

Technorati

Best Practices For Your Business

By: Angela Gudorf

- ✓ Your company should use Technorati to keep yourself updated on competitors, clients, worldly events and technology advances. Technorati will bring the most recent information to your attention. They have categories such as business, entertainment, lifestyle, politics, sports and technology. With these easy tabs, you are just a click away from the most current and popular information there is on the World Wide Web.
 - ✓ Blogging. The newest craze and what Technorati is all about. Blogging is a new medium used to connect the world. To utilize Technorati to its fullest advantage, your company should develop your own blog and register it with Technorati. Update your blogs frequently. If your company is a larger company, have each department develop its own blog and register it with Technorati. Inform your clients that your company utilizes blogging and give them the address to your blog(s).
 - ✓ Develop a profile for your company on Technorati. Then put a link to that page on your own web site or business cards. This way when a client or potential client goes to that page they can see the list of all of your company's blogs and all the blogs that are your company's favorites. There will also be a place for you to tell the world a little bit about your company and place for you to post of picture, possibly of your staff or your logo.
 - ✓ Make sure when you register your blog with Technorati that you include any tag, or key word that people may search for that represents something your blog(s) are about or something your company does, so that when people type in that certain key word into their search field it will turn up your blog(s) in their search results. This will provide more traffic for your blogs and your company... which means more awareness to the world about who your company is.
 - ✓ Ping. The sound of sound of money hitting your company's bank account. That's what will happen when you get your company's name out to the world through updating your blog(s) regularly and letting the Technorati community know about it. Every time your company updates one of its blogs, ping Technorati and let them know. To automatically ping Technorati every time your blog is updated go to <http://www.technorati.com/ping>. From there you can manually ping Technorati when you update your blog by entering your blog's URL or you can set your blog software to automatically ping Technorati by entering <http://rpc.technorati.com/rpc/ping> into your blog's configuration. (Don't worry there are directions on how to set it up on Technorati's web site.
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✔ Want people to be able to mark your company's blog(s) as their favorites on Technorati? You can add one of three buttons to your blogs that users can click on to add your blog as one of their favorites on their Technorati page. Go to <http://www.technorati.com/account/favbuttons> and choose one of the button styles and copy the code into your blog.

✔ Want to establish your company as an authority? With Technorati Authority, when a blog links to your blog you will get an authority point for six months. So when you look at blogs on Technorati and at the bottom of them they have in green the word "authority" and a number beside it that's how many blogs have linked to it in the last six months. It's important to keep in mind that Technorati measures the number of blogs rather than links. So if a blog links to your blog many times, it will only count as one toward your authority. But new links does mean that one will last another 180 days. So tell everyone you know to link to your company's blog!

✔ WTF tab lets anyone explain why a subject the user chooses is popular. When a WTF is written, the Technorati community can vote if the explanation is good or not. WTF's with high votes are called hot WTF's, which are tracked by Technorati.

Encourage your users to write WTF's about your company and the issues surrounding your company. Also, your company should post their own WTF's. Go to <http://technorati.com/wtf> .

✔ Technorati isn't just about blogs, though. Does your company have photos or jpegs of their work or video presentations they have done? Post them to the photos section or videos section of Technorati by using resources such as Flickr and You Tube.

✔ On top of getting your name out through blogging and other features on Technorati, you can advertise on Technorati as well. There are several places on the Technorati site that your advertisement for your company can appear: the Blog Page, the Video Page, the Photos Page, the Person Page, the Signed-In Homepage and the Tag Page. Each of those pages have different ad sizes. To find out more about advertising with Technorati, go to <http://www.technorati.com/about/media.html>. There is contact information on that page and all about the pages you can advertise on and what size your ad would be.
