

## Social Links and Other Resources

The links below cover a lot of aspects of social media and online marketing generally. Some are general marketing publications where you will find an assortment of thoughtful discussions about online marketing topics – and some cover traditional advertising topics as well. Most of the others are tools you can use to create, research or execute online marketing tasks.

Top Ten Marketing Blogs in AdAge Power 150 (November 17, 2009)

See all 150 here: <http://adage.com/power150/>

[chrisbrogan.com]	<a href="http://www.chrisbrogan.com/">http://www.chrisbrogan.com/</a>	Chris Brogan is also #1 influencer in online marketing per Klout.
Search Engine Land	<a href="http://searchengineland.com/">http://searchengineland.com/</a>	Editor in Chief is Danny Sullivan, search engine god.
PR 2.0	<a href="http://www.briansolis.com/">http://www.briansolis.com/</a>	Solis is also co-founder of Media 2.0 Workgroup, ubiquitous speaker/ publisher
Online Marketing Blog	<a href="http://www.toprankblog.com/">http://www.toprankblog.com/</a>	Surprising #4 is all round publisher of online marketing 'how to's' by active consulting firm.
Ads of the World	<a href="http://adsoftheworld.com/">http://adsoftheworld.com/</a>	Full spectrum advertising, worldwide coverage.
Marketing Pilgrim	<a href="http://www.marketingpilgrim.com/">http://www.marketingpilgrim.com/</a>	Internet marketing news roundup
adfreak	<a href="http://adweek.blogs.com/adfreak/">http://adweek.blogs.com/adfreak/</a>	Full spectrum advertising blog from Nielsen Business Media
PSFK	<a href="http://www.psfk.com/">http://www.psfk.com/</a>	Active NYC based consulting firm with daily news feed
Search Engine Watch	<a href="http://searchenginewatch.com/">http://searchenginewatch.com/</a>	
John Chow dot Com	<a href="http://www.johnchow.com/">http://www.johnchow.com/</a>	Quirky get rich quick promo for John Chow, with some good info – a GoDaddy ethic here

### Some Other Good Marketing Resources

Copyblogger	<a href="http://www.copyblogger.com/">http://www.copyblogger.com/</a>	News and how to's for writers who work in online media
Web Strategy by Jeremiah Owyang	<a href="http://www.web-strategist.com/blog/">http://www.web-strategist.com/blog/</a>	Jeremiah called the 'posterboy of social' – for good reason. He's at the center of the storm.
SEO by the Sea	<a href="http://www.seobythesea.com/">http://www.seobythesea.com/</a>	Run by Bill Slawski, long-time SEO consultant
Occam's Razor	<a href="http://www.kaushik.net/avinash/">http://www.kaushik.net/avinash/</a>	Google analytics guru with great 'how to' posts
Altimeter Group	<a href="http://www.altimetergroup.com/">http://www.altimetergroup.com/</a>	Newly formed powerhouse consultancy headed by Charlene Li ( <i>Groundswell</i> author)
ReadWriteWeb	<a href="http://www.readwriteweb.com/">http://www.readwriteweb.com/</a>	Web app and social media trends news
Mashable	<a href="http://mashable.com">http://mashable.com</a>	Social media news blog, very active publication with staff.
TechCrunch	<a href="http://www.techcrunch.com">http://www.techcrunch.com</a>	Broad scope blog covers Silicon Valley, run by sometimes edgy Michael Arrington, with staff
Google Wave	<a href="http://googlewave.blogspot.com">http://googlewave.blogspot.com</a>	Google has zillions of good blogs; this one helps track this permanently trending topic

### Keyword Research

Still the core requirement of SEO – and a LOT of the point of social media is to boost SEO results. Writing for the web demands keyword proficiency and accuracy. Discover what users search – discover the phrases they use to talk about it – use the phrases in your work. This list is for 'free' tools (AdWords can be pricey – but that's a choice) -- it does not include competition research tools like SpyFu and Adgooroo.

Google Keyword Tool (Beta)	<a href="http://adwords.google.com">http://adwords.google.com</a>	Allows filters on keyword search for region, PPC cost, various search factors.
Google Search Based Keyword	<a href="http://adwords.google.com">http://adwords.google.com</a>	Searches keywords used on Google that match your webpage. Aimed at PPC.

Google Website Keywords	<a href="http://adwords.google.com">http://adwords.google.com</a>	Choose your website (or competition's) to see derived keyword list
Google Search Query Report	<a href="http://adwords.google.com">http://adwords.google.com</a>	See which exact phrases triggered a click on an ad
Axandra's free keyword tool	<a href="http://www.keywordindex.com">http://www.keywordindex.com</a>	Free plugin for Firefox or IE (or Chrome), shows Google Search, Trends and Insights in line.
Google Insights	<a href="http://www.google.com/insights">http://www.google.com/insights</a>	Compare keywords over time, by region to see trends, volume, get keyword variations & trend
Google Trends	<a href="http://trends.google.com">http://trends.google.com</a>	Compare keywords (or websites) by volume, region, over time. Find related news article, market shares in various locations.
Microsoft Commercial Intent	<a href="http://adlab.microsoft.com/online-commercial-intention">http://adlab.microsoft.com/online-commercial-intention</a>	Cumbersome, but helps determine commercial intent for a keyword – ready to buy?
Yahoo Buzz	<a href="http://buzz.yahoo.com">http://buzz.yahoo.com</a>	Find web sources where your keyword is used and liked.
Wordstream free tool	<a href="http://www.wordstream.com/keywords">http://www.wordstream.com/keywords</a>	Free tool, but limited flexibility.
Google Analytics	<a href="http://www.google.com/analytics">http://www.google.com/analytics</a>	For sites set up on Analytics, view paid/not-paid keywords people used to find site: if one converted, it's a keeper
KwMap	<a href="http://www.kwmap.net">http://www.kwmap.net</a>	Semantic mapping of a keyword is good at finding related concepts, not just variations.
Quintura	<a href="http://www.quintura.com">http://www.quintura.com</a>	Another visual mapping using cloud metaphor – plus a list of standard search results

## Real Time Search

A trending topic in its own right – blending social media into traditional search OR simply searching social media for topics, conversations, and people. There are hundreds, growing everyday. We leave out Rooby, almost.at, FriendFeed, crowdeye and many others. Also not included are mobile, location-based search-games like Foursquare and Gowalla (more hot trending topics!).

First, here's a helpful tool for finding Twitter apps:

Oneforty	<a href="http://oneforty.com">http://oneforty.com</a>	Find most popular Twitter apps, or browse through all.
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Twitter search	<a href="http://search.twitter.com/advanced">http://search.twitter.com/advanced</a>	Real time results in line; can save search. Advanced search can filter by place and time
Twubs	<a href="http://twubs.com">http://twubs.com</a>	Track / follow hashtags in real time. What is hashtag about?
Whatthetrend?	<a href="http://www.whatthetrend.com">http://www.whatthetrend.com</a>	Searches Twitter stream to find trending topics—helps to explain what a hashtag is about.
Spezify	<a href="http://www.spezify.com">http://www.spezify.com</a>	Web 2.0 to the max – how would you organize it?
Scoopler	<a href="http://www.scoopler.com">http://www.scoopler.com</a>	Search blogs, twitter. Trending topics. Emphasis on recency.
Topsy	<a href="http://topsy.com">http://topsy.com</a>	Powered by Tweets. Gives info on popularity of tweets.
Infoaxe	<a href="http://search.infoaxe.com">http://search.infoaxe.com</a>	Startup in beta. Gives real time results next to Google results for a query. Does NOT use Twitter.
OneRiot	<a href="http://www.oneriot.com">http://www.oneriot.com</a>	Searches links in Twitter and Digg, not just mentions. So, results return links that are shared on the topic.
Tweetmeme	<a href="http://tweetmeme.com">http://tweetmeme.com</a>	Offers a plug in for bloggers – Tweet or RT post with a click. Returns hottest links on Twitter.

Tweetgrid	<a href="http://tweetgrid.com">http://tweetgrid.com</a>	Up to nine real time Twitter searches simultaneously; form groups, geo-target, advanced search
Twazzup	<a href="http://twazzup.com">http://twazzup.com</a>	Searches multiple sources incl Twitter, Google reader, Flickr, etc. Suggests influentials.
Google	<a href="http://www.google.com">http://www.google.com</a>	Show Options: includes ability to focus search to past hour, in select channels (blogs, forums, NOT Twitter yet). Social Search in Google Labs (experimental).
Bing	<a href="http://www.bing.com/twitter">http://www.bing.com/twitter</a>	Real time Tweets in time order (can RT), plus top links shared.
Yahoo	<a href="http://news.search.yahoo.com">http://news.search.yahoo.com</a>	News search now includes Twitter stream
Mozzler	<a href="http://www.mozzler.com">http://www.mozzler.com</a>	Tweet-based but returns links in tweets; can create 'streams' in account that will update
Collecta	<a href="http://www.collecta.com">http://www.collecta.com</a>	Search blogs, newsfeed, social media for results.

### Finding Influentials

This is like 'relevancy' in basic search: we seek to identify the individuals who are opinion leaders. They are the ones who can become champions for your company and help your message go viral most quickly. Eventually, 'influence' will be integrated in real time search (Bing is already looking at retweets, followers, mentions and other factors to display the most relevant social content in a real time search result), but for now we have a few tools for looking directly at the influentials.

Klout	<a href="http://klout.com">http://klout.com</a>	Real time search to find influencers – whose opinion matters? (very beta – as in questionable results-a tough algorithm to build)
Twitter grader	<a href="http://twitter.grader.com/search">http://twitter.grader.com/search</a>	One of HubSpot's suite of 'grader' tools. Very limited search, but it gets some results right.

Facebook grader	<a href="http://facebook.grader.com">http://facebook.grader.com</a>	Connect your FB page to the grader to see how you compare. See the top pages.
Technorati	<a href="http://twittorati.com">http://twittorati.com</a>	“Where the blogosphere and twittersphere meet”. Supplements the usual top 100 blogs – track tweets from top bloggers.
BoardReader	<a href="http://boardreader.com">http://boardreader.com</a>	An ambitious platform, part standard search part influence. Search posts, forums, images, videos, microblogs, more-sort of a new age cast to it.
Tweetmeme	<a href="http://tweetmeme.com">http://tweetmeme.com</a>	Listed as a real time search site, but it does identify popularly shared content, and behind that content may be an influential.
Socialmention	<a href="http://socialmention.com">http://socialmention.com</a>	Sort of a universal search platform-select blogs, microblogs, bookmarks, etc. Filter by recency; sort options. Offers postrank on some links.