

SAMPLE

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Squidoo Marketing Crash Course

I'm pretty sure I've mentioned Web 2.0 a few times in the past, so I won't get too in depth about how the process works. Basically, you get free web space and then use it to create a back link to your website. But, those sites are not exactly throwaways either. You can actually make some decent money just with a web 2.0 property – such as a Squidoo Lens. I love it, but I see it misused so much that I feel it is my duty, no my obligation to set things straight.

Squidoo has been around for some time now and as a result everyone has an opinion about how it should work. But, in my experience, the best way to use Squidoo is as a supplement to your main website. Here's how I do it.

1. Make Sure Your Main Website is Ready to Go

Before you do anything, double check that your main site is ready to handle any incoming prospects. Have your lead capture page in place, provide detailed benefits for the free report or email course you're sending out, and check for any bugs or errors that could slow or stall the conversion process.

2. Create a New Squidoo Lens

Visit Squidoo.com and create a new lens. Take special care to put it in the right category and choose niche related keywords when setting up your lens. Squidoo's lenses do well in search engines, but you need to choose the right details to make sure it gets placed properly. You can also choose which widgets appear on your lens – there are videos, product reviews, comments and more. The greater the diversity, the better your lens will perform.

3. Write Vital, Original Content for Squidoo

Don't just copy and paste your articles and blog posts into Squidoo. Google won't like it and you likely won't get any hits, or a backlink. Instead, write original content that hits on the specific topic you've built your lens around. For example, if you sell hair loss formula, your Squidoo lens could be about hair loss solutions. You should write a page comparing chemicals, natural solutions, wigs, and other hair loss treatments. Videos of results from each could be added along with links to major pages. As long as the content is original, it will work.

4. Add Affiliate Links and Direct Conversion Links to Squidoo

If your niche has physical or digital products for which you can be an affiliate, place links on your Squidoo page. If someone finds your lens and decides to buy, you can make a profit immediately. Additionally, place links back to your lead capture page so anyone interested in more information can join your email list.

5. Add Back Links from Squidoo to your Website

Create direct back links on the Squidoo page to your website as well. These back links can include your blog or any single article or page on your website. Good back linking will point to all the pages of a website, not just the home page.

6. Use Social Bookmarking to Make Sure the Squidoo Page is Indexed

Once your Squidoo lens is completed, use social bookmarking sites like Digg, StumbleUpon and Reddit to get the lens indexed. Basically, when you create a lens, nothing knows it's there and you don't have any presence in Google. To fix this, we submit it to sites that will plaster it all over the search engines, even if just temporarily.

7. Rinse and Repeat

Don't just make one Squidoo lens. If you create original content for each Squidoo lens, you can use the site to generate dozens of back links and informational hubs where people can choose to click on affiliate links, sign up for your mailing list, or read one of your articles.

Do it just right and a single Squidoo lens can make you money in at least three different ways – from your email list, from direct conversions, and from the affiliate links you load it up with. Of course, you can also use the lens for just one of those things if you'd like to focus your energies. However you use Squidoo, know that the opportunity to make money is there and we all like that.