

# Using StumbleUpon for Traffic Growth

The screenshot shows the StumbleUpon website interface. At the top, there is a blue navigation bar with the StumbleUpon logo and the tagline "Discover your web". Navigation links for "Home", "Websites", "People", and "Videos" are present. On the right side of the bar, there is a search bar and a "Search >" button. Below the navigation bar, the main content area features a "Welcome to StumbleUpon" heading, followed by the text "Join 6729616 Stumblers & Discover Your Web". A paragraph explains that StumbleUpon uses a personalized recommendation engine. Below this text is a "Try Online Demo" link and an orange "Join StumbleUpon >" button. To the right of the text is a large circular graphic composed of many small, colorful icons. At the bottom of the page, there is a row of award logos, including "VirusShare 100 BEST WINNER", "PC WORLD 100 BEST PRODUCTS", "BUSINESS 2.0 THE NEXT NET", "Recommended by IE add-ons", and "No Spyware Adware Malware...".

# ***Introduction to StumbleUpon***

Whether you've been running an online business for years or are completely new to Internet marketing, you've probably heard of StumbleUpon.com. It's huge. Simply huge!

Did you realize, though, that people everywhere are using this resource as a way to grow their online traffic? As a matter of fact, many Internet marketers swear by it.

If you're wondering what exactly makes this social community website so appealing, this short report will shed some light. You'll find out exactly what StumbleUpon is and how you can put it to work in your own business to bring more visitors to your website, too.

If you've utilized other advertising tactics in your online business, but have yet to get your feet wet with StumbleUpon, it's time to make certain this powerful tool is included in your marketing plan. Many of your competitors may not be familiar with it yet, so you've got a huge advantage in getting this report.

Let's get started on finding out how you can put the power of StumbleUpon.com to work today.

# ***What is StumbleUpon?***

StumbleUpon is a social bookmarking website that many who surf the Internet are making use of in one or both of two different ways.

1. To find web pages containing information regarding the topics they are interested in.
2. To rate their favorite websites and web pages.

The StumbleUpon website is owned and operated by the popular online auction site eBay. This social community of Internet surfers allows anyone who registers a free account with StumbleUpon to rate and review the web pages they come across while surfing the net.

Once a page has been rated by a member of the site (also known as stumbling), that web page is then added to the StumbleUpon database.

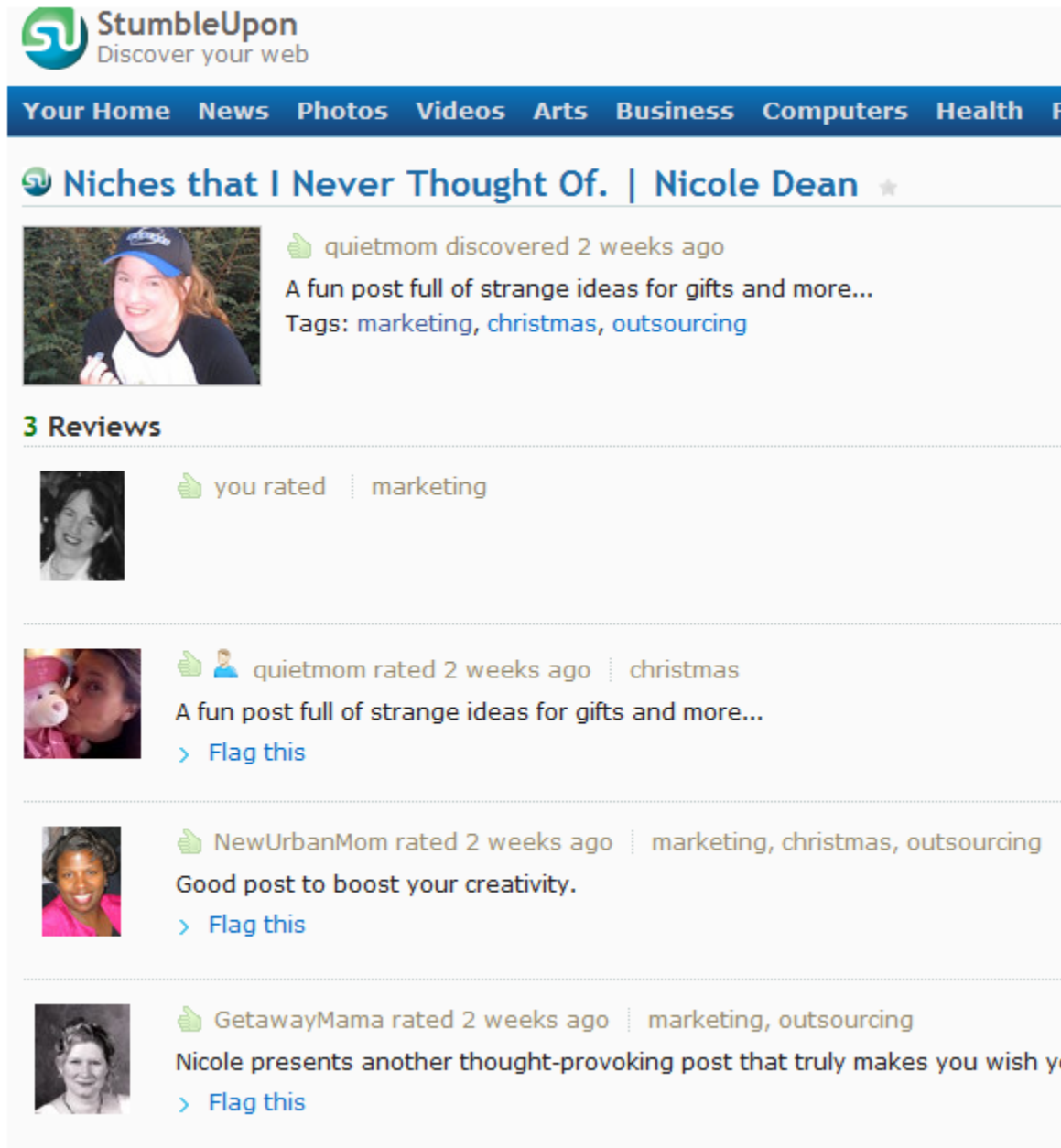
Another Internet user, with the same interests, can then choose categories or topics they are interested in and see results based on the ratings of other StumbleUpon users. Hence the name: "*StumbleUpon*." Users stumble across web pages pertaining to their personal interests as they search for popular and informative websites submitted by other users.

This exchange of information can increase the number of visitors that land on your website. The really cool thing about StumbleUpon is that in addition to rating your website's individual pages, visitors can also StumbleUpon video clips, audios and even photos.

You see the potential there? When you post a video on YouTube to promote your business and someone likes what they see they can give your video a "thumbs up" and others will see it too.

The more ratings a page gets the more popular it becomes in the StumbleUpon database equaling even more exposure. The stumbling exposure is like a viral campaign in that it can spread like wildfire.


Here is an example of a blog post by Nicole Dean ( <http://nicoleonthenet.com/2008/niches-that-i-never-thought-of/> ) that was stumbled by several of her readers:




**StumbleUpon**  
Discover your web


Your Home News Photos Videos Arts Business Computers Health F


## Niches that I Never Thought Of. | Nicole Dean ★


 quietmom discovered 2 weeks ago  
A fun post full of strange ideas for gifts and more...  
Tags: marketing, christmas, outsourcing

### 3 Reviews

 you rated | marketing

 quietmom rated 2 weeks ago | christmas  
A fun post full of strange ideas for gifts and more...  
> [Flag this](#)

 NewUrbanMom rated 2 weeks ago | marketing, christmas, outsourcing  
Good post to boost your creativity.  
> [Flag this](#)

 GetawayMama rated 2 weeks ago | marketing, outsourcing  
Nicole presents another thought-provoking post that truly makes you wish yo  
> [Flag this](#)

## ***How is This Going to Help MY Website?***

Every day, StumbleUpon gains new "stumblers" who not only rate sites, but also review them. Imagine, for a moment, an Internet user coming across your website from an advertisement, an affiliate recommendation, or maybe a google adsense ad.

They see something they like; an article, video clip...whatever. They then "stumble" that page on your site. Your site has now been added to the StumbleUpon database.

Next, someone who has an interest in your site's subject matter may find your site in StumbleUpon as a recommended place to view when they login. They then click on the recommendation which takes them to your page. You can probably guess what that means can't you?

***Your website now has a new visitor that probably has never come across it before.***

At this point, it probably doesn't sound like much, since it's only one visitor. The thing is this - it's not just one visitor. There are tons and tons of StumbleUpon users out there with that same interest. (As of today, their site says they have 6,737,651 members.)

Additional traffic will ultimately come upon your website thanks to that initial stumble by the first visitor. Instead of just a few new visitors, you can gain loads more.

Each person who uses this social bookmarking option and views your site can then choose to rate your site. The more people that see what you have to offer and like what's available on your site; the better your chances of getting your site rated as a hot spot to visit in the StumbleUpon database.

Visitors can rate your site in one of two ways - with a 'thumbs up' or 'thumbs down', depending on which option they feel fits your site the most. But, wait the rating doesn't have to stop there. Users can also type a short review of your site if they so choose.

As you see, the more 'thumbs up' your site gets, the higher the chances of your site constantly being brought to the attention of other Internet users. Your site's exposure is long term and not just a one day deal.

# ***Is This for Real? Can You Really Gain that Much More Traffic?***

StumbleUpon currently has millions of users. (If you recall - 6,737,651 members to be exact.) The users rate and stumble websites every single day. These same users who stumble upon a website could potentially become regular visitors of that same website should they like what they see on their initial visit.

There has been much debate over whether or not this social bookmarking website produces the mammoth traffic results for website or blog owners that some have claimed. Many Internet business owners have experimented with StumbleUpon to see exactly what it brought in terms of traffic to their websites or blogs.

For proof, Nicole Dean of [www.ShowMomtheMoney.com](http://www.ShowMomtheMoney.com) took a screen shot of her traffic for the month of November 2008. Now this just shows her traffic from the first two search engines (not regular referral traffic), but it does give you an idea of the potential traffic numbers you can achieve with StumbleUpon. (Note: This came from one article that was stumbled.)

<b>Direct address / Bookmarks</b>	
<b>Links from an Internet Search Engine - Full list</b>	
- Google	42259 42300
- Stumbleupon (Social Bookmark)	13766 21851

Many have declared that within one day, they saw an increase in website traffic by a couple hundred or thousand visitors, all of which were referred from StumbleUpon. Some saw a slow, but steady increase in their site traffic numbers. Still other website owners saw increased traffic, but it came at a sporadic rate.

Some extended their experiments to a couple of months and saw a steady increase which ended up bringing them a visitor number in the thousands or tens of thousands. So, the constant exposure does offer you a great opportunity to increase your site's traffic to larger numbers than you might see without StumbleUpon as your ally.

Every website owner, blog owner or business owner has the ability to see huge numbers of site traffic if they take the plunge and try StumbleUpon for themselves. The results can prove to be more amazing than you could ever have expected to see for your site.

Many will ask, *"If that's so does it mean that every web page being stumbled is going to have successful results?"*

Unfortunately – No! There are many factors to consider in order to achieve success with this social bookmarking opportunity. With some planning and tweaking as you go along, you can make this bookmarking site a helpful addition to your marketing plan.

The key is to try different techniques and see what is and what isn't working for your particular site. Then you can stop wasting time with those things that aren't working and focus on what is working. You have the ability to stumble your own site, but there are some things to keep in mind, before you take that step. Let's explore...

## ***Dos and Don'ts of Stumbling Your Own Site***

Just because a site gets stumbled into the database, doesn't mean that visitors will want to see your site or come back after they have visited it. There are some dos and don'ts for gaining traffic success with the aid of StumbleUpon.

When you become a StumbleUpon user, you have the opportunity to stumble your own website. If your site hasn't been stumbled before; you will have the chance to add it to the database. There will be a page you will be taken to that gives you a chance to provide information about your site. Here are some dos and don'ts to consider when completing this step:

**DON'T Add a page to the database that won't be appealing to another user.**

An example of this would be your contact page. No valuable information for users who have never been to your site can be found here.

**DO** - Make sure the site you're adding to the database contains interesting information and is eye catching and appealing to others. Sites that aren't appealing will not be rated well and are less likely to continue to be exposed to the users who gave it a 'thumbs down'.

**DON'T Add a site when you're in a hurry.**

**DO** - Take your time when adding your site. The information you provide the StumbleUpon database will include things like keyword tags that should be well thought out. A website about pet care may only get a handful of users who are interested in pet care. However, those who are interested in pets in general could be given the opportunity to find your site with the proper keyword tags.

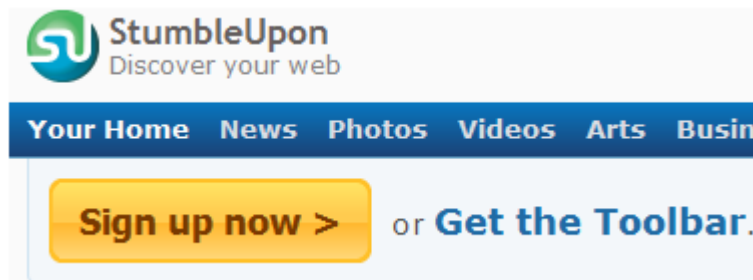
**DON'T** Expect results right away.

**DO** - Give it some time. Some Internet business owners see results right away, while others have to wait. The site will get more exposure if someone else stumbles across it and gives it a good review. How fast that can happen will depend on the site and the desirability of the site's topic to other StumbleUpon users.

## ***How to Get Started with StumbleUpon***

In order to get started, you will first need to sign up for an account at the StumbleUpon website.

**STEP ONE: Register.**



When you register, you will provide StumbleUpon with a bit of information including your preferences when it comes to Internet browsing. You'll check certain topics of interest to you when setting up your profile. Once you've done this, the database will then recognize you as someone who is interested in these specific topics and provide you with pages people have rated positively in those categories.

Although it may sound a bit like a search engine, rest assured it's not. There are no complicated algorithms to try and figure out in order to have your own pages rank well in the database. This social bookmarking website gives you pages that others, with the same kinds of interests, have highlighted in their searches. For instance, if you're someone who enjoys reading information on political topics, then you would be shown places to check out that contains political information.

Essentially, you will be provided with places that others have recommended in their own Internet surfing.

## **STEP TWO: Install the Toolbar.**

Once you've registered, you will be given a toolbar to download that appears in your browser. Currently they support Internet Explorer and Firefox browsers.

Install the toolbar.

The toolbar will be what you use to rate pages, articles, videos, etc. This is how pages get added to the site's database.

## **STEP THREE: Surf Around StumbleUpon and Give Some Thumbs Up.**

Like most social networking tactics, you have to give in order to receive. The first thing that you'll want to do is look around the sites that have already been Stumbled that are in your niche, and give some reviews and thumbs up to those that you enjoy.

## **STEP FOUR: Add Some Friends.**

Add a few friends – just like you would with Twitter or Facebook. Find people who are Stumbling topics in your niche – or who you just like what they are reading. Add them as friend. You can also search for existing friends to see what they are StumblingUpon, too.

## **STEP FIVE: Start StumblingUpon & Reviewing a Few Interesting Sites (including your own).**

The most important thing to note when getting started with StumbleUpon is that you'll want to only Stumble sites that are interesting and valuable – so don't just start giving your own blog a 'thumbs up' on every single page.

The other important thing to note is that you'll want to stumble individual PAGES, not just the home page of a few sites that you own. Click 'thumbs up' on the interior article pages that you enjoy the most.

## ***Other Tips to Help Increase Your Chances for Success with StumbleUpon***

If you want to see success with this social bookmarking tool, you will need to put forth some effort into making it work. You can't expect to have your site stumbled and then receive tons of visitors right away. There are a few other tricks that could be employed to help you amplify your chances of increased traffic.

### ***Consider Offering a Newsletter, Guide, etc.***

People who come across your site may or may not want to stay and browse it thoroughly. We all know people are in a hurry, so you might only get a visitor for a few seconds, which won't be enough time for them to review and rate your site. Consider offering a free guide, report, newsletter or something to get them active and keep you on their minds.

This will give you the chance to get them to come back to your site at a later time. They may then have more time to decide whether or not to rate your site with positive results.

### ***Pay for StumbleUpon Ad Space***

StumbleUpon offers you the chance to have your site advertised through them. This would cost you a few cents per person that is referred to your site by their advertising campaign. While you may not be interested in paying for traffic; you might want to consider this option.

You would essentially be paying for the first handful of visitors that find your site through this paid advertising campaign. You don't want to pay for it on a long term basis however. The point is to get some people there first who will give it a good rating and then your site will naturally be exposed to other users.

### ***Be Aware of the Ads You Have on Your Stumbled Pages***

Yes, you want to drive loads more traffic to your site and of course, you want to increase more cash for your pocket. The point in stumbling your site is to get people to visit and rate it with a positive rating.

If you lure them to a web page that has annoying banner ads or too many ads period they are more likely to be turned off. This would then mean that they

could give you a bad rating, which doesn't help you much, especially if you choose to pay for advertising space. Too many ads can make it look like you're a spammer to your visitors.

### ***Sell Your Site - Not Your Product***

StumbleUpon is used to get more traffic to your site. The people that would rate your web pages with good results are ones that are looking for informative articles and other content. They are less likely to stumble a sales pitch.

You will sell your products in the end, but don't try to use StumbleUpon as a sales proposal. You know how people feel about salesmen who bombard them when they're trying to decide on an item. If they're taken to your website expecting informative content and only see sales copy, you can expect them to click away and more than likely never come back.

## ***In Conclusion***

You may have tried many marketing techniques to gain exposure for you business. While they might be successful for you, most people want to increase their traffic even more. That is the reason so many business owners turn to StumbleUpon.

This social bookmarking site allows you to reach even more people in your target audience, which drives more traffic to your site. In most cases, that traffic is received quicker than getting your site indexed with the search engines.

Even though your site may be stumbled it doesn't mean visitors will come automatically. Make sure you plan out your stumbling campaign to lessen your chances of making your experience a failure.

StumbleUpon has proven itself to work for many other successful Internet business owners.

Get started today to put it to work for you too!