

"Squidoo Advantage: How To Use Squidoo To Get First Page Ranking in Google"

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Squidoo is a website launched in October 2005 that makes it easy for anyone, for free, to set up a single page on a topic he or she knows or cares a lot about.

Basically, Squidoo is a network of user-generated *lenses* --single pages that highlight one person's point of view, recommendations, or expertise. Lenses can be about anything, such as ideas, people or places, hobbies and sports, pets or products, philosophy, and politics. Lenses aren't primarily intended to hold content; more emphasis is placed on recommending and then pointing to content on the web.

Users who create lenses are called lensmasters. A lensmaster uses the tools known as *modules* to provide links, feeds, abstracts, and lists to users who are trying to make sense of a topic. For example, a single lens could point to Flickr photos, Google maps, blogs, eBay auctions, YouTube videos, and other links. Lensmasters are encouraged to promote personal agendas, expertise, causes, products, and opinions.

There are two ways to make money with Squidoo:

The first way is through the splitting of revenue. As people come to your lens and interact they may click a link which leads to a product that they buy. Or they may click a Google AdSense ad which generates click revenue. Squidoo splits this revenue with its "co-op" of lensmasters. 5% goes straight to charity, first. Then 50% goes to the lensmasters. 45% goes to Squidoo. The site is estimating that nearly half of all the lensmasters on the site are donating their royalties to any of 45 featured charities, ranging from NPR and The American Heart Association to smaller organizations like Chimp Haven and Planet Gumbo.

The other way that you can make money with Squidoo is by linking from your Squidoo Lens to affiliate products or other websites that earn you income. This is the method we will cover in this report.

I'm not going to cover how to sign up for Squidoo or how to create a lens in this report. You can easily find out how to do those and other basic tasks by reading Squidoo's FAQ at:

<http://www.squidoo.com/pages/faq>

If you are unfamiliar with Squidoo I suggest you take some time to read through the FAQ and practice by setting up some lenses. Just play around. You can always delete them later if you don't want the world to see your first efforts.

What we're going to be concentrating on here is setting up niche Squidoo Lenses that get ranked quickly in Google and then point those lenses to "money pages" ie: either linking to affiliate programs or linking to other pages that generate revenue.

The first thing you want to do is find a hot, under saturated niche topic for a lens and that's where Micro Niche Finder comes in. Just open up Micro Niche Finder and do some exploring. Type in some "pre-terms" and use those as a starting point to find these underground niche markets.

Here are some "pre-terms" that you can use to get you started:

<ul style="list-style-type: none">• Alleviate• Best• Build• Control• Correct• Create• Cure• Directions• Do It Yourself	<ul style="list-style-type: none">• Eliminate• Fast• Get Rid Of• Help• How To• Increase• Instant• Learn• Make	<ul style="list-style-type: none">• Prevent• Relieve• Remedy• Remove• Repair• Revise• Solve• Soothe
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Another way to find these hot niche markets is to look for hot, new products then run these product names through Micro Niche Finder and see what comes up.

Here's a good example of one I found:

Canon G7

Running that product name through Micro Niche Finder I found several different keywords that people are typing in, in relation to Canon G7 including: "canon g7 price" which has 2580 searches per month and only 151 competition.

Note: You can watch a video at this link to see exactly how I used Micro Niche Finder to come up with that keyword phrase: <http://www.micronichetool.com/videos/ps4>

Once you find a keyword phrase that you think would make a good Squidoo lens you need to figure out how you're going to monetize it. That's usually the easiest part. There are literally millions of products that you can earn an affiliate commission by promoting. (see the [Micro Niche Finder User Manual](#) for instructions on how to use Micro Niche Finder to locate affiliate programs for the niche market keywords you find)

But, if all else fails you can almost always find a related product that is selling on eBay then link to the product using your eBay Affiliate link. (see Bonus Manual: eBay Affiliate Profits)

That's what I've done with the Canon G7 Price niche. I could also link to the product on Amazon but my reasoning is since people are searching for pricing information they are probably looking for the lowest price and on eBay you can find people selling used, refurbished and other lower priced items. So, I'm hoping people will follow one of my eBay links to the item, sign up for eBay and generate a commission. And if that that doesn't work I'll try something else – maybe linking to Amazon through my affiliate link.

The point is I have options. As long as I can divert traffic to the lens I'm sure I can convert it into revenue. It just may take some experimenting to find the best way.

Ok, now here's how I set up a lens:

1) Use the keyword phrase as the url. So, if my keyword phrase is: "Canon G7 Price" my url will be www.squidoo.com/canon-g7-price

Always use "-" hyphens NOT "_" underscores to separate the words. Google treats the underscore character as a space in its algorithm so you'll get no benefit for separating the words unless you use the hyphen.

If your keyword phrase is already taken just add a word to the beginning or end to create the url. My phrase "Canon G7 Price" was available but if it had not been I would have used "best-canon-g7-price."

2) Use your keyword phrase as the title of your lens.

3) Use a variation of your keyword phrase as the introduction title.

4) Write a short introduction about your lens. Your introduction is very important because this is what Google will generally display in the search results. It needs to be short and completely relevant to your keyword phrase.

5) Now, you'll need to have at least 3 modules in your lens. Each module is just a different section of your lens. A module can be a YouTube video, a text block (called a Write Module), a list of features, an amazon book, etc, etc. Squidoo makes it very easy to add these modules.

Here is a lens that shows you the most useful modules

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

One of my favorite modules to add is a YouTube video. This is because it's quick and easy to add, people love watching videos so it makes your lens sticky and when you add a video your squidoo lens

link will show up in the links section of YouTube. That helps your lens ranking in Google.

I also like to add a Text List Plexo. This is also easy to do because all you have to do is create a list. People can vote on your list items and add to the list. This encourages interaction which once again helps the stickiness.

Finally create a Write Module and put in a link to your money page.

In my case I took a screenshot of the eBay search results for Canon G7 and linked that image to eBay using my affiliate link. I used the Flexible Destination Tool to create the affiliate link (see *eBay Affiliate Profits* bonus ebook for details)

At this point that's all the content I put in a lens until I see how it's going to do. After you figure your way around Squidoo you'll be able to set up a lens like this in about 10 minutes.

Now, what I usually do at this point is I wait a couple of weeks and see if I'm getting any traffic to this lens just from the Squidoo community. If I get 25 or more hits in a week's time I'll start tweaking it. But, if I get less than that I'll usually just abandon it and go on to something else. You could start diverting traffic to it and building up your rating and trying to get it into Google but I'd rather wait and see if it's going to be worth all that effort.

Sometimes I'll come back to a lens a week later and be pleasantly surprised that it's already ranked in Google and gotten 45-50 hits during the week – without me doing anything. And sometimes it looks like a ghost town. If it's the former I go full steam ahead using the techniques below. If the latter, I'll abandon it and go on to something else.

Tricks To Getting Your Squidoo Lens On the First Page In Google for Your Keyword Phrase:

- Your introduction is very important because this is what Google will generally display in the search results. It needs to be short and completely relevant to your keyword phrase.
- In your introduction work in your keyword phrase twice. **Bold** one and *italicize* the other. Only bold and italicize your keyword phrase one time per lens.
- Leave comments on other lens guest books with a link back to your lens. Always start out commenting on their lens. Tell them how much you like it or comment on a particular module. Then say something like, "Please visit my lens and if you like it rate me and add a comment" then include your clickable lens url. Your clickable lens url is:

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<a href="http://www.squidoo.com/YOUR-LENS-URL">YOUR-LENS-ANCHOR-TEXT</a>
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So, for example, mine would be:

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<a href="http://www.squidoo.com/canon-g7-price">Canon G7 Price</a>
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I also vary the anchor text so I don't set off any spam alarms with Google.

- Submit an article to www.ezinearticles.com and include a link back to your Squidoo Lens.
- Use the YouTube module. A link to your lens will appear in the links section on the Youtube page for that video.
- Other good article site to link from are:

www.gather.com

www.articleson.com

www.articlestorm.com

www.goarticles.com

www.ezinearticles.com

www.articledashboard.com

- Every time you Update and Publish your lens ping it using www.pingoat.com.
- Create Bookmark accounts on as many bookmarking sites as you can find and bookmark your lens. Here's a list of the most popular: [Social Bookmarking Sites](#)
- After Bookmarking your lens ping the bookmark user page and the bookmark site's main page that lists the most recent bookmarks (use www.pingoat.com)
- If you have a blog create a post about your Squidoo Lens and link to it. Be sure to ping the blog post.

Other Tips:

- Use a module layout similar to this:
(note: if you are unfamiliar with the various modules you can find out what they are here: <http://www.squidoo.com/module/>)
 - a) Brief Intro
 - b) Text Module with link to Money Page
 - c) Interactive Module (such as list Plexo, YouTube Video)
 - d) Text Module with link to Money Page
 - e) Interactive Module
 - f) Etc, etc.

The point being that every other module points to your money page and every other one gives your visitors something to do on your lens.

I like to use the List Plexo on my lenses because they are so easy to set up and allow with your visitors to interact with your lens anonymously.

Your text modules can be very short articles that point the reader through your affiliate link to the money page.

- When you have an article that links to your money page leave the article open ended so they have to click the link to complete the thought. For example:

[Multiple Streams of Income for Infopreneurs](#)

Every infopreneur starting out with high hopes and rosy dreams plans to set up multiple streams of i...

The sentence stops mid-word and they have to click the link to read the rest. Brilliant!

(I stole that one from Dr Mani's lens at <http://www.squidoo.com/sellinginformationproducts>)

- When you initially set your lens up (after you have determined it is a topic worth perusing) update and publish your lens every day. Do this for a couple of weeks then you can slack off and update only a couple times a week.
- Do Lens Rank, Favorite and Lensroll trades with other Lensmasters. "You Rank, Favorite and Lensroll my lens and I'll do the same for your lens."
- Post to forums and include your lens link in your forum signature.
- Include your lens link in your email signature.