

SQUIDOO LENS MASTER



PROVEN STRATEGIES FOR MAKING SERIOUS MONEY
WITH SQUIDOO



BEN HARRIS

a. Legal Disclaimers

All contents copyright © 2011 by **Optimum Affiliates**. All rights reserved. No part of this document or accompanying files may be reproduced or transmitted in any form, electronic or otherwise, by any means without the prior written permission of the publisher.

This ebook is presented to you for informational purposes only and is not a substitution for any professional advice. The contents herein are based on the views and opinions of the author and all associated contributors.

While every effort has been made by the author and all associated contributors to present accurate and up to date information within this document, it is apparent technologies rapidly change. Therefore, the author and all associated contributors reserve the right to update the contents and information provided herein as these changes progress. The author and/or all associated contributors take no responsibility for any errors or omissions if such discrepancies exist within this document.

The author and all other contributors accept no responsibility for any consequential actions taken, whether monetary, legal, or otherwise, by any and all readers of the materials provided. It is the readers sole responsibility to seek professional advice before taking any action on their part.

Readers results will vary based on their skill level and individual perception of the contents herein, and thusly no guarantees, monetarily or otherwise, can be made accurately. Therefore, no guarantees are made.

b. Licensing Documentation

[YES] You May Use This Product For Your Own Personal Use.

[NO] You May Not Give This Product Away For Free.

[NO] You May Not Make Any Changes To This Product In Any Way.

[NO] You May Not Resell This Product.

[NO] You May Not Resell Private Label Rights Or Master Resale Rights To This Product.

Table of Contents

a. Legal Disclaimers.....	2
b. Licensing Documentation.....	2
1. Introduction	5
My Squidoo Experience	5
How To Use This Book	6
2. What is Squidoo?	8
Squidoo and SEO Synergy	9
3. Why Most People Fail to Make Money With Squidoo	12
Create What the Market Wants	13
4. What Are You Looking to Gain From Using Squidoo?	14
A Word on Passive Income	17
Setting Your Goals	18
5. Making Your First Squidoo Lens	20
6. Intro to the Money Making System	22
The Four Pillars	23
7. Keyword Research	24
What are Keywords?	24
The Google Adwords Keyword Tool	25
The WordTracker Keyword Tool	31
Money Keyword Finder	34
8. Lens Creation and Monetization	38
Picking your Monetization Method	38
Types of Affiliate Programs	39
Clickbank Marketplace	40
Amazon's Affiliate Program	42
Other Affiliate Networks	45
Google Adsense	47
Creating your Lens	47
Chapter Summary	48
9. SEO: How to Rank our Lens	51

Anchor Text	51
Can I Link My Lenses Together?	51
Wrap Up	53
10. The Final Step	54
Resources	56

1. Introduction

Hey Folks.

Thanks for reading this book! This book is designed to be a comprehensive look at Squidoo lenses. There are a lot of misconceptions about Squidoo and this book is going to address those misconceptions. On top of this, I will guide you step-by-step through my own highly profitable Squidoo money making system.

This is a system that has been tried and tested by me personally. I've been an internet marketer for three years now. A large chunk of my monthly income comes straight from Squidoo. I saw that it had some massive potential, so I set out to create a system that would allow me to make consistent money each month from Squidoo.

Using common internet marketing techniques coupled with strategies specifically designed to take advantage of the way Squidoo works, my system has allowed me to have the highest chance possible to create profitable Squidoo lenses.

When each lens you create has the highest statistical chance of making money, it doesn't take long to reach your target goals and monthly income levels.

My Squidoo Experience

Squidoo was really my first "break out" internet marketing venture. I had been working on making money online for a few months. Things were going okay, but as all new internet marketers know, it's never really as easy as it sounds.

I was in a bit of a rut and I knew I'd have to do something quick to start paying off my growing bills. Squidoo was a bit of an epiphany for me. I knew common internet marketing strategies that worked, but I simply didn't have the time to completely utilize these strategies.

Squidoo offered a shortcut. I'll discuss this in more detail later on, but with Squidoo, you can cut a lot of corners and make money a lot faster. Once I came to this conclusion, I was able to create an extremely profitable system. That system led to consistent money each month. It wasn't just a few bucks— it was what most people would consider a full-time income. Remember, this was just from Squidoo.

When people ask me how to get started making money online, I ALWAYS recommend Squidoo. It's a platform that truly allows people to make a lot of money without spending the amount of time most other internet marketing ventures require.

How to Use This Book

Like I mentioned in the introduction, this book lays out the EXACT system I use to make money on Squidoo. In fact, I like to think of this process as “over the shoulder learning.”

By this, I mean that I wrote this book to illustrate exactly what I do when I use Squidoo myself. While you are reading this, picture that you are watching over my shoulder as I guide you through the Squidoo money making system. Although this system was designed by me, it can and will work for anyone reading this book.

The book is divided into multiple sections. Each section covers an integral part of the whole process, whether it is goal setting or lens creation. Every section is important. For this reason, I highly recommend that you read the book in order the first time around. After you've read it all the way through, use the chapters to bounce between sections that you're struggling with. Remember, this is my entire Squidoo money making system. Nothing is left out. There are no secrets!

Since this is a “make money online” book, I have a few things to say to the “get rich quick” crowd.

If you’re looking to make hundreds of thousands of dollars each month, this e-book isn’t for you. In fact, Squidoo really isn’t for you if you want to make THAT much money.

This book is written for internet marketers and regular people who understand the secret of life. If you want to get anywhere, it’s going to take work. Sure I can give you the system, but you’re going to need to implement it and practice it before it will make you any serious money.

So no, this isn’t a “get rich quick” method. It has the potential to make you a good amount of money each month. For some people, that amount is a part-time income. For others, that amount is a full-time income. It doesn’t really matter what you want (as long as you know what you want). Squidoo can help you reach your internet marketing goals.

It’s not the end-all be-all, but it’s the best place to start, hands down.

Lastly, a quick word to those of you who already have experience with internet marketing. It’s very likely that a lot of the principals discussed in this book are going to sound familiar. They should, as this book doesn’t attempt to reinvent the wheel. Instead, it puts all the well known techniques together in a system you can use to make money with Squidoo.

If you already know what Squidoo is, feel free to skip the “What is Squidoo” section. This section is for the complete beginners and doesn’t really contain any new insights for those of you who already have experience with Squidoo.

2. What is Squidoo?

A few years ago, the phrase “article directories” became quite common on the internet. These were revolutionary new websites that served two purposes. The first purpose was to provide great information to people who use the internet. The second purpose was to allow people with websites to both gain exposure to their websites and rank higher in the search engines.

This whole process was extremely synergistic and innovative. The article directory had a fresh stream of content coming out and the web masters who wrote that content received a lot of traffic and higher rankings in the search engines.

The model was sound. There was one slight problem with it. It was such a small problem that most people didn't even REALIZE it was missing. The problem was that no one could directly make money on these article directories.

Although it was true that you would inevitably make more money thanks to these article directories, you couldn't make money simply by writing for the directories. As a result of this, the model wasn't as efficient as it could be. This is where Squidoo comes into the picture.

Squidoo came onto the scene as a completely new approach to article directories. They had the same basic structure, meaning that they provided information and gave writers traffic and search engine authority. However, they ALSO added the possibility for people to make money by creating “lenses.” These lenses were a part of Squidoo.com, but they were basically owned and maintained by the person who created the lens.

This means that when you're creating a Squidoo lens, you're creating your own website, not just writing an article. You have complete control over your Squidoo lens. There are a lot of different ways you can use your lens to make money, which is what this book is fully centered around.

Squidoo and SEO Synergy

Before going into the actual money making system, you need to understand WHY making a Squidoo page is a better option than making a website from scratch.

There are two main reasons why Squidoo is better than starting out from scratch. Both of these revolve around traffic and exposure.

When you visit Squidoo.com, you're met with a huge selection of categories. Remember— a lot of people go to Squidoo just to get information, not make money. This means that when you make a lens, people will likely look at it just because it's on Squidoo.com.

This is traffic you would've never gotten if you had started from scratch. This traffic comes to Squidoo looking for information. If your lens matches the information they're searching for, you'll get traffic to your lens. This is the first reason why Squidoo is better than making a website from scratch. If you create a lens, you already have a good chance of getting traffic DIRECTLY from Squidoo.com.

The second reason is a little more complicated. It's important you read this section, though, as it talks about one of the top strategies used in this Squidoo money making system. The second reason revolves around search engines.

Here's a phrase you might've heard before: search engine optimization (SEO). SEO involves getting a website ranked high in the search engine rankings. When people search for websites, the first page is where they'll go in almost all situations. If you have a website listed on the front page, you have an extremely good chance of collecting traffic from search engines.

This is high quality traffic. These are people who were LOOKING for your type of website. This means that they'll be in a buying mood if you're selling something. The people who will visit your website based off of search engine results are incredibly profitable.

Unfortunately, SEO is rather difficult. We have a lot of strategies and techniques that have been proven to work, but we don't have the last word. We can use all the techniques and strategies, but at the end of the day, Google and the other search engines have the last word. These techniques work, though, so usually it's just a question of time. How long until your website ranks? Can you wait a few months? Can you wait a year before your website is getting traffic from search engines?

Maybe. If you're anything like I was, though, you need a way to make money NOW.

Even if we're urgent, the search engines aren't going to care. They just want to provide the best possible resources for those who are using their search engine.

Another reason why SEO is so great is the fact that the traffic is free (basically). Most other methods of attracting traffic revolve around spending money. Advertisements can definitely bring you traffic immediately, but it's going to cost you.

Search traffic turns the tables. Instead of looking for your customers, they're looking for you.

Therefore, if we want to make money as quickly as possible, we need to find a shortcut. Well, it just so happens that Google and other search engines take a preference for websites who already have authority. Websites that are already established.

If I was to create a new website on "goldfish bowls," it would take me anywhere from months to years to actually start ranking for it. However, if the website "goldfish.com" decides to make a webpage on goldfish bowls, they will likely be ranking in a matter of days. This is because they're already an authority on the subject of goldfish. Since they already have authority, Google assumes that they'll post respectable content within their niche.

Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

