



## Social Media Overdrive

### Module 05: Squidoo Lens

#### **Important Learning Advisory:**

To experience better learning, it is recommended that you print and follow this transcript while listening to the MP3 audio. There is ample space at the bottom of every page for you to write your own notes and jolt down ideas. Happy learning!



In this module, I'm going to talk about something very exciting because it is very easy to employ this method at the same time, you can get very excellent search engine rankings from doing very minimal effort. It is called "Squidoo Lensing". Let me tell you more about it in awhile.

- You can easily create pages (called lenses) on any subject that interests you
- Can contain photos from Flickr.com, Google Maps, blogs, eBay auctions, YouTube videos
- No HTML experience needed

## Squidoo Lens Introduced

So what is Squidoo Lens? Squidoo.com was first introduced and created by founder, Seth Godin whom I think you probably know of very well because he is a very famous marketer and bestselling author of many books in the bookstore.

So Seth Godin has created this website called Squidoo.com and it's a Web 2.0 website that lets users easily create web pages called "Lenses" on any subject that interests you. Because the premise of the website is that everyone is an expert and the founder, Seth Godin, he's convinced that everyone is an expert at something. So he encourages you to create a webpage on just about anything that interests you.

And because there are so many topics being covered at Squidoo.com under the sun, you don't have to be shy about creating any web pages that are relevant or not. In

fact here's a generous affiliate program that pays out a massive percentage for referring people to Squidoo.com and he in turn gives 5% of the revenue back to charity. So anyways, back on the topic on how Squidoo.com can improve your search engine rankings and help you drive in traffic.

Since you can easily create pages which are called "Lenses" on Squidoo.com, you can create a web page on anything and the best part is you don't have to know how to do HTML. You don't need a technical or HTML experience at all. And because Squidoo.com is highly connected with a lot of other popular Web 2.0 websites, you can contain photos from Flickr.com, Google Maps, blogs, eBay auctions and even Youtube videos.

- High Search Engine rankings
- Redirect to external sites and even affiliate links

**How Squidoo Can Help Increase  
Your Website's Visibility**

So how can Squidoo help you increase your website's visibility and establish your presence as an expert of your niche?

You see, Squidoo.com is highly ranked on the search engines so any websites or any links that are coming from Squidoo pages (Squidoo Lens) will in turn give good back link or high search engine PR value (Page Ranking Value) to your web pages or your website links.

So once you redirect to external sites or even affiliate links, you can count on driving in more traffic and get better search engine rankings because Squidoo.com has a high PR ranking on major search engines such as Google.com.

The premise is very easy because even blogs for the matter, you only need to create one web page or one Squidoo lens at Squidoo.com or any topic that you like. So here are just some ideas:

You can create your own personal profile such as Squidoo.com/YourName. Or you can even create a Squidoo Lens on your company's background and information. Also, you can create a Squidoo Lens on just about any sub-niche you're in.

So as you can see, the potential is unlimited and you can create a Squidoo Lens on just about anything under the sun.

There's really nothing much to Squidoo Lens except that it is a simple version of blogging. The only difference is that Squidoo.com already has an established PR with traffic so you can start funneling traffic to your website very quickly at the expense of just creating one full Squidoo Lens page.