

How To Make Friends on Digg

| | |
|---------------------------------|---|
| Introduction | 1 |
| Before you Begin | 2 |
| Starting Out on Digg | 2 |
| Picking your Friends | 3 |
| How to Friend a Top User? | 6 |
| Shouting to Friends | 7 |

Introduction

Digg.com, if you are unfamiliar with the site, is a social bookmarking site. You submit an article online that you like, adding it to the stories listed on Digg. Other readers can vote it up, or if they do not like it, bury it. Hence Digg and bury.

Why use Digg? Because Digg listings are considered a positive indicator of a blog post's quality by Google. In short, the more Diggings a particular post gets, the higher it's ranking in Google. The minimum here is at least 75 to 100 Diggings for a niche Google search term.

By learning how to use Digg properly and not just spamming social bookmarking sites you can do much better than this. By creating a list of friends on Digg, just like any other social site, you build followers who enjoy your participation and will vote your submissions up more often.

This report comes to you courtesy of
[Wickedly Evil Social Marketing Tactics](#)
and Chris Lang.

You are more than welcome to give this Digg report away from your own site, social profiles or social groups, email it to a friend, link to it from your site or offer it as a bonus with your own products or email subscription incentive. Or however you care to pass it on.

You are NOT allowed to alter it in any way. If for any reason you need to, contact me, [Chris Lang](#).

NOTE: Chris Lang (that's me) did not write this short document. In fact it does not even reflect my views on Digg or how to handle friends list management. Members of my Digg mastermind group wrote this and it is how they feel a newbie to Digg should feel as well. This is a great way for someone new to get started and get the feel for Digg.

When you have got the hang of things I suggest you begin to use my Wickedly Evil Social Marketing Tactics as an advanced version. Not everyone sees everything in monetary terms as I do so this is meant to get you started in a less aggressive stance.

To offer anyone advice about "How to make friends on Digg" is easy to do, but to offer sound advice that actually works for most people much of the time is a difficult task indeed. It is especially true in these troubled times. Past experience tells me that some things will never change, or they won't drastically change, but at other times major changes that will have a big effect on how things are done can happen fast.

Before you Begin

Prior to beginning this section I would like for it to be clearly understood that "There are more things concerning the "Making Friends on Digg" than just the accumulation of Diggings to reach the front page or to improve your page or search engine rankings".

The reasons concerning why someone is on Digg varies and "Why a person is on Digg" often affects their view on handling friends. The following will hopefully help everyone in order to be the most efficient Digger they can be.

Starting Out on Digg

If you are a newbie and have no Friends on Digg at all, then read this section before adding anyone to your Friends List.

If you are an older member, then read this information and then go over your friends on your list and weed out the dead wood. Start by clicking on each person in your list, usually starting on the last page and working backwards is best, and see who's links for their profile goes to an "Oops" page. Get rid of these people for Digg deleted their profile for some reason. Also look for people who have not been online for a long time.

You might delete anyone who has not been online for over 2 weeks, 1 Month, 6 Weeks or even 3 Months... the cut-off period is up to you. You can make special exceptions, like if you know someone is in school or on vacation. If you already know who Digg's your stuff and who doesn't, you can delete anyone not Digg'ing you as well. The objective of this is to clean out and streamline your friends list.

Picking your Friends

Once you are ready to pick your friends on Digg, you will want to keep a few basic guidelines in mind:

1. Start your "Friends List" out small.

Start out by picking 50 to 100 Diggers as your initial "Friends". If you are new, then you may not be used to Digg and need to learn your limitations, as well as needing to get a feel for the people on Digg. Choosing a smaller, but respectable, number of "Friends" will help you out.

2. Choose Highly Active Diggers as your initial "Friends".

Do not, I repeat, do not start out by only picking people because you found their names on a Top User list. Doing this is being obvious and the top users and power users are not stupid people... they know the tricks.

If you are truly a newbie to Digg, then for the most part you won't know who the Top Users and Power Players are. Singling out only the people who have rank or status is one sure way of being singled out as a "Friend Whore" and it indicates that you are not really a newbie after all.

Instead pick people who show high activity in their stats on their profile page, most of the people who have been on Digg for awhile knows that it doesn't take a rocket scientist to see these stats and figure them out. It's perfectly natural for people to pick Friends who they think will "Digg their stuff" and one good indicator is by choosing people who Digg and Comment frequently.

Remember, "It is ok to pick a few people who are on the Top User Lists" as a part of your initial friends. If you are picking people that Digg and comment often then you are bound to pick a few of the Top 100, however picking mostly people with rank and status is very risky and could easily backfire on you.

3. Keep track of your "Those Who Dugg You".

Once you pick your initial Friends – be smart. Start keeping track of everyone Digging your stuff. The easiest and safest way to do this is by setting up a spreadsheet on your computer and doing it by hand. In this way you are not tapping Digg for the information and there is no way they can prove you are doing what you are doing.

It's easier to keep track of this information at the start than try to figure it out after you get 50 or 100 submittals under your belt. This is the biggest reason for only submitting a few items per day, at the beginning and it will get your mind trained to mentally keep track of people. What you most likely will find is that a few of your "Friends" Digg everything you submit without fail, others Digg varying percentages of what you submit, and yet others hardly Digg your stuff at all. You want this data to know who to "Friend", who to make Mutual Friends, who to not waste your precious Diggs on, etc. Most of all you want this data to create your core group.

4. Create your core group of Diggers

Your core group of Diggers will be the people that you will depend on for Diggs, comments and shouts – so choose them wisely. These people will be the ones who support you the most.

- a. Choose only 50 to 200 Friends as your core group
- b. Choose only people that Diggs your posted items.

5. Choosing Diggers with Page Rank.

Choosing people with high page rank can help your own blog or site in page rank, so it is beneficial to choose these people eventually. When you find people with high page rank, write down their name somewhere and save the information for later. You can always filter them in during the weeks and months to come.

6. Choose Diggers with status.

Choosing “Diggers with Status” is similar to “Choosing Diggers with page rank”, you target these people with care by Digging what they submit and commenting on their submittals. Develop patience and take your time in building your list, be aware that some of these “important” people will notice and friend you on their own.

7. Expanding your Friends’ List.

It is my personal advice to begin with 50 or 100 “Friends” and when you find that 80% to 90% of them have made you a Mutual Friend -- then add more people to your list groups up to 10 or 20 at a time. This involves you constantly on the look out for potential friends and, perhaps, even making a list of “Future Friends”.

This entire process sounds like it will take a lot of time, but it really doesn’t. It may take up to two or three weeks to get most of your friends to become mutual friends – but it may also take hours or a few days. In the meantime you have other work to do, such as Digging or Commenting on posts.

Remember, don’t be a “Friend Whore”. It takes very little thought to realize that properly maintaining a list of 800 to a thousand friends is nearly an impossible feat – especially since Digg is out to ban people who Digg too much. 200 to 300 hundred “Fiends” are sufficient to get you popular and send your posts to the front page.

8. Using the Digg Recommendation Engine.

The Digg Recommendation Engine is a great tool, but it also has drawbacks. A major drawback is that it’s very easy to get carried away on “Digging” through the recommendation engine, then finding out Digg is telling you to slow down and read or they banned your account. Use the recommendation wisely, one way is to see who it recommends as having like interests.

9. Using the Up-coming Pages and Front Page

These pages are also useful in picking friends and “Digging” items, but it is possible to Digg too many items by using these pages. A Digger could easily Digg an entire page of 15 or 20 items in a matter of 10 to 20 seconds, within a couple of hours you can gain a huge number of Diggings. If you Digg too much in too short of time, they will accuse you of using scripts and ban you.

How to Friend a Top User?

The Top User is, perhaps, the most sought out person on Digg to friend... it seems that everyone has a minimum of one in their list. This forces the Top User to be selective in who they pick as “Friends”.

Top Users, and Regular Diggers alike, sometimes have a system where the “Fan” has to Digg so many of their submittals or so many items before they will add you as a friend. Sometimes this figure seems very high, in the thousands or tens of thousands, while other times it’s amazingly low a number a Top User will accept.

So don’t get discouraged, or develop a “Diggitude”, against the top user just because he or she has not ‘Friended you back” as you think they should. Some day, when you grow up into being a Top User, you may find that you have to simply not accept everyone as a friend too.

Also bear in mind that some Top Users will reach out and “Friend” you for no apparent reason that you can see. It is obvious that you have done something they liked, but when analyzing your actions on Digg – you are damned if you know why.

The main key in attracting a top user is to Digg his or her stuff and do so consistently. Top Users are like everyone else, they don’t always memorize everyone who Dugg them. If the Top User constantly sees your name appearing on the items they have submitted, they will pay a little more attention to you to see if you could be a potential Friend.

Another way to attract a top user is to figure out what they like and submit things that peak their interests. If something doesn’t work, try something else. Commenting on their posts also adds value to their items submitted, so comment a lot. Shouting is important, so make it a point to occasionally shout the items a Top User submits and do so

without being asked. The Top Digger loves going front page, they have to or else they wouldn't be what they are. They often appreciate those who help them get there. They may not respond in the way that you think they should, but normally you'll get some type of positive response if you help them in their quest for the front page.

Most of all treat the Top User with the same respect you would treat anyone else... then pray hard that your people skills don't suck the big whazoo and you turn off these people. Although some Top Users may love "Suck-ups", many know when a person is trying to kiss their butt and they have enough butt kissers around. Top Users may want to be the big dogs, but many of them also like to be regular folk... so treat them as such.

Shouting to Friends

This really is not important to "Friending" on Digg, but it is noteworthy because shouts are the primary way one person asks another to "Digg This". Do yourself a favor and "Never shout your own content to your "Friends", instead let your friends shout your stuff."

The theory of shouting having a [negative effect on search engine rankings](#) is a disputed view, but the bottom line is – why take the chance and risk it when an easy alternative is available? It does seem all right to shout a note asking people "Please Digg my Favorites", especially when that message is within a shout for someone else.

See you on Digg – A Digger who wishes to remain anonymous.

I hope you have enjoyed this and I hope you put it to good use.
- Chris Lang

This report comes to you courtesy of
[Wickedly Evil Social Marketing Tactics](#)
and Chris Lang.

Copyright © 2008 Chris Lang and Key Web Data ® Reproduction
allowed without altering the document.

