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Do You Need Social Bookmarking for SEO?

SEJ: <https://www.searchenginejournal.com/death-social-bookmarking/171061/>

Anna Crowe of SEJ wrote an article explaining how social bookmarking has evolved for her and her company, the pros & cons, and how to have a happy medium between using social bookmarking but also coming up with your own websites/sources. Crowe talks about how she has reduced her social bookmarking site list “by more than 40% in four years” because she would rather have a few, quality sites she relies on and trusts than having all of the possible sites because they’re there and she can. She also talks about the cons of social bookmarking being that it somewhat encourages people to not have the drive to find their own sources for the research they need to be doing, which I can see exactly where she’s coming from as I had the same thought upon being first introduced to this idea. Crowe then goes on by listing a few ways to strategize and incorporate both your own work and social bookmarking into the mix. Some of these ideas include: knowing your audience, engaging in conversation, and casually self promoting.

This article relates to social bookmarking in pretty much every aspect. It addresses both pros and cons and gives a bit of background to the earlier days of the trend. It can help people who are new to social bookmarking, and even seasoned pros! It provides a lot of good insight from someone who definitely knows what she is talking about, because a lot of Crowe’s career revolves around social bookmarking and finding sites and sources.

The part I found most interesting was how much Crowe has reduced and refined which social bookmarking sites she uses over the years. To start, she had a total of 54 sites on her social bookmarking repertoire, then as she found more about what she liked, she cut that down to just 10 sites. If I ever needed to rely on social bookmarking, I would definitely look to this refined list so I’d know where to start.