

Meetup Warmup - Social Web 2.0 Tech - Building, Improving, & Promoting web 2.0 sites & apps (Mar. 1, 2008) - <http://web.meetup.com/59/>

The following are some of the notes from an event earlier in Feb. 2008.

Building

Need to consider how to scale to high-volume, if that is projected or planned for the site.

Technology choices - Ruby on Rails is scalable, & popular for building social media/web 2.0 sites. An example offered was Viscap - <http://viscape.com/> - social network for finding rental properties, built on Ruby.

How much money does it take to launch a SNS, and how much effort/time to launch? Depends if using an open source platform (Drupal, Joomla, etc.) or from scratch, and how much will be spent in other areas, e.g. to signup members.

Promotion & Improving

How to get attention - lots of effort due to many web 2.0 and social networking/news sites launching now.

What are your business objectives? Need a marketing plan to reach them.

Adjusting to growth. Comment was made that there are "ghost towns" in the Second Life platform due to people who all left as they moved on.

A recommendation was made to attend an ad:tech tradeshow - free to attend exhibit hall - several per year, multiple locations in USA - <http://www.ad-tech.com/>.

If you have an advertising model, requires maintenance... content publishing model requires fresh content.

Time spent on site per day per visitor versus number of visitors per day. First is more important measurement.

Privacy concerns... opt-in vs. opt-out as a default setting (such as for exposing some of a user's data).

Provide value - "signal to noise" ratio of content to advertising - the lower the noise, the happier the member?

Blogs - beneficial to reach out to for marketing. Paid bloggers (pro and con) to gain traffic.

How to market effectively without being "sleazy". Buying a million links ensures blacklisting by search engines.

Linkbait - example of where a headline alone was creative enough to rank highly on a social news site (there was no content, just a headline).

Videos - funny videos were discussed. Also, making a video related to an upcoming event or topic can get traffic (e.g. Valentine's Day, Lunar Eclipse).

Getting attention early and snowballing (growing larger as it gains momentum) to get to desired size, in terms of members or traffic or other measurement.

RSS - example of how a subscribe option was built into a viral story.

Feedburner - people discussed how well it works for tracking, getting attention. People see a content snippet and click through to read the full post.

Only allowing RSS subscription - with no email option - limits how people can be signed up.