

Squidoo!

Step By Step

A gift from 10 Squidoo Lensmasters

Brought to you by...



aj2008



BevsPaper



CleanerLife



Drifter0658



GrowWear



inkserotica



Joan4



Michey



mukunda22



pkmcrc

We wrote this guidebook for you in the spirit of giving. We hope you find it useful in making your lenses the best they can be.

Visit us at:

[aj2008](#)
[CleanerLife](#)
[GrowWear](#)
[Joan4](#)
[mukunda22](#)

[BevsPaper](#)
[drifter0658](#)
[inkserotica](#)
[Michey](#)
[pkmcrc](#)

Copyright Notice: This edition ©2011

Revised by aj2008, BevsPaper and GrowWear, with many thanks to [Paula Atwell](#) for her editing suggestions.

All rights are reserved. No part of this report may be reproduced or transmitted in any form without the written permission of the publisher, except for the inclusion of brief quotations in a review.

Note: This e-book is optimized for viewing on a computer screen, but it is organized so you can also print it out and assemble it as a book. Since the text is optimized for screen viewing, the type is larger than that in usual printed books.

Disclaimer

This report has been written to provide information to help you create Squidoo Lenses.

Every effort has been made to make this report as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this report contains information only up to the publishing date: July 10, 2010. Therefore, this report should be used as a guide – not as the ultimate source for creating Squidoo Lenses.

The purpose of this report is to educate. The authors and publishers do not warrant that the information contained in this report is fully complete and shall not be responsible for any errors or omissions. The authors and publishers shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this report.

If you do not wish to be bound by the above, please return this report.

Distribution Rights for this Report

You have the right to share this report in its entirety with others subject to no changes being made, no charge being made and no request for the provision of an email address or some other form of perceived payment being made.

We ask that if you share the link to this ebook, you do it by linking to the [Squidoo Step by Step](#) lens, as by doing this you will be helping to raise funds for charity.

Contents

[A Special Invitation!](#).....5

[Checklist – Building Your Lens Step By Step](#)

.....6

[Affiliate Marketing And You](#).....7

[Types of Affiliate Programs](#).....8

[A Note About Zazzle](#).....8

[Promotion](#).....11

[Short-Term Lens Promotion](#)11

[Initial Check List](#)11

[Promotion Strategy: Narrow And Deep Vs Far And Wide](#).....19

[Multi-User Communities](#).....19

[Keywords](#).....21

[Case Study: AJ’s Goldfish Swims Upside Down](#)22

[Another Source For Keywords](#).....25

[Where To Place Your Keywords](#).....25

[Further Reading](#).....29

[More Resources](#)30

[Glossary](#).....31

[Testimonials](#).....32

[Printable Checklist – Building Your Lens Step By Step](#)

.....34

[Printable Checklist – Quick Checklist for Long Term Promotion](#)35

A Special Invitation!

As someone who wants to create great Squidoo Lenses, you're invited to join our free community, [Squidlog](#)!

Do you want to make lenses that show you care about your reader and don't make them just for the money? Do you want to really please your visitors and gain a following that respects you and wants to hear what you have to say?

Then join us at [Squidlog](#) - Where quality content counts. You'll be in a group of like-minded people supporting each other in building their professional and ethical online presence.

AJ, Anne Corcino, Bev Owens and Paula Atwell will ensure you get a warm welcome!



Checklist – Building Your Lens Step By Step

Lens Title: _____ Lens Creation Date: _____

Lens URL: <http://www.squidoo.com/> _____ Notes: _____

The Steps *Click links for further information*

- Choose your topic
- [Research](#) primary keywords/phrases for topic
- Choose URL using your researched primary keyword or phrase
- Research/know your topic
- Begin new lens
- If your chosen URL is taken, re-work the keywords into another URL
- Choose 3 tags using keyword-research results
- Choose template (you can preview the lens before publish to see how it looks)
- Write the lens in your own words
- Choose your intro image
- Images: "Save as" using a keyword or two (gif or jpg)
- Upload title image into the intro module
- Credit images
- Credit any "quoted" text
- Write a catchy and interesting introduction – include keywords
- Change Bio to relate to the lens topic and use some keywords
- Remove any modules that do not apply
- Look for and add modules as needed
- Change default module titles as you create and build modules
- Use lots of relevant facts, images and different modules
- Recommend topic-related products in the Squidoo sales modules
- [Recommend](#) products from other companies
- Proofread
- Get someone else to proofread, if you can
- Final once-over and polishing
- Publish
- Send a [Squidcast](#)
- Ping at Ping.fm or Onlywire
- Submit to your Ning groups that allow new-lens submission
- Submit it for a critique at [SquidU](#) (if you really want a critique)
- Submit to [Lensroll.com](#)
- Submit article about lens to [Shout Out Loud](#)
- Submit to "other" - Twitter, Facebook, FriendFeed
- Leave link at related-topic online forums where you participate
- Link to a [bookmarking](#) site once every two days or so - not all at once

Affiliate Marketing And You

According to Wikipedia, Affiliate Marketing:

is an Internet-based marketing practice in which a business rewards one or more affiliates for each visitor or customer brought about by the affiliate's marketing efforts.

In short, it is a system of commission earnings. Businesses who offer Affiliate programs offer a percentage of each sale that can be traced back to the affiliate (you) to said advertiser. Each of us is a salesperson for the companies that we represent. We earn a commission from each sale just like a regular sales person. We are the marketer or advertiser for X company and the decision whether to accept or refuse an affiliate application is based on business decisions, so don't take it personally if you are declined.

The tracking is traced through an affiliate ID that is an embedded link or banner that is placed on the affiliate's published web content (i.e. Squidoo lens, blog, etc.). If a visitor clicks on the embedded link, they are redirected to a site where they can make a purchase. The redirection is recorded for the source so that in the event of a purchase, the correct affiliate can be paid the commission.



Besides revenue sharing, affiliate marketing is the number one way to earn a tangible income at Squidoo.

To help lensmasters gain affiliate sales, Squidoo provides a number of lens modules that are affiliate ready. Amazon is the number one used affiliate in the pre-loaded modules.

But your choices are not limited to the affiliate ready modules. Anywhere blocks of text can be placed, embedded affiliate tracking links can be employed.

Types of Affiliate Programs

There are two basic types of affiliate programs available on the Internet:

- Affiliate linking programs where text links and/or clickable banners are offered for use by the affiliates
- Print On Demand programs offering the affiliate a chance to create a design and place it on a standard product (i.e. tee shirt, coffee mug, mouse pad, etc) or publish a book

Affiliate Linking Programs can be applied for at individual businesses, but more often than not are found at liaison sites, or directories, where a large number of sellers are listed in one location. Some popular affiliate linking programs used by Squidoo lensmasters are:

- Allposters.com
- Art.com
- Amazon.com
- ClickBank.com
- CommissionJunction.com
- LinkShare.com
- PepperJam.com
- Shareasale.com
- Zazzle.com

Affiliate Modules can also be used on Squidoo without having to sign up for a separate affiliate account. The difference in using the selling modules provided by Squidoo is that you will share the commission with Squidoo on any sales. Examples of the affiliate modules are:

- Amazon Modules (6 different styles)
- CafePress
- eBay

A Note About Zazzle

Although there is a Zazzle module on Squidoo, you will only earn from that module via sales of your **own** products as commission is paid directly to the affiliate from Zazzle. To earn commission on sales of other people's products you need to set up an affiliate account (you don't have to have a Zazzle store), log on and once you have found a product you want to feature, get the HTML link provided by Zazzle and add it to a text module in your lens.

Print On Demand Services allow the affiliate to digitally design a product, then apply a mark-up price, from a base price, and acquire a link to that designed product for marketing. Products can range from tee shirts and coffee mugs to books. These services keep a digital copy of the product and produce the item immediately upon receipt of an order. Popular print on demand services used at Squidoo include:

- CafePress.com
- LuLu.com
- Zazzle.com

Responsible Affiliate Marketing Tips

Affiliate marketing was conducted in such an abusive manner in the past that the term affiliate marketing automatically throws up SPAM alarms in some people's minds. But, a well conducted marketing effort does not have to be abusive if handled in a responsible and genuine fashion.

Here are a few tips that will help you avoid a SPAMMY feel and look on your Squidoo lenses:

Content is and always will be king. Good, honest, and genuine content will gain trust in your readers or potential customers. Explain how the product affected you personally, or how you feel about the solution the product offers. Give both the positive and negatives about the product, but always be sincere.

Use Allposters.com, Art.com or Zazzle.com links in the place of images. You'll find very good artwork at both places.

Use only three links to a product per page. Two text links anchored in the content (one text link near the beginning and one near the end of the lens) and one image or banner link about halfway to three quarters down the page.

Above all, offer genuine solutions to your readers, and strictly adhere to Squidoo's [TOS](#) regarding what products are forbidden.

Amazon And The Non-US Member

It should be noted that members of Squidoo who live outside of the United States should get their own Amazon Affiliate account to use in addition to the Squidoo Amazon modules. Although any US sales that have resulted from one of your Amazon modules on a lens will earn you a commission, the sales from non-US Amazon websites will not. There is a relatively easy fix to this peculiarity if you find yourself in this predicament. Sign up for your own Amazon Affiliate account from the Amazon website

of your country of residence. Place your own links for at least a few items on your lenses using your Affiliate ID. Add a note that says something like: "UK visitors click on this link" or alternatively [SquidUtils](#) has a tool for building [Amazon links](#).

Please be sure to note the SquidUtils Conditions of Use:

The link code is provided for Squidoo Lensmasters to use on their lenses. 1 in 5 impressions will be associated with the SquidUtils tag (2 in 5 for non-Squidoo sites).

To use any of the tools at SquidUtils all you have to do is login using your lensmaster ID.

Promotion

In the next two sections we will give you tips to help you promote your lenses both in the Short and Long Term and there are sites listed where you can bookmark, promote and get backlinks. However, if you try to make use of all these sites you will spend all your time promoting and not enough time on making lenses!

To start with by all means check out these sites but then choose a few favorite methods for promoting your lenses and focus on these.

We recommend Twitter, Facebook, blogging, a couple of small group social networks such as 10-Finity, Crabbysbeach or SquidLog and have automatic feeds to a few more places

We also recommend sites where you can earn additional money from your backlinks like Redgage or blogs.

So take a look at what we have listed here and narrow your focus down to those that you like and then work on making more lenses.

Short-Term Lens Promotion

You've published your first Squidoo Lens! **Now, what do you do?**

Well, the next step is to get the word out about your creation. This is important for establishing backlinks early and will help your lens to achieve a higher ranking in Google, other search engines and Squidoo.

Below you will find an initial check list to follow and a list of all the Squidoo directories and dookmarking sites that are recommended for short-term promotion.

Before you can think about promoting the lens you have to consider these factors:

Initial Check List

Change ALL default module titles

Create original content or rewrite everything in your own words

Choose relevant and good tags for your chosen topic

Use your personal experience in the subject to add interest and original content

Inject passion into the lens subject/topic

Beautify your lenses by using graphics, colors etc.

Update your lens regularly

Publish a lens on a [Hot Trend Topic](#)

Download the [Submit It toolbar](#) (if you run IE, Mozilla Firefox or Safari)

Step One

Search for relevant forums in your lens' topic by using your favored search engine (place your lens topic with the word "forum" into the search engine), register and become an active participant. Be aware that traffic exchanges are against Squidoo's TOS and do not lead to sales.

Submit them to niche or General web directories.

Submit them to Squidoo directories.

Tips

To increase traffic from these sources:

Leave comments and ratings for other members' submissions.

Make a point of visiting as many lenses as you can and leave comments and ratings.

Write a good alternative description for your submission. Avoid cut and pasting from your lenses.

Add links from the directory or your submission on your Squidoo lens.

Later in this guidebook, we've added a list of social bookmarking sites that allow Squidoo lenses. Here's a quick link to it now:

[Bookmarking Links](#)

Tools recommended for bookmarking to a selection of bookmarking sites are:

- [Onlywire.com](#)
- [Ping.fm](#)
- [Addthis](#)

You can also bookmark to Addthis and Lensroll.com via the advanced dashboard at [SquidUtils](#).

Step Two

Keywords (see [Glossary](#) for definition)

Keep an eye on your Lens Dashboard to see what search terms (keywords) bring traffic from Google - ensure the most popular keywords are included in the lens. You will find the list of search terms if you go to your stats for the lens that you are checking. Then click on the *traffic* tab.

Backlinks (see [Glossary](#) for definition)

Check the status of backlinks to your Squidoo Lens and look to increase them if the traffic is poor or if the figure is low. Scroll down to the bottom of your lens health page to see the link to [Squidaholic](#) - **Get your report now...**

Click on this link to be taken to the Squidaholic report for your lens which will tell you information about you, your lenses, the traffic rank and lens rank for your Squidoo lens and, most importantly, **who has an eye on you**. This section will list all of the backlinks that your Squidoo lens currently has.

Squidoo Lens health:

Keep an eye on the health of your lens by using the SquidUtils Health Check tool, which is available as part of a [Firefox add on](#).

Go into edit on the lens you want to check, scroll down the right hand column until you come to the SquidUtils Box and click on Health Check. You will see a check list of all things that are vital to your lens' success and the results; e.g. Lens Title, Lens Intro Title. Make changes as appropriate.

Tip:

Participate in the Squidoo Community (post in the SquidU forum, rate, comment, favorite and lensroll other lensmaster's Squidoo lenses) and all communities of which you are a member; e.g. Ning, Diigo, Twine, Stumbleupon.

In Forums, make sure you add links to some of your lenses to your signature, providing it is allowed.

Long-Term Lens Promotion

The keyword searches you originally did for your lens must be updated from time to time, as well as refreshing your lens content.

To check to see what phrases visitors to your lens are using:

Go to your **Dashboard** on [Squidoo.com](https://www.squidoo.com).

Click on '**MyStats**' and pick one of your squidoo lenses to check on **Lens Stats**. Next click on **Traffic** and scroll down to the section where it says, **Traffic Sources**. Check the right hand column of keywords that have been used to visit your lens. Save (by clicking the little blue cross next to the keyword) any keyword that you feel is relevant to your lens topic. Good keywords to save are those that have been used more than once to search for your lens.

Look for evolving trends as far as your market goes, and add all the keywords that might apply. Concentrate on [long-tail keywords](#), because these have greater impact on the life of your content, what you are selling on your lens and on the overall longevity of your lens.

Make a series of lenses on what you are passionate about. If your passion is healthcare reform then make a lensography on this topic. This means grouping all of your lenses into one lens, using the "featured lens" module, adding every new lens on this topic to the lensography, as you create them.

Also, make an overall lensography of you and your lenses, about your passions, what your business is about, putting ALL of your lenses there, as a showcase of WHO YOU ARE.

Write articles about a lens, or write an article and make a lens featuring that article, with backlinks to your lens. Write a blog post or a series of posts about the lens and the article.

Recommended Article Directory Links

[Ezine Articles](#)

[Go Articles](#)

[Isnare Free Articles](#)

[Pro Articles](#) (Created, owned, and operated by AJ, Bev and Paula)

Subscribe to sites like RedGage and Posterous and you can feature your lenses there as well as streamline your new lenses automatically to your blogs or FaceBook, for instance.

Use Twitter to tweet updates to a lens, and have that automatically feed to your FaceBook account. Make an original headline when you update your lens, instead of using the default statement that says: I am reading such and such (your lens title) or I updated (your lens title). Folks are more certain to read a 140 character post with some excitement in it.

Create business cards with your favorite lensmaster URL.

Create lenses about your hometown and become famous for your content, locally. Market these by joining your hometown network on FaceBook. Look for your hometown networks on Twitter. Hand out those business cards at every opportunity.

How Do You Monitor Trends For The Long Life Of Your Lens?

Monitor trends from all the blogs you keep up with. Keep up as well with all the other things that are going on in your industry

Suggested Services to monitor trends:

[Google Alerts](#) - 'Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.'

[Subscribed Links](#) - 'Subscribed Links lets you create custom search results that users can add to their Google search pages.'

When you learn of news and changes or stories related to your market, or new products coming out, or scandals within your industry, or anything related to your market, you need to know what these things are because industry trends are some of the biggest opportunities to get easy, free and valuable traffic.

These trends will not show up in the search engines but rest assured they will in the weeks and months ahead.

So act as soon as you learn about them. And enjoy the results!

Other Recommended Tips to follow for Long Term Promotion:

Comment on other lenses/blogs

Add your URL in your email signature

Add your URL to your forum signatures

Join social networks and forums geared to your lens' subject

Lensroll them to similar lenses

Add your URLs to Link plexos on related lenses

Join [MyBlogLog](#)

Submit your lens' feed to Feed Directories

Join and Submit your lenses to [Squidoo Encyclopedia](#)

Submit your Squidoo Lens for review

Publish a Lensography about multiple lenses on related topics

Join [Diigo](#)

Join [Twine](#)

Join [Myspace.com](#)

Submit your lens to [Deep Link Directories](#) for free

Join [shetoldme.com](#)

Join [buzz.yahoo.com](#)

Join [kirtsy.com](#) (Create hub pages that link to your Squidoo Lenses and submit them to [Kirtsy.com](#))

Join [WikiAnswers](#) and similar websites and answer questions, leaving links to lens (but make sure you follow the rules about adding links!)

Register at [Stumbleupon](#)

Register at [Stumpedia](#)

Submit to [Squoogle](#)

Submit to special groups that you might belong to i.e. communities like 10-Finity.com, that allow you to share your new lenses in either their Activity stream, Links section, or in a special forum. Crabbysbeach, RocketMoms, and Senior Squids are other such groups. Include your latest Squidoo Lens (again if it is relevant) in your newsletter or email course.

Join YouBundle.com

Join Delicious.com

Quick Checklist For Long Term Promotion

Action	Check
Update and check keywords	<input type="checkbox"/>
Blog about the lens	<input type="checkbox"/>
Write an article	<input type="checkbox"/>
Monitor trends	<input type="checkbox"/>
Add to the series of lenses	<input type="checkbox"/>
Send a press release	<input type="checkbox"/>
Publish a Lensography	<input type="checkbox"/>
Create business cards	<input type="checkbox"/>
Add your lens' URL to email and forum signatures	<input type="checkbox"/>
Join Social Networks and Bookmarking Sites	<input type="checkbox"/>

Bookmarking Links

For a full list of Social Bookmarking sites that allow Squidoo Lenses, visit:

[Squidoo Friendly Social Bookmarking Sites](#)

Promotion Strategy: Narrow And Deep Vs Far And Wide

We do feel that it is important for you to realize that you should not try to belong to all of the bookmarking sites, social media, and groups that we have mentioned here in the Guidebook. These are suggestions for you to look at and determine which ones fit your needs the best. The latest statistics show somewhere around 600 different social bookmarking and networking sites available. No one has the time to belong to all of them. Look over several and decide which formats you like working with and join those.

The internet has changed considerably since its inception and the current trend is to form relationships with your readers. These relationships are much better achieved in small groups who have the same interests as you have. Another huge trend, currently, are the multi-user (MU) communities that are developing across the web. These communities are a wonderful way to start to form relationships and followers to your work on Squidoo.

There really isn't a magical number to pull out of the hat as far as knowing how many sites to submit to or belong to. You will have to determine how much time you have to devote to using the bookmarking sites and working within those sites to establish some strong relationships with the other members as a part of your long term promotion strategy.

Perhaps you feel best with 5 places to work with and that probably is a good number for most. It would, in the long run, be much better to build a strong and faithful following from 5 sites than to gain little or no traffic from 50 websites.

Multi-User Communities

As mentioned above one current trend is the use of Multi-user communities also known as MUs. The basic concept is a website that is managed by one or two administrators with a program that allows for multiple users to blog, belong to groups, and communicate with each other. There usually are Activity Streams for the members to be able to quickly see what the community has been up to on any given day. These MUs are extraordinarily good for building relationships with people with built in traffic from the community to your work. Think of them as "virtual" neighborhoods.

WordPress has developed a wonderful program for this purpose that many admins are using for their communities. Called WPMU the program allows for some pretty exciting and fun things for a community to interact with.

We highly recommend this community that uses the WPMU format:

[Squidlog](#), which is the new home of the former Professional Squids group.

Keywords

How to research Keywords and optimize your lenses to be found by Google

So you have an idea for a lens. It is a topic you are knowledgeable about and one you may be passionate about. But how do you get traffic? How do you persuade Google and the other Search Engines to promote your lens above all the other web pages about your chosen topic?

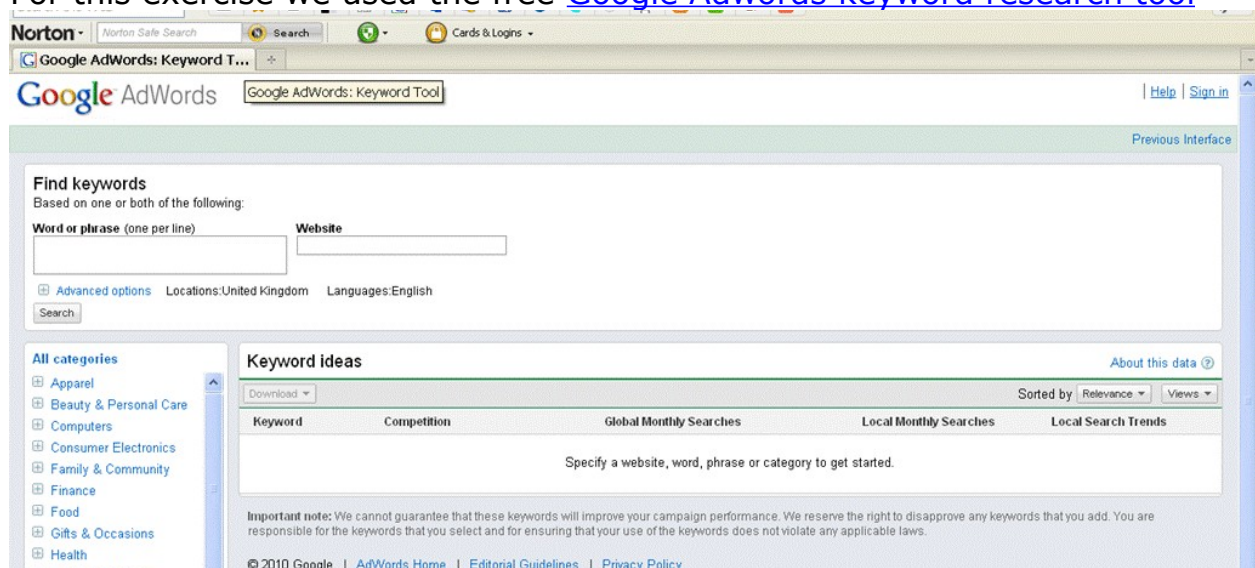
You may be the best writer in the world. You may have a great story to tell. You may have a great product to sell. But that on its own will not persuade Google to recommend your page in search results.

Keywords and phrases are the key to being found on Google and this chapter will show you how to research them and how to add them to your lens to give you the best chance of being found.

Finding Keywords

There's keyword research tools you can buy and there's free keyword research tools.

For this exercise we used the free [Google Adwords keyword research tool](#)



All you have to do is enter your proposed topic and the tool will come up with suggested key phrases. Narrow the focus so that you can target the phrases that have high search volume but have less than a million pages on Google. The smaller this number the better.

Case Study: [AJ's Goldfish Swims Upside Down](#)

A summary of what I did to research the keywords to use, once I decided to make a lens about our sick goldfish.

First of all I checked out phrases like: "sick goldfish", "goldfish care" and "goldfish diseases".

The screenshot shows the Google AdWords Keyword Planner interface. At the top, there are input fields for "Word or phrase (one per line)" containing "sick goldfish", "goldfish care", and "goldfish diseases", and a "Website" field. Below these are "Advanced options" for "Locations: United States" and "Languages: English", and a "Search" button. On the left, there is a sidebar with "All categories" including Apparel, Beauty & Personal Care, Computers, Consumer Electronics, Family & Community, Finance, Food, Gifts & Occasions, Health, Hobbies & Leisure, Home & Garden, and Law & Government. The main area displays "Keyword ideas" with a "Download" button and a table of results. The table has columns for "Keyword", "Competition", and "Global Monthly Searches".

Keyword	Competition	Global Monthly Searches
goldfish diseases	High	14,800
goldfish care	High	40,500
sick goldfish	High	6,600
pond goldfish diseases	Medium	260
sick goldfish treatment	Medium	170
sick goldfish floating	Low	73

Although the Global Monthly Searches for these phrases is high, I could see from the competition column that the number of pages on Google featuring these search phrases would also be very high and would not normally bother to check out the exact numbers, but for the purpose of this exercise I did.

sick goldfish = 487,000
goldfish care = 1,840,000
goldfish diseases = 253,000

Therefore looking at these figures, I knew it would be very difficult to rank high enough in Google to get any decent traffic.

Time to narrow the focus!

Lots of goldfish get sick but what was it about my poor goldfish that would make him stand out (or should that be swim out?) from the crowd. What was it about his illness that made him different?

And of course it was the fact that he was swimming upside down and still alive. Time for a new search!

Word or phrase (one per line) Website

goldfish swimming upside down
goldfish swims upside down
upside down goldfish

Advanced options Locations:United States Languages:English

Search

All categories

- Apparel
- Beauty & Personal Care
- Computers
- Consumer Electronics
- Family & Community
- Finance
- Food
- Gifts & Occasions
- Health**
- Hobbies & Leisure
- Home & Garden
- Law & Government Products
- Media & Events

Keyword ideas Sign in with your AdWords login information to see the full set of ideas for this search.

Keyword	Competition	Global Monthly Searches
goldfish swimming upside down		1,600
goldfish swim upside down		480
goldfish swims upside down	-	210
goldfish ich		1,900
goldfish ick		1,900
fancy goldfish swimming upside down	-	58
why do goldfish swim upside down	-	110
upside down goldfish		4,400

Not only was I interested in the phrases I was looking for, but the results gave me some pointers towards other phrases I should check out. In this example "goldfish swim upside down" was not a phrase I may have searched for, but it could certainly be worked into the lens.

The trick is to remember that it is not necessarily the best phrases that YOU would use for a search that will get you traffic; you have to look for phrases that OTHER PEOPLE use.

Not only did the research help identify key phrases for the lens but it also identified the key phrases to use in any blogs or articles about the lens that would be used to promote it.

So what was the competition like? How many pages on Google featured the phrases I was looking at?

"upside down goldfish"	Search	About 34,200 result
"goldfish swimming upside down"	Search	About 85,400 result
"goldfish swims upside down"	Search	About 85,400 result

I researched a few more keywords and came up with a list of phrases that I could use in the lens and it was published on May 04, 2009.

On July 06, 2010, here is how the lens ranks in the Google Searches for three of the key phrases:

The image displays three screenshots of Google search results, each for a different keyword related to goldfish. Each screenshot shows the search bar with the keyword, the Google logo, and a list of search results. A red callout bubble points to the top result in each screenshot, indicating its ranking.

- Search 1: "upside down goldfish"**
 - Search bar: "upside down goldfish" [Search]
 - Advanced search
 - Everything: Videos, More
 - The web: Pages from the UK, More search tools
 - Top result: [Our goldfish swims upside down](#) (with star icon). Jump to [The treatment I used to help our upside down goldfish](#): Frozen peas. Yes, frozen peas! We always have a supply of those as it is one of the few ... [www.squidoo.com/goldfish-swims-upside-down](#) - Cached - Similar
- Search 2: "goldfish swims upside down"**
 - Search bar: "goldfish swims upside down" [Search]
 - Advanced search
 - Everything: Videos, More
 - The web: Pages from the UK, More search tools
 - Top result: [Our goldfish swims upside down](#) (with star icon). One of our [goldfish swims upside down](#)! The first time I knew of it I heard a little voice ask "Mummy, why is the goldfish swimming upside down?" Oh-oh. [www.squidoo.com/goldfish-swims-upside-down](#) - Cached - Similar
- Search 3: "goldfish swimming upside down"**
 - Search bar: "goldfish swimming upside down" [Search]
 - Advanced search
 - Everything: More
 - The web: Pages from the UK, More search tools
 - Top result: [Our goldfish swims upside down](#) (with star icon). The first time I knew of it I heard a little voice ask "Mummy, why is the [goldfish swimming upside down](#)?" Oh-oh. That doesn't sound good. Is it going to be ... [www.squidoo.com/goldfish-swims-upside-down](#) - Cached - Similar

Another Source For Keywords

It is important to keep an eye on what phrases are being “Googled” that result in traffic to the lens. This may identify popular search terms that are not featured on your lens. Because no matter what research you do, it can be amazing what phrases people use when searching on Google and other search engines

<u>Keywords</u>	<u>Number</u>
goldfish swimming upside down	189
fish swimming upside down	39
goldfish floating upside down ±	26
goldfish upside down	24
upside down goldfish	20
my goldfish is swimming upside down ±	19
fish floating upside down	18
why is my fish swimming upside down ±	18
goldfish swims upside down	16
why is my goldfish swimming upside down ±	15
sick goldfish	13
my fish is swimming upside down ±	12
goldfish swim upside down ±	8
sick fish swimming upside down ±	7
why does my goldfish swim upside down ±	7
goldfish ±	7
why do goldfish swim upside down ±	7
floating upside down goldfish ±	6
gold fish swimming upside down	5
why ±	5
my goldfish is upside down ±	5

This screenshot from the Squidoo Dashboard shows what phrases people were searching for, which led them to my lens.

I am using a lot of the phrases but there’s some, with the + sign next to them, that I am not using, eg *goldfish floating upside down* and *my goldfish is swimming upside down*.

These and some of the others are well worth working into the content of the lens. However, I must be careful not to edit out any of the phrases that are currently getting me traffic.

It is important to check this part of your Squidoo Dashboard regularly – it can be found on the traffic tab

Where To Place Your Keywords

It is crucial to make the placement of your keywords natural, so that they flow with the text and the headings. You should also be careful of “over optimising” your lens or the Search Engine Spiders may think the lens is spam.

Make sure your top key phrase is in:

- the URL
- the lens title
- the intro title
- the first two sentences of your introduction
- the module titles and sub-titles
- the lens bio
- anchor text on the lens
- the end of the lens

BUT DON'T OVERDO IT - MAKE EVERYTHING APPEAR NATURAL

The URL

This can be hard. Someone may have grabbed your ideal URL, so you may need to be creative. The URL for "goldfish swims upside down" was free, I got lucky!! But had I not been able to grab that URL, I would have tried "goldfish_swims_upside_down" and other variations that did not take me too far away from my key phrase. While having an exact key phrase is ideal, don't let it put you off making the lens, if you know you have identified a potentially "hot" niche. You may have to try variations of the key phrase.

If you cannot use your key phrase, it is crucial to pick a phrase that is VERY relevant to the topic.

At this point it is also important to say DON'T use a "cute" lens name, title, or intro title - it will put people off!

The lens title

Many lenses do not include that crucial key phrase in the Lens title. The Lensmaster may have used a clever play on words, the title may be very witty, but they have missed a big opportunity to attract the attention of the Search Engine spiders by using their key phrase.

The intro title

This needs some thought. I tend to make my lens title as close to the URL as possible, as long as it makes sense. However, you need to vary the key phrase for the intro module title, so "Our goldfish swims upside down" became "What to do when you find your goldfish swimming upside down" - another key phrase.

The first two sentences of the intro

"One of our goldfish swims upside down! The first time I knew of it I heard a little voice ask "Mummy, why is the **goldfish swimming upside down?"**"

The general advice used to be that highlighting the key phrase in some fashion is beneficial and that bold and italic work well too. However, there is a growing school of thought that believes this no longer matters and providing the phrases are there the Search Engine Spiders will find them, no matter what the formatting.

The first 160 characters of the intro is what searchers on Google will see. Not only should you be using your key phrases in as natural way as possible, but it is your sales pitch. You only have only a few words in which to capture your potential audience's attention.

Anchor the key phrase (even back onto the lens itself) in the first 160 characters of the intro and use the same practice again somewhere near the end of the lens.

Starting your intro with: "I have made this lens because....." is wasting valuable space and a lot of the people searching on Google and elsewhere, will not know what a lens is!

The module titles and sub-titles

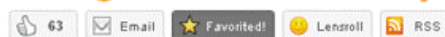
Sprinkle the keywords and phrase, variations of the key phrase plus other key phrases throughout the module titles, without overdoing it. Make sure that they all make sense and do not look like spam.

The same goes for the sub-titles. Use these to include a phrase you have not used in the module heading.

The bio box

It's tempting to use this box to tell people about you. BUT... they have come to read a lens about a specific topic. You can add stuff about you in the "About Me" module at the end of the lens. Use the lens bio, in the top right hand corner of the lens to add a key phrase:

Our goldfish swims upside down



Ranked #68 in **Animals**, #2,289 overall



Anchor text in the lens

Use your key phrases in links to other sites.

To bold or not to bold

Some lensmasters bold their keywords and others do not.

To summarise

Remember when you create a lens that you are providing information. A lot of the time we are providing a solution to someone's problem:

- they are looking for information about something
- they may be looking for products
- they may be looking for both

In the case of the Goldfish lens, I wanted to provide some information in what is potentially a huge topic – goldfish care. When I tried the search phrase "sick goldfish" on Google, it returned 487,000 pages. When I narrowed it down to "goldfish swims upside down", the number reduced to 85,400.

You need to think about:

- Who wants this information?
- Why do they want it?
- What problem am I potentially solving by offering this information?
- How can I focus the topic?
- How can I narrow it down?

One of the biggest problems in getting traffic is caused by lensmasters publishing on too broad a topic and not being able to stand out from the crowd.

Get specific. Get focused. And you will get traffic!

Further Reading

[How to research keywords](#)

[Keyword placement for better SEO - a specific Squidoo lens example](#)

[More on Keyword placement for better SEO](#)

[SEO for squidoo - getting found in google: search engine optimization](#)

[Google keyword research tool](#)

[Free key word tracker](#)

[SEO Tools Keyword Suggestion Tool](#)

[SpyFu](#)

[Apogee Competitors keyword tool](#)

[Free keyword software](#)

[Google Sets](#) (Find phrases)

[Submit Express Keyword Suggestion Tool](#)

[Trellian Keyword Discovery](#)

[Webmaster Toolkit Keyword Research](#)

More Resources

Help with lens making – before you start, have a look at these

[Squidoo Induction](#)

[What Branding Means To Me](#)

[The Best Squidoo Lens NOT To Do](#)

Lens making help and tips

[Ask AJ](#)

[Amazon Spotlight Module Tips](#)

[A Squid Is Born](#)

[Color Schemes For Your Web Pages](#)

[Why I Love The GIMP For Photo Editing](#)

[How To Promote Your Content: Getting More Out of Zimbio](#)

[The Squidoo Answer Deck Organized By Topic](#)

Quality lenses to help & inspire

[Squidoo Lens Reviews](#)

Squidoo blogs and even a radio show

[Giant Squid OpenMike](#)

[Squidoo Event Log](#)

Glossary

Backlinks – (sometimes called inbound links), are incoming links to a web page or the entire website. They are links from another website that are pointing to your website or Squidoo lens. They can point to your Home Page or a specific post, when it is referred to as *Deep Linking*.

Backlinks are important to your search engine rankings because the higher the number of backlinks the higher your page will rank in the search engines.

However, it is not just the number of backlinks but the quality of those backlinks. Quality can be judged by how high the page linking to yours is ranked in Google.

If you link to too many sites that have no Google Page rank, then your own page rank will suffer.

Keywords - the term used for words included in a web page that match the words used by search engine users to find that specific web page.

Keywords can simply be words included in the body text of the document. However, in the case of a Squidoo lens, there's various places that they should be used – see Keyword Section in this Guidebook.

Selecting keywords that match your what your target audience is looking for is a critical SEO tactic.

Longtail keywords - a keyword phrase that generally has between three and five words. Long tail keywords are used when you want to attract searchers who are looking for something rather specific.

Because longtail keywords are so specific they draw less traffic to your pages but tend to draw more quality traffic. This tends to lead to more sales conversions than normal keywords.

Testimonials

I have downloaded it, previewed it and now "using" it. There's a lot of info there, for sure. Thanks to all who put it together ~ [Lois Kackley](#)

I've downloaded the Step By Step guidebook and put it on my desktop. It's really convenient having a checklist of things to do and advice on how best to do them. Before reading this guide, I was doing more or less the same things, but some things a little differently and I now realize that my way was not always the optimal way. Thanks for making this guide, it's really helpful! ~ [Eric Hilton](#)

Using the guide book, I have doubled my traffic by implementing the guidelines on only 19 of my 79 lenses. Thank you. I am working on the others! ~ [nuc99705](#)

I appreciated the advice on tagging and will look more closely at that again. You all did a nice job of putting together a very helpful resource ~ [dustytoes](#)

Wow. This looks like a great resource, gang! What a wonderful idea. I have lensrolled it to ALL my how-to-Squidoo lenses! ~ [GreekgEEK](#)

Fantastic resource! Thank you for all your hard work and generosity. I've been sharing it with friends and contacts ~ [JenniferAkers](#)

...I only wish I had seen it back in mid-2008 ~ [Tipi](#)

Thanks for the Step by Step Book - I'll send it on to all my Squidoo marketing subscribers ~ [ronpass](#)

Thank you for your interest! We hope you have found this step-by-step Squidoo manual to be of great service to you.

And may the Year 2011 be your best year ever!

On the following pages, we have repeated the checklists to make it easy for you to print them as and when you would like to

Printable Checklist — Building Your Lens Step By Step

Lens Title: _____ Lens Creation Date: _____

Lens URL: <http://www.squidoo.com/>_____ Notes: _____

The Steps *Click links for further information*

- Choose your topic
- [Research](#) primary keywords/phrases for topic
- Choose URL using your researched primary keyword or phrase
- Research/know your topic
- Begin new lens
- If your chosen URL is taken, re-work the keywords into another URL
- Choose 3 tags using keyword-research results
- Choose template (you can preview the lens before publish to see how it looks)
- Write the lens in your own words
- Choose your intro image
- Images: "Save as" using a keyword or two (gif or jpg)
- Upload title image into the intro module
- Credit images
- Credit any "quoted" text
- Write a catchy and interesting introduction – include keywords
- Change Bio to relate to the lens topic and use some keywords
- Remove any modules that do not apply
- Look for and add modules as needed
- Change default module titles as you create and build modules
- Use lots of relevant facts, images and different modules
- Recommend topic-related products in the Squidoo sales modules
- [Recommend](#) products from other companies
- Proofread
- Get someone else to proofread, if you can
- Final once-over and polishing
- Publish
- Send a [Squidcast](#)
- Ping at Ping.fm or Onlywire
- Submit to your Ning groups that allow new-lens submission
- Submit it for a critique at [SquidU](#) (if you really want a critique)
- Submit to [Lensroll.com](#)
- Submit article about lens to [Shout Out Loud](#)
- Submit to "other" - Twitter, Facebook, FriendFeed
- Leave link at related-topic online forums where you participate
- Link to a [bookmarking](#) site once every two days or so - not all at once

Printable Checklist – Quick Checklist for Long Term Promotion

Action	Check
Update and check keywords	<input type="checkbox"/>
Blog about the lens	<input type="checkbox"/>
Write an article	<input type="checkbox"/>
Monitor trends	<input type="checkbox"/>
Add to the series of lenses	<input type="checkbox"/>
Send a press release	<input type="checkbox"/>
Publish a Lensography	<input type="checkbox"/>
Create business cards	<input type="checkbox"/>
Add your lens' URL to email and forum signatures	<input type="checkbox"/>
Join Social Networks and Bookmarking Sites	<input type="checkbox"/>