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A Message to Technology sites :: Digg Yourself to get Slashdotted

By Rob Sullivan

One of the best ways to promote your site is to generate buzz that gets carried offline.

One way to do that is to ensure others know what you are doing but sometimes this can be difficult especially in today's fiercely competitive online market.

There are areas of the web which are geared towards helping some of those sites and if your site is a technology or tech related site then this article is for you.

The web is all about Buzz. Those who can generate the most buzz about themselves through press releases, link baiting, blogging, social networking or whatever other tactic they use generally will reap the rewards.

But for some sites in some industries it can be extremely difficult to generate buzz about themselves that the rest of the web will notice.

After all, not many people even know what an ice worm is, or how scientists recently discovered a huge cave full of poisonous frogs. In fact, most people could care less even if it is a significant scientific breakthrough or discovery.

So just how does a science or technology site build buzz?

There is a way to generate buzz about your new scientific achievement or breakthrough. It is done through a site called Digg.

From Digg's FAQ:

"Digg is a technology news website that combines social bookmarking, blogging, RSS, and non-hierarchical editorial control. With Digg, users submit stories for review, but rather than allow an editor to decide which stories go on the homepage, the users do."

In other words, Digg is a place where technology stories go and get found by users who then vote on them. The more votes a story receives, the better it does on Digg.

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For example, the two stories I referenced above came from Digg. They were voted on by readers and selected as two of the more important science stories.

The really great buzz comes from the stories which get promoted to the homepage of the site. So the obvious question becomes: How do I get my technology story on the front page of Digg?

Well, the first thing is to submit it to the Digg queue. From there it gets reviewed, or "diggged" by Digg users. The more "diggs" it receives the higher it moves up. The sites with the most diggs move to the home page. And it is from this home page where most of the real traffic happens.

But wait, it gets better.

If you do happen to get your story on the front page it can even grow beyond Digg.

That's right, Digg becomes the launching point to the next level of technology promotion: Slashdot.

Now, Slashdot isn't just for technology stories, but having it first appear in Digg helps improve the chances of your story or article being slashdotted (as it's called).

According to Wikipedia, the "Slashdot Effect" "Is the term given to the phenomenon of a popular website linking to a smaller site, causing the smaller site to slow down or even temporarily close due to the increased traffic."

That is correct: There have been documented cases where a website has slowed down or gone offline altogether because of the huge influx of traffic generated by being Slashdotted.

But, on the other hand, if you can keep your site running through the Digg phase and the slashdotting phase your site could come out smelling like roses.

This is because over the course of those couple days when everyone is reading about your site, they are also blogging about it and linking to it.

Consider this Digg/Slashdot tactic as the most extreme form of link baiting. Instead of getting a few dozen sites to link to you for something you wrote you could have a few hundred or thousand sites link to you over the course of a few days.

And you thought promoting your technology site would be difficult.

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HOW-TO: #1 in Google in 7 days

By Miles Evans

Article submission was something I had tried in the past but I had always done so by hand submitting to 2 or 3 of the larger portals. In my test during February I was pleasantly surprised how easily I nailed #1 positions across Google, Yahoo, and MSN for some well searched terms. And in 7 days no less. On Big Daddy servers I was noticing #1 spots within 48 hours of posting. In this article I aim to explain, step by step, exactly how I pulled this off, and why it works.

About a week ago I noticed I was #1 in Google for most of the stories I had been submitting to submission sites. Yahoo seems to not like me so much but I am always on the main page at least. Another massive benefit in Google that you will see down the road due to link age considerations, is a large amount of backlinks to your website from pages with a decent PR. With one submission I even nailed two PR7 and one PR8 link. Also I found my article republished, links intact, on several same themed blogs and sites. All of this this as we know, is yummy in Google's tummy.

Obviously this can change but take a look for yourself:

[VideoLan Tutorial on Google #1](#)

[VideoLan Tutorial on MSN #1](#)

[VideoLan Tutorial on Yahoo #1](#)

Keep in mind this article was only published on February 20th - and these rankings were achieved in about 7 days. In fact if you search for any of the article titles in my side bar you will find most of them in the top 10 across all search engines - and quite a few are #1. Now you are not going to hit number #1 positions for very competitive keywords right away, but with a little work you can usually find some pay dirt. The trick is finding keywords that are an attainable goal and that still pull in searchers.

Now before any SEM people jump on me for helping to create an army of article site submission spammers, let me explain a bit. This will NOT work for you if you provide crappy, spammy, or just plain lame and useless content. I spend anywhere from 3-8 hours writing a quality article I intend to submit. If you have nothing new, fresh or insightful to write about, put your pen down until you do.

Also keep in mind you are not going to get a flood of traffic by doing this once or even 10 times. I only bother to submit articles that are worthy but article submission is now a time consuming part of my regular writing duties. The idea is to attain a trickle of traffic from many sources and get some chatter going. The next step is teaching your girlfriend how to submit articles for you...Heh, ok seriously...

So here is exactly how I did it:

I wrote a solid 500-800 word paper on an emerging or current technology.

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I mention my keywords 2–3 times in my article in a natural non spammy way. 1 time in the first paragraph.

I used my keywords in my title.

I followed basic SEO principles for page layout: meta, file name, H1 tags etc.

I triple checked my spelling and never used foul language.

I use title and alt tags for accessibility reasons (Google positively weights this).

I generously provide links to sites of interest woven within my article. (this too!)

I submitted my article to Digg (see: Movable Type Digg Link)

I submitted to the top 25 article submission sites with

<http://www.profitpapers.com/reviews/article-post-robot-review.php>

" Article Post Robot.

I paired my list down to about 25 article sites. My reasoning is that spammy, cheap looking submission sites that accept any old article, may one day be considered a bad neighborhood. Nobody wants links from the ghetto now do they? I will share the names of the sites I submit to in a future article on ProfitPapers.com.

I also should mention that duplicate content has never been an issue for me when submitting articles, but this is always a potential risk, but more of a long term after thought. Be sure to publish your original article on your website FIRST and always make it clear in your article where the piece originated - like in the bio portion of your submission for example. If you use copyscape keep an eye on things that way.

For now, the above method works extremely well and is quite simple to pull off when using a solid submission tool. The reward for me was a sustainable 500% increase in traffic for some competitive terms. Likely the fact you even found this article is more testimony that this stuff actually works.

UPDATE: Dave over at Article Post Robot saw this article and suggested I offer my readers a 15% rebate. Sweet! Dave says this offer will only be valid for 2 weeks so act now before you forget! Click this link to claim your discount at my original

<http://www.profitpapers.com/papers/organic-seo-via-article-submission.php>

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– Thanks for reading :)



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