



How to get the most out of Squidoo

Like all social media and social networking Web sites, you get out of Squidoo what you put into Squidoo. Below is a list of tips to help you promote your Squidoo lens. In addition to what is here, there are a number of well-written Squidoo lenses on this very same subject. Search for “Squidoo tips” or “Squidoo help” within Squidoo and you will find dozens of lenses worth reading.

Socialize

- Each user on Squidoo has a “Lensmaster” page. Make yours shine.
- Join relevant groups and participate. To find one, try entering search terms followed by the word “headquarters,” i.e., shopping headquarters.
- Read other lenses, participate in polls, leave meaningful comments, and rank the lenses too.
- There is a Squid forum that is great for introducing yourself, asking questions, reviewing other lenses, and more. Create a signature within your account that includes a link to your lens.
- When you find a particular lensmaster whom you like, make him or her a “Favorite.”
- Find relevant lenses to your lens and add those to your “Lensroll.”

Improve Your Lens Ranking

Every lens is ranked according to Squidoo’s secret algorithm. You shouldn’t try to manipulate the ranking system, because you will be caught and you will be thrown out. However, there are a few things you can do to improve your rank including periodically updating your lens, creating more than one lens, and attracting visitors to your lens. Here’s how to get more visitors:

- Update your lens periodically. A stale lens is a poorly rated lens.
- Notify your Twitter followers and Facebook friends when you update your lens
- Link to your lens from other Web sites
- Advertise your lens just like you would any other Web site through paid online advertising, directory submission, and other SEO link building tactics

No Spam, Not Ever

- Your lens should not have any hints of spam. Don’t include links to your Web site in every module and don’t include links to your lens or Web site within comments on other lenses either. The Squidoo community is very particular about this and you will be ranked poorly if you don’t abide by the rules.
- Make sure there is meaningful content on your lenses. Did the visitor learn something or did they just learn that your business is wonderful? Make sure it’s the former, not the latter.
- Create more than one lens, visit and rank other lenses, join groups; be an active Squid.

A Word On Squidoo Earnings

It is possible to earn money through your Squidoo lens. You can add modules for eBay, Orbitz, Amazon, and other online retailers who sell items or services. If you choose to go this route and you do sell items through your lens, you must select where those funds will go. You can choose to be paid through PayPal or you can direct all earnings to a particular charity. Or, you can do a combination of the two. I recommend donating at least part of your earnings to charity. While you don’t have to do this, it certainly is a nice thing to do and might even impress your followers.