the word. So that means if you have a site about dog training, your tag might be "dog training" or "dogtraining" (or even "dogtrainin").

But, since your webpage may be tagged with many tags instead of just one, who really cares? With tagging, you will want your content to be tagged with as many related tags as possible to increase the chances of your webpage being found.

Even better yet, you don't actually have to use the word in your page in order to use it as a tag. *This is a major shortcoming of the search engines.* For example, if you're optimizing for the search engines and you create a webpage about dog training, then you're stuck with just that version of the word. That page isn't going to rank high for anything other than dog training ... not even words that have virtually the same meaning, like doggie training, puppy training, Lab training or anything else related.

Even plural, non-plural forms of the word aren't interchangeable in the realm of the search engines. The keyword (or phrase) you use in your page is the exact keyword (or phrase) that will rank high. No if's, and's, or but's!

But with tagging, you have choices.

Your article about dog training can be tagged with many different related keywords and you're not going to be penalized.

And at the rate some of these popular Social bookmarking sites are being snatched up by major search engine companies, you know they're onto something. Yahoo has recently acquired Flickr and Del.icio.us, two of the web's most popular bookmarking utilities.

But there are other reasons to start tagging, too.

Many searchers actually prefer to use these social bookmarking sites to find content online due to the fact that they are organized for people, by people. Each bookmarked site is more of a referral than just a site with the right number of keywords to rank it high in the search engines.

One of the top tagging sites on the internet, Technorati, allows the web owner to tag their own content and add it to the Technorati index. Bloggers have been rewarded with thousands of extra visitors per day by mastering Technorati.

There's no doubt about it, add tagging to your traffic building arsenal and you will definitely see some results.

#### **Question #4: Why Should You Tag Your Content?**

To get more traffic! And you can use this traffic to increase your sales, generate adsense revenue, and earn affiliate commissions.

It doesn't matter.

As you already know, on the web, it's all about traffic. Once you get some traffic flowing to your site, you just need to monetize it with a converting sales letter, adsense clicks, whatever.

If you add tagging to your traffic generation arsenal, you will generate more traffic. It's that simple. Combine it with other methods and you'll soon have a steady stream of traffic coming to your site **from all angles**. And that truly is the best way to build a solid business.

Many internet marketers are leaving money on the table because they are not taking advantage of tagging their sites or blog posts. Learn more about tagging for traffic in the report, [Tagging Secrets](#).

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