



Squidoo & Hubpages

Denver Internet Mastermind
Group
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What are Squidoo & Hubpages?

- Group blogs / article repositories
- Free membership sites
- Built-in income generators for members
- Hybrid blog/website Web 2.0 sites
- Traffic & backlink builders
- Part of your Web 2.0 persona
- Extremely simple blogging platform

Why Do We Care?

Hubpages ~ 6M visitors/month

Squidoo ~ 5M visitors/month





Why Do We Care?

- Google loves Squidoo & Hubpages
 - Frequent indexing
 - High quality backlinks
- Good traffic generator
- Credible Web 2.0 presence



NoFollow Tags

- Cause Google to ignore links
- Automatically inserted into comments
- **Not** inserted into posts
(lenses and hubs)

```
<a rel="nofollow"  
  href="http://www.squidoo.com/jumpstart-  
internet-marketing" target="_blank">  
5-steps for newbies to make their first dollar  
online</a>
```



Business Model

- Free membership
- Member generated content
- Optional pre-built revenue generating modules
- Revenue is split between the member/author & the site
(Squidoo also splits with charity)



Hubpages Revenue

- 4 methods
 - Adsense
 - Kontera
 - eBay
 - Amazon
- Join each, provide affiliate ID
- Activate on your Hubpages
- 60% your ads, 40% Hubpages'



Squidoo Revenue

- Many revenue modules
 - Amazon
 - eBay
 - CafePress
 - Orbitz
- Wizard module setup
- Revenue split with Squidoo
 - Attributable: 50%, 45%, 5%
 - Pooled: complex formula, popularity



Maximizing Squidoo Revenue

- Using module wizards automatically creates a revenue split.
- Add your own affiliate links in the body of your lens instead -You get 100% commission
- Exception: tiered-commission affiliate programs
 - Amazon – Squidoo gets 8.5% on volume
You make 4% as an individual



Getting Started with Squidoo

1. Get familiar with Squidoo: read some of the top lenses
 1. Why are they popular?
 2. How are they making money?
 3. How well does the whole lense fit together?
2. Watch the tutorial at:
<http://www.captainsquid.com/learn/lb101>
3. Build your first lens



Why do it now?

- Simple
- Quick spidering
- High quality, permanent backlinks
- Increased Web 2.0 presence for little work



Contact me!

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