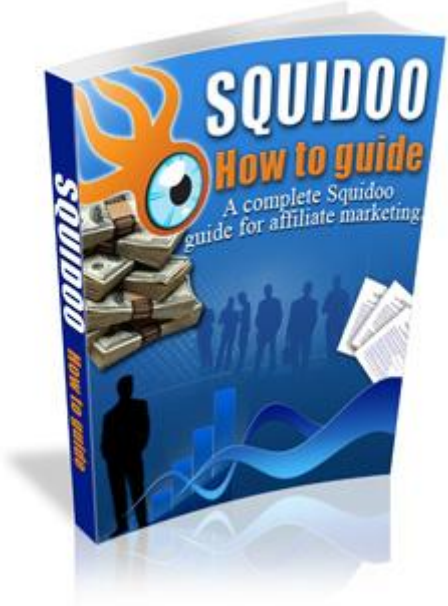


Squidoo How To Guide



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## **Squidoo Allows You To Promote Your Business**

There are many people that start online businesses only to find out that it is very complex to do. One of the hardest parts of getting started online is having the means to promote your online business to the world. It may seem rather simplistic, since the web is so large, but it is often difficult to do. But, for those looking for free advertising, one of the best routes to take is through websites such as Squidoo.

### **Squidoo Means Free Advertising**

There are many ways to use websites like Squidoo but one of the best is to use it to promote your online (and sometimes offline) business. Squidoo is a website where individuals are able to create one page, web pages that detail a single topic. The owner calls these pages lenses and they work as a tool to allow anyone to communicate on just about any topic they would like to. Simple and straightforward, they are one of the simplest of methods to creating interesting feedback for your business, too.

### **How To Get Promotion**

How can you promote your online business through Squidoo? For one thing, you will want to start by creating an effective and non spam like web page at Squidoo. Be sure to learn the terms of service and the ins and outs to using Squidoo. You do not want to violate any of these terms before you are using Squidoo.

Next, you want to create your Squidoo page to be an informational page. It should not be a sales like page. This will not help you to promote your business but in turn will cause your Squidoo page to be bumped off the website. Once you have created an informational page that is in some way related to your website or to your business, you can then promote it.

Squidoo pages rank well in Google and other web search engines

You can use affiliate links and ad revenue to give your business a boost

You can use direct links to your business's web page on the Squidoo page

This is not as difficult as you may think, in fact. Many people start their Squidoo lenses as a tool for creating online income for their other businesses. Because of the social implications of this website, and the high ranking ability, it is rather easy to benefit from Squidoo as a business promotional tool.

## **5 Ways To Make Money Using Squidoo**

Once you get a Squidoo lens up, you may want to see what you are earning. Earning? You can earn money using Squidoo. The website was initially formulated as a tool to allow all individuals to show that they are an expert on something. Individuals are able to create simple, one-page web pages that allow them to provide information to their readers and help increase their overall respect online. Squidoo is also a money making tool. Many people find that Squidoo is one of the easiest ways to make money online.

## **How The Money Is Made**

Where does this money come from? There are actually several methods you can use to make money using your Squidoo lens.

Earn from the simplest method: the ad revenue. When your Squidoo lens is published, you will notice ads will show up in the final document. Those ads will earn money from various ad programs that the company uses. With Squidoo, lensmasters earn as much as 50 percent of the ad revenue.

Earn money from affiliate products and services you promote. Because you can add affiliate links to your Squidoo pages, you can promote these products and earn an income from them.

Sell your own products and services. While you should not directly sell products at Squidoo, you can indirectly promote your own products and services as a solution to the problem you are writing the Squidoo page about.

Earn money from Squidoo through their affiliate program. Squidoo wants you to find others to sign up with them. When you get others to do so, you will earn an income from doing so.

Drive traffic to your own blog or website where you are selling products or services. It is important to note that Squidoo is one of the largest websites in the world and as such, it has a lot of traffic. That means the traffic can be directed to your own website if you link to it from your Squidoo lens.

There are many methods to making money using Squidoo. It costs nothing to create a Squidoo lens, either. Therefore, there is very little to lose if you are getting started in this website. It takes some time to make a lot of money, but there are people making a great deal of money from their Squidoo lenses through one or more of these methods listed above.

## **A Blog Or A Squidoo Lens?**

As you work on building your online presence, one thing you will want to focus on is a medium or tool that allows you to stay up to date and to attractive visitors. Most people do this through the use of a blog or a Squidoo lens. There is a difference here from a traditional website. With a website, the information stays the same rather than changing often. With either of these tools, the information is easily updated to match you own, particular need. But, which should you have, a Squidoo lens or a blog?

### **Why Go With A Squidoo Lens**

While a blog is a good tool to use, it may not be the best option for you. First, let's talk about the good things about both of these tools.

They both allow individuals to update their information when they want to. They change and update like a message board rather than a simple web page.

Both methods can be done without any knowledge of HTML or web design. Since both mediums are designed to allow individuals to simply type in the information they need, you can see it is a fairly easy process.

There is no cost to either of these options unless you select to upgrade your blog.

However, while this is true, there is one reason why you may want to go with a Squidoo lens instead of going with a blog. That is, of course, the traffic you will get from Squidoo. When you start a blog, you really do not get any benefit from the traffic coming in already. Nevertheless, with Squidoo lenses, you do get this. In short, because Squidoo is such a large network of lenses and they are constantly being updated, search engines like Google love them. Your web pages there will be ranked quickly and they usually do well in the search engine rankings, too.

If you want to create a place on the web that is your own, then do it with a blog or a Squidoo lens that allows you to change your information easily. For those who want to do well in the search engines, it is often a better option to go with a Squidoo lens rather than to use any other medium. Remember, both methods will help you to gain attention from search engines, but Squidoo lenses are simple to use, free to use and they allow you to promote your business.

## **A Short History Of Squidoo**

For those who have grown fond of Squidoo, or those who are considering getting started with it, it is nice to know that the company is so well founded. Like many other websites online, Squidoo took a concept that was new to the market and made it something interesting and unique, different from anything that was already happening on the market. Allowing individuals with or without any web design skill to create their own web pages helped to change the way every day people interacted on the web.

### **A Short History**

The Squidoo story starts in 2005. At that time, the website was launched in beta testing. From October and for the following year, the company would work to test, work out the bugs and further develop the Squidoo format. The team that first launched the mega website was Seth Godin, Heath Row, Gil Hildebrand Jr. and Corey Brown. Seth Godin's book editor, Megan Casey was also part of the process.

When Squidoo was first announced, the CEO, Seth Godin also released a comprehensive ebook entitled, "Everyone's an Expert." While the topic seems simple enough, this ebook helped to show the world the difference between Web 1.0 and Web 2.0, as it would be called. The book also provided details on lenses and the importance of blogging. It goes without saying that for those that read the book, there was nothing they wanted to do sooner than to simply create their own lens and get the process started.

It would be two months later when the website would come out of beta. And, within the first six months, there were 100,000 lenses on the website. As of 2008's numbers, there are 900,000 lenses at Squidoo and the company continues to see phenomenal growth. 2008 alone saw a growth of 91 percent.

But, what about the name? Where does the name Squidoo come from? The squid is a marine animal that features large eyes that contain lenses in them. Godin notes that the name implies that the lenses provide a "view on the world." This is what the company then added the double "oo" at the end since many companies that featured this have been quite successful, such as Yahoo and Google.

Today, Squidoo is a large and ever growing website. It is packed with information and tools that allow individuals to enjoy all that the World Wide Web can offer without having to be experts in web design.

## **Can Squidoo Help Your Business?**

For many people, just getting started in an online business is difficult enough. But, when you have to pair that with the fact that there are millions of other websites out there, many of which have the ability to do better than you, then you can see that you do need help. For many entrepreneurs, Squidoo is an ideal choice. There is no cost to the individual to set up a Squidoo lens. Yet, it does offer a range of possibilities.

### Questions To Ask About Your Business

Here are a few questions to ask yourself about your business and whether or not Squidoo can work for you. It can give you a boost and it only takes a few minutes to make it happen.

Is your online business lacking traffic to your website? If this is the case, you can benefit from Squidoo's massive monthly traffic just by linking your Squidoo lens to your website or to your blog.

Does your website need more help in terms of making an income for you? If you want another source of income, the affiliate and ad revenue options that come from Squidoo can really help you with that needed boost.

Do you have an affiliate product at your website that you would like to promote more so? You can create a Squidoo page and then link to your web page or the affiliate program directly from the Squidoo page.

As you can see, there are actually many ways that Squidoo can help a new online business to prosper. It has good traffic numbers and the means of creating a good amount of income for even the newest of online start ups. It does take some work in that you do need to create the lens, but this process has been simplified so much so that you do not need to have any experience designing web pages or even building a blog to make it happen.

For those that may be new to using Squidoo, the income potential is good even if you do not have another business to promote. But, if you do have a business to promote yourself, then you may find that Squidoo is one of the best options for cross promotion. It is simple to use and effective and can help to get the word out that your business is there, ready to serve the clients, readers and customers that you have.

## **Common Mistakes People Make With Squidoo Lenses**

You are ready to start designing and publishing your first Squidoo lenses. You are excited about the earning potential that you have seen people talk about. On the other hand, perhaps you

already have a lens published and you are not too sure why you are not seeing the results you were hoping for. Why isn't your lens doing as well as others? There are some common mistakes that people make when they start to create these lenses. In particular, they do not spend enough time with the lens creation and then when it does not do well, they are wondering why not.

### Tips For Squidoo Lens Creation Without Mistakes

For those using Squidoo as a marketing tool, there are several things to keep in mind. Avoid these mistakes if you hope to make money using Squidoo.

Avoid putting too much sales jargon into your Squidoo lenses. Do not use this space as a sales page since it simply will not produce the types of results you are hoping for. Rather than selling to your reader, try to educate them first.

Definitely do some research on the affiliate links that you place on your Squidoo lens. You want to be sure that they are the most profitable option for you as you are creating your lens. Why not make more once your lens starts to really perform for you.

Provide real information rather than nothing just for the hope of getting some search engine results, backlinks and rankings. While you can benefit from Squidoo by simply using the lens to create this for your own website, you definitely want to stay within the letter of the law at Squidoo by providing useful and valuable information to those who read your page.

If this is your first Squidoo lens you are publishing, take some time to read through the rules of using the website and, most importantly, take some time to check out some of the best performing Squidoo lenses. This will give you the best idea on what to expect when you are creating a lens. You do not want to waste your time. You do want to write valuable content that gets results. As you can see these mistakes are not hard to avoid. Yes, it may take some extra time to write quality content, but it pays off in a higher profit for you with your Squidoo lens. That makes it worthwhile.

## **Does Your Squidoo Profile Matter?**

Squidoo is a great place to establish yourself online. You may be nothing more than someone interested in finding other people to talk with online. You may be an Internet marketer who is working hard to establish him or her online to make money in doing so. No matter what your reasoning is, you should take Squidoo serious in terms of letting the world know whom you are and what you have to offer. Your Squidoo profile, in fact, is one of those tools you definitely want to take full advantage of.

### Profiles Promote You

A profile is simply a description of you. You do not have to include any personal information you do not want to provide. More so, you just can make it a business related profile so that no one has to know about your kids or your outside life. However, you do want to fill out your profile. It can help you in one of several distinct ways.

A profile helps readers to find you if they are looking for you. This is perhaps the simplest of methods to use a profile.

A profile can help you to promote your website or blog. You will be able to create a link in the profile that will allow your readers to move from your Squidoo lens to your profile and then to your website or blog.

You can also use your profile as a tool to getting people to your other Squidoo lenses. This way, you increase the potential of making more money on these lenses.

One of the most important things to do when you are working on creating a Squidoo profile is to provide as much information as you can on it. You want people to feel like they know you. Then, you should promote your lenses as much as possible through social networking websites like Digg.com, Twitter, and other methods. This allows you to get even more people directly to your Squidoo lenses where you can earn money for their presence there.

Your profile will likely take you about ten minutes to fill out but it is one of the most important tools you have for creating an effective method of gathering traffic to your website. Squidoo lensmasters are known everywhere for their expertise. You too, can be known like this and respected for it by just using your lens to help you make money.

## **How Is Squidoo Set Up?**

For those who are interested in creating a Squidoo lens, or many of them, it is important to understand how Squidoo works, more specifically how the website is set up. Each of the lenses that are found there are in fact user generated. They are their own web pages. The book, written by Seth Godin, the founder of Squidoo, entitled "Everyone's an Expert" portrays the website's function well. In short, the lens is described in the ebook as, "filtering light and showing us what we need to see."

### **Are Lenses Blogs?**

One way to look at a Squidoo lens is to consider it similar to a blog. They are treated just like blogs in most cases, except that the lens is on just one topic. In addition, the links that are found on a Squidoo page can link to virtually anything from Amazon.com and EBay to various other websites. In some cases, then, lenses are even more flexible to use than traditional blogs are.

As a lens creator, you become a lensmaster. Squidoo allows anyone that is passionate or educated in a subject to share his or her information about that subject. You do not have to be an expert, such as holding a degree, but you should be someone that does understand what the topic relates to.

An interesting fact about Squidoo lenses is that when the company first started them, the lenses that were designed by well-known people, such as Martha Stewart and Jane Goodall, did not perform as well as those that were written by every day people who were knowledgeable in their subjects. MySpace and online games topic lenses did far better than those sponsored by well known people.



Those who wish to create a lens on Squidoo will find that the company has a list of Top 100 lenses that are ranked by topic and group. Some are even labeled as Giant Lenses. There are some 22 different topics right now, including food, business, health and many specialized areas.

As you start to create your own Squidoo lens, you can see the scope of what this business can offer to you. Because of the size and easy to use structure of Squidoo, many people have found that it is rich in opportunity and not limiting at all. If you have not taken the time to head over yet, now is the best time to do so. Check out the format and styling of Squidoo.

## **How To Create A Squidoo Lens**

Squidoo is a website that allows individuals to build individual web pages on the topic that they select. They call these web pages lenses and those lens are a powerful tool for creating an online presence. If you are an Internet marketer, you can use the lens to promote your business or even to make some affiliate income and ad revenue with it. If you are just someone hoping to create a website, Squidoo lenses can help with that too. They are, in fact, one of the easiest ways to get your information online without knowing any of the details of web design.

### **How To Do It**

How do you create a Squidoo lens, then? Here is a look at the process which in fact is quite easy to do.

Start out by creating an account on Squidoo (a simple log in tool is all you are working with here.) Then, you will click the icon that says, proudly, "Start Building."

Next, you will need to choose the right topic for your lens. This is done very easily by simply using your keyword, if you have one. You do not need to input a title here, yet.

The next item to add to create the lens is a goal. This is the purpose of starting the lens and should be a brief statement.

The next step involves selecting your title and then getting your URL together. A tip to help make this more effective is to ensure that your keyword is found in the URL. This will make the process easier for those looking for your page. You also need to select the category and the rate for your lens.

The Squidoo set up process then allows you to add additional keywords to the page. You want to select words found in your content that are directly related to the topic.

Once you have accomplished this, Squidoo allows you to choose the layout of your lens by allowing you to add modules to them. You can then add in the content you have selected and within a matter of minutes, you can hit the publish button and your content will go live on the website.

The process is very simple and straightforward. Anyone who has questions can find various resources available to them, too. Squidoo lens building really cannot be easier to do than it already is.

## **How To Market Your Squidoo Lens**

Once you get your first Squidoo lens into the system, you definitely will want to promote it. You want people to get to know what you have to offer and Squidoo definitely gives you some methods to do that with. As you consider your options, keep in mind the importance of creating a Squidoo lens that is useful. Even if you use these methods to marketing your Squidoo lens every time, if the content on your lens is not valuable enough, chances are good you will find you do not get any results. Remember, good content is necessary.

### **Tips For Marketing Squidoo Lenses**

The following are a few tips for marketing your Squidoo lens. It is advisable to use all of these methods rather than just one of them. You definitely want to create a lens that speaks to the audience and then you will need to be consistent in your marketing of the lens.

Submit your Squidoo lens to the search engines. You will find this is something that can be done manually or through the use of software. You can also just wait for Google and the other search engines to find it automatically, though that can take a bit longer to happen.

Submit your Squidoo lens to Digg.com, a social marketing website which allows you to network and build a following of individuals who can read, rate and help promote your articles.

Submit your lens to StumbleUpon.com where individuals can then find it just by looking for pages that they are interested in. This is a fun, very simple website to take advantage of and it definitely increases your viewers.

Submit your lens to Twitter. Send out a Tweet to all of those who are following you on Twitter.com. Then, anyone can find out what you are up to and what you can offer to them. Twitter is one of the easiest ways to boost traffic if you do it often enough.

As you can see, there are many methods to promoting Squidoo available to you. Once you get your first few lenses done and submitted to any of these sources, you will be able to see growth in the number of people who visit your page. And, you can then see more marked growth in your earnings and your overall success using Squidoo or other forms of marketing. Squidoo lenses are one of the best things to promote since they are easy to submit to any of these sites.

## **How To Use Squidoo As A Traffic Booster**

Internet marketers and those who have websites that need more traffic going to them will find that Squidoo is just the tool needed to make that happen. There are, without a doubt, many important reasons to have traffic coming to your website. For most Internet marketers, getting traffic is the biggest challenge of their job. They know they have a good product or service to offer. They know their website will sell, but getting people to the website is a challenge, Squidoo can help.

### **Squidoo Traffic Tips**

If you are looking for a way to produce more traffic to your website, Squidoo is an ideal tool because the website offers such a large amount of traffic to those websites that link from them. The good news is that Squidoo is an easy to use too, which means you do not have to invest a lot of time in getting the traffic you need. Here is how it might work for you.

Create a web page, called a lens, on Squidoo that is informational or newsworthy. The topic of it should be a direct or indirect topic affiliated with your website. You do not want to try and oversell your product at Squidoo, though. Use it as an informational tool instead.

Visitors who are searching for the information you have provided at your Squidoo page will find it through the increased traffic that Squidoo users benefit from. Because the network of web pages is so large, it attracts good website ranking through most search engines. This is more than you would get through traditional websites that do not have the multitude of tools that Squidoo does.

Visitors who come to your Squidoo page can then follow the link back to your website. Since Squidoo also allows you to link to affiliate products or services, you may not even need to worry about having your own website or blog.

Traffic is boosted if you are using Squidoo mainly because the website is so large and there are so many outstanding resources available to users. You do not have to have extensive experience with HTML (in fact, none is needed.) You also do not have to invest any money in designing a Squidoo page. It takes minutes to get the process started and once you do, you can publish your lens and start seeing the results you are hoping for right away.

## **Is SEO Important With Squidoo**

Squidoo allows individuals to create web pages that allow them to earn an income through various methods. Squidoo.com is designed to be very user friendly and it is one of the simplest of websites to use in terms of designing your own website. Many people have started to use Squidoo as a means of communicating their message to the world. It also allows individuals to create pages to promote other websites, products and services. But, just putting a web page up using Squidoo is not enough. The web pages, called lenses, have to be optimized for the best results possible.

### **What Is Optimization?**

When a new web page is put online, the search engines come to it, crawl it like spiders and then determine the value of the page. They can do this by simply looking for the content and keywords in the page to determine its value. For example, if you are writing a Squidoo page on dogs, then the search engine spiders will crawl through the website and try to find keywords that are important to the topic. This may include words like dogs, pets, and breeds and so on. These are words that would usually be found on pages that are on that topic. The more valuable it deems your page, the more likely the page is to show up in the highest rankings in search engine result pages.

Search engine result pages are what show up when you type a term or a string of terms into the search engine. These are the words that the search engines have found on your page,

hopefully. If so, when the reader types them in, they are more likely to find your website. You want this to happen since this means they are more likely to actually get to your website through standard search engine searches.

With Squidoo, it is important to consider SEO or search engine optimization in each of the pages you write. You want to focus on quality content but you also need to put in the words that people are using to search for information on that topic into your page. This helps the search engine spiders to say, "this website is great for dogs" and when someone types a search for dogs, your website shows up. It sounds simple, but the fact is, without SEO, websites simply do not perform as they could be. You want to take full advantage of your options, here.

## **Link Building With Squidoo**

Squidoo can do many things for you. One of the best things that your lens at Squidoo can do is to offer a link to your website, your blog or other online venue you need that link for. Many people understand the importance of using Squidoo in various ways, but if you have not done so yet, consider the importance of using the website for link building. This is one way to create more traffic to your website as well as to rank better in Google and other search engines. If you have been stalling designing your next Squidoo lens, now you may have another reasons to do so.

### **Squidoo and Increasing Traffic**

When you create a Squidoo page and you put a link on your lens to your other website or to another web page you have somewhere, you will see a traffic boost at that site for doing so. In short, Squidoo is one of the easiest tools to use for link building because it allows you to build a page that is informational, on target and even one that allows you to promote affiliate links. But, that link back to your blog or website may be even more important. Think about the fact that Squidoo has a large amount of traffic. If you want some of that traffic to come back to your website, this can happen through that one, simple link.

### **Squidoo And Increasing SEO Results**

Another reason that Squidoo can work for you as a means of link building is by increasing your page rank on search engines such as Google and Yahoo. These search engines note your link on the other pages, on another website and then rate the site a bit higher for it. Look at it as they do. "This website's link is here. This must mean this website is an important one." Because your link is at the Squidoo site, your website or blog looks important to search engines. They boost your website's ranking just because that link is present on another website.

Link building is an important part of being successful on the web. Squidoo can help any Internet marketer to better promote his or her business through providing a link on the Squidoo website back to the person's blog or website. This is an easy method to boosting your websites ranking ability and that means increases in traffic for your online business.

## **Making Money Using Squidoo**

While many people do create Squidoo lenses that are designed to be just personal projects, many others have found that Squidoo is an ideal way to make money. For those who are looking for a way to jump start their online careers and business, this could be quite a powerful and profitable place to be. It most definitely is considered to be one of the best ways to make affiliate income online. Before you make a decision on the value that Squidoo can offer to you, keep a few things in mind.

### **What Is The Payment Structure**

There are many things that make Squidoo different from other websites and of course from other online venues for producing income. One of the most common ways that Squidoo is different is directly from the payment structure. Most online companies that allow individuals to post articles and other information to their website make their funds from ad revenue, giving the writer a small portion of what is earned.

Squidoo is a bit different. Here, the lensmaster (the creator of the lens or the writer) will profit from 50 percent of the ad revenue. In addition, a charity will receive five percent of the revenue. The remaining 45 percent is directed at Squidoo itself.

### **Where Does Money Come From?**

Where does this money come from, then? Most Squidoo users can build their web pages to earn money on advertising and affiliate links that are placed on the pages. For example, Google Ads, Amazon.com, and eBay are very popular methods to earn income from just posting a Squidoo lens. Those affiliate links or the ads placed on the pages of the Squidoo page, help to earn a small commission to the user. It is a rather simple process but it works well to create a substantial online income.

Interestingly, it has been reported that about half of those who earn money from Squidoo donate the funds to any of the 65 featured charities at the website. That includes companies and organizations like the American Heart Association and Planet Gumbo. One of the figures presented was from 2008. In October of that year, the company donated some \$80,000 to charities.

Whether or not you create the funds to give away or to help you to pay the bills, one thing is for sure. There is money to be made using Squidoo. Individuals do not have to have extensive experience in writing for the web to make money at it.

## **The Benefits Of A Top 100 Squidoo Page**

Creating Squidoo lenses should be practically fun for you to do. Many people find that it is a great way to earn some money. When you create a Squidoo lens that is particular helpful or for some other reason is considered valuable, Squidoo may help it to become one of the Top 100 Squidoo lenses. Why should you want this to happen and even strive to make it happen? With more than a million pages on Squidoo, it may seem like an impossible feat to get on the Top 100 list. But, getting there is definitely going to help you and your business model.

## The Benefits Of Being At The Top

Just being able to say that you have a lens that has done that well is impressive and that may be enough for many people. Yet, that is by far not the only benefit that you will get for getting your lens up that high. Here are some more.

When your Squidoo page is ranked as one of the Top 100 on the website, you will get more traffic to it. For those who want to traffic that will be pushed through to your own personal or business website or blog, this is a great reason for getting in these top spots. You will also see increased income from the higher ranking. Squidoo does not do anything to increase the amount of money you make through Squidoo but because of the extra exposure, you will see more profit coming your way! Squidoo lensmasters who are able to create such top performing lenses will find that they are regarded highly by their readers. Plus, your profile is promoted through the list and that means that you may get more visitors to your website that way, too.

It is hard to get on the Top 100 list, but that does not mean you should stop yourself from getting there. Those that do have their lenses on those lists are able to make a sizable increase in their payouts from ad revenue, eBay.com, Amazon.com and other affiliates that you have. It is simple, easy to use and one of the best ways to get your name out there. Work for it by always providing the highest quality Squidoo lenses possible. If you are unsure what makes that happen, simply check out some of the lenses already published on the list. Then, find out what it takes and make it happen for your own lenses.

## The Tone Of Squidoo Lenses

As you work to create Squidoo lenses, you may become overwhelmed or discouraged by the lack of success you are having. Why are you seeing others doing so much better than you are when it comes to these lenses? The reasons could be a number of things, but one thing it is often, is that tone that you have. The tone of your content is an important part of making sure that your Squidoo lens does well. Just like writing any other information online, you need to speak directly to your reader in an easy to read style.

### Avoid The Sales Like Tone

If you use your Squidoo lens to be nothing more than a simple sales page, you will not see the results you could be seeing. Many people make this mistake, though and it can be incredibly frustrating for them. Rather than sell in your Squidoo lens, talk to your reader providing an informational page of content. For example, rather than sell your debt solution to them, explain what credit card debt is and how to stop creating it. Then, when they find and read your information, it hits home for them and they follow the links you have included to your blog or website where they can learn more.

### Provide Something Valuable

Rather than just rambling in your Squidoo page, take the time to write a page that is valuable to the reader. Are you providing them with the information they need if they were searching for this

information online? Ask yourself, "If this was my problem, what do I need or want to find online?" By doing this it will help to increase your success rate with your Squidoo lens by a considerable amount.

If you are unsure of what you could be doing wrong with your Squidoo page, take the time to check out some of the top rated lenses found on Squidoo. Read them. Are they talking directly to the reader and are they packed with information? Those that are most successful may mention products and solutions to problems in them, but they do not read like a sales page.

The fact is, people just do not like to be sold to. They do not want you to throw something at them and hope for the best. At the same time, they want to know that they do have options from you. Give that to them, in the right tone, and your lens will do well.

### **Three Ways Google Traffic Happens With Squidoo**

While there are many benefits to using Squidoo anyway, one thing you may want to focus on is using Squidoo as a tool for getting more traffic to your website. There are actually several ways you can accomplish this. Squidoo, a simple website that allows individuals to create individual web pages using nothing more than the website's software to create what they call lenses, is a free service. In other words, Squidoo could help you increase your Goggle and other search engine traffic without costing you a thing.

#### **Backlinking With Squidoo**

An easy way to benefit from Squidoo is by just backlinking your website to the lens you create on Squidoo. Backlinks are an important part of website marketing because Google and other search engines value these links. In short, if your website's link is found on another website, this shows the importance of your website to the world. It boosts your ranking. And, because Squidoo is actually quite a powerful online portal, it works very well for those looking for some link love.

#### **Socially Getting To Know People**

When it comes to online marketing methods, social networking is one of those things that you just have to do to be successful. In many ways, you can do this well with Squidoo. When you create a variety of lenses on Squidoo, you help to open the door for people to get to know you. You seem to be knowledgeable. You seem to be someone that is interesting and has valuable information they need. More so, you can then promote your Squidoo lenses over and over again through social bookmarking websites.

#### **Google Loves Squidoo**

Yet another way you will benefit by using Squidoo is by the fact that Google just love Squidoo! The Squidoo portal has lots of traffic coming to it. It also has new pages of content being put up several times per day. Just by being on Squidoo, your content will be ranked faster and that means more search engine results and rankings.

As you can see, Squidoo is great for traffic boosting. If you are interested in creating a Squidoo page, all you have to do is get started. Of course, since Squidoo is such a strong presence online, remember that whatever you do there will be seen by the masses. Be sure it is the best that it can be so you look good by anyone who is able to find your lens.

## **Tips For Successful Squidoo Lens Creation**

Creating Squidoo lenses is something you can do well, if you know the ins and outs of the process. Many people play it by ear making changes to their style and methods of using Squidoo as they go, learning when something does not work. For those that want some inside tips on how to get the most out of Squidoo from the start, consider the following items. None of these items is hard to do or even take too much time to get done. However, they can result in excellent results for your Squidoo lens.

### **Top Tips For True Success At Squidoo**

Definitely go for the research first. You want to be sure that your readers are getting something interesting and unique from what is all over the web as it is. Use statistics and details to help give your content real substance. They will appreciate it and rate you higher (clicking on your links, too.)

Use tags and a lens URL that works. You want to be sure your tags, or keywords, are properly representative of your lens's content. You also want to be sure that the reader and the search engines can easily find your information on the web. This will help with ranking.

Do your profile as one of the first steps. State why they should be interested in you and why your information is valuable. If you are a teacher, state that. If you are an Internet marketer, include that information, too.

Make the most money from your lens by taking full advantage of all the options you have, such as your Amazon, Cafepress, and EBay modules that are predefined in Squidoo. Whenever it is possible, recommend some products that are related to your lens topic. Optimize it further using AdSense, which will help you to take full advantage of your keyword rich content.

Promote your lens. Once you get your lens published, do not forget about it. Use various social bookmarking websites, your own blog and other methods to get the word out that your Squidoo lens has been published. This way, people can start finding it and you can see results right away.

For those who are looking for a way to make money online, a Squidoo lens can work, but you do have to get it right from the start. These tips will help you to accomplish just that!

## **What Is Squidoo?**

Squidoo is more than just a funny sounding name. It is actually one of the most well known portals on the web. It allows individuals to create single web pages which the company calls lenses. Individuals can create many topics although the company does state that they should be creating pages that interest them. Squidoo is also an excellent tool for those who wish to make money online. While it does not provide a safe haven for every topic, most of the time, those who are passionate about a subject can easily create a Squidoo lens and start profiting from it



right away. If you are not sure if Squidoo is the right place for you, consider this. Squidoo is one of the top 200 most visited websites in the world and it is in the top 50 within the United States. That says something of the power of this website.

### Interactive Is Key

Another important part of Squidoo is that the web pages are very interactive. They are not meant to be boring, simple web pages, but rather engaging tools for the reader. The lenses may contain eBay auctions, Flickr photos, blog information, links to outside sources, YouTube videos and even Google maps. Because it is so interactive, many people find that these websites perform well with ad revenue because people are motivated to click and move between web pages and other lenses.

### Who Does It?

There are many people that use Squidoo. It is often used by individuals as a reference tool. For example, since Squidoo lenses can rank well in search engines, people are able to easily find it when searching for information. But, by far the most common reason to use Squidoo is for general Internet marketing.

Individuals can benefit from various profitable methods including using Squidoo as a web 2.0 marketing medium. Lens creators do enjoy ad revenue from their websites, too. These web pages can be used for numerous reasons including simply using them as a portal to another website.

For those who may be new to Squidoo, there has never been a better opportunity to find out just what it is all about. Many Internet marketers have taken full advantage of what Squidoo can do for them, in both making money and through promoting other websites and products. Even some of today's top Internet gurus use Squidoo in this fashion to create online buzz for their products and promotions.

## **Why Squidoo And Not Another Website?**

There are many websites today that give you a format to produce and develop online material. While at first there were very few ways for the average computer user to design their own website without having a complex understanding of the HTML code that was needed to do so, today, more websites can help them to do so. However, there are several reasons why using Squidoo is still a better option than if you were to use other formats.

### Squidoo's Connection

When you create a web page on Squidoo, you are actually creating a very powerful web page. In short, it is a better medium to use than other formats simple because there are so many affiliated Squidoo pages that this helps to give users a literal boost in the search engine traffic they obtain. Here's why it works.

Squidoo allows users to create free web pages at their website.

Squidoo has become a powerhouse in terms of search engine optimization and search engine result page ranking because the company has so many pages and so much current and new information.

Individuals who create a Squidoo lens are able to create a page easily and get it ranked quickly because of the affiliation with other lenses already doing well.

Google likes the fact that Squidoo there are so many new web pages being added to this one website so frequently and therefore naturally ranks Squidoo pages higher.

### What This Means

For the average user and creator of a lens, what does this mean? When you choose Squidoo to be the place where you post your online blog or your web page, you are able to benefit from the incredible power that Squidoo has. In short, since the website is already ranked well in Google and other search engines, it does not take much for you to be able to create pages that rank quickly and high in search engine result pages. For many people, this is just what is needed to really launch their online presence quickly.

Is Squidoo the best place to start out online? For most people, the answer to that question is yes. The system is easy enough to use and because of the already present ranking power of Squidoo, it is easy for anyone to benefit from using this website as opposed to starting their own website or using other systems.

## Write How To Lenses

Many people who use the Internet are looking for information on how to do something. They want to know how to ride a bike or how to install a high definition television. If you have information on how to do something, you can make money off using that information in a Squidoo lens. Squidoo.com allows individuals who have knowledge to share it with the world. But, why would you want to do this anyway?

### How To Lenses Make Money

Squidoo is a profitable website for those who write lenses for them. A lens is nothing more than a web page that is on a single topic. It is unlike a blog because it focuses on just one topic but it is unlike a website in that it can be updated often and added to easily. Squidoo requires no coding or web design experience, and individuals do not pay anything to sign up and use the company.

Even though this is true, you also do have the ability to make money using Squidoo. Squidoo pays those who create lenses 50 percent of the ad revenue from the website. Also, the company allows individuals to use affiliate links, links to Amazon.com and Ebay.com on their Squidoo page, too. This all means that you can make money from all of these sources by just sharing your information.

### Tips For Making Lenses

Writing lenses for the web is a process that is very rarely hard to do. But, if you want to write a lens that is a how to, here are a few tips to make it successfully.

Be sure that the lens is set up in a simple to read and understand format. Give the reader pictures if the process is a step-by-step building or fixing type of article. Definitely make each step actionable. Tell them what to do without overdoing it on the content material that is needed. You want to just give them what they need. Be detailed and thorough. You want the lens to communicate everything the individual needs to actually accomplish the project.

Squidoo lenses that have a how to theme really do well because of how many people that type in the "how to..." into the search engines. This could help you to see more traffic to your Squidoo lenses and it can be an easy way to make some money on Squidoo.

## **Squidoo Generates Leads**

Many times, website marketers have the biggest problem getting leads. While setting up and managing a website may seem like a challenge itself, it really is nothing compared to the process of getting sustained leads to your website. The good news is that you can do this through websites like Squidoo. Squidoo.com allows individuals to create individual web pages called lenses. Each lens can be a tool to attracting new leads to your website or to your blog. Anyone in online and offline businesses will benefit from Squidoo.

### How Squidoo Gets Leads For Your Business

There are many ways that Squidoo can get leads for your business, both online and offline businesses. In fact, many businesses simply use Squidoo to help promote their business website because of the nice lump of traffic they get from Squidoo. But, before you start to think of that, one thing you do want to do is to create a Squidoo lens about you.

Why should you write a lens that is focuses on you? The reason is simple. By creating a lens about yourself, you allow Squidoo to start working on building up your reputation. It is very important to establish yourself online as an expert. Your expertise can come from your offline work or from any type of online resources or benefits you can offer. This lens can be the beginning of your establishment of a presence online in and of itself.

Now that you have yourself published on Squidoo, you can then turn to making some money online using your lens. To create leads for your business, follow these tips.

Publish Squidoo lenses often. Be sure the topic of the lens has something to do with what you are selling. For example, an attorney should want to create a few Squidoo pages about laws in the areas of practice they are in.

Let others know about your lenses by marketing them through social marketing methods. Keep a blog or a website where those who read your Squidoo lens can find out how to get in touch with you, to buy from you or to sign up with you. They will get there from the ranking on Squidoo and other methods.

When you work on building up from the bottom link this, you improve your overall ability to make money and get leads from the web. Squidoo is a simple tool that can allow you to find those people who want and need the information you have.

## **Squidoo And Social Networking**

Online businesses are learning the newest methods of promotion and marketing, such as social networking. Even if you have a brand new business, it goes without saying that spreading the word is critical to its development. Squidoo, an online web portal where individuals can create one page, web pages, called lenses, can be an ideal method for promotion for an online business. Here, you can create a lens on any topic you would like to, within the limitations of the website, and then use that lens to help promote your business.

How Does Squidoo Work For Social Networking?

As a social networking tool, Squidoo can and does work well. Individuals are able to create amazing networks just by using their lenses to do so. Here is how it will work for you.

Set up a web page, or lens, on Squidoo that educates your reader on a topic that is associated with your product. For example, if you are promoting an ebook on debt, create a Squidoo page on what debt is or what the problem with debt is.

Socially market the Squidoo page, such as sending it to Digg.com or other social websites. You can even use Squidoo with Twitter, to send a message every time you update your Squidoo page.

Readers come to your Squidoo page either through natural results, using Squidoo searches or even by the social marketing you are doing. They learn something valuable that they need to learn.

They follow the link at the Squidoo page to your affiliate product, or to the ebook you are selling. They see the ebook as the result, the solution or the tool they need in order to fix their problem.

They make the purchase at your website.

Of course, like any other form of social networking, in order for this process to work, you will need to develop a following of readers. If you use Twitter, for example, interact with others and get to know those you do not know. Then, when you do send out a link to your Squidoo page, people can really understand what you are offering and who you are. They are more likely to follow these links back to your website.

Keep in mind that social networking is an ongoing process. Though it is successful for many, it can also be quite limiting if you do not invest enough time into the networking process.

## **Squidoo Offers Offline Promotion**

Squidoo is an easy to use web page creator. The company allows individuals to use their software and development tools to create simple web pages. These web pages, called lenses, are able to contain just about any information you would like them to. You do want to focus on just one topic, though, rather than a series of them. Squidoo is a great tool for online promotion. Individuals can work to increase their Internet marketing business simply by creating lenses and collecting the proceeds earned from the ad revenue and affiliate links. They can also use a Squidoo lens to help push traffic to their blog or website, too.

For offline promotion, you can also benefit from the use of Squidoo. The simple creation of a the Squidoo lens is all that it takes. Here is what could happen to you if you were, for example, an attorney, and wanted to use Squidoo.

Spend some time creating a Squidoo lens on wrongful death laws. This helps to bring in a number of people who are looking for these resources and information.

Traffic from Google and other search engine result pages, as well as from other methods gets to your Squidoo page. They read the information that is provided and learn more.

The reader is then able to follow the link that you provide in your profile at Squidoo as well as the link found in your Squidoo lens. They follow that back to your website where they can contact you to learn more about your services or at least to get more information they need.

This can help any type of service related business to grow and prosper. IF you want to create an online presence for your offline business, this is one of the best routes to take to accomplish this simply because Squidoo is such a popular website. The website gets an incredible amount of traffic and with the help of the love that Google and other search engines give Squidoo, you will find your lens ranking well and quickly.

Consider the fact that you know people need your services and yet there is so much competition it is hard for them to find you. With Squidoo, they can easily do this. Plus, there is no cost except for your time in establishing the Squidoo lens. It continues to serve you, too, for as long as you would like it to.

## **The Benefit Of Not Learning Code Squidoo Offers**

There are many reasons that individuals have flocked to Squidoo to learn about it. First, many have heard that you can make money using Squidoo (and you can.) But, what is interesting is that many others have jumped into Squidoo because the website is simply too easy to avoid. Unlike traditional websites, when creating the web pages, or lenses, on Squidoo, there is no need to learn complex coding. This has been one of the biggest draws to the website in total.

### **Why It Matters**

It used to be, such 10 years ago, individuals had to have more than basic knowledge of HTML and other code in order to create a website. This limited many from having and using a website. Those that did know code were working for companies that needed them. Those that did not know code did not think they could learn it. After all, it is similar to learning a whole new language. This created a gap. In short, if you wanted to make your own website, you had to

know how to write code and design websites or you had to hire professionals to do the work for you.

### Squidoo Offers Simplicity

When Squidoo was being created, the developers work to create a format that would allow individuals to create web pages that required no need to know web design or coding. In short, if you could type into a document, you could then copy and paste the information right onto the website. Bolding, bullets and other types of formatting could easily be done using the already installed buttons and keys on the website. It was simple and easy to use by anyone.

Today, individuals are taking full advantage of this. Now, people who wanted to start a blog or website, but feared they could not do so because they did not have a four year degree in computer and web design can do so. With Squidoo, you really only need to have a topic, have something to say and then be willing to work out the details.

Today, there are more websites that do allow for you to input information in a blog style environment without knowing code. If you are interested in designing a website but want to skip the code language that is often required, then Squidoo is a great place to start. It has allowed many to jump into the world of web programming without any programming knowledge.