

BLOGGING, SEO, AND YOU

A PRIMER ON STARTING YOUR OWN WEB LOG
AND THE BENEFITS



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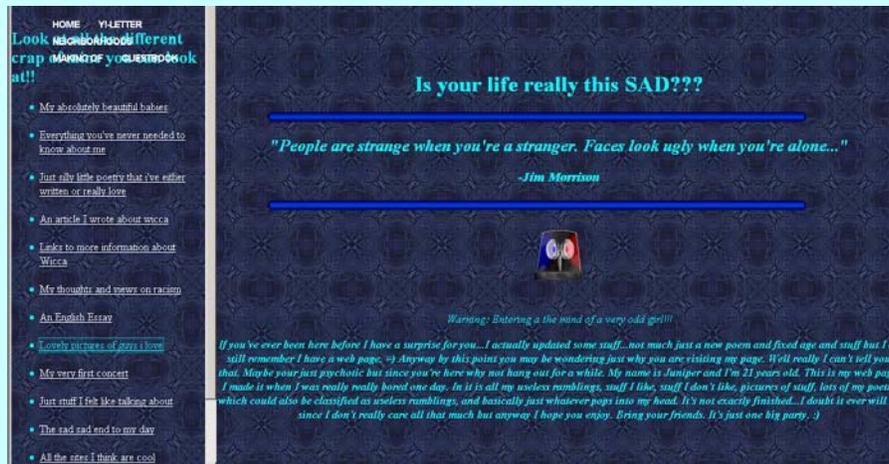
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History and Background

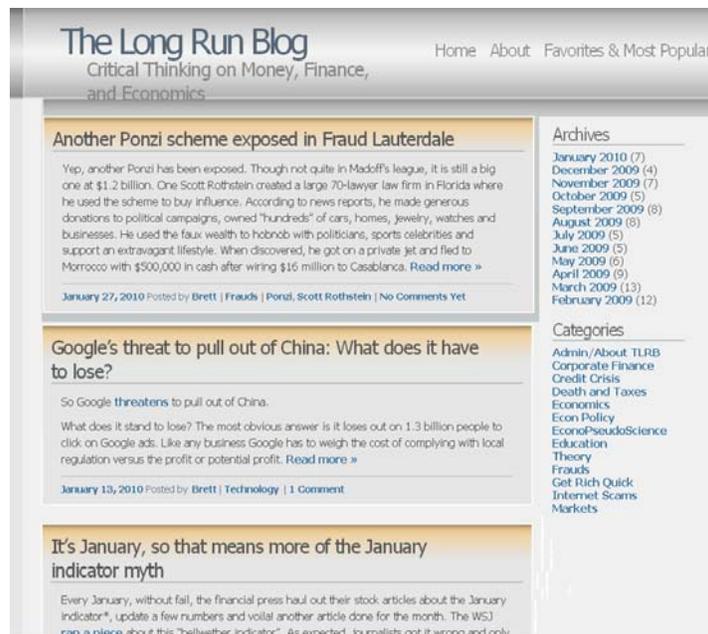
Blog is short for "web log". Blogging began in the late 1990s as HTML literacy started to spread among Internet users. Free web services like Geocities, Angelfire, and Tripod were pressed into service by Internet users to host their online diaries.



Early attempts to press free sites like Geocities into a blogging site resulted in horrible layout

Eventually dedicated blogging services played host to budding online diarists. Using dedicated blogging services, users no longer had to hand code their entries. They also provided ways for bloggers to "friend" each other, read each other's blogs, and create community blogs based on topics. Blogging began to really take off once this social networking aspect was added. Blogging services also started supporting RSS so people no longer had to visit the sites themselves but could pull favorite blogs into blog aggregating software like Google Reader, Yahoo's "My Yahoo" start page, or Bloglines.

Basic Breakdown of the Blog

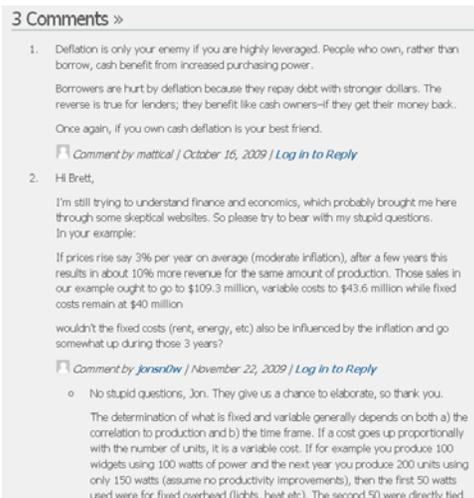


The basic blog structure

A blog usually consists of three parts:

Posts: Posts consist of the content the blog author writes. They are arranged on the front page of the blog and are displayed in chronological order, with the most recent at the top. Posts feature a headline/subject line, a date, and the actual content. Posts are a combination of text, images, and lately embedded video. Some blogs display the full content of each post on the front page. Some display a couple paragraphs and then hide the rest behind a "More" link.

Comments: Individual posts can support comments. Comments flow from the bottom of each post. Comments are where blog readers can have their say.



Archives List: Most blog pages only display the most recent posts. Along the right or left side of the blog there's usually a topic list of older blog posts arranged by date and/or topics.

Why Blog?

There are several good reasons to blog:

Communicate Effectively with your Clients

Given the blog's origin in online personal diaries, most readers of blogs expect a more personal tone. If you need to soften up the image of a company or organization, a blog is a good way to engage clients in a more direct fashion and not have to adopt the tone of formal business correspondence.

Increase Traffic

A blog can be an excellent way to increase traffic to your site. As a blogger, you're generating a lot of text being indexed by search engines. You're generating the text in a natural way. You're not trying to be an SEO

amateur and trying to second guess how a search engine will rank your page.

Raise Your Profile

A blog can be a good way to raise your profile and the profile of your company/organization within your given industry.

Differentiate Yourself from Your Competitor

Is your competitor blogging? If not, a blog gives you an advantage. Is your competitor blogging? If so, ask yourself what is he/she doing badly? What is your competitor not covering?

Make Blogging Work for You

While you might never attain the ranks of a blog like Gizmodo, Engaget, the Sartorialist, or Boing Boing, a blog should still be considered as a corner stone of your approach to search engine optimization, search engine marketing, and attracting and retaining site visitors.

Below are a few key areas you should plan before you begin.

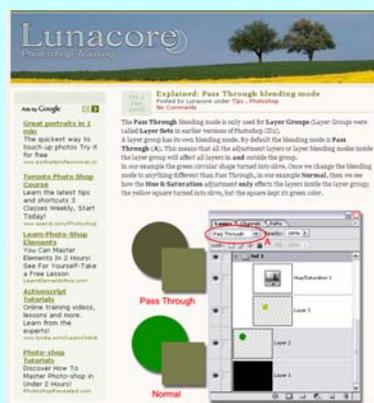
Plan your Persona

Good blogs have a consistent tone and a theme. Consider some popular personas:

The Tip Master

People are in constant need of help and a blog that offers excellent tips, tricks, and "newbie" help can quickly attain a strong following.

Example:



<http://www.lunacore.com/blog>

The Reviewer

People are always searching for reviews on products, books, movies, etc. It's a great way to bring in organic search traffic by having a blog optimized as a review site.

Example:



<http://screenrant.com/>

The Pundit

If you have a flare for words and you're an insightful type, consider a blog where you hold forth informed opinion on your industry and important news items of the day. Be warned, you're likely to offend someone eventually.

Example:



<http://michellemalkin.com>

The News Aggregator

Your blog brings together industry-related news items. You provide minimal commentary but just enough to help people understand why the news items are important to your given industry.

Example:



<http://gilbane.com/news/>

Trend Spotter

Consider being a hub of information on new developments in your industry. People always like to know what's coming down the pipe.

Example:



<http://www.boingboing.net>

Plan your Scope

The world probably doesn't need another blog about cafes in your city or Harry Potter. Find a scope for your blog that covers your area of expertise and presents a niche that currently lacks good expert coverage.

Plan your Content

A blog is like a TV show. People who follow your blog will learn your posting schedule and check it. Blogs that start off with great fanfare but quickly fall into a random and infrequent posting schedule can quickly lose readers. The best way to keep on a regular release schedule is make a list of topics you can reasonably cover in the coming months. You

don't have to follow your topic schedule religiously but a topic list will ensure you always have an idea you can quickly execute on.

Authors

+ Add New Author

| First Name | Last Name | Email | | |
|------------|-----------|------------------|--|--|
| Roger | Bacon | rbc@datapoint.co | | |
| Linda | Lee | llee@softquez.hk | | |

+ Add New Author

Voloper Blog lets you quickly add a new author.

Another way to ensure regular content is allow multiple authors. Modern blogging software allows many registered users to post blog entries. Having one or two other authors can help ensure a blog always has a steady flow of content.

Plan your Commenting Policy

Content brings people to your blog but what brings them back is the ability to comment and carry on a conversation with the blog owner as well as fellow readers. Some common commenting policies:

Comments Turned Off

Not recommended unless you're dealing with a highly charged topic and you don't want to deal with "flame wars". A blog that doesn't allow comments seems monolithic and impersonal.

Moderated Comments

Batch approve comments using Voloper blog

You allow comments but before they're publicly readable you read and approve them. Moderated comments can help you shape your message and avoid comments that might conflict with a sponsor or spread wholly inaccurate information. Moderated comments can confuse posters, unsure why their comment has not appeared. Moderated comments can also make blog users feel like the moderator is too heavy handed and a censor. Finally, having to approve comments can be a lot of work.

Registered User Comments

Comments get posted immediately but only users who are registered can comment. This gives the blog owner some control over commenters without appearing heavy handed. The down side is users need to take the time to register and "registration fatigue" ("Another ID and password I need to keep track of?") can prevent some users from

registering. Still, those who take the time are motivated and have an investment.

| Setup | |
|---------------------------------------|---|
| Use of Tags | <input checked="" type="radio"/> Enable <input type="radio"/> Disable |
| Use of Tag Cloud by Popularity | <input checked="" type="radio"/> Enable <input type="radio"/> Disable |
| Use of Spam Filter | <input checked="" type="radio"/> Yes <input type="radio"/> No |
| Use of Spam Filter by Amount of links | <input checked="" type="radio"/> Yes <input type="radio"/> No |
| Use of Spam Filter by Banned Words | <input checked="" type="radio"/> Yes <input type="radio"/> No |
| Use of CAPTCHA | <input type="radio"/> Enable <input checked="" type="radio"/> Disable |
| Display Views | <input checked="" type="radio"/> Yes <input type="radio"/> No |
| Comments System | <input checked="" type="radio"/> Enable <input type="radio"/> Disable |
| Approve Comments | <input checked="" type="radio"/> Yes <input type="radio"/> No |
| Trackback System | <input checked="" type="radio"/> Enable <input type="radio"/> Disable |
| Approve Trackbacks | <input checked="" type="radio"/> Yes <input type="radio"/> No |
| Ping Servers | <input type="radio"/> Yes <input checked="" type="radio"/> No |
| Social Bookmarking | <input checked="" type="radio"/> Enable <input type="radio"/> Disable |
| Use Site Social Bookmarking | <input checked="" type="radio"/> Yes <input type="radio"/> No |
| Autodiscovery | <input checked="" type="radio"/> Enable <input type="radio"/> Disable |
| Check for reciprocal links | <input type="radio"/> Yes <input checked="" type="radio"/> No |
| <input type="button" value="Submit"/> | |

Voloper blog lets you quickly setup commenting policy and several traffic enhancing options like trackbacks

Open Comments

Anyone can post a comment. Open comments encourage spontaneity but then the perceived anonymous nature of commenting can result in what is called "virtual backbone". People tend to be ruder when they believe they are hidden behind an anonymous identity.

Your Involvement

Another commenting policy is how involved do you want to get in the comments section? It's not a bad idea to develop a policy on how deeply you want to get involved in answering comments and stick to it.

Some bloggers enjoy a good back and forth. Others stick to a policy where they only show up in the comments section of their own blog to correct true factual errors or answer a question. Consider a newspaper's Letters to the Editor section. Few newspapers ever comment on letters. The paper philosophy is it has 60 pages to put forward its point of view. The letter writer only has 300 words.

Remember, your blog's comment section can be a time sink and a source of deep frustration without a firm policy guiding you.

Plan your Look

People do judge a book by its cover. And a blog is no different. There are a lot of blogs out there competing for eyeballs and people are more likely to decide to devote attention in a holistic manner. In other words, your blog should visually convey the blog's content. This can be done by a judicious use of images (don't go overboard), a clean CSS-driven layout, and great headlines. Tag clouds and a sidebar category list can also help.

BLOGGING, SEO, AND YOU

The screenshot shows a mobile blog page with a search bar at the top. On the left is a vertical list of categories including Android, Apple, Asus, BlackBerry, Concept, E-Ten, Ericsson, Gigaset, HP, HTC, Huawei, Lenovo, LG, Luxury phones, Microsoft, NEC, Nokia, MING, Huawei, Nokia, NTT Docomo, Palm, Patech, Philips, Sanyo, Samsung, Sharp, Software/Services, Sony, Sony Ericsson, Toshiba, and Video. The main content area features several articles with small images and truncated text. One article is titled 'Verizon intros music-filled slotRadio+ microSD card for BlackBerry' and another is 'Samsung intros new 32GB MicroSD card, 64GB moviNAND flash memory'. The text is small and difficult to read.

Making it difficult: It's a challenge figuring out where the blog begins and the advertising ends

The screenshot shows a mobile blog page with a clean, minimalist design. At the top is a navigation menu with a star icon and the text 'DARING FIREBALL'. Below this is a byline 'By JOHN GRUBER' and a link to 'Amazon 'Capitulates' to Macmillan'. A vertical sidebar on the left contains links for ARCHIVE, MEMBERSHIP, PROJECTS, CONTACT, COLOPHON, RSS FEED, and SPONSORSHIP. The main content area features a large, bold headline 'Amazon 'Capitulates' to Macmillan' and a sub-headline 'Amazon Kindle Team:'. The text is large and easy to read, with clear paragraph breaks. At the bottom, there is a small graphic with the text '66% DON'T GOOGLE DATES' and a link to 'Don Q's LadyData: What do women think, about things? We're trying to find out.'.

Too clean: Headlines are too small. The banner says nothing about what the blog is about

How to Improve Traffic

Google indexes nearly 400 million blog pages. If you do a search for blog posts about shoes, you get some 24 million blog pages. So starting a blog won't win you any search traffic by virtue of simply being a blog. There are three basic kinds of traffic you wish to attract and focus on:

Organic Search Visitors: These are visitors who have found your blog via search engines.

Return Traffic: It's great to bring visitors in but a blog is about keeping your visitors coming back for more.

Visitors from Other Blogs: Get other blogs to recommend you and drive traffic to your site.

Employ Basic SEO Techniques

Basic SEO (Search Engine Optimization) techniques apply to blogging like any page on the web. The finer points of SEO are beyond the scope of this eBook. However, the two most important (and frequently overlooked) techniques are as follows:

Pay Attention to Your Subject, Title and PermaLink

Of critical importance to good SEO is your post title and your post's URL (aka permalink). The subject should have the key words you think people will use to find your post. Subjects like "And another thing" are useless. Make sure the blog subject also appears in the browser's Title area. Many blog tools automatically create the permalink

based on the title. Use the option if available. Even better, if the blog tool lets you specify the permalink, you might try to cover two bases. Use as many keywords as good English allows in the title and then try to reasonably "salt" the permalink with one or two more keywords.

The screenshot shows a blog posting interface with the following fields:

- Title:** Bridesmaids Dress Round-Up
- Display Post in this language:** English
- Tags:** Dress, Bridesmaid
- Post:** A rich text editor containing the main body text of the blog post.
- Excerpt:** A text box for a short summary of the post.
- URI Slug:** bridesmaid-dress-style-tips
- SEO Title:** Bride's Maid Dress Style Tips
- SEO Description:** The latest style tips for the bride's maid given by an expert in the field.
- SEO Keywords:** bride's maid, style, dress, dresses

Voloper Blog's posting screen gives you full control over PermaLink terms and other SEO fields

Break Up Your Text with Headings

Search engines give weight to terms in H1, H2, H3 etc. type tags. After you've written your blog post's draft, try to break it up with headings. Not only does this help with SEO, but it helps the reader digest what the post is about and breaks up long stream of consciousness type writing into more manageable chunks for the reader.

Take Advantage of Tags

Tags allow people to see all blog posts you've done based on a given topic. If they like what

you've written in one post, they will be compelled to read posts on a similar topic.

| Tag Name | Range | Count | Edit | Delete |
|-----------|-------|-------|------|--------|
| Shoes | 2 | 4 | | |
| Ties | 2 | 2 | | |
| Disasters | 2 | 6 | | |
| In Style | 2 | 1 | | |

Voloper Blog lets you quickly edit tags and view a tag's usage

Use Categories

Create several broad but descriptive categories before hand and organize your posts under these categories. If you can assign the post to multiple categories, that's better. Categories help blog readers discover similar posts, add to the holistic impression for a first visitor, and provide another way for a search engine to determine your blog's relevance.

Categories

| Name | | |
|---------------------|--|--|
| Featured Weddings | | |
| -- Fall | | |
| -- Spring | | |
| -- Summer | | |
| -- Winter | | |
| Hall Rentals | | |
| Tips | | |
| Vows that Wow | | |
| Wedding Fashions | | |
| Wedding Information | | |

Voloper Blog supports unlimited categories and subcategories for increased organization

Link to Others

Wait, are you saying I should direct traffic away from my site?

Yes. Most blog owners hover over their metrics and pay a lot of attention where visitors are coming from. If they find they're getting visitors from your site, they will

investigate your site. Many will link back to you and your content. Many blogs also support a thing called a "Blog Roll" that lets you list favorite or associated blogs. Putting links to some related higher traffic blogs might get you a return nod.

Should I Get Dental Insurance?

IN SILVER VALLEY BLOGGER • JANUARY 26, 2010 124 COMMENTS

Not happy with health care costs! Especially as a small business owner.



Image from [Denture Files](#)

Here's a very simple question and I'd love to get your thoughts on it. So having our own business, we carry our own insurance. But we don't have dental insurance, because it seems that dental insurance premiums plus co-pay and out-of-pocket expenses may equal to whatever it is you'd be paying anyway, if you had no insurance at all. I talked with our dentist about it and their suggestion

FEATURED MONEY BLOGS

- [Lazy Man and Money](#)
- [Gen X Finance](#)
- [Money Smart Life](#)
- [30 Something Finance](#)
- [Million Dollar Journey](#)
- [My Dollar Plan](#)
- [The Smarter Wallet](#)
- [The Single Dollar](#)
- [BIBDink Blog](#)
- [Frugal Dad](#)
- [Budget For Financial Prosperity](#)
- [Mighty Bargain Hunter](#)
- [My Open Wallet](#)
- [Check Personal Finance](#)
- [Links for more financial stuff!](#)

Setup a Blog Roll on the side

Many blogs support a trackback system. This is a method where you can link to a blog post using a special code. The trackback then alerts the blog owner in the comments section that a person has referenced his/her blog (and likely commented on it in his/her own blog).

Blog Roll

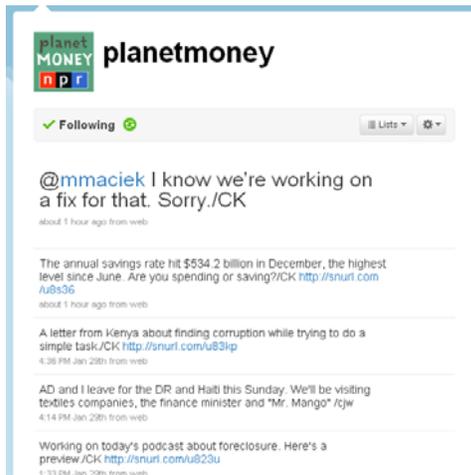
| Author Name | Post Url | Active | Edit / Update | Delete |
|-------------------------|---|-------------------------------------|----------------------|------------------------------|
| Bridezilla | http://www.bridezilla.com | <input checked="" type="checkbox"/> | Edit | |
| Wedding tips | http://weddingtips.blogspot.com | <input checked="" type="checkbox"/> | Edit | |
| Bridal Shower Game Blog | http://brideshower.wordpress.com | <input checked="" type="checkbox"/> | Edit | |
| | | <input type="checkbox"/> | | Add New Link |

Voloper Blog's back end Blog Roll setup

Join Social Media Sites

Twitter

Twitter is an excellent way to promote recent blog postings. Learn to use # (channel) tags to stream your "tweet" to reach a relevant audience.



Use a URL shortening service and link back to your blog post's permalink

Facebook

Facebook can, at times, be a universe unto itself. Increasingly if it's not on Facebook, people don't want to bother. It's not a bad idea to employ Facebook in a manner similar to Twitter, letting people know you've updated your blog. You might also consider a means by which your blog post can be automatically posted to your Facebook wall.



Voloper Blog lets you push out your post to Twitter and Facebook when you submit your blog for publication

Flickr

Flickr is an image hosting service but also doubles as a social media site. You can friend people, view their images, chat with

them on message boards, join communities, etc. Flickr is usually a go to site for image searches. Images support tags and descriptions. URLs place in descriptions automatically hotlink. If you have an image heavy blog, you might consider hosting images on Flickr. Images there can be richly tagged and described and then linked back to your site. Users searching for images can find your Flickr images and then this can drive traffic back to your blog.

Offer Social Bookmarking Buttons



There are several web sites these days that allow people to share favorite bookmarks. Examples included Reddit, Digg, and Stumbled Upon. If people see, say, an interesting blog post and want to book mark it and alert others, they can enter the URL into their social book marking site.

Custom Bookmarking/Sharing

| ID | Bookmark Name | Site Link | Active | Sort order | |
|----|-----------------|----------------------------|-------------------------------------|------------|--|
| 1 | del.icio.us | http://del.icio.us/ | <input checked="" type="checkbox"/> | 1 | |
| 2 | digg | http://digg.com/ | <input checked="" type="checkbox"/> | 2 | |
| 3 | Spurl | http://www.spurl.net/ | <input checked="" type="checkbox"/> | 3 | |
| 4 | BlinkList | http://www.blinklist.com/ | <input checked="" type="checkbox"/> | 4 | |
| 5 | Twitter | http://www.twitter.com | <input checked="" type="checkbox"/> | 5 | |
| 6 | FaceBook Share | http://www.facebook.com | <input checked="" type="checkbox"/> | 6 | |
| 7 | My Space | http://myspace.com | <input checked="" type="checkbox"/> | 7 | |
| 8 | Stumbleupon | http://www.stumbleupon.com | <input checked="" type="checkbox"/> | 8 | |
| 9 | Reddit | http://www.reddit.com/ | <input checked="" type="checkbox"/> | 9 | |
| 10 | Google Bookmark | http://www.google.com | <input checked="" type="checkbox"/> | 10 | |
| 11 | Yahoo! Bookmark | http://www.yahoo.com | <input checked="" type="checkbox"/> | 11 | |
| 12 | NewsVine | http://www.newsvine.com | <input checked="" type="checkbox"/> | 12 | |

Out of the box Voloper Social Media Toolkit supports a dozen popular bookmarking services

To make it easier for people to enter an URL into their favorite social bookmarking site, many people provide social bookmarking buttons at the bottom of the page. The user can click a button and the URL is automatically delivered to the social bookmarking site and most of the submission information is completed.

Offer RSS Feeds

Many blog readers use blog aggregating software (like Google Reader) to follow favorite blogs as an RSS XML feed. Make sure your blog software supports XML-based syndication. As well, make sure it has an obvious way to access the feed link. Don't make your readers hunt for it.



Use the standard RSS icon on your blog

Register your Blog with Technorati

Technorati is the Google/Yahoo of blogs. It indexes over 100 million blogs. It's not a bad idea to register your blog with Technorati. Users have come to view blogs as a reliable source of accurate and helpful information and sometimes prefer to go right to blogs as sources of information and help. Technorati lets users search by blog topic or posts. It also organizes blogs by a hierarchical subject structure that lets users find blogs by drilling down by subject. The site also presents blogs in a ranked order.

To add your blog, you need to first register with the site. After registering, access your account page, and look for a header called **Claimed Blogs**. Enter your blog address in the blank field and click the **Claim a Blog** link. Follow the onscreen instructions, including placing the Technorati claim code on your blog.

See:

<http://technorati.com>

Blog Options

Third Party or Hosted Solution?

You might be tempted to go with a seemingly free blog service like WordPress or Blogger. However, the downside of these blogging services is they have rigid acceptable use policies that make it difficult to use a blog for business purposes or controversial topics. If a blog becomes very popular, it is hard for the blog author to monetize the blog via banner ads. And, of course, these services overlay their own banner ads. If you're trying to use the blog to support your business, your blog might be running ads featuring your competitor!

Services like WordPress offer bloggers a number of paid premium services that allow the user to brand their blog and ditch third-party ads. Such premium services can cost \$10–\$50 a month. If you need human technical support, plans start at about \$2,000 a year. Voloper Creations Inc. offers a feature rich blogging solution you can host on your own site for a one time fee.

Blog Software Comparison

Voloper Creations Inc. offers its own blogging solution that can be inexpensively hosted on your own site for a one time fee and zero re-occurring monthly charges (save for whatever hosting fees and bandwidth charges you might normally incur hosting a standard web site).

Below is a feature comparison, comparing Voloper Blog to the two leading blogging services (Wordpress and blogger).

| | Voloper Blog | WordPress | Blogger |
|---|---|----------------------------|--|
| Supports Any "pay per click" ad network | Yes | For a fee | Only Google ads |
| Metrics | Yes | Yes | No |
| Full SEO Control Over Blog Posts (URL, summary, keywords) | Yes | No | No |
| Fully Customizable Look | Yes. Unlimited design potential. Integrate fully into your site's design. | Fixed number of templates. | Highly limited number of initial templates. Ability to customize template CSS. |

| | Voloper Blog | WordPress | Blogger |
|---------------------------------------|---|--------------------------------|--------------------------------------|
| Banned Words List | Yes | No | No |
| Categories | Yes | Yes | No |
| Hand Craft SEO fields for Categories | Yes | No | No |
| Unique, SEO Customizable Archive Page | Yes | No | No |
| CAPTCHA Support | Yes | Yes | Yes |
| Contact Us Form | Yes | Yes | No |
| Private Blog | Yes. Allow unlimited number of viewers behind a login screen. | Allow only 35 private viewers. | Block non-Google account users only. |
| Ability to hand craft excerpts | Yes. Fully editable. | Yes. Fully editable. | No. |
| Ability to run your own scripts | Yes | No | No |
| Blog Roll | Yes | Yes | No |
| Tag Cloud | Yes | Yes | No |
| Archive | Yes | Yes | Yes |
| RSS Feed | Yes | Yes | Yes |
| Search Your Blog | Yes | Yes | Yes |
| Unique, SEO Customizable Search Page | Yes | No | No |

| | Voloper Blog | WordPress | Blogger |
|---|---|---------------------------------------|---------------------------------|
| Unique, SEO Customizable Author Page | Yes | No | No |
| Post Automatically To Twitter/Facebook ¹ | Yes | No | No |
| Ownership of Content | Yours | Yours if self hosted but at high cost | Exists purely on Google servers |
| Automatically Add Social Bookmarking Buttons | Yes. Easy to add custom buttons via admin screen. | Via third party plugin. | Must manually edit template. |

¹Available to Social Media PowerUp Users

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