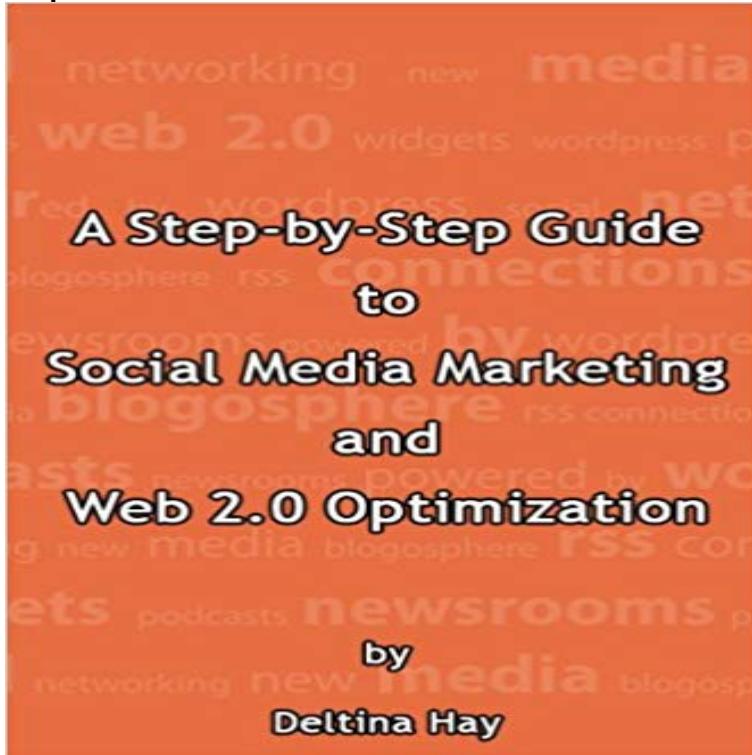


A Step-by-Step Guide to Social Media Marketing and Web 2.0 Optimization



The social Web has leveled the Internet playing field. You, your business, and your book are no longer at the mercy of the large search engines as more and more consumers and businesses are turning to the social Web for help making buying decisions. But, the good news is optimizing your presence in the social Web is not as difficult as you may think! A Step-by-Step Guide to Social Media Marketing and Web 2.0 Optimization is a straightforward, easy-to-follow strategy that will lead you through the social media and Web 2.0 optimization process and help you to make your mark in the social Web. Topics covered include (with links to examples and resources): Creating an optimized Web site Starting a blog or podcast Optimizing your blog or RSS feed Social Bookmarking sites like Technorati and del.icio.us Sharing on sites like Digg and Propeller Sharing media sites like Flickr and YouTube Using Social Networking sites like Facebook and MySpace Creating Social Media Newsrooms and Releases Using widgets and badges

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