



## Dominating on Mashable.com!

[Mashable.com](http://Mashable.com) is a blog and social media website that provides the latest news on social networking and social sites.

Mashable was launched in July 2005 by Pete Cashmore, who started out simply with the intention of blogging about the emerging trend of "mashups".

***Mashup*** – a website or application that combines content from multiple sources into a single, integrated experience for the user.

Although Cashmore started Mashable without the thought of earning a living from it, within two years the site was bringing in approximately US\$ 166,000 **per month**, mostly from text ads and banner ads.

That's because this blog now gets a **ton** of targeted traffic.

Mashable receives over 5 million page views per month, and it's well linked to throughout a variety of other social media sites and blogs.

As of this writing Mashable is ranked at #9 on Technorati and has an Alexa rank of 1457.

A Fantastic Example of What Social Power Linking Can Achieve

It's worth noting that Pete Cashmore is an expert social power linker, which is likely one of the secrets of Mashable's rapid rise to success.

On a huge variety of other social sites, he has a member profile for Mashable (which includes the Mashable RSS feed whenever possible).

He also leaves comments on nearly every post on other people's blogs where Mashable is mentioned.



And at the bottom of most of the pages on Mashable, Cashmore links to several of his own profiles from other social media sites, along with the invitation, "Don't forget to add Mashable to your friends on your favorite social sites."

This not only adds some powerful "link juice" from Mashable to Cashmore's satellite profiles, but it also sends a lot of interested traffic and potential new friends to his profiles, increasing his influence on other social media sites.

## **MashCodes – Mashable's Viral Feature**

Also noteworthy about Mashable's traffic-generating strategy is that it offers an extensive collection of free, interesting goodies for its target audience of social networkers.

Called "**MashCodes**", this is a huge resource with lots of cool things to choose from and play with. Active social networkers (Mashable's intended audience) would likely be extremely interested in these fun utilities.

Although social networkers may initially come to Mashable just to access these freebies, many of them likely stay and become regular users of the blog and social community.

There's also a good chance they'll want to tell their friends about Mashable's collection of free, cool networking goodies – resulting in instant viral marketing for Mashable.

### **Find the MashCodes resource here:**

<http://codes.mashable.com/>

MashCodes contains a variety of layouts, codes, and widgets to customize or liven up social networking profiles, pages, blogs, etc.

For example:

- **MySpace MP3 Player** – create a custom play list of up to 20 songs that will play when visitors enter your page.



- **Generators** – currently there are over 20 available generators / widgets, including a fortune cookie generator, scrolling LED sign, easy profile editor, custom navbar generator, etc.
- **Myspace Layouts** – choose a layout template from dozens of designs in 21 categories that include Cartoon, Stars, Retro, Games, Stripes, Candy, Religious, etc.
- **Graphics** – clip art, button graphics, and more to add to your social networking page, from 21 categories that include Online Now Icons, Funny Pictures, Background Images, Welcome Signs, Urban & Bling, etc.
- **Codes** – over a dozen HTML or CSS codes for custom formatting actions like Hide Comments, Center Your Profile, Resize Comment Images, Lower Case Links, etc.
- **Flash Games** – a variety of games in seven categories await your social networking page – intellectual games like Redneck Shootout, Flash Chess 3D, Snack Attack, Whipsaw Fighter, Mini Golf, and more.
- **Profile Gallery** – choose from eight different profile types to customize your look on the major social networking sites.
- **Color Code Picker** - a color hex code selector that lets you navigate to a color you like, and then copy-and-paste the color's hex code.

## Mashable's Social Community

One important trait to remember about Mashable members is that they tend to be ***extremely active social networkers***.

Otherwise they wouldn't be so interested in Mashable's blog content and the MashCodes goodies.



Of course, it's especially to your advantage to concentrate on finding other Mashable members who share your interests or work in the same niche you do.

So you'll want to seek out similar folks on Mashable and add them to your Friends.

But it can also be beneficial to add Friends of different interests – especially when they're active social networkers.

Most people who enjoy social networking don't limit their activity to one social site.

They tend to buzz around to a variety of social media websites, and often have sizeable “Friends” lists on each site.

So your Friends at Mashable can boost your profile on several other social sites too – with their active networking, bookmarking, blogging, commenting, and content submitting all over the web – on all kinds of other social sites! (Learn how to use Mashable's section called “The Grid”, later in this report.)

So be Friendly on Mashable – make Friends, comment on people's photos, etc., and join any active, relevant Groups you can find.

And be sure to fill out your Mashable profile as fully as possible!



## Mashable's Content

- **Blog** - <http://mashable.com/> -

The main content on Mashable is the blog, which is an excellent source of the latest Web 2.0 / social networking news, trends, tips, and events.

On the main news page, you can view social media stories in all categories, or choose to view stories from one of the most popular categories (MySpace, YouTube, Bebo, Facebook, Xanga, Mashable Labs).

You can also do a search for specific content.

Want to submit a social media story to Mashable?

Unlike most social news sites, the only way to submit a story here is by emailing it in.

The primary content Mashable accepts is stories and press releases about social media.

Mashable's Pete Cashmore offers some tips for getting your story published on Mashable:

### **“Tips for Getting Coverage on Mashable:**

–“If you plan to submit your site to multiple blogs and news sources . . . submit to Mashable first - even a few hours of advanced notice is sufficient. We’re less likely to write about startups or news items that have been covered previously elsewhere.

–“Mashable is a news blog. A submission about a social network that launches this week is more likely to get coverage than one that launched six months ago. . . . Have a newsworthy angle: a new feature released, a redesign, or a milestone number of users.



–“Exclusives and tip-offs receive the highest priority.”

To submit a social media story or press release, send an email to [mashable@gmail.com](mailto:mashable@gmail.com) .

- **Videos** – <http://my.mashable.com/video/> -

Mashable's video page simply pulls in content from major social video sites (YouTube, MetaCafe, Google Video, Crackle, iFilm).

On a visit to this page you can use a search box to search for specific video content.

You can also view videos based on top rated, recently added, recently viewed, most viewed, or most discussed. This can give you a good idea of what currently makes popular, viral video content.

If you click on a video from this page, you can comment on it, share it, social bookmark it, give it a thumbs-up vote, and get the embed code.

- **Photos** – <http://my.mashable.com/photo/> -

Photos on Mashable are submitted and shared by users. As you might expect, the photo content is fairly active here, since busy social networkers enjoy sharing photos.

As with the Video page, you can use a search box to search for specific photo content.

You have more options for viewing photos than for videos. You can view them based on recently added, recently viewed, featured, top ranked, most viewed, most discussed, random, friends' photos, and your own photos.

**You can upload your own photos here:**

<http://my.mashable.com/photo/my>



When uploading photos, you must certify that you have the right to distribute them (that no one else holds the rights to them), and that they are not pornographic (although many of the photos uploaded to Mashable are not exactly family-friendly).

You can create albums to organize your photos on Mashable, and decide who may view them (anyone, just your friends, just you).

Some of Mashable's helpful, built-in photo-sharing utilities include the ability to edit your images as a batch, upload them as a batch, use your Flickr photos, and tag your photos as you upload them.

As with videos, for each photo in the Mashable gallery you can also comment, share, give a positive or negative vote, and grab the embed code.

And if you like someone's photo collection, leave a comment and consider adding them as a Friend.

## “The Grid”

Mashable has a “Grid” page - <http://my.mashable.com/links/network> – showing clickable icons leading to dozens of other social media sites.

The unique thing about this Grid is that clicking on one of the icons (for example, StumbleUpon) takes you to a listing of hundreds of other Mashable members who also have profiles on that social site.

This is a great social networking feature – and one of the reasons why it's worth your time to add all of **your** other social media profiles to your Mashable profile.

Remember that Mashable members are active on a variety of social sites – so it's a good place to find and add some Friends!





## The Marketplace

Mashable also has a classified advertising page, where you can “buy, sell, and trade everything Web 2.0”.

It's called “**The Marketplace**”, and you'll find it here:

<http://market.mashable.com/>

The ad categories listed here include everything from “Facebook Developers” to “Websites for Sale” to “Bloggers for Hire”.

You can also browse the ads using the Marketplace's tag cloud.

This ad page might be worth an occasional visit just to get an idea of the evolution of the Web 2.0 market.

Although some of the ad categories were empty, recent ads in The Marketplace included:

- a job opening for Social Media Director at a boutique agency
- an established social networking site for sale
- domain names like mashups.com and band.com for sale.

This social media-oriented Marketplace also has the potential to be another viral component for Mashable, if it gets more fully filled out.



## Mashtracker

Mashable has a feed page called "**Mashtracker**" - <http://mashtracker.mashable.com/> - which tracks all blog posts linking to and talking about Mashable stories.

This page may be useful to you in several ways:

- **Find new resources:**

You may discover new sites and bloggers of interest to you by clicking over to them from this feed.

- **Find conversations to participate in:**

At a glance, you can find more in-depth discussions all around the Web on a Mashable story that interests you.

From Mashtracker you can easily click over to multiple places where **you** can participate in the conversation – linking back to your own blog or site in the process – and thereby giving yourself more places to “buzz” and Bend the Web in your favor.

To see aggregated lists of the other sites where the story is being discussed, simply look below each story in the Mashtracker feed.

- **Get listed on the Mashtracker page:**

You have the opportunity to have **your** blog link on this page, if you link to a Mashable story in one of your posts.

Of course, these are temporary links since this is a feed, and this opportunity has the most value for people who have a blog in a niche that's related to social media.

But, hey, any exposure is a good thing! You never know who may come across your link and be interested in it – or who may forward it to a friend who would be interested.



If you link to a Mashtracker post, your site and blog post links will be in the "Related Items" section just below the main Mashable article summary in the Mashtracker feed.

And here's another place your link will appear:

In the left sidebar on the Mashtracker page, scroll down to the box titled "Inbound Links". You'll see a feed of blog post title links – the most recent blog posts that have linked to Mashable content.

**Your** blog post title link will appear here, too, when you link to Mashable content.

This sidebar feed also appears on the Mashable home page – which receives millions of page views every month.

If your niche is related to social media, you may want to become a frequent linker to Mashable content, so your links can appear often in this feed (as well as on the main body of the Mashtracker page).

**Tip:** Since the title of your post is the only thing that's listed in the sidebar feed, try to come up with a title that just begs to be clicked on.

Something funny, shocking, related to a popular current event, a question that people simply must find out the answer to, etc. will usually capture attention.

Also, including "video" or "pic" in the title will attract visitors who want to see something visual related to the story instead of just more blah-blah-blah text.

(Of course, you would need to actually have a relevant video or picture in your article.)

In addition to being a useful content resource for both Mashable and its members, Mashtracker is also another part Pete Cashmore's clever and very successful social power linking strategy.



What better way to encourage lots of on-topic incoming links and conversations about your content, than by rewarding them with prominently-placed (although temporary) links on high-traffic pages?



## Why Should You Consider Using Mashable?

- **For the Mashable news blog.**

This blog is one of the most complete and up-to-the-minute sources of information on social media-related news, sites, programs, people, events, etc.

Dozens of news stories are posted on Mashable every day.

If you subscribe to the main feed and scan its headlines each day, you can stay on top of what's going on in the Web 2.0 world that may affect you – along with tips and tidbits of information that may give your social marketing an inside edge.

Mashable's news will also help you discover new social marketing communities, tools, and sites to check out, and see whether they're a good fit with your overall social marketing plan.

- **For the profile you can set up.**

The profile you can create for yourself on Mashable is a good “hub” property.

It enables you to import more than one feed from your own blog(s), or feeds from your activity on various other social media sites.

From your Mashable profile you can also link to your profiles on dozens of other social media sites.

And in the “About” box for your Mashable profile, you can write at length about anything you want, and use HTML to include links with good anchor text.

(However, for best results you need to “keep it real” and not succumb to the temptation of spamming your Mashable profile.)



- **For the community.**

You can actually do some effective networking within the Mashable community.

And especially important is the fact the Mashable members are deeply interested and involved in social marketing and networking activities all over the Web!

Otherwise they wouldn't have joined this site.

So make the effort on Mashable to make Friends and join Groups.

Help your fellow members, and make a point of finding their other social media sites in their Mashable profiles, and adding them as your Friends on other social media sites too.

It's a good way to strengthen your influence across many social sites at once.

## Mashable's Anti-Spam Measures

Unlike many social media sites, Mashable doesn't post any strong statements around the site against abusing your membership.

However, be sure to take a moment to read the "**Terms of Use**" - <http://my.mashable.com/page/terms>

. . just as you should do on any site where you sign up for a membership.

The Terms of Use lists a number of things Mashable prohibits – most of which are common sense, but you should go over them anyway.

Unlike many other social sites, Mashable doesn't have a general link for members to report abuses on the site.

(However, there are individual "Report Abuse" buttons below the photos once you've clicked to enlarge them.)



But if you come across a non-photo abuse you want to report, you could probably use the "Report Bug / Suggestion" link at the bottom of most pages.



## Keep Your Account in Good Standing

Basically, as with all of the social media utilities you use to help grow and market your online presence, you'll get the best results from Mashable when you:

- use moderation and common sense (in other words, don't spam)
- post, vote, and comment on other people's high-quality content (not just your own)
- keep it real by genuinely participating in and contributing to the value of the site on a regular basis.



## Getting Started on Mashable

To sign up for your free Mashable account, go to <http://my.mashable.com/user/signup> , and fill in the registration form.

Then go to your email account that you just used when you signed up for Mashable, and find the welcome message.

Click on the confirmation link in the email message, and you're all set.

Now you should be able to go to the main page, <http://mashable.com/> - and log in.

## Using Your Mashable "Home" Page

Once you've signed up successfully and become a Mashable user, you can access most of your community activities from your personal "Home" page there.

If you're signed in, you can access your Mashable Home page here: <http://my.mashable.com/>

### **From your Mashable Home page, you can:**

- Edit your Home page layout by dragging and dropping the various content blocks.
- Add RSS feeds – you're permitted to add multiple feeds, so you may want to import your own blog feed(s) as well as some selected feeds of your activity on other social media sites.
- View, edit, or customize your profile.
- Upload or edit photos.
- Send and receive email messages.



- Track your incoming and outgoing requests.
- View your current Friends and find new ones.
- Post an update for your Mashable Friends regarding your current status (options include "at work", "out at a party", "sleeping", "at home", "couch potato", "away", etc.).
- Check your profile statistics (how many views and comments your profile has received).
- Track your Groups – the ones you've created and ones you've joined; also start a new Group by going to <http://my.mashable.com/groups/create> .
- View any announcements you've received from Mashable's admin.
- View all of your Mashable activity.
- Display your recent photos from your Flickr photostream on your Mashable profile.
- Display your videos from YouTube on your profile.
- See a feed of the latest Mashable blog posts.

## Set up Your Profile

As mentioned earlier, your Mashable profile is a good hub profile, as well as an effective social networking tool.

So it's a good idea to invest a little time – half an hour or so – to create a really good profile page here.

To set up your profile, go here:



<http://my.mashable.com/user/editProfileBasic>

### **First, build out your basic profile:**

- **Add RSS feed(s) -**

You can add more than one feed to your profile.

Consider adding a feed from each of your blogs, and feeds from your activity on other social sites.

- **Add your link -**

You can link to the home page of your main site or blog.

Or you can link to the information page of your book, to your "press" page, or any other page you choose.

The link you enter here will also appear on your Mashable Badge that you can post on your blog. To create your badge, go to:

<http://my.mashable.com/badge/>

- **Upload an attention-grabbing profile photo -**

The photo can be of you, although it doesn't necessarily have to be.

What does your intended audience want to see? What would make them curious enough to click on the photo?

Remember that one of the main ways Mashable members land on other members' profile pages is by clicking on profile photos.

### **Then customize your profile a little more, if you like:**

Once you've set up your basic profile, you can customize your profile (optional) here:

<http://my.mashable.com/user/customize>



You'll find an array of ways to change your profile page's

- fonts
- colors
- layout style
- background.

### **Finally, set your profile privacy levels:**

When you've finished creating your profile, you can change your profile's settings to your preferred privacy level here:

<http://my.mashable.com/settings>

Your privacy options include:

- Who can view your profile
- Who can comment on your media and profile
- Who can see your Mashable activity
- Who can contact you / view your contact details.





## Give Your Profile Some Social Power Linking Juice

Okay, now you can edit your Mashable profile to link it to your own content as well as to some of your satellite content.

Go to <http://my.mashable.com/user/editProfileBasic> to edit your profile.

Although there are additional categories to play with in your profile, these are the ones where you can do some social power linking:

- **Basics** – <http://my.mashable.com/user/editProfileBasic> -

Add your website link in the field called "Your External URL".

- **About You** – <http://my.mashable.com/user/editProfileAboutYou> -

Here's where you can enter your bio or personal story, some enticing info about your main site, your book, etc. – anything that would be of interest to the people you'd like to attract to your site.

You can use HTML to add links to your profile's About section – so you have the opportunity to make good use of your anchor text here. This is a good place to deep-link to some of your best content.

However, don't link-spam. Keep it real so you can create a high-quality impression with your profile. After all, who wants to network with a spammer?

- **Personal Tags** – <http://my.mashable.com/user/editProfilePersonalityTags> -

Enter tags related to your interests and your online presence, so you can be found by other Mashable members who share your interests.

Put a comma after each tag; you can enter multiple-word tags.



- **Your Networks** – <http://my.mashable.com/links/> -

Here you can link to your profiles on a variety of other social media sites.

It's a little time-consuming, but highly recommended that you add every one of your social media profiles that you possibly can here.

## Leveraging Mashable's Social Network

The more you genuinely participate in Mashable's community, the more your profile and content will be noticed by other members.

That increases the number of people interested in networking with you here on Mashable, as well as on other social sites – especially if you've included your other social site profile links.

## Mashable's RSS Feeds

Unlike most other social media sites, Mashable doesn't have an endless variety of customizable RSS feeds.

In fact, it has only two feeds as of this writing – neither of which is customizable. Still, these feeds may be ones you'd like to add to your feed reader:

### **Main Mashable blog feed:**

<http://feeds.feedburner.com/Mashable>

This feed will keep you up-to-the-moment on the world of social media.

### **Mashtracker feed of who's linking to Mashable posts:**

<http://feeds.feedburner.com/mashtracker>



This feed will help you locate other places online where you can participate in social media-related conversations.



## Get More Off-Site Traffic to Your Mashable Profile

Attracting traffic and links to your important hub properties is a powerful part of social marketing.

Here are some ways you can do that for your Mashable profile:

### Create a Mashable Badge

<http://my.mashable.com/badge/create>

You can create and customize a widget known as a “badge” that you can post on your site / blog simply by copying and pasting some code.

Your Mashable badge can be either vertical or horizontal, depending on the space you have for it.

### Optional content you can include on your badge:

- your name
- your Mashable display name
- your email
- your location
- your birth date
- your website link

You may want to include just your real name or Mashable display name, plus your website URL.



If your badge gives people too much information or too many things to click on, they go away without reading or clicking on anything.

### **Invite Friends to Join Mashable**

You can find and invite your friends by using your address book:

<http://my.mashable.com/invite/invite>

... and entering your Gmail, Yahoo, or AIM details.

You'll be able to see if any of your contacts are already Mashable members. You can also select any contacts who aren't members, so you can invite them to join.



## Important Take-Away Lessons from Mashable

- You can turn a blog into a social networking site.
- You can social-power-link your way to massive success very quickly if you do it right.
- Always make the most of your social media site profiles.
- Link to all of your top social media site profiles from your own blog, and encourage your readers to add you as their "Friend" or to "Favorite" you on those social sites.
- Give your site a viral feature by offering a resource of free content, utilities, etc. that your targeted audience will love. (You could outsource the creation of these goodies and then simply post them on your site.)
- Give other publishers a good reason to link to your posts - and then make it easy for them to do so.