

Squidoo & Hubpages Resources

The Denver Internet Mastermind Group

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20 tips for newbies on Squidoo

If you are totally new to this, the best way to get started is to create your own lens. It is ultra easy to start making a Squidoo lens but before you begin, here are the best 20 tips for beginners.

1. Not keen in writing? No fear, fully utilize Squidoo built-in modules to minimize the writing task.
2. Good keyword research work is a must before creating a Squidoo Lens.
3. Good keyword research work is a must after creating a Squidoo lens, use the stats feature to check which keywords are referring you the most traffics.
4. Long tail keyword helps, include them in your lens tags.
5. Squidoo lenses rank well in Google, always keep SEO in mind while writing – use keyword in your lens URL, bold your keyword, include keywords in your title, make your lens description keyword rich... etc.
6. Squidoo disallow drug reviews and sales, so forget about writing your 101 tips on cheap Viagra shopping.
7. Implement Squidoo tags – use up all the 40 tags progressively.
8. Join Squidoo Groups that are related to your topics.
9. Be active in the Squidoo community – the more your profile get exposed the better your lens ranks in Squidoo.
10. Be friendly – there are tons of Internet marketers hanging around Squidoo and unlimited ways to partner up with the big dogs.
11. Set 'Contact' on in your profile so other Internet marketers can get in touch with you.
12. Submit your lens to social bookmarking sites such as Digg and StumbleUpon.
13. Squidoo marketing can be a quantity game, break your subject into smaller part and create more lenses on various sub topics.
14. Leaving meaningful comments on other lenses helps, try start with the Lens of the Day.
15. Keep your lens fresh, it ranks better in Squidoo.
16. Use "Poll" and "Plexo" to increate your lens interactivity.
17. Use "The Most Important Thing" and "Talk Bubble" modules to promote your primary ideas or products.
18. Squidoo lens gain Google PR fast, thus remember to link back to your related website or blog via keyword-rich anchor text.
19. The "Black Box" module is best to highlight your free email courses or ebooks, use that to capture more leads.
20. Use "RSS Feeds" module to promote your blog in your Squidoo lens.

How to Become a Giant Squid

Criteria: at least 50 great (not mediocre) lenses

Things that will give you a leg up

Giant Squids probably do some or all of these things

- * Make lenses about things that interest you.
- * Write good introductions.
- * Have intro photos.
- * Upload a photo of yourself (or your avatar) while you're at it.
- * Try out a bunch of different modules.
- * Replace the default module titles, like "New Guestbook."
- * UUU - Unique, useful, updated content rocks!
- * Have at least 50 great lenses (obviously). If you do, then sell your account or delete your lenses, your Gianthood also goes away.
- * Don't copy. Don't cut and paste. Don't plagiarize.
- * Keep an eye out for style. Junky lenses send readers running.
- * Stop by the SquidU forum and get feedback. Ask politely.
- * Stay relevant on your lens.
- * G-rated or R-rated, please.
- * You're an author: act like one. Don't publish half-baked lenses. If you do, tell everyone it's just a first draft and in-progress!
- * Watch for typos.
- * Be kind to fellow lensmasters and your readers.
- * Don't spam.
- * Sure, sell stuff; but don't sound like a snakeoil salesman when you do.

- * Invite readers to participate. Or not.
 - * Recommend things you know.
 - * Explain your topic to new readers.
 - * Experiment with "front doors" like SquidWho and SquidSports and SquidBoo and SquidFlix, but don't ONLY make those lenses. (Those are meant to give you starter templates to edit, not just stop with the status quo).
 - * Own a niche and make lots of lenses in it. But don't repeat yourself on the same topic. 40 lenses that say the exact same thing aren't kosher.
 - * Diversify.
 - * Link to and feature other people's lenses. It feels good to give back.
 - * Be passionate. Be you.
 - * Be honest and straightforward and creative.
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Valuable Squidoo Links

SquidU - forum, tips for better lenses, The Answer Deck
<http://www.squidu.com>

Top 100 Lenses

http://www.squidoo.com/browse/top_lenses
http://www.squidoo.com/woodstock_69
http://www.squidoo.com/lensmasters/The_Health_Lady

Lens Design

Lens Types

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

Page Themes

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

Basic Lens Tutorials

<http://www.captainsquid.com/learn/lb101>

The Module Mentor - all about modules on Squidoo

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

Captain Squid

10 Old School Rules for the New Age of Squidoo
<http://www.captainsquid.com/ten-old-school-squidoo-tips>

Improved Tag Pages at Squidoo

<http://squidutils.com/blog/lens-building/squidoo-tag-pages>

HubPages - Getting Started

<http://hubpages.com/guide/overview>

HubPages Tutorials

hubpages.com/hub/HubpageTutorial

HubPage Design Help

The Secrets of HubScore and HubRank

<http://hubpages.com/guide/stats/hubscore>

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