Let Squidoo Turbo Charge Your Online Business

Squidoo is a type of social network that combines the power of blogging with easy maintenance like a much simpler static website.

The site has socialization features like guest books, groups and a forum, but it focuses on content expertise rather than socialization.

And Squidoo will get you more visitors, more money, and more subscribers!

Squidoo has been a VERY powerful tool in the arsenal of many Internet marketers since it was released almost 2 years ago. This is no big surprise to those who are already aware of its power to make you money and get you free visitors to your website, but others may be left scratching their heads wondering what all the fuss is about...

On the outside, Squidoo may not look all that impressive. It seems to have a very basic layout, and its interface is quite simplistic and bubbly – but this is all part of the beauty of Squidoo!

The simplicity of Squidoo is great for visitors. They like the clean layout, and they can find the content and links they are looking for faster. It is **great for search engines** too, as you can guess by the TEN MILLION visitors the site gets every single month!

Why does Squidoo get so many visitors?

Because Squidoo lenses generally **rank well in Google.** Which means you can get found by potential customers, without having to pay per click like with some advertising methods. This is one of the main things that makes Squidoo such an extraordinarily powerful marketing tool: its ranking power in Google.

Squidoo lenses really do seem to have an inherent ability to get ranked in Google, even with little or no outside influence. Squidoo lenses were designed to be **search engine friendly** right from the start. It's as if Google Ranking is built into the DNA of every lens.

This is one reason why Squidoo lenses seem to effortlessly rise to the top of Google. Because they were designed to. Another reason is the fact that the Squidoo site as a whole has already managed to gain a lot of trust with Google.

Squidoo is **seen as a high-quality domain**, and pages on it seem to be given a

bit of **authority** boost right from the start. High search engine rankings are great, but Squidoo is much more than a free ride to the top ten in the SERPs (Search Engine Results Pages)!

It's useful in many other ways, as well. Marketers find Squidoo has many features that help them grow their business:

- Since Squidoo lenses are hosted for free, they are a **zero-cost** way to test a new niche market without having to invest in domains and hosting. You are not paying out money every month!

- The networking aspect can get you **traffic** from within the Squidoo site itself, especially if your lens has a broad appeal or caters to other lens masters.

- If you build very high quality lenses, you can get a nice boost of traffic if you're featured as Lens of the Day.

- They're a great way to get **trusted back links** to your own sites. If you have a site about golf clubs, you simply make a golf club lens and you get an instant back link! And each lens earns its own Page Rank in Google, so it's powerful if you have several 4 and 5 or more PR lenses pointing to your website.

- They're easier to use than many other solutions. Learning HTML is a daunting task for many marketers, and WYSIWYG editors like Dreamweaver don't seem to be all that much easier to use than HTML for many people. With a Squidoo lens, you **point and click** to add modules, fill them in, and **publish it to the world.**

The Basics of Setting up a Squidoo Lens

Setting up a Squidoo lens is relatively simple. There's a bit of a learning curve for beginners, so some people are a little anxious about the process. While it's fairly easy to set up a basic lens, that doesn't necessarily mean it will perform as far as pulling in traffic or sales.

If you don't know the proper way to set up your lens, it's probably not going to get nearly as much traffic as you would like. It's basically a step-by-step process until you reach the stage of adding content, and then you have to make some decisions about what type of layout you want.
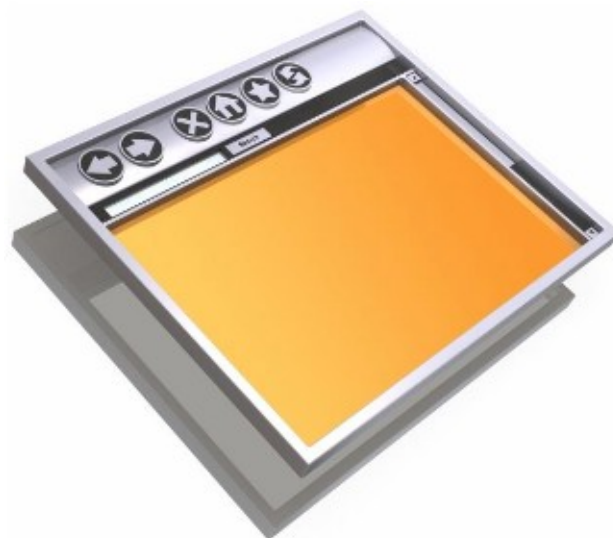
You do this by adding various *modules* to your lens. These modules have

different functions like adding text, lists, polls, and other elements to the page. There are a number of modules that are useful as well as some that won't work that well for commercial lenses. Let's go through some of the various modules and how they'll help your online marketing efforts:

The Text/Write Module – This module is the most important module, because it's the one that allows you to add standard text content to your lens. Every lens should have at least two of these in addition to the introduction module, which every lens comes standard with.

The Link List Module – Not surprisingly, this module lets you add a list of links to your lens. This is useful if you want to link to a lot of sites that you own, a list of products with affiliate links, a list of blog posts you've made, or if you just want your lens to be more informative by linking to additional sites in the niche.

The RSS Module – This module lets you pull information from an RSS feed as content onto your lens. If you have a blog, this is very useful. It lets you plug your blog content directly onto your lens, which helps your lens remain fresh in the eyes of the search engines. The more often a page is updated, the more importance the search engines typically give it. This can be a traffic leak unless you use feeds created by you, or if you use affiliate feeds.

The Amazon Module – This module lets you display Amazon affiliate products on your lens. Any revenue is split between you and Squidoo in a co-op revenue share, but Squidoo gets the highest level of commission.

The Amazon Spotlight Module – This module lets you spotlight one particular Amazon product. It lets you offer your own special description of the product. In many cases, it converts better than the standard Amazon module. Again, the revenue is split between you and Squidoo.

The YouTube Module – This module allows you to feature YouTube videos on your lens. You can show multiple videos or feature only one. This is **good for showcasing videos you've made yourself**, but it's nothing more than **a potential *traffic leak* IF** you show videos made by others IF you don't know how to format the module properly.

The eBay Module – This module allows you to sell products that are available on eBay, and you split the commission with Squidoo. This is especially useful if you have a site about antiques or collectibles that may not be covered in a traditional affiliate program. Items such as vintage postcards or antique cigarette lighters probably wouldn't be sold at a place like Amazon, but you can still make money by using the eBay affiliate program.

The Poll Module – This module lets you add a poll to your lens. You can use this to make money by linking individual selections to affiliate products with your affiliate link and then asking people to vote on which one they like, which one they hate, which one they want most, etc. It also lets you tap into the minds of your customers by getting direct feedback from your target audience.

The Guestbook Module – This module lets other people post on your lens. They can make comments, ask questions, etc. This module can be a traffic leak when others post their own links, but it's an important module to have because when people post on it, it can help improve your Lens Rank, so you need to know how to keep in control over what gets shown.

There are **many other modules** that can be useful in the right circumstances. There are some modules that let you use special graphics to call attention to certain key points. These can be very useful for drawing attention to affiliate links, for example. Modules like the **Sticky Note** module and the **Black Box** module can be very beneficial for this purpose.
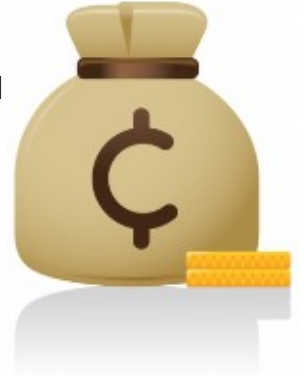
Just be very careful about which modules you use. Many of the modules are traffic leaks that will send people away from your lens without giving you the potential to earn any money before the click-out.

You don't want any leaks on your lenses, because the traffic you get is precious. You don't want it making someone ELSE money - you want it making YOU money.

You'll need to be sure to choose your *keywords* carefully for your lens. The keywords you choose will be used in several areas, and they're very important for search engines. If you make poor keyword choices, you probably won't get a lot of traffic.

When choosing keywords, you'll want to look for phrases that have at least 300 searches per day to make them worth pursuing, and you'll hopefully want to find phrases with fewer than 30,000 sites competing for them on Google.

To find good keyword phrases and how many searches they're estimated to get, you can use Google's own free AdWords keyword tool. To find out how much competition each phrase has, you'll also use Google.

Take a particular phrase and search for it at Google *using quotes*. The reason you want to put your phrase inside quotes is because you want to know how many other sites have optimized their sites for that exact phrase, or are at least using it.

Although Google will still index a site that has the phrase "George, the president of our bush growing club, has a bush trimmed in the shape of a W in his front yard." and list it when someone searches for "President George W. Bush" WITHOUT quotes, it's not as likely to rank for the term as a site that has "President George W. Bush" in that exact order, because the second phrase is much more relevant to the search.

The people you're really competing against for a particular phrase, and the sites that are most likely to outrank you, are the ones who use that *exact phrase*. That's why you should perform your competition searches in quotes.

Your keywords are important because without the right keywords on your page, you're not likely to rank well in the search engines for any phrases that actually get traffic. Your keywords will need to be used in several areas for the best effect on your search engine rankings.

Your keywords will be used for:

- The **title** of your lens.

- The **URL** of your lens.

- The **titles** of your **modules.**

- Your lens' **tags**.

- The **content** of the lens.

The **title** of your lens needs to be your top phrase. This should be the phrase with the best search to competition ratio. A phrase with 500 searches per month and 28,000 competitors is much better than a phrase with 2,000 searches per month and 450,000 competitors.

So many people create a lens and then wonder why it's getting little to no traffic. The thing is, while it's relatively easy to build a lens once you've gotten past the initial learning curve, it's not easy to build a lens that will get traffic or make sales.

A lot of people spend hours building a lens and then they wonder why it hasn't made them any money, but chances are they just didn't build it the right way.

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Managing Your Web 2.0 Socialization

Building things like Squidoo lenses, HubPages hubs, Google knols, and other web 2.0 properties is a lot of work. It's pretty easy once you know what you're doing, but it's extremely laborious and time-consuming – in other words, it's grunt work!

It's extremely frustrating to spend your time creating a page and then watch it sit and gather virtual dust because no one is visiting it. You put a lot of effort into building that page, and it's depressing to feel that time was wasted.

It used to be very simple to get good search engine rankings. You just had to load your site up with *keywords* and if you had your keywords more often than your competitor, you'd outrank them. Spammers took notice of this and soon the

search engines listings were inundated with garbage.

Google came along and changed the face of search engines forever. Their revolutionary Page Rank system made it a lot harder to spam the search engines. Instead of just looking at on page factors like the page's title and the text on the page, Google also looked at off-page factors like how many links were pointing to a page and what kind of text was used to link to it.

Now it's *not enough* to simply put up a page and optimize it carefully. If you want a good shot at being on the first page for a particular phrase, you're going to need **links back to that page**. This helps increase your Page Rank and your authority.

Although Page Rank (the number Google assigns to pages based on how many links they have, how much authority those links have, and other factors) is important, it's not the only factor that determines how well a page ranks. It's a lot less important than it used to be, but it is still quite important, nonetheless.

In order to have a very good change at ranking well, you need **back links**. These are links back to your page from other pages on the same domain, and more importantly from other domains. You shouldn't focus on getting thousands of back links from any site that will give you one, though!

With back links, quality is much more important than quantity, and a top quality [Squidoo](#) lens garners more back links than shoddy ones people pitch up just to say they have a lens on [Squidoo](#). A site with thousands of very low-quality back links would probably rank lower than a site with 100 very high-quality back links. You should be getting links to your lenses from other sites with *good Page Rank* whenever possible.

You should also attempt to ensure that you get *RELEVANT* back links. Although getting a link to your lens on the first page of a PR7 site about fishing would be valuable to your camping lens, a link on a PR5 page about camping would probably be much more valuable because the link is coming from a relevant page with similar content.

Getting these back links is time consuming, but important. You might rank without them, but it's a lot more likely that you'll rank if you get them. Although pages built on [Squidoo](#), [HubPages](#), and other similar sites do have some initial search engine power on their own, most of them will need some **promotion** in order to bring them to the top spots of searches.

There are many ways you can promote a [Squidoo](#) lens. A well-promoted lens has far more search engine potential than a lens that hasn't been promoted. It will likely rank higher and faster than a similar lens with little or no promotion.

One great way to promote a lens is to submit it to **social bookmarking sites**. These sites often have very good Page Rank and authority in the search engines, so they make for very promising back links. But in order to get the most out of them, you need to submit to many of them.

All of these social bookmarking sites require registration. Even if you use an auto-

poster to submit to them, you still have to sign up to all of them one-by-one. This may take several hours, because there are many good social bookmarking sites! It's definitely worth it, but you should be prepared to take this step if you really want to achieve good rankings.

Some of the top social bookmarking sites include:

- Digg

- StumbleUpon

- Bookmarks.net

- De.lirio.us

- Del.icio.us

- Feedmarker

- Reddit

- Scuttle.org

- Blinklist

- Simpy

- Spurl.net

- Yoono

There are dozens of high Page Rank social bookmarking sites you can submit to, and hundreds of them that have lower Page Rank but are still valuable back links to your site. You may not want to post to hundreds of sites, but you should still post to many of the top ones.

Twitter is a micro-blog platform that lets you make short blog-style posts. This is a very good way to get traffic to your lenses, especially if you have a lot of friends watching you. It doesn't take long to post to Twitter, so this is a very easy step. Just make a single "tweet" and link it to your [Squidoo](#) lens.

Blogging is another great way to get links to your lenses. If you have your own blog, you can give yourself a link back to your lens. (You can also use your blog's content on your lens by using the RSS module.)

If you don't have a blog already, it's easy to make a free one. In fact, you could make many of them. There are tons of free blog platforms out there, but Blogger.com is the most popular. Just make a blog, post a couple of keyword-rich posts, and you instantly have a relevant back link to your [Squidoo](#) lens as well as another site that could get you ranked in the search engines!

Creating *multiple* Squidoo lenses in the same niche also helps. You can *link them all together* and each one will have more links pointing to it. Contrary to popular belief, links on the same domain CAN pass Page Rank to each other, so it's great to link all of your lenses in the same niche together.

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Outsourcing the Grunt Work to Professionals

If you're like most people, you're probably a very busy marketer. You may find that there just aren't enough hours in the day to do the things you already have to do, so fitting in things like learning to build a lens, doing keyword research, writing content, signing up to social bookmarking sites, and promoting your lens just won't fit into your schedule.

As a business person, you should spend your valuable time working on other business-building tactics like creating new products, working on networking, and building relationships, setting up joint ventures, testing and tweaking your sales copy, and other mission-critical tasks.

You should always put your efforts into those tasks that other people can't possibly perform as well as you do. It's smart business to **outsource** those tasks that others could do better than you, and those tasks that take a lot of the time you could be spending on things that are a higher priority.

As a marketer, you need to make your mark on the web 2.0 community. Many times you'll notice your Squidoo lenses will actually outrank your actual site. This is extremely powerful, and it's something that shouldn't be ignored, but there are other tasks that are probably more important for you to be performing yourself.

It's pointless to waste your time on these menial tasks, especially when there's a learning curve like with Squidoo. Your time is worth far more than that, so it just makes sense to outsource these smaller tasks.

Many high-powered marketers are avid outsourcers. In fact, almost all of the wealthiest and most successful marketers outsource on a regular basis. Outsourcing is a very important part of a successful business.

In his book "**The 4-Hour Workweek**," Timothy Ferriss stresses the importance of outsourcing. He says to estimate how much you think you're worth per hour, and always keep that in mind. Let's say you feel your time is worth a minimum of $80 per hour. If you have an outsourcer that would charge $50 per hour to do a task,

it's a no-brainer to hire them to do it.

Many extremely successful business people have talked about the importance of hiring people to do tasks you're not so good at. For example, Henry Ford once said he didn't know that much about making cars, so he hired great people to do it. He couldn't build an entire car by himself, so he hired the best people for the job. He made a fortune doing it!

It's a great *investment* to hire people to do this type of work for you. You'll save yourself a lot of time and headaches simply by outsourcing. It's also a lot more efficient, because you'll have to go through the learning curve if you want to do it yourself. When you hire a professional, they've already been through the learning curve.

One very important part of business is *maximizing efficiency* wherever possible. Efficiency is important in every aspect of business, and some companies spend millions of dollars to hire efficiency experts to come in and help them improve their efficiency.

If you would like to harness the power of [Squidoo](#) lenses for your marketing arsenal, you should consider hiring [Build My Lens](#) to do it for you. You'll get a *custom-built lens* to your specifications, built by two people with years of experience.

You'll know you're hiring the very best people for the job if you hire **Tiffany Dow** and **Lewis Smile** of **[Build My Lens](#)** to build your web 2.0 page for you. They're highly experienced in building beautiful lenses with outstanding content and optimized very well for the best search engine potential.

Tiffany's been the top behind-the-scenes ghostwriter for many well-known marketers, and Lewis has garnered too many [Squidoo](#) honors to count.

Both have achieved **Lens of the Day** and **Giant Squid status**. Plus, Seth Godin, the creator of [Squidoo](#), has blogged about Tiffany's success on his site, and the Giant Squid blog recently highlighted the efforts of [Build My Lens](#) to raise the community to a higher standard.

Additionally, **they perform all of the work** of submitting your lens to **social bookmarking sites** as well as adding it to their **Every Expert blog** and **micro-blogging** about it for you, which is some of *the most time-consuming work* as far as building lenses goes.

The process to get your own lens made isn't difficult, and you won't have to scout around for a reliable freelancer to handle the task, either.

Ordering from [Build My Lens](#) Is Very Simple:

1.) You'll get a *short questionnaire* that will ask you for the details about your lens.

2.) They find the *best available URL* for you and start building the lens.

3.) The lens will include *custom content* created by Tiffany Dow, one of Internet marketing's most well known ghostwriters.

4.) You'll have a *blog feed* added, if desired -- as well as *links* to [Amazon](#), [ClickBank](#), [MyHelpHub](#), or other affiliate or direct products you might want to promote in order to *earn commissions* on affiliate sales!

5.) Lewis will then dress up the appearance of the lens with *images* and *tags* and *formatting*.

6.) Your lens will then be *pinged* to search engines and Google Blog Search.

7.) Then it will be *bookmarked* to over 20 social bookmarking sites.

8.) Then your new lens will be *blogged about* on the [Build My Lens](#) blog for additional back links.

9.) Your lens will be *posted via Twitter*, so it will be seen by the [Build My Lens](#) followers as well as the general public.

10.) And your lens will finally be *transferred* to your very own [Squidoo](#) account complete with *content* and *back links!*

It doesn't get any easier than this, and you'll get a professionally designed and written lens by two of the world's *foremost* [Squidoo](#) experts – Lewis Smile and Tiffany Dow! You can't beat a deal like this.

It just makes **smart business sense** to let experts handle this type of stuff. They'll do it quickly and efficiently, and they really know what they're doing. You'll avoid the learning curve and the time investment, so it's truly a **win-win** situation.

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