



Give Your Content Love ‘Handles:’
A Few Thoughts on Distribution

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Care2	FriendFeed	LinkedIn	PimpThisBlog	Stylehive	YouMob
CiteULike	FunP	Live	Ping.fm	Svejo	
Connotea	Gabbr	LiveJournal	Planypus	Symbaloo	
Delicious	Gacetilla	Lunch.com	Plaxo	Tagza	

Four Distribution Channels that Matter

- Facebook
 - FB Connect vs Apps?
- Twitter
 - One and two way integration, newsfeed / search
- Blogs
 - Comments / Sidebars
- Email
 - One and two way integration

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- And don't forget: Search, iPhone, API

Facebook Connect: The Pros and Cons

- Reduce the registration hurdle
- No email address
- Built in distribution
- Rules might change
- Real identity
- Help new users find friends



Widget Best Practices

- Accessibility based on target host
 - Flash vs. JavaScript, default dimensions
- Fresh content / simplicity
- Customization vs. share-ability
- Go light on the branding
- Consider the backlinks
- Solve for the big properties first (TypePad, Wordpress, Blogger, etc.)

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WIDGETS


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 Toronto, Ontario arrived from [google.ca](#) on "[Sexy Widget: Audio Widgets](#)"

 Littleton, Colorado

**Rate it all!**

Thanks!

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Handouts

Widget Resources

RSS to Widget Converters	Widgetbox, Newsgator, Springwidgets
Widget Analytics and Sharing Infrastructure	Clearspring, Gigya
Content Sharing Infrastructure	AddThis, ShareThis, Meebo
Directories / Distribution	Widgetbox
Blogs	sexywidget.com, widgetslab.com, widgify.com


Widgets and Backlinks


Widgets provide an unmatched opportunity to generate large numbers of organic, targeted, one way, inbound links

- Link must be crawlable HTML
- Experiment with your anchor text
- Don't forget about deep links
- ❖ Links must be on topic


Apple iPhone

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Average rating  3.88

koryp 

I do love my iPhone. i just HATE that i have to make an appointment to get help with it. i have so many issues with mine and no one at Apple can help me because I have a PC computer. They treat me like scum!

jamsaxon 

I've had an 8gb iphone 2g since August 2007. The phone itself has been very durable and the battery still holds a charge quite well with high

 read more reviews of: [Mobile Phones and Cell Phones](#)

Mitigating the Downside of Facebook Connect

<p>Lack of an Email Address</p>	<p>Ask for an email address in addition to the FB Connect login.</p>
<p>Lack of Control</p>	<p>Maintain a parallel registration system.</p>