

ProfitMart Select Training Document

Squidoo!

Skip To Squidoo My Darlin'!

If you have been in Internet marketing for any length of time, you have probably heard of Squidoo by now, even if your not entirely certain what Squidoo IS exactly. All revealed in good time grasshopper! Oh...guess that means now!

OK, Squidoo is simply a user friendly platform that allows you to build a single page website, otherwise known as a lens, on just about any topic you can dream up. The Internet legend Seth Godin's brainchild, it was designed to be so easy a child could use it, and in fact some do, and actually make money doing it!

So how can it help your business exactly? Currently Squidoo is a page rank of 8 out of 10. That alone makes it a powerfully effective marketing tool, simply because you will reap the page rank benefits when you create your own lens.

Another benefit to Squidoo is that it incorporates a simple social networking style structure, and also allows cross linking between lenses, to further widen your net. Judging by the popularity of Squidoo, it's creation was a success!

Because of it's large number of modules that you can use to build a lens, Squidoo offers great functionality and interactivity, as well as providing a good number of back links via the tag pages. The modules allow for video, HTML code, and a whole host of other cool features to really make your lens something special.

Also, another benefit to Squidoo is that you choose your URL as long as it's not already taken. So if you are promoting a product using Squidoo, and are the first to grab the product name URL, then you already have a leg up on the competition!

Not to mention that you can out rank EzineArticles for the same keyword phrase using Squidoo, simply because Squidoo is a higher page rank than EzineArticles. How's that for some marketing power?

So what can Squidoo be used for exactly? Well it depends on your goals. If you are an affiliate marketer, Squidoo is great to use as a landing page for your affiliate product. Provide a bit of background info on the product, include some helpful content that's free, and use your affiliate link through out. And remember, focus on lens on only one product. You can always create a new one for a second related product, and link them together.

You can also use Squidoo as your own personal style blog, to tell people all about you or create brand awareness. If you have a website you can create lenses that offer up valuable content, and that all link back to your website. This creates not only link juice for you, but also traffic to your site as well.

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Some folks use Squidoo simply for entertainment value. Entertaining others and building lenses for fun isn't uncommon, and in fact one of the first lenses I ever built was for that purpose, before I ever knew the power of Squidoo! But really, the beauty lies in it's marketing mojo, so don't waste it. Learn how to use Squidoo effectively, and wield it for maximum benefit to your business!