

How To Use Squidoo To Get First Page Ranking in Google

<http://www.squidoo.com>

There are two ways to make money with Squidoo:

1.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.

2.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.

We will talk about second one here.

NICHE:

The first thing you want to do is find a hot, under saturated niche topic for a lens. Just do some exploring. Type in Google 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:

- Alleviate
- Best
- Build
- Control
- Correct
- Create
- Cure
- Directions
- Do It Yourself
- Eliminate
- Fast
- Get Rid Of
- Help
- How To
- Increase
- Instant
- Learn
- Make
- Prevent
- Relieve
- Remedy
- Remove
- Repair
- Revise
- Solve
- Soothe

Another way to find these hot niche markets is to look for hot, new products then run these product names.

Here's a good example of one I found:

Canon G7

KEYWORD:

Go to Google keyword tool and find more words. 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. 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. 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 or Amazon.com. The point is you have options, experiment to find the best way..

SETUP:

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 or "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.
- 5)** 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.
- 6)** Finally create a Write Module and put in a link to your money page.

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.

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.

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:

YOURLENS-ANCHOR-TEXT

So, for example, mine would be:

Canon G7 Price

TRAFFIC

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 (digg)
- 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.

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>)

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.

That is it...

Good luck out there

Kathy

<http://killerrecruitingsecrets.com>