



**STUMBLE UPON EXPOSED**

## **What Is StumbleUpon.com?**

StumbleUpon is a popular social bookmarking community, owned by eBay that is used by thousands of people all over the world. As a member of StumbleUpon, you are able to rate websites, video clips, articles, photos and more. Members within the community are known as 'stumblers', and they highlight websites that they have frequented by clicking on the "Stumble!" button that is located in the toolbar of their browser.

The more 'stumbles" a website receives, the more popular it becomes throughout the StumbleUpon community, and in turn, the more traffic it will experience from the constant exposure of new Stumbles.

In essence, StumbleUpon is a recommendation-based system powered by the members who visit websites and decide which ones are worthy of a notable stumble.

There is also a one-click blogging ability built in as well. Users can rate, or choose not to rate, any webpage with thumbs up or thumbs down options.

Clicking the Stumble button resembles "channel-surfing" the web with a series of websites in a system rotation of sorts. In addition, there are tool-bars available for those who wish to simplify their "stumbling" by implementing

an existing toolbar into their browser. Then, with just a single click they can rate the websites they visit.

They can also provide a personal review on your website and categorize it based on the subject matter, all within a few seconds of visiting a site.

To get started, you will have to create a Stumble Upon account:

**Create Your StumbleUpon account at:**

[http://www.stumbleupon.com/sign\\_up.php](http://www.stumbleupon.com/sign_up.php)



The image shows the StumbleUpon sign-up form. At the top is the StumbleUpon logo with the tagline "Discover new sites". Below the logo is a blue banner that says "Join 3,280,766 users on StumbleUpon!". The form fields include: "Your email address" (text input), "Choose a user name" (text input with a "Check availability" link), "What's your birthday" (Month, Day, Year dropdowns), "Gender" (Male/Female radio buttons), and "Type the two words:" (a CAPTCHA area showing the words "1907." and "elansmen" with a "stop or read by" button).

Currently, there are tool-bars available for Firefox, and Internet Explorer.

As soon as you have created your StumbleUpon

account, you will be given the option to download the toolbar. I suggest doing so.

Once you have it installed, you will see a button that will allow you to stumble (highlight for others to view), sites based on your selected preferences and options as indicated in your StumbleUpon account profile.

Just visit your website and click on the “I Like It!” button (with the Thumbs Up icon) that appears in your browser toolbar. This will open a pop-up window that allows you to rate it, and categorize your site, with a short description and tag with specific keywords.



Once you do this, your site will be entered into StumbleUpon’s database instantly, and will appear when other users with similar interests (as the tags you use) use their StumbleUpon toolbar to surf the Internet.

## **Not Seeing The Pop Up Rating Box?**

When you, yourself Stumble Upon a new site that hasn’t been found or rated before, and you click on the “I Like It!” button, the pop up window will appear. If you rate a site that already exists in the Stumble Upon database, this window will not appear although you can still rate the site and you can also see what other Stumblers have found and rate it as well.



You've Discovered a New Site!

Please let us know about this site...

URL <http://www.lyricskid.com/artist/k.html>

Title

Review

Topic [arts](#) [bizarre](#) [blogs](#) [books](#) [business](#) [computers](#) [design](#) [food](#) [games](#) [health](#) [history](#)  
[home](#) [humor](#) [internet](#) [linux](#) [living](#) [mac](#) [movies](#) [music](#) [photos](#) [politics](#) [science](#)  
[shopping](#) [society](#) [sports](#) [technology](#) [windows](#)

Adult?  no  yes - contains nudity or adult content

Language

[Submit This Site >>](#)

[Cancel Rating](#)

## How Can StumbleUpon Benefit Me?

If you are looking to send a surge of traffic to a new website or blog, StumbleUpon's advertising options may be a lucrative and easy way to achieve instant results.

StumbleUpon Ads allows webmasters to submit a page on their sites or blogs that is shown to StumbleUpon users as they stumble through a series of websites. It has quickly become a popular choice for bloggers who wish to advertise their new blogs, as the traffic received is purely organic, the best type of traffic you can get.

The cost is also quite reasonable at just 5 cents per impression, meaning, for as little as \$5.00 in advertising credit, you can receive 100 Stumble Upon users visit and review your website.

It's also an easy advertising vehicle, in fact, it doesn't even require you to manually create advertisements, but instead, you simply select a website URL that you would like the traffic directed to.

Advertising with StumbleUpon is also quite flexible. You can target your pages to be seen throughout specific categories, or base it on demographics. This enables you to really target who sees specific pages .

As for price setting, you can choose your maximum daily spending limit, to ensure that you stay within your intended budget, and best of all, you can pay using either a credit card or via Paypal, if you choose.

Note: If you are particularly careful when creating your ad campaigns and target your visitors as best as you can, expect to receive a lot more traffic than you actually paid for. The more people who like your website when they visit (and therefore "Stumble! – it") the more traffic you will continue to get, at no extra cost. Therefore, be careful when targeting specific categories, groups or demographics.

As an advertiser, you will be given full stats including a visible chart on how many visitors actually viewed your website, how many gave you a "Thumbs Up!" (or down) and so on. This helps you test the effectiveness of your ad-copy and modify if needed.

It's truly a great source of traffic. In fact, traffic is quite long term. I am still receiving traffic for web pages that I stumbled weeks ago.

## **How Popular Is StumbleUpon?**

StumbleUpon is growing at a rapid pace (currently over 3,000,000 members), and considering eBay and Google were in a bidding war to obtain the site, you might say it's rather popular.

However, the potential for targeted, organic and steady traffic with StumbleUpon is quite underestimated, especially by newer bloggers who aren't aware of just how feasible social networks like StumbleUpon really is.

Don't make the same mistake. An ad campaign doesn't have to have loads of activity to become a popular choice by Stumblers. All you need are a handful of "Thumbs Up" to reach hundreds of visitors.

**The key is to focus on designing your website so that it attracts your Stumbler visitors within the first few seconds of their landing on your page. Sometimes, that's all the time you have to make an impression and encourage them to vote for you, or to return to your site.**

Here are some tips that will help you capture their attention:

### **Tip #1: Clearly Define Your Blogs Subject Matter**

You need to be clear about the subject matter of your

blog. If your blog looks cluttered, or has too many categories, it could confuse the visitor and end up costing you a vote. Be exceptionally clear about what your blog is about. If your visitor can see exactly what your blog is about within the first few minutes of visiting, they are more likely to stay and look around, not to mention return to your site.

### **Tip #2: Eye Candy**

Every aspect of your blog is important, especially the header. That is one of the first things your visitors see. Make sure it is crisp and attractive. If you are unable to create a customized header yourself, hire a graphic designer to do it for you – it's THAT important.

This also goes with your blog's theme template. You want one that actually represents the subject of your blog but is also attractive and professional. Don't use the theme that comes by default with your blog, take the time to scout out an alternative replacement so that your blog appears to be unique.

### **Tip #3: Content Is King**

Don't start advertising your blog until you have enough content to justify a visit. You want your visitor to spend as much time on your site as possible, so be sure to include at least a few categories and at least two weeks worth of content, to start.

## **Tip #4: Pretend You Have A Captive Audience**

Be sure to put your best effort into your blog. Even while you might feel as though you are talking to yourself when you first create your blog (and most likely you are), remember that every article, every bit of content that you publish must be interesting to those in your niche.

Do not skip this by plugging in saturated PLR articles that you purchased somewhere. Take the time to write your own stuff, people WILL notice the difference.

If you follow these tips you WILL increase your chances of having a successful advertising campaign with StumbleUpon. Taking the time to create the best blog possible will indicate to your Stumbler-Visitors that your blog is a useful resource that is both informative and unique. If they feel they can get the same information elsewhere, why would they stay at your site?

## **Tip #5: Copy From Those That “Do”**

Check out what types of headlines the most popular sites in your niche market are using and simply design your headline to use a similar style.

## **Don't Just Pay For Traffic – Earn It**

You don't want to continuously purchase traffic via StumbleUpon that should never be your ultimate goal. Instead, you should utilize the advertising services there to jumpstart your blog traffic with the goal being to

encourage Stumblers to vote for you, which will in turn, push other visitors to your site, for free.

Some bloggers fail to do this and end up paying for traffic longer than they would need to, if they just focused on creating a useful blog. Even though the advertising costs are lower than typical PPC campaigns, you can save a ton of cash if you make your blog worthy of a stumble.

Set your blog in motion and watch the traffic continue to pour in, day after day!

### **Catch Them Before The Next Stumble**

Since stumblers are similar to television channel surfers, you might not be able to hold their attention for long, no matter how compelling or interesting your content may be. To get the most out of their visit, offer a subscription form on your site where you offer a free report, eCourse, something – **Anything** – to encourage them to leave their information.

That way, you can work on growing your list as well as growing your site.

Your subscription box should be placed in a highly visible area of your blog. You should also utilize graphics, or compelling headlines to make sure it's noticed.

## **Take Baby Steps**

Don't spend a ton of cash on your first StumbleUpon ad campaign, instead, test your ad copy with just a small spend. Once you see it working, you can increase your daily budget.

Be sure to pay attention to the available stats to determine how many people voted for your site and continuously tweak it for the best performance you can get out of it. Testing isn't fun but it's important because you want to get the most votes you can. Once you are consistently receiving votes, you will start receiving a flood of organic traffic and when that happens, be prepared to pause your campaign before you purchase traffic for nothing.

## **What To Avoid**

Some bloggers believe that sending Stumblers to the very front page of their blog is the best choice, when advertising with StumbleUpon. I would suggest that instead; create a landing page specifically for each campaign. If Stumblers have to seek out solid content, they'll be gone before you know it, assuming it's a paid advertisement or sales pitch.

### **Solution:**

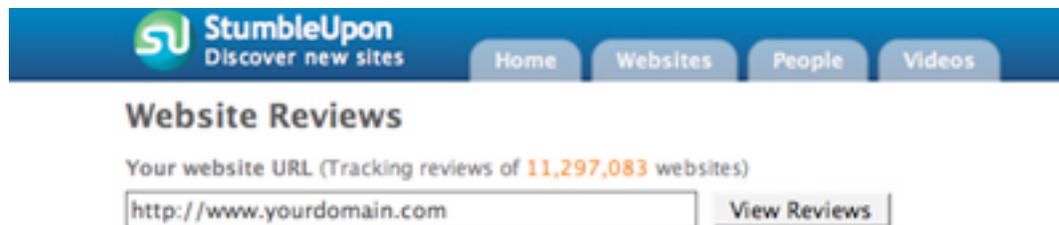
Choose a thread or page that carefully relates to your specific group of visitors (using categories and demographics), and choose a post that you feel is absolutely compelling. Make it spicy, entertaining, controversial, whatever you have to do to make that

page stick and become 'viral'.

**Also remember to add your sites to StumbleUpon by creating an 'alias' account and Stumbling onto your own pages, after first checking to see if they have already been Stumbled.**

You can check by visiting:

<http://reviews.stumbleupon.com/>



## **No Ads**

Do not fill your landing page with banner ads, text ads or any ads whatsoever other than perhaps AdSense, but be careful with that as well. As a Stumbler myself, if I come across a website that looks like AdSense is their primary content provider, I will not stay there and might even consider giving it a "Thumbs Down".

## **Inappropriate Categories**

Make sure if you "Stumble" your own websites that you choose the appropriate categories to put them under. Remember when people stumble onto sites and rate them, they are given the option to categorize them based on the subject matter. If you incorrectly

categorize your website, it will get poor reviews from visitors feeling cheated or misdirected.

## **You're A Stumbler, Not A Salesmen**

Make sure that your writing is personable and friendly. Do not come across as a salesmen, Stumblers aren't out looking for things to buy, you need to earn that by first capturing their attention and drawing them in deeper. This is why I suggest writing articles instead of directing them to your front page. You need to GIVE them something, make them feel that they are benefiting by rating your site and returning to it.

## **How can I convert a Stumbler into a regular visitor?**

One thing you will need to understand right from the start, is that you lose the majority of "Stumbler visitors" once they have reviewed your front page.

That being said, StumbleUpon can send you SO much traffic that even if a small percentage are converted into subscribers or regular visitors, it more than makes up for it.

Here is how you can increase your chances of obtaining new regular visitors and opt-in subscribers using Stumble Upon.

**Tip #1)** Make certain you have an RSS button AND an opt-in email subscription box visible on your landing

page. Don't clutter it into some side-bar that is difficult to see, make sure it's upfront and center, surrounded around good, solid content.

Also, because a lot of visitors will be scrollers, make sure to have a link to your opt-in box towards the bottom of your landing page as well.

**Tip #2) Implore a Call For Action**

Either direct them to a product or service using a cloaked affiliate link, send them through a CPA offer, send them to another one of your websites, articles, or blogs - just be sure to prompt them to take action.

Don't leave them wondering what to do next.

**Tip #3)** If possible, and you have created a customized landing page for your StumbleUpon advertising, personalize it by mentioning StumbleUpon on your page. For example:

**“Stumbled Across Any Decent Sites Today?”**

They'll love it, and feel you are part of the community and not just some advertiser. This will increase your conversion rate significantly.

## Recommended Free Resource:

I would also strongly suggest, that if you use WordPress you consider installing the plugin, "What Would Seth Godein Do?". It's a plug-in that encourages all new website visitors to subscribe to your feed.

[You can get it here](#)



## Tip #4) Everyone Loves Contests

Create a contest on your landing page. Who doesn't love the chance to win a free digital product, cash, service, etc? Have them opt-into your subscription box to be entered into your draw. This is an easy way to convert one-time traffic into repeat visitors who want to find out more about the contest or receive updates.

# **Getting Traffic From StumbleUpon At No Cost**

## **SureFire Method #1**

### **Multiple Accounts For Multiple Niches**

You should always have one account for each niche market that you intend to target (example, one account for fitness, one account for health, etc). There are also categories that you can pre-select using StumbleUpon and this is critical for the type of niches that you would like to obtain traffic from. You will need a unique username (which is an email address) for each StumbleUpon account that you create.

#### **IMPORTANT NOTE:**

If you are logged into one StumbleUpon account and you attempt to create another, you will receive a warning advising you that you may lose your original account by creating multiple accounts, so be sure to log out of one account before creating a new one.

## **Sure-Fire Method #2**

### **Copy Already Successful Stumbled Sites**

If you look on a person's favorite website list you can see what people have recommended in the past. Use that to your advantage! You won't see a lot of squeeze pages or one page sales letters. Check it out for yourself and see the types of landing pages that are popular and are highly recommended by other

members.

Then, create your landing page with the same style or layout.

### **Sure-Fire Method #3**

This is a great way to build your list quickly and people are already doing this on places like YouTube with great results. To start, create a short video teaser clip and call it **Part One**, with a link that indicates in order to see Part Two, they need to enter their name and email address into your opt-in form.

Try it out and see how fast you build your list =)

### **Sure-Fire Method #4**

StumbleUpon allows you to join groups and choose friends with similar interests. Be certain to only add friends who are interested in your niche market!

For instance, if you are promoting a Health related blog, you should only add friends who have similar interests listed, since you are able to recommend they visit the sites you stumble (and of course, you are going to Stumble your own =)

Joining a few groups relating to your subject matter is a great way to obtain instant traffic to your blog. Look for the larger, more popular groups.

Remember, the more friends you have, the more traffic your website will receive, since the more people will view your recommendations and visit your listed sites, but if you want **TARGETED** traffic (and you should) choosing only those within your niche categories is the only thing that makes sense.

### **Warning: Be Careful With The Friends You Add!**

StumbleUpon restricts the number of friends each of your accounts can have, currently it is a 250 maximum limit, therefore be sure to only add friends from categories that serve your niche market.

### **Make Money With StumbleUpon:**

You can make easy money with StumbleUpon and CPA offers. You can also build your list quickly this way.

Locate good solid CPA offers, and then write interesting articles about the product, prompting them to take action by clicking on your CPA link. I have found that building articles that are focused on "How To" guides, or "Lists (example: Five Sure-fire Ways To Get Traffic, Ten Super-Charged Methods Of Building Profitable Blogs, etc) work best.

Also, limit the number of links on your article page so that the only links visible are ones that will lead them to an offer where you get paid.

## **What To Expect:**

How many visitors you get will depend on the way you have created your landing page, but on average, expect to receive between 100-8000 daily unique visitors.

## **STUMBLE EXCHANGES**

There are StumbleUpon related exchange programs available where you can create a free account and exchange 'stumbles' with other members (you stumble their site, they stumble yours).

<http://www.stumbleexchange.com>

<http://www.linkyme.com/faststumbles/>

<http://www.avuw.com/index.asp?page=register>

Other free ways to get your site stumbled without having it tied to your account (so people don't see you are stumbling your own site) is to exchange stumbles with other people. You can find free-stumble offers at:

NamePros: <http://www.NamePros.com>

Digital Point Forum: <http://www.digitalpoint.com>

Site Point: <http://www.SitePoint.com>

Remember, this will not be targeted traffic but it's a great way to jump-start your stumble campaigns!

I hope you have enjoyed the information contained with the Stumble Upon Traffic Guide. Being both an advertiser and stumbler of the Stumble Upon community can be an enjoyable and rewarding way to browse interesting websites while promoting your own.

*Have Fun Stumbling and Being Stumbled!*