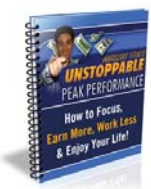


<http://www.squidooblueprint.info>

**Dominate Google with the Power of Squidoo!**

**BLUEPRINT SERIES**

**SMALL PRICE ... BIG RESULTS**



**FocusBlueprint**



**ListBlueprint**



**TrafficBlueprint**



**FreeAdBlueprint**



**ProfitBlueprint**

See The Complete & Growing Blueprint Series at:  
<http://www.YourBlueprint.info>

# Squidoo Profits : Step By Step Guide



**JP Schoeffel**

**<http://www.Niches-In-A-Box.com>**

**&**

**<http://www.HowToTurnSitesIntoMoney.com>**

**You have Resell Rights to this ebook. First you need to activate your reseller's license and read the Terms HERE**

## Introduction

Two websites I use all the time are Ezinearticles.com and USFreeads.com.

Although I have been successful making sales through Ezinearticles.com and USFreeads.com, I have found another marketing avenue that has surprisingly added a solid income. And it requires much less work. This avenue is Squidoo.

Squidoo.com is a internet marketing gem that really has not been utilized to its fullest yet. Right now there are 70,000 Squidoo users, and this number will grow vastly in the next year. Now is the time to jump on the bandwagon while the site is still up and coming.

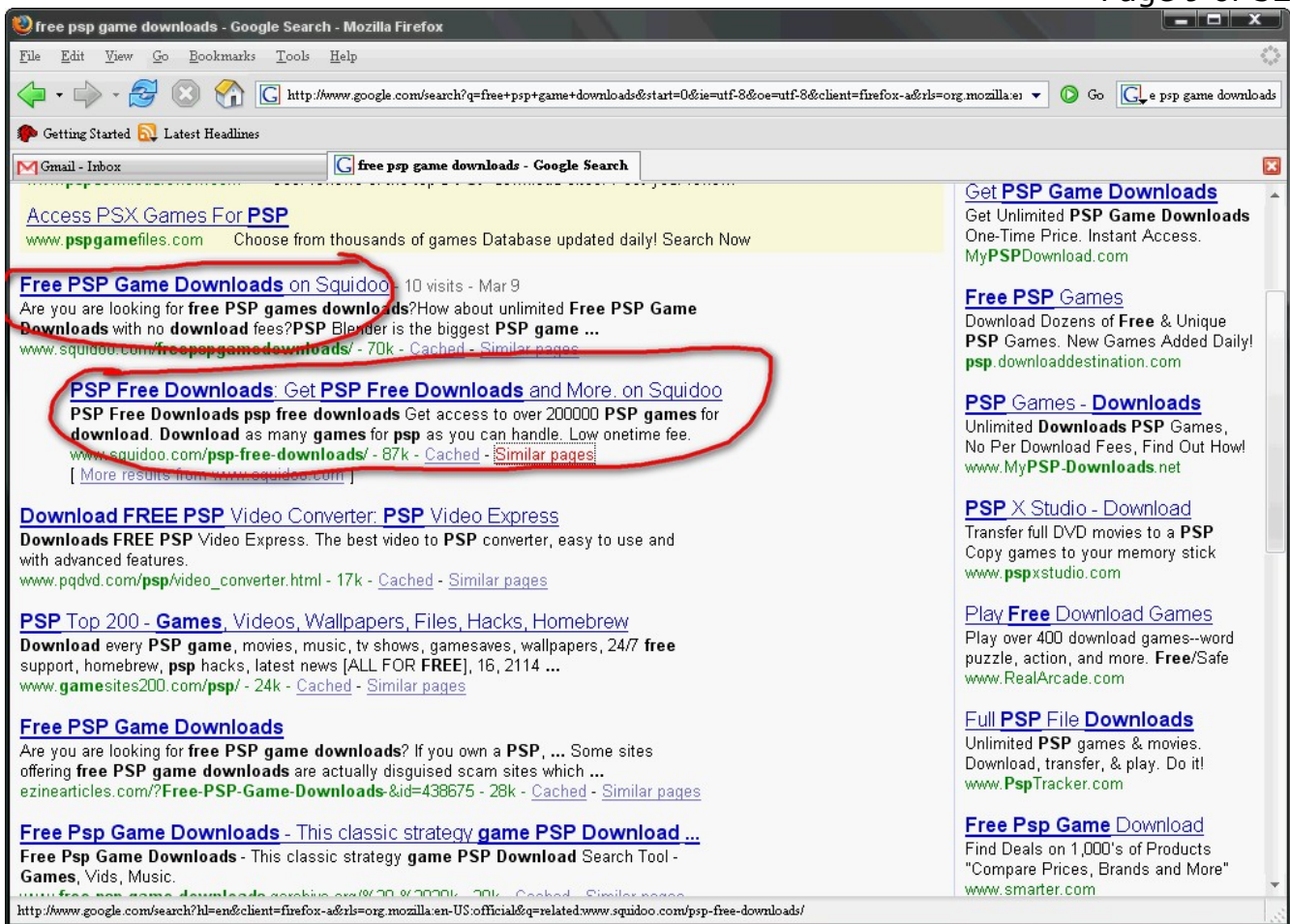
I have made lenses on Squidoo and had them ranked in the top 300, 2 days later using these techniques. One week some were ranked top 100. I have put up a Squidoo lens, and one day later made 4 sales.

Here's an excellent example on how powerful Squidoo.com is:

Head over to <http://www.google.com>

Type in "free psp game downloads"

What comes up?



The first two results are Squidoo lenses!

This keyword gets searched for thousands of times per month! This is one of the top Squidoo lenses, and you can see why. The power of Squidoo is quite clear.

The best part about Squidoo is that you use your already made advertisements and articles as excellent keyword rich content for your lens. I will discuss later how exactly to integrate Squidoo into article marketing with very little effort in a whole section devoted to it.

For many of the keywords/keyphrases I target my lens for, I get

ranked on the 1<sup>st</sup> or 2<sup>nd</sup> page of Google! This is where most of my traffic/sales come from, and yours will too.

I don't know why there hasn't been more fuss over this website. I think there are several marketers making good money with Squidoo, but are keeping quiet about it.

Squidoo is basically an information website. "Lenses" are informational websites, usually no more than 1-2 pages long, that offer the user "expert knowledge" on just about anything.

I've seen people promote their own websites, creating interactive voting pages, create top 10 lists, discuss the latest online games, fashion, and a wide variety of topics.

I have also seen affiliate marketers successfully create one page sales/review lenses that drive tons of traffic from search engines and are ranked highly for specific keyphrases. This marketing potential of Squidoo is what my guide is focused on.

"Lensmasters" are the people who create lenses. They are viewed by people as credible sources of information on just about everything. As a marketer using Squidoo to promote your products, you have much more control over its content than article websites like Ezinearticles.com Ezinearticles will reprimand you for promoting affiliate products. Squidoo encourages it!

There are hundreds of topics that people have made lenses on. I have made money promoting a variety of offers on Squidoo along with my article marketing efforts, and I have found it a most simple and powerful method to getting high quality traffic and more sales.

I expect you to take time learning the process because you might be new to this. But soon after you have made 10-15 lenses you will start to churn them out quickly with my methods.

I'm not even spending very much time marketing with Squidoo, most of the time I spend writing articles and doing SEO on my affiliate websites, which have also proven successful for me.

If I use Squidoo, I don't spend more than 15-30 minutes per day, which is enough time to set up 4-6 lenses. Now I am starting to devote more time to it as Squidoo is becoming more and more profitable for my affiliate marketing efforts.

If you follow my strategies straight out, you should be getting lots of sales in less than a month. You may very well pass my success with Squidoo, and I expect you to once you implement these strategies full out.

Some people claim that you can not make much money with Squidoo. That is nonsense. They are not utilizing Squidoo in the correct manner.

If you think you are going to make big money from the optional integrated eBay and Amazon mini-stores, you are wrong. At least right now, these are not the best option for making money on Squidoo.

**The most efficient and effective way to make money on Squidoo is to offer independent reviews on desirable products and optimize your lens for your niche's top keywords.**

I am going to tell you exactly how you should design your lens to get the maximum amount of traffic and sales in the shortest



period of time. Follow my directions exactly and you will be on the way to earning a nice residual income in a month or less.

Here are some advantages to using Squidoo for affiliate marketing:

1. Fast Google Indexing – Your lens with its targeted keywords can be indexed as quickly as 2-3 days. The time it takes to index varies, but you will find that it is much faster at indexing than most other marketing avenues.
2. High Google Rankings – When you target your lens to a specific keyword, your lens will often rank in the first 1-3 pages of Google. Google loves Squidoo and you should take advantage of this as much as you can.
3. Simplicity: The best part about using Squidoo is its simplicity. I can get a lens set up in less than 5 minutes with everything ready to go, including RSS.
4. No Charge: Squidoo is free to use and you can make an unlimited number of lenses.
5. Little/No Regulation. This used to be the case, but now there is much more regulation of lenses, as you now have to have unique content on each lens that you could not find at the site you're linking to. Still you have much more freedom than Ezinearticles in terms of what you are promoting, your ad copy, etc. You won't be breaking their TOS by selling affiliate products. But...

**I do not recommend simply spamming Squidoo with affiliate links. Squidoo will actually delete lens that are 'spammy' in nature. If you follow my**

**recommendations, you will be contributing to the Squidoo community as well as being able to make a nice additional income with Squidoo.**



## Selecting A Niche That Converts On Squidoo

Crucial to any marketing campaign's success is good research. Its not the only element, but one of the very important fundamental elements. If you are not getting sales, your product just might not be very desirable, or maybe the product does not fit in well with your advertising medium.

I am assuming that you know nothing about product selection. If you do, you should use products that you are familiar with at first and then try my niche ideas. I am not going to tell you exactly what products to market on Squidoo. However, I can give you niche ideas that have worked for me:

**Internet Marketing** - Anything involving making money online from home is great at selling on Squidoo. You should discuss how you have used the product to make money, how other products are no good, and how this product will bring x amount of dollars, talk in specific numbers.

**Electronics** – Electronics related lenses are hot, they drive traffic like crazy. Many of the top lenses are related to electronics, and they are selling Clickbank products like Zune, iPod, and MP3 music websites.

**World of Warcraft** – WOW is a hot gaming niche. Anything related to the top WOW keywords will do well on Squidoo. There are plenty of products to choose from on Clickbank.

**Weight Loss** – People are eager to learn how they can lose more weight, and although this market is saturated, you can discuss weight loss diets and how they have worked for you. Squidoo's powerful rankings should help you offset the

competition.

**Check out the bonus report that came with this book "Idea Tank - 15 Hot Niches That Convert Like Crazy On Squidoo" for more niche Ideas. There should be plenty there to get started.**

## **Don't Reinvent The Wheel - Follow The Leader**

Here is a link you should frequent regularly for lens ideas:

[http://www.squidoo.com/browse/top\\_lenses/traffic](http://www.squidoo.com/browse/top_lenses/traffic)

This has the top 100 lenses on Squidoo by traffic. Notice anything interesting? A lot of the top lenses in terms of traffic are affiliate marketers, who have targeted their lenses with keywords. Most, if not all of these lenses are getting traffic from Google and other search engines. You can bet these marketers are making a large amount of money from these lenses. Look at the products they are promoting and copy their style. As you can see, you don't get rich by reinventing the wheel.

## **Squidoo Keyword Selection**

The best idea for lens creation is to make one lens per keyword, much like article marketing with USfreeads or Ezinearticles. Since Squidoo is a very highly ranked site on Google, your lens will get spidered quickly and can dominate the keyterm phrase that you use for your title and URL, so you should be very selective.

There are multiple ways that you can research keywords. I prefer to use two methods, my personal spy on your competition method, and AdWord Analyzer. There are free tools out there, but basically you should try to have at least one keyword software to use along with these tools, and you should definitely find out the keywords that your competition is using, and start your campaigns based off of that.

I would choose a keyword phrase that is searched at least 2000 times per month or more on Overture. Your competing results can be anywhere from 2,000-20,000. I would put a cap around 50,000, and try to keep most competing results less than 20,000. I'm not sure if you should worry too much about the competing results because I've see Squidoo lenses dominate over 50,000 targeted results. But, don't be too overzealous, you can't compete for terms like "make money" obviously. I'll talk more about how to choose keywords later on.

Try to use at least 3-4 keywords because longer keyword phrases just work better with getting on the first page of Google. And make sure there is some evidence that your term is searched for. But, I have seen lenses dominate two keyword phrases, so this is by no means a definite rule.

I can spend all day researching keywords. But, it is definitely more important is to keep on chugging out lenses. Some of your lenses will "hit gold" and land on the first page of Google, which is your goal for every lens. Some of the lenses that you think SHOULD land on Google's first page will not. It just varies, but if you follow the ad copy rules that I suggest, you will get good results.

I use a variety of keyword selection tools.

Google's keyword tool is one of the best free tools.

The reason why I use this is that obviously Google's data is the most reliable for keywords on its own engine.

<https://adwords.google.com/select/KeywordToolExternal>

And of course I use Yahoo's Overture Tool:

<http://inventory.overture.com/d/searchinventory/suggestion/>

## Using Ad Word Analyzer For Squidoo

An awesome program for keyword research that I highly recommend is Jeff Alderson's AdWord Analyzer.

Adword Analyzer is better than the free keyword tools above and will save you a lot of time.

This program "digs" a little deeper than the free tools, and gives you highly targeted keyword phrases, which give you a higher chance of being ranked on Google's first page.

If you can't afford AdWord Analyzer, don't get it yet. You can start with the above free tools, but once you make some money, this tool will definitely help you get more traffic to your Squidoo lenses, as it will pick out highly targeted keyword phrases.

It is \$77.00 and you can buy it here: [Adword Analyzer](#)

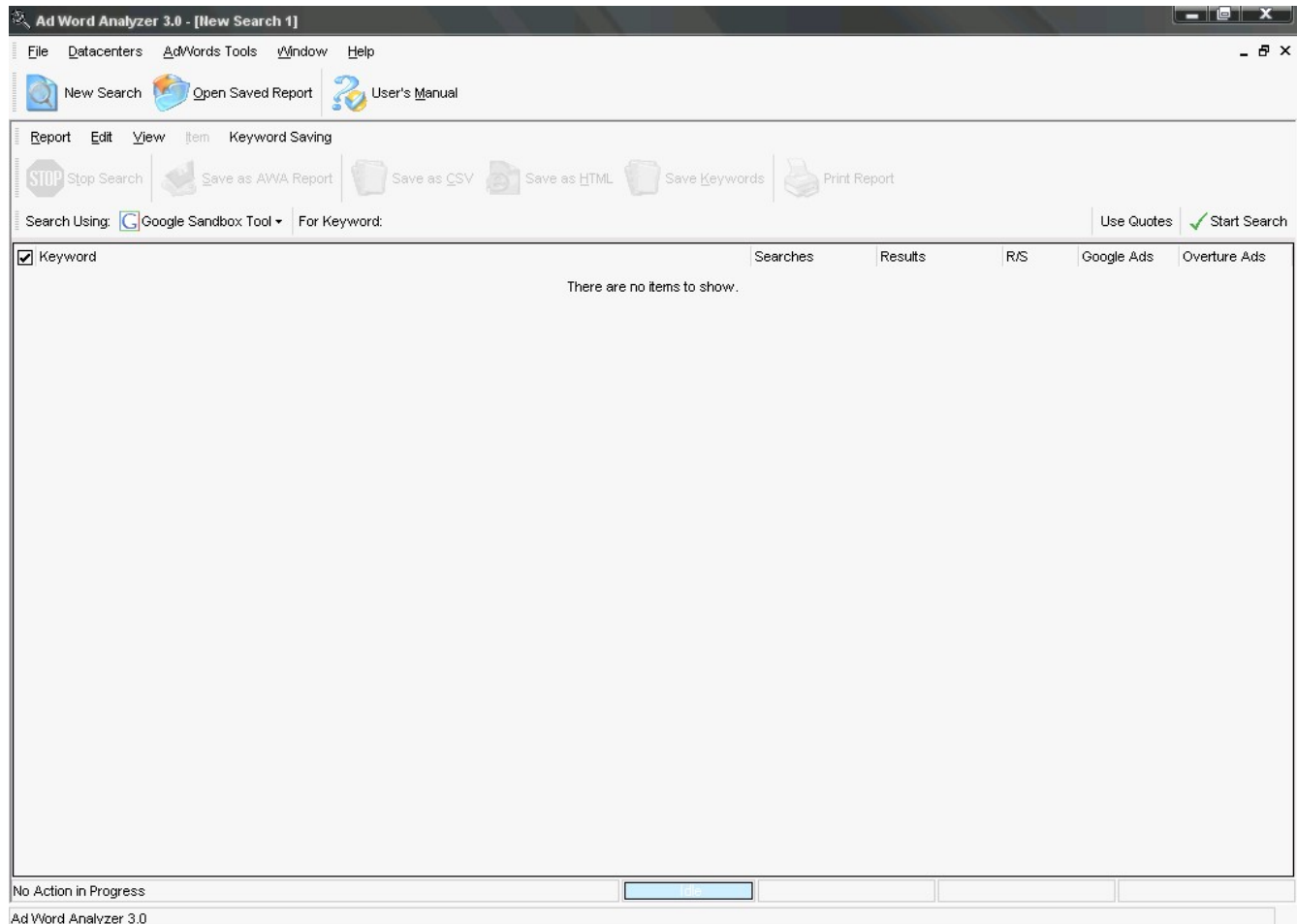
Note that this keyword research tool is far cheaper than most other ones, including Keyword Elite, which is around 200 bucks! It does the same basic thing that Keyword Elite does at less than half the cost. KE does come with more options for PPC campaigns, but Adword Analyzer should do the trick for Squidoo marketing.

In this part I will show you how I use AdWord Analyzer in order to locate keywords for a Squidoo lens.

The first step is to load up AdWord Analyzer. You will have a

blank screen like this, and make sure you select the "Google Sandbox Tool" to the left of the search box.

(Make sure you have the latest update to the program, otherwise the results will not display correctly)



Next, type in a keyword relating to your niche.

If you're selling weight loss products on Squidoo, you should type in a phrase like "how to lose fat"

The program will find more specific keyword phrases using Overture.

Click the "Use Quotes" option to the right of the search box.

Then click the "Start Search" button to the right of this one.

Then let it run and give you some results.

The screenshot shows the Ad Word Analyzer 3.0 interface. The search criteria are "Google Sandbox Tool" and "For Keyword: 'how to lose fat'". The "Use Quotes" and "Start Search" options are visible. The main table displays the following data:

Keyword	Searches	Results	R/S	KEI	Google Ads	Overture Ads
<input type="checkbox"/> "www how to lose weight"	487,368	22	N/A	10,796,7...	40+	30
<input type="checkbox"/> "how to loss weight"	487,368	11,200	N/A	21,207,8...	0	30
<input type="checkbox"/> "how to loss fat"	11,496	19	N/A	6,955,68...	13	76
<input type="checkbox"/> "weight lose"	487,368	321,000	N/A	739,961.3	40+	29
<input type="checkbox"/> "how to lose your belly fat"	4,276	38	N/A	481,162.5	39	18
<input type="checkbox"/> "how to lose weight the fastest"	1,994	49	N/A	81,143.6	13	4
<input type="checkbox"/> "how to lose fast"	19,656	9,740	N/A	39,667.2	3	2
<input type="checkbox"/> "how to lose weight in days"	350	4	N/A	30,625.0	0	3
<input type="checkbox"/> "exercises fat"	4,256	734	N/A	24,677.8	4	32
<input type="checkbox"/> "how to lose weight by walking"	533	12	N/A	23,674.1	4	8
<input type="checkbox"/> "how to lose quit"	450	12	N/A	16,875.0	0	4
<input type="checkbox"/> "how to lose weight in your stomach"	252	4	N/A	15,876.0	0	6
<input type="checkbox"/> "how to lose weight in face"	303	6	N/A	15,301.5	0	8
<input type="checkbox"/> "how to loss belly fat"	120	1	N/A	14,400.0	12	8
<input type="checkbox"/> "how to lose weight with"	19,656	36,800	2	10,498.9	10	6
<input type="checkbox"/> "how to lose fat thighs"	304	9	N/A	10,268.4	3	12
<input type="checkbox"/> "how to lose thighs"	304	9	N/A	10,268.4	1	0
<input type="checkbox"/> "how to lose weight on a treadmill"	226	5	N/A	10,215.2	0	4
<input type="checkbox"/> "how to lose weight in"	19,656	43,900	2	8,800.9	0	2
<input type="checkbox"/> "your lose"	19,656	51,600	3	7,487.6	0	0
<input type="checkbox"/> "on how to lose weight"	19,656	57,300	3	6,742.7	0	6
<input type="checkbox"/> "how to lose waist"	199	7	N/A	5,657.3	0	2
<input type="checkbox"/> "diets fat"	9,030	17,700	2	4,606.8	40+	44
<input type="checkbox"/> "how to lose weight fast"	19,656	87,300	4	4,425.6	40+	65
<input type="checkbox"/> "how to lose weight while breastfeeding"	233	13	N/A	4,176.1	1	13

At the bottom of the window, a status bar shows: "Save the current list as your master keywords list" (with a "Complete" button), "Total Keywords: 200", "Total Searches: 2,412 M", and "Total Results: 12,981 M".

After the job is finished, click on the "KEI" column so that your results are sorted from highest to lowest keyword



effectiveness. Here I see 3 potential keywords "how to lose your belly fat" "how to lose weight the fastest" and "how to lose weight by walking"

The way that I chose these keywords is first I looked at the number of searches they had per month. As long as they are about 500-2000, then you'll get a decent amount of traffic for these keywords. (Remember that Overture's search data is underestimated)

Then, I see if there are Google Ads for this keyword. If there are a lot of Google Ads, then I know that people are making money from this keyword, and that it actually is being typed by customers looking to buy something.

Then, if the #of results is less than 10,000, I'll make a lens with this keyword at its basis. Generally I'll try to keep the results within the range of 500-5,000 to guarantee my placement on Google's first page, but again, I have seen lenses dominate a ridiculous amount of results.

If you want to guarantee traffic, look for keywords with less than 10,000 results, if you want to take a slight risk and try to compete with more competitive keywords, then look for keywords with 10-50,000 results.

Remember if you purchased AdWord analyzer through this link:[Adword Analyzer](#)

## Creating a Lens

If you have not used Squidoo before, you will be surprised at how fast and simple it is to create a lens. Like I said, I usually have a lens up and running in no more than 10 minutes. Most of the time I get one up in 5 minutes. After the third or fourth one, you will start pumping them out much faster than the time/energy it takes to write articles.

The first thing you need to do is sign up for a membership. On the upper right of the homepage of <http://www.squidoo.com> there is a link to sign-up.

They will ask for your name and an e-mail, and then you are ready to start. Click on the "Create A Lens" button.

Now you are taken to a page that asks what you want to do with your lens. Simply select "I just want to do my own thing." All this option does is pre-configure the lens layout for you. You can always adjust the lens layout very easily if you don't like the original setting, so these options do not matter.

Now you are taken to Step 3 that asks you to give your lens a title. Your title should be your keyword phrase that you know gets a large amount of searches per month based upon your previous keyword research.

Next, you should pick your URL to match your keyword phrase exactly. If your keyword is "Weight Loss Tips", then you simply put "<http://www.squidoo.com/weight-loss-tips>" as your lens URL. If that URL is taken, put a -1 after it, or "<http://www.squidoo.com/weight-loss-tips-1/>" Don't worry, Google will not mind the -1 after the keyword phrase, as long as

each word is separated by hyphens.

You should use your keywords in your URL because Google will give you a higher ranking for having your keywords in your URL. The hyphens are somewhat important so that the Google spiderbot reads the words as separate, but if the term with hyphens is taken, you can put the keywords together and there should not be a problem i.e.

<http://www.squidoo.com/weightlosstips>

I've seen keywords dominate with and without hyphens, so the main issue is to have your keywords somewhere within your URL.

The topic category you choose is self explanatory, just make sure your category matches your lens content. And if your lens is safe for all ages, click on that option. Now click on "Go to Step 4."

Now you are given an option to add 3 more keyword "tags" to your lens. Just use any of the 3 highest keyword phrases for your niche that you have been using.

You have the option of adding as many tags as you want later on. Go to Step 5.

Here you are asked "how do you want to get paid?" This is for the money you will make from AdSense clicks, as well as your eBay, Cafepress, or Amazon mini-store commissions if you decide to use these in your lenses.

There is an option to donate to Squidoo, a charity of your choice, or keep the money for yourself, or a combination of cash and charity. There is a good chance that you will make some money from AdSense, you won't by any means get rich, but you might make an extra 50-100 bucks per month or more, so you choose

whatever you wish.

In Step 6, you are asked to reconfirm your e-mail and choose a screen name. This is the name that will show up above your "Bio" on the right side of the lens. What I normally do is use a fake name, but you may use your own name if you like. Then fill out your real name below and a password. Finish the registration and get ready to move on to designing your lens!

## Lens Design Strategy

We are now at the lens layout page. Click on the big arrow to edit your lens.

The first thing you should do is make your biography. I recommend putting a back-link to your blog or related website if you have one.

On the right there is a link to "add your bio." Click that blue link, and in the text box write a simple bio. It is good to add a picture of you or someone, you will be viewed with more credibility.

My suggestion is to go to <http://www.creativecommons.org> and browse through flickr images. Here you can find images of people that have allowed their pictures to be used in commercial avenues, such as Squidoo or other websites.

Do not click on the box that says "make this your default bio." You shouldn't do that because for each lens you should have a separate biography for each lens that is specific for your lens's content. Believe me, it is well worth it to have a couple sentences of unique information in your bio for each lens. Again, you want to be viewed as an independent expert. You should have at the very least one biography for each product that you market.

Make sure you search for those which are licensed for commercial use. When you find a nice looking lady or fellow, download that image and add it to your "lensmaster photo" Your bio should be a short description on what you like about your lens topic. Always say that you are an "enthusiast" of

whatever you are promoting, otherwise you will not be viewed as credible. For weight loss you might say, "Hi my name is Sarah Nichols and I am a weight loss enthusiast. I write articles and review products related to weight loss and I have a blog all about weight loss news that can be found here (your blog link here).

## **You can't be an expert on everything**

Squidoo is starting to crack down on affiliate marketers spamming the site. Therefore you should make sure not to have more than 10 lenses per account, and try to have 2-3 different products. You can make as many accounts as you want, you just need a different e-mail address per account.

The reason why I say 2-3 different products is because if you are selling only one product, it is going to look like you are just trying to drive traffic to one site, which Squidoo moderators do not like to see. There should be somewhat of a variety of topics and interests that you are promoting per account.

At the same time, you can't possibly be an expert on everything. The reason I say this is that people can view every lens made by you. If by chance they click on your name and see that you are an expert on cars, weight loss, electronics, and dogs, do you think they are going to respect your opinion that much?

If you are an expert on everything do you think people look to you as credible? No, you should only market 2-3 products per account, and try to market similar products if possible. This might not even matter, and might be a minor point, but I do not take any competitive advantage for granted, and neither should you.

## **Adding Tags For More Traffic**

You can add up to 20 tags for each lens. If you go over 20 your lens might be deleted. Apparently, each tag is considered by the search engines as a meta tag. This means that Google's



spiderbot may read the tag as a site description.

There is debate over how effective meta tags are at getting your site ranked. But for Squidoo itself, the more tags that you have, the more internal site links that you will have to your lens. This definitely boosts your lens ranking and will get you more traffic to your lenses.

Again, use keywords that are related to your niche. If you have Adword Analyzer, use the top 20 keywords from highest KEI to lowest. Otherwise, use the suggestions that Google's keyword tool gives you or Overture's suggestions.

## **Lens Ad Copy That Converts Like Crazy**

The next thing you should do is write your introduction. Click on the "edit" button on the right, and make your introduction title the same as your lens title above.

The introduction is the most important part of your lens.

Why is that? A lot of people are not going to read a long list of articles on your product. Although some are looking for more information, which you can provide below your introduction.

When they are looking at a lens, they have searched for a keyword like "weight loss diet pills" on Google and are looking for information that is precise, helpful, and independent. The shorter you can keep the length, in general the better.

Many successful lenses in terms of traffic are only 2 paragraphs long, with a few other modules and interesting information. If you disagree with me, take a look at the top lenses in traffic and you'll see what I'm talking about.

There are also a number of lenses with more information. It is more often that these lenses have proven successful, and the owners are trying to make the lens more of a resource for repeat viewers.

The idea is that you need to save time, and the best way to save time is to start off with just enough content to make the lens unique. Remember, not all of your lenses are going to be getting large amounts of traffic.

However, you should remember to include 4+ unique modules

per lens, which I will discuss below. The introduction is the only part that you'll need to do some real typing on, the rest of the unique lens content can be completed by adding modules/other articles which is discussed below.

I have found two options to work for selling when writing your lens introduction. Option #1 – write a short review of your product. Basically, you should pretend as if you have used the product with success, whether you have or not, describe its benefits, and make sure that you slyly discredit other products.

If your lens is full of wordy material and you aren't selling something fast, you are going to lose the sale. The idea is to pre-sell and send the person over to your affiliate's website ASAP. This method has worked for me very well and gives very high conversions.

Also make sure you include an image. Any image that is related to your product will do fine. You'll have to link to an image hosted on another website, because if you try to upload an image to Squidoo's servers, it is automatically downsized. You do this by using the `<img src>` tag somewhere in the body of your intro paragraph. An example of the HTML code to insert an image in your introduction is ``

You should know something about your product. I am surprised at how many marketers have taken the time/money to advertise their products but know nothing about them. The more useful knowledge that you impart to your customers, the more they will reward you. If you are selling weight loss diets, talk about how the diet works. How many people have lost weight with it? Offer your testimonial, and maybe pull one from the weight loss

affiliate website. Try to convince your customer that this product is going to do something different than the others, and always come across as being independent.

If you are selling marketing products, talk about how the person can make money from the products. Talk about how you did. BE SPECIFIC. People enjoy knowing exactly how a product can work for them.

This review strategy works for practically every niche, and it is VERY effective at pre-selling people into buying your product. Here is an example introduction for weight loss diets that would work:

### **Weight Loss Diets**

“Have you wondered whether **weight loss diets** really work? The truth is that **weight loss diets** can, but I have tried lots of **weight loss diets**, and every diet that I have used did not give me the fast results that I wanted. Most of the **weight loss diets** that I've bought have failed me and did not help me lose my extra fat.

However there is one diet that does work. I have found that (your product name here) had the best information on losing weight fast and easily. I lost 15 pounds in 3 weeks following this diet. This **weight loss diet** focuses on eating low carbs, but also adds a unique twist to low carb diets that worked like magic for me. This **weight loss diet** also comes with a unique 10 minute aerobic exercise that when done every day will greatly improve weight loss.

For all the **weight loss diets** on the market, this one is the most popular and effective, and it is designed by real doctors. You can find out more information on the diet that worked for me here: (affiliate link here)“

Is this going to win a Pulitzer Prize? No, but it is short, to the point, and offers some sense of credibility compared to most advertisements that you find. This sense of credibility is what will give you sales.

It also primes the customer to purchase because he/she has just read an independent testimonial of a product that he/she is probably already interested in. This testimonial had useful information and also addressed some of the customer's doubts about the product beforehand, including the common “scam on the internet” doubt.

How many times have you bought a product just based on what a person has said? I can't stress focusing on credibility and trustworthiness enough.

The traffic on Squidoo converts higher than most places because you are viewed more as a resource rather than a salesperson. Squidoo is a friendly, aesthetic and pleasing community environment that offers the user a sense of trustworthiness that few websites can mimic. Of course no customer has to know that you get a commission for solving their problems.

Note that I have made all of my keywords bold and used them 4-5 times per paragraph. You should do this for every lens that you create. Now you might ask, is this the only keyword that the

website will show up under? No, actually your lens might show up for a variety of keywords including "weight loss." I see amateur affiliate marketers who clearly know nothing about keyword research dominating top spots on Google for hot keywords all the time.

With just a little bit of SEO strategy, the power of Squidoo indexing will soon be clear to you.

After your lens introduction is finished, press the "save" button. You should now add at least 4 other modules in order to have a lens that is considered "unique." which is discussed below.

## **What Modules Do You Need?**

Squidoo modules are basically different interactive content boxes that you can add to your lens. There are a number of module selections that you can choose from, and every now and then a new one is added.

The modules that Squidoo has of now include customized eBay listings, Amazon listings, Guestbook, and other options.

Although at first I recommended using very little to no modules, but the rules have changed a little bit. A lot of affiliate marketers have now invaded Squidoo (probably partially due to my book) and Squidoo has started to enforce a "spam" definition of lens content. Basically, any lens that does not have information which could not be found anywhere else is subject to deletion.

Here is a good forum thread about what can be defined as "spam" by Gil, the Chief Software Engineer at Squidoo:

<http://www.squidoo.com/forum/viewtopic.php?id=2048>

Gil has told me that **“basically, as long as your lens can be considered valuable on its own (without visiting another website) you're okay”**

Therefore you are going to need at least 4+ modules on each Squidoo lens that has information that you could not find on the site that you are linking to, or another website.

An quick way to get unique Squidoo content is to start off with these 5 modules:

- 1.) Amazon Standard Module
- 2.) eBay Module
- 3.) The Onion Daily (this one is a humor module and may not be relevant)
- 4.) Write Module
- 5.) Another Write Module

The only fields you need to add on the Amazon and eBay module are search terms related to your lens content. So if you're selling something like Video Games, be sure to type in these keywords so that the stores will automatically display these items.

The reason why I chose the above is because these are easy to add do not require much specific content.

The money that I have made with these stores is always minimal, by far most of the money comes from affiliate selling. This is why you should not worry too much about how interesting



the displayed products are. If your lens starts to shoot up in the rankings, experiment with it, but don't worry too much about it.

For the first 'write' module, you should put iFrame code to your opt-in list, which is discussed in the bonus "How To Build A Massive List With Squidoo". If you are not interested in building a list with Squidoo, then feel free to add just 1 write module. However, I highly recommend using Squidoo to build your list up, and I will discuss how to do this exactly in a later section.

For the second write module, you should include some unique information on your lens topic. You can get articles aplenty from <http://www.ezinearticles.com> or from any article directory. Be sure to credit the author if the article is not yours. The most obvious preference is to use articles that you already own first.

If you are selling iPod games, put up information on how to transfer songs to your iPod. That will help ensure that your lens won't get deleted.

If you are wondering if you need to update the lens thereafter or do anything else to keep the lens content fresh, the answer is no, unless your lens starts to increase in traffic, or if your lenses are starting to be deleted. If for some reason your lens is considered as spam, Squidoo may delete your lenses.

If you are having lenses deleted because of spam consideration, then you should add more unique content to your lenses.

If you see an increase in traffic as the weeks progress, you can

add more content to your lens. If your lens is in the top 100, you definitely should have a variety of interesting content so that your lens is considered useful by the community.

## How To Cloak Your Affiliate Links

When you have a link on your lens that says  
<http://xxxxx.yyyyy.hop.clickbank.net>

It simply doesn't look very attractive and it can lead to some lost sales.

The way that I get around this through my host: [HostGator](#)

[HostGator](#) is awesome because it allows an unlimited number of subdomains on its cheapest \$6.95/month "BabyCroc" hosting package.

If you just want to try it out, you can get the first month free on any hosting package by going here: [HostGator](#)

[Click on "Order Now" under "Shared Hosting"](#)

When prompted add coupon code: "**emcmembers**"

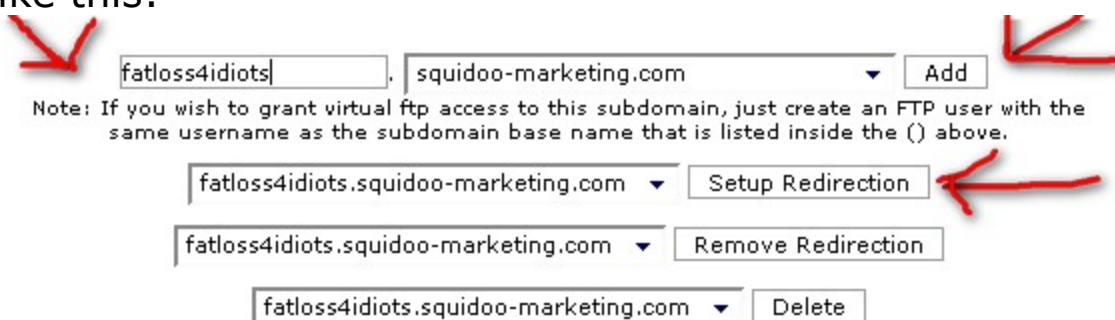
I'll show you how to cloak your affiliate links with HostGator below:

Basically, when you sign up for HostGator, you'll get a link to your "Cpanel"

From this "Cpanel" you can create an unlimited number of subdomains, and redirect the subdomain links to your affiliate product links.



Click on the "Subdomain" link in your Cpanel and you'll come to a page like this:



**Note: Subdomains rely on the DNS system in order to function, which means that your DNS information must propagate throughout the different DNS servers on the Internet before your subdomain becomes fully active. This process on the average takes a few hours.**

If I have a domain registered at <http://www.squidoo-profits.com>, I can create a subdomain like <http://fatloss4idiots.squidoo-profits.com>

In the upper left, you are going to type the subdomain that you want to use. Here I am promoting the Clickbank product "Fat Loss 4 Idiots" so I use that name.

After I added this subdomain, I select the "Setup Redirection" on

this subdomain and I come to a page like this:

---

**Sub Domain Maintenance**

**SubDomain Redirection**  
fatloss4idiots.squidoo-marketing.com is currently being redirected to

**Note: If you wish to have filename redirection (example:  
http://fatloss4idiots.squidoo-marketing.com/test.html -> http://redirecturl/test.html) be  
sure to end with a trailing / on the end of the url.**

Then here you are going to type in your Clickback affiliate link and press save, and you're done!

And now you can use a subdomain to link to your affiliate links. It looks a heck of a lot nicer than the typical clickbank link.

It's pretty important to cloak your link somehow, and I've found this way one of the easiest and nicest looking ways.

## **Creating High PR Backlinks to your Lenses Quickly**

I have heard that some lenses are coming and going from Google's first page.

It is very likely that this is due to the lack of quality backlinks.

One effective strategy is to use digg.com and onlywire.com to generate high PR backlinks very quickly.

With the tough competition for many first page keywords it is

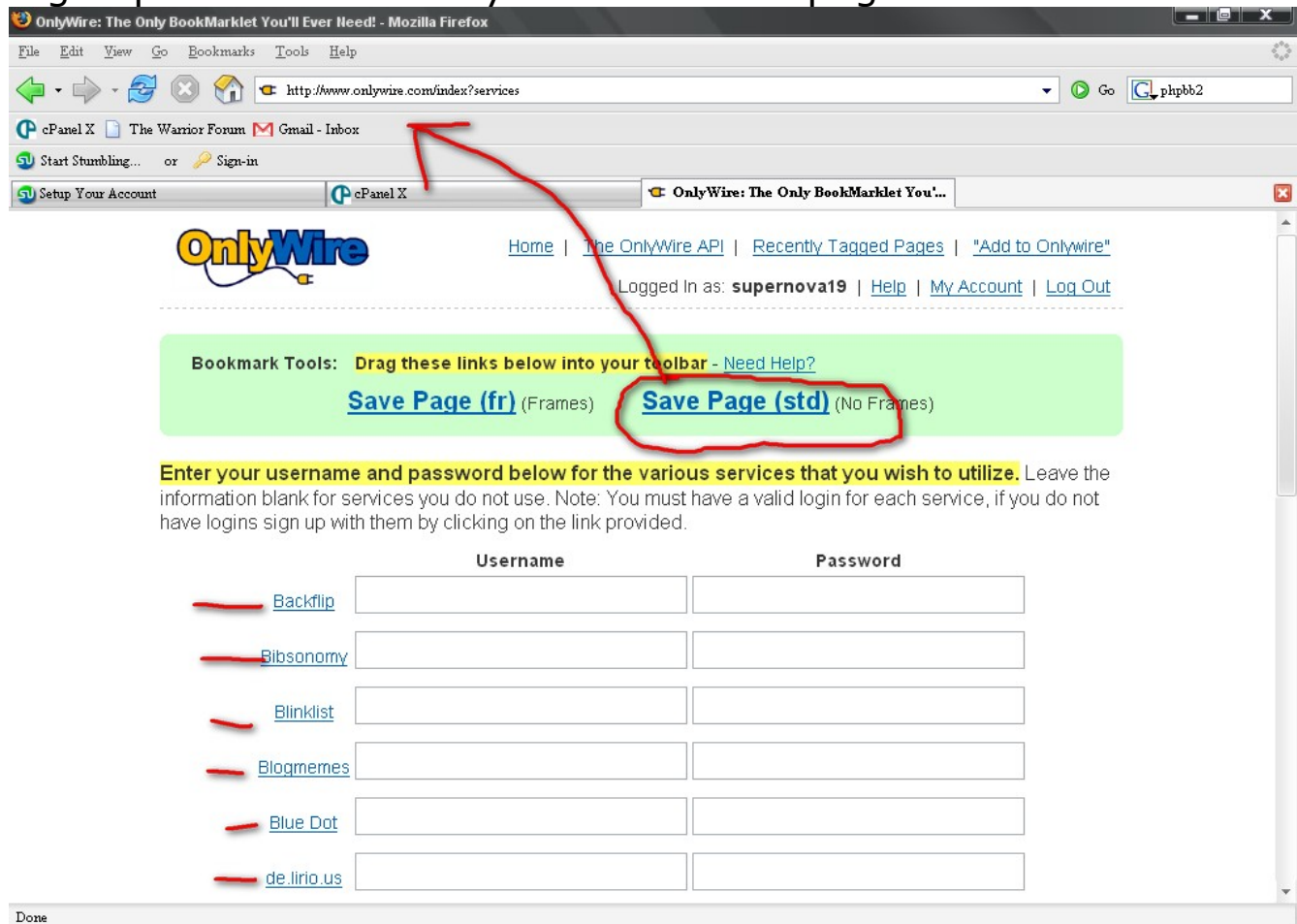
important to have high PR links to your lens.

If you are having trouble getting your lenses indexed, or would like to see your lenses be more stable, you should do this. You should probably do it anyway just to be sure your lens gets indexed quickly and stays there.

Go to:

<http://www.onlywire.com>

Sign up for the site and you'll come to a page like this:



First, for each of the sites that are listed, you need to click on the

link to the site, as marked with the red line, and create logins for each site.

If you use the same login name/password, for each site you won't forget it later if you need it, so I recommend using the same login/password.

Then you enter the logins , and at the bottom click the button that says "Save My Logins"

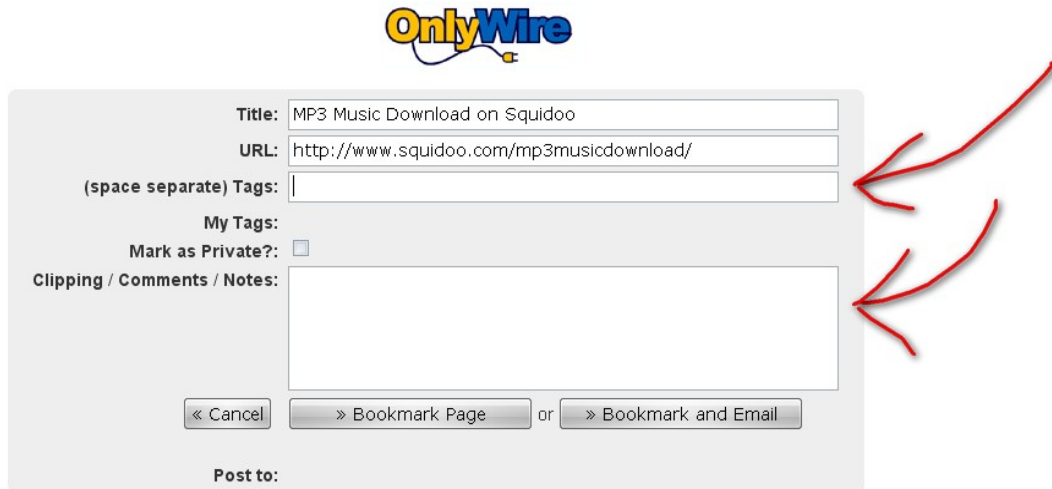
Secondly, you should use the "no frames" option as I have had trouble in the past with frames pages.

Click and Drag the link that says "Save Page (std) (no frames)" to your tool bar as I have shown above.

Now the way that you add your lens to these social bookmarking sites is simple. Head over to your lens page.

Then click on the button in your toolbar that says "Save Page (std)"





[http://pagead2.googlesyndication.com/pagead/fclk?sa=l&ai=BHP0burEJRtzOJpS64QKunNj3B4aikhvO6ciaAcCNtwHg1AMQAhgCLOirQMoaAjAAOABQrbXg9\\_z\\_\\_\\_\\_\\_AWDlItqI\\_KPIEKoBC3RvcF9hZP91bml0sgE...](http://pagead2.googlesyndication.com/pagead/fclk?sa=l&ai=BHP0burEJRtzOJpS64QKunNj3B4aikhvO6ciaAcCNtwHg1AMQAhgCLOirQMoaAjAAOABQrbXg9_z_____AWDlItqI_KPIEKoBC3RvcF9hZP91bml0sgE...)

**IMPORTANT:** Now you should come to a page that looks like this above:

Here you should add various "tags" relating to your Squidoo lens separated by spaces. If your tags are more than one word, use dashes to separate the words. So, if you're selling MP3 Music Download sites, you would add tags like this in the field

"mp3-music-download download-mp3-music-online how-to-download-music-online"

And you would keep adding tags until the field is full, which is usually around 15-20 tag phrases.

Then, write a short description about your lens in the

“Clipping/Comments/Notes” field above.

You would say something like

“Find out the best sites for mp3 music download on the internet. We reviewed them all and found only a few that were worth it.”

You can make it longer if you would like but I would write no more than 2-3 sentences about your lens. Make sure that you use your main keyword within this description.

Then, click on the button that says “Bookmark Page” and your lens will be submitted to all of the social bookmarking sites on OnlyWire!

With this website you can instantly submit your lens link to 15 social bookmarking sites.

It is the fastest way to generate 15 PR 4-5+ backlinks.

**You do need to be careful with this tool.**

If the staff of these social bookmarking websites notice that you are using OnlyWire too quickly, they will delete your account.

The best thing to do is space out your submissions to OnlyWire throughout the day. Meaning, say I have 50 lenses that I need to submit to OnlyWire.

Well, the first thing I would do, is split up the lenses by their topic. I do not want to submit 10 lenses in a row that have to do with downloading music online, this can be looked at as spamming.

Instead, I am going to alternate between topics throughout the day. If I have 10 hours to work, then every hour I will submit 3 lenses, each with different topics to OnlyWire. By the end of the day, most of your lenses will be done, and if it takes two days so be it.

You don't want to risk getting your account deleted for any of the social bookmarking sites on OnlyWire, so follow the above guidelines, and stay on the side of caution.

## Using Digg.com for more exposure

Digg.com is another excellent website to get high lens ranking. However, you must be **extremely careful** not to be viewed as a spammer, as Digg very quickly will delete your account if you are though to be spamming the site in any way.

Here is how to, "digg" each lens.

Basically for each of your lenses you should go to your lens' address i.e.

<http://www.squidoo.com/yourlensname>

Click on the button on the right side of the page that says "digg"

If my lens topic is 'weight loss diets' then I put 'weight loss diets' as the tags, separated by spaces.

Add as many tags as you wish related to your niche, but no need to spend too much time on this.

For digg, you should title your story with your lens keywords.

Then type one or two sentences summarizing what your lens is about.

I might say, "Here is my review of \_\_\_\_\_ a weight loss pill that works based upon Hoodia Gordonii. This pill has worked for thousands including myself and has been approved by medical doctors."

**But be careful with how many similar news stories you**

**submit to Digg.com** Digg will ban your account and all "dugg" stories if the moderators see that you are submitting too many similar lenses on one Digg account.

This means if you are selling a product on Hoodia, you should try to alternate between digg accounts for each lens that you submit. My suggestion is to have at least 20 digg.com accounts or more.

With each account, you should submit no more than 2 lenses that are promoting the same product on one Digg account.

When you are submitting your lenses to digg, the best option is to space out your submissions throughout the day. You have the option to select the category that your story shows up on digg.com. Make sure you try to alternate the category as well if possible.

This is important because if your Digg account is deleted, at least all of your eggs won't be in one basket (meaning that if I had submitted all my weight loss lenses to one Digg account, and it is deleted, then I no longer am promoting weight loss on Digg).

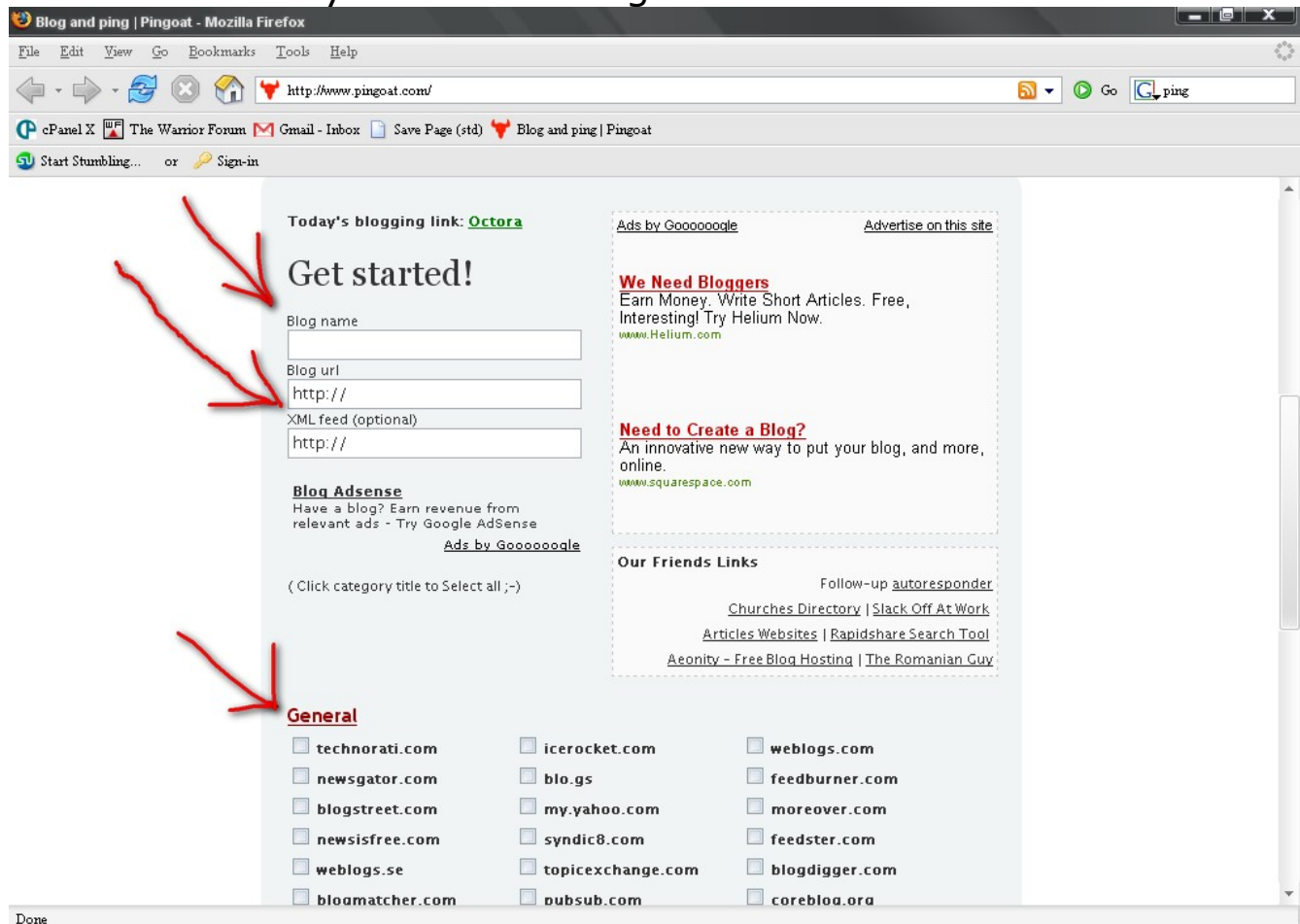
This should help you maintain your lens rank on Google, and not to mention extra clicks from those websites. It is truly incredible how much difference it makes to do this on each lens.

## How To Get Your Lens Pinged

Soon after your lens is complete you should ping it at this site:

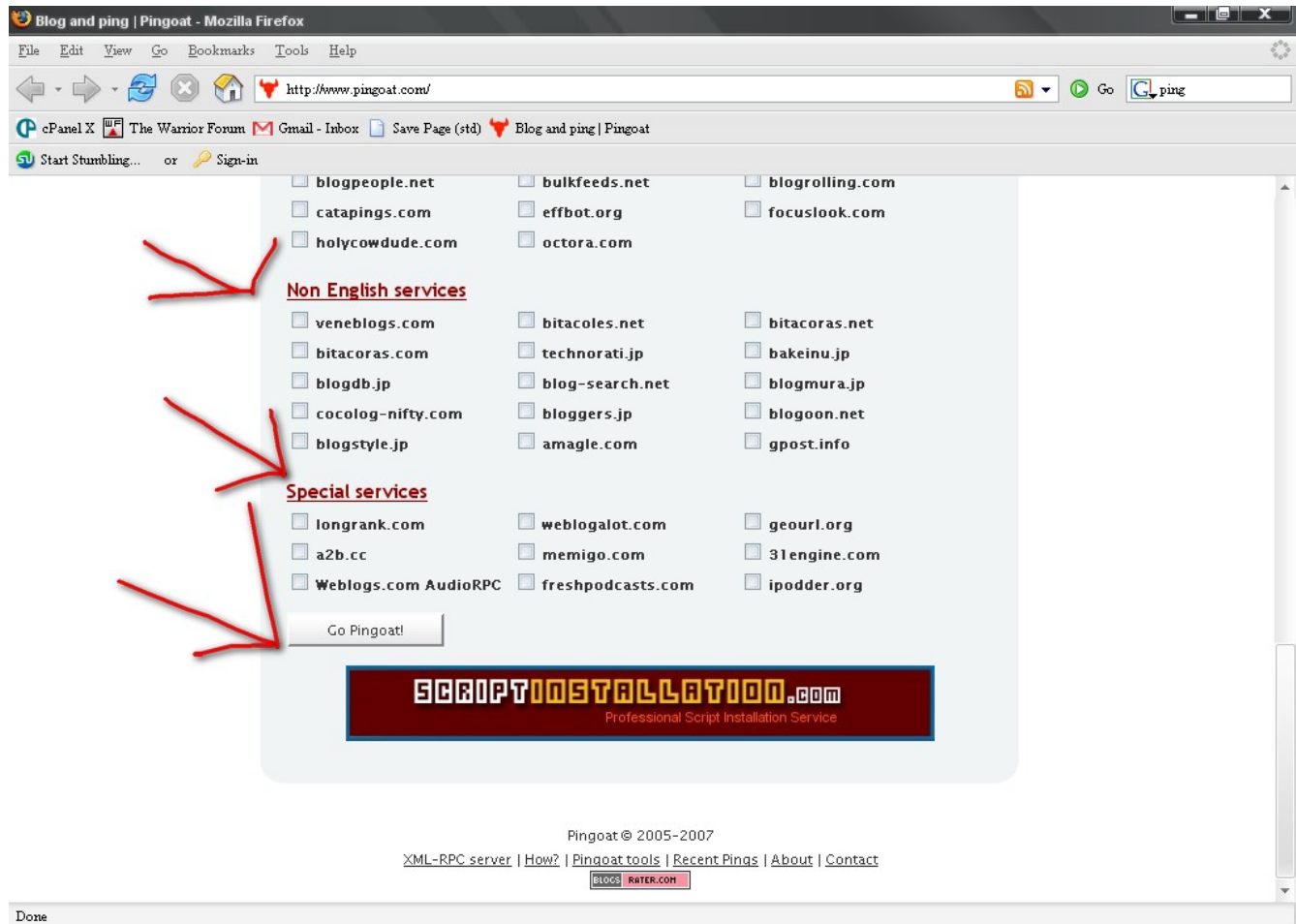
<http://www.pingoat.com/>

PingGoat is a site that lets you ping various services that publish web content. When you submit your lens to this site, it will be received by all of the major ping servers, and your lens will be crawled faster by the search engines. The site looks like this:



The first arrow points to where you should put your Squidoo lens title.

The second arrow points to where you put your Squidoo lens link.



The third arrow is where you should click on the “General” text tab so that all of the services are highlighted. Do the same for the next two tabs. Once all the services have been checked, then just click “Go Pingoat” and your lens will be submitted to these directories. It is yet another way to get more backlinks and get your lens ranked higher on the search engines.

Be sure that you do space out your pings, and don't go crazy with it. Always use moderation with the above services and

never abuse them otherwise your privileges will be lost.

## **The Gameplan**

Your goal should be to have 50 lenses completed within 2 weeks. You need at least 50 lenses designed with the strategy I suggest above in order to get your income stream set up. Again, a couple of your lenses are going to strike gold and bring in a consistent income.

After learning how Squidoo works, which should take no more than 1 hour, you only need to spend 20-25 minutes per day for 2 weeks making 3 lenses per day. Or you can just do all 50 at once in one sitting. It should not take more than 6-7 hours to complete all 50. No matter what, it is still not as long as writing articles and waiting for traffic to come in.

50 is just a suggestion I give you based on my experiences, you are obviously welcome to do more. I can easily do 50 in 5 hours, so if you so desire, you can focus your energies totally on Squidoo. I say 50 in two weeks because you probably have other things to do, other projects you are working on.



## **Special Tip: What To Do If Your Lens Falls Off Of The Face Of Google**

As you "Squidoo" you're going to find your lenses landing on Google's first page and coming off. There are a number of reasons why this may happen. Perhaps your backlinks were deleted from OnlyWire or Digg. There might have been a competitor who somehow took your place on the rankings. There is no need to panic, you should just follow these steps in the case that your lens has disappeared from Google.

- 1.) Use OnlyWire again (make sure your accounts are still active and have not been deleted for spamming)
- 2.) Digg the lens again with a different username (there is a chance that your Digg story was deleted by the Digg staff)
- 3.) Post at least 2 backlinks in Craigslist, both in the SF Bay Area, and in the Orange County Area under Services
- 4.) Update the lens content, change the introduction around a little bit and use different articles.
- 5.) Add an RSS feed to your lens (discussed below)
- 6.) Ping your lens with Pingoat

These steps should hopefully get your lens back onto Google's first page. You might find that you have to repeat this over and over in order to keep on the first page, but you can't expect to be there without a fight.

I know its disheartening to see your lens disappear from

Google, but if it was there in the first place you can get it back. If these steps don't bring your lens back, just move on and keep making new lenses. The Google algorithm is mysterious, but Squidoo will give you some of the best results in getting your pages ranked highly.

## **A Lazy Bum's Quick Lens Creation Method**

As I said, your lens introduction will effect which terms it shows up for under Google. If you are a Bum Marketer, or article marketer, I am assuming you have an arsenal of articles that are of original content with keyword research already done. Your transition to Squidoo marketing will be quite easy.

You should first utilize content that you have already written, you might as well make the most use out of this content rather than spending more time writing new content.

First and foremost, use any and every independent product review that you have written yourself. Go through your articles and make 1-2 paragraph short review lenses for each keyword phrase. Follow the guidelines above for the lens title and content.

Besides product reviews, if you have articles already written that are keyword optimized and have done well on Ezinearticles.com, there is a good chance they will do well on Squidoo, and you should use these as your introductory paragraphs. Use the same keywords that got you traffic on Ezinearticles.

Finally, you can create a Squidoo lens for every Usfreead that you have.

On your Usfreeads.com account, click the "My Account" link at the top right.

On any one of your ads, click the "edit" link. You are taken to a page with the Usfreeads toolbar. Press the "< >" button to display your ad's HTML code.

Highlight this code and copy it. Now, go to Squidoo.com, and create a lens with the keywords that you used as the URL and title.

In your introduction there is a link on the bottom toolbar that says "HTML" Click that link and a window will pop up where you can paste your usfreeads HTML code.

Now you have a lens ready to go! Add the 3-4 fundamental modules, save and publish your lens and there is a ready made keyword targeted lens. This is probably the fastest way you can make a lens. It would take no more than 2-3 minutes to get these set up.

If you have as many keyword targeted lenses as you do articles and usfreeads, you bet you are going to get some sales!

## **Other Strategies To Quickly Promote Your Lenses**

The SEO strategies I suggest are more than enough to drive traffic to your lenses. I have never had to do anything more than writing the intro paragraph and setting up the title and URL all with one keyword phrase in mind. Every now and then I use an RSS feed, which I recommend you do for your some of your lenses. Try an RSS feed on half of them. Also, use the backlink generating strategy on your lenses if you are having trouble getting them ranked quickly. With lenses that do lag, this backlink generation will solve the problem many times.

If you want to try out other strategies, there are other quick and painless options to get traffic to your lenses. Here are 3 quick ways that you can further promote a successful lens, or get more traffic to a lagging lens.

### **Give your lens a turbo boost with Craigslist**

The SF Bay Area Craigslist is one of the best ways to get an immediate traffic boost. Using a keyword phrase that is highly searched for, you can post in the "Small Biz Ads" section under the "Services" category. Your post should not get deleted as long as it does not sound spammy. An example ad for Craigslist might be

"Weight Loss Diet"

as the title and the body with something like

“Looking for weight loss fast? Tired of diets that don't work? Get the lowdown on the #1 weight loss diet program. (link to your squidoo lens)”

Something as simple as this will be spidered by Google for the term “weight loss diet” and get a quick influx of traffic. I'm sure you can think of better keywords than this, but you can be quiet liberal with your choices as Craigslist will dominate the competition. Your ad will only last for 7 days, but you can repeat this every 48 hours with no issues.

Also, for a longer lasting backlink, make a post in the Orange County section of Craigslist. This ad is will not be indexed as quickly as the SF Bay Area ads, but the ad will last for 45 days instead of 7, and you won't have to worry about updating it for a while.

### **Join Groups For More Exposure**

If you want to get traffic from other Squidoo users, a great way is to join groups. Groups are basically lists of related Squidoo lenses. To join a group, click on the “Groups” link at the top of Squidoo. On the right there is a link for “most active groups.” Click on that link, and join each and every group that is related to your lens. I don't do this much, but when I do, I always notice that my lens rank goes up at least a little bit. This is more than likely due to other Squidoo users voting for the lens.

## Using RSS Feeds To Skyrocket Traffic

One module that you can add to your lens is the "RSS Feeds" module. Basically, the RSS module is a way that you can provide "frequently updated content" from a RSS Feed link that you must provide to the module.

You can get a RSS Feed Link from <http://www.rssfeedsgenerator.com>. I have experimented with <http://www.rssfeedsgenerator.com> on a few of my lenses and found that their rank goes up after I add an RSS feed.

I am not sure exactly how RSS works, besides the fact that it provides routinely updated content to your lens, but I do know that many marketers use it religiously, and that it can definitely give your lensrank a big boost. Here is how to set up a custom RSS Feed for your lens.

Go to <http://www.rssfeedsgenerator.com> Click on the link that says "Clickbank Feeds Generator." Select the box that says "all categories" and then click "next step" Type in a one or two word keyword related to your niche. If you want to have more than one RSS feed, type in as many keywords as you want, up to 10, one per line. I would use "diet" for weight loss. Type in your Clickbank Affiliate I.D., your name, and e-mail address.

Highlight and copy the generated link. Now go to your Squidoo account and edit your lens. Click the "add modules" button and add the RSS module. Click the "save" button.

Scroll down to the RSS Module and click "edit." Give your module a title, something like "Other weight loss products." In the URL box, CTRL+V paste your RSS feed URL. Select the module to update every 6 hours. Leave other options on default.

Now you have a frequently updated list of Clickbank products with your affiliate ID in the hoplink! Publish your lens.

## **Conclusion**

If you follow the strategies I have laid out above, you will be well on your way to a solid residual income with Squidoo. Since Squidoo is so new, it can only increase in popularity, giving you more sales, as well offering you a stable residual income.

I think that every marketer should know how to utilize Squidoo to make sales, if only for the short amount of time it takes to set up lenses. I recommend getting some income established with my strategies, and later experimenting with new ideas.

Perhaps you can use Squidoo to start a service business, or try selling Paydotcom products on Squidoo. Or maybe you will use Squidoo solely to build your list up. The opportunities are quite endless. Armed with the knowledge in this guide, you are well on your way to experiencing the benefits of Marketing Squidoo.



Jean-Philippe Schoeffel



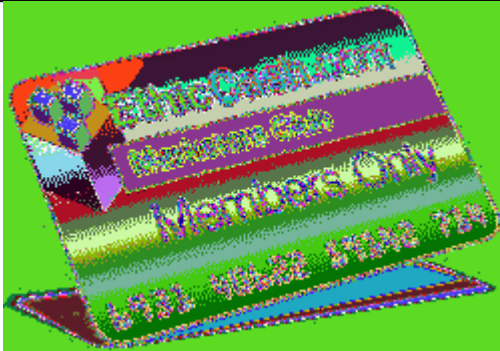
How To Turn Sites Into Money Ebook Series

<http://HowToTurnSitesIntoMoney.com>

Get a complete Niche each and every month

<http://www.nichesinabox.com>





100% Free Internet Marketing Club  
– Free Tools, Free AdSense  
Sites...and the only 100% Free In-  
ternet Marketing Training Center on  
the NET (hundred of pages...)

<http://www.ethiccash.com>