

The Immediate Edge

How To Use Squidoo Lenses And The Power Of PR

Dan Raine

You do not have resell or giveaway rights to this article. Only members of The Immediate Edge are authorized to view it. If you think you may have an illegally distributed copy of this article, please contact us via email at legal@wuranga.com to report illegal distribution.

© Copyright 2006-2007 The Immediate Edge / Wuranga Ltd. All rights reserved. Unauthorized distribution, resale, or copying of this material is unlawful. No portion of this article may be copied or resold without written permission. We reserve the right to use the full force of the law in the protection of our intellectual property including contents, ideas and expressions contained herein.

Table Of Contents

How To Use Squidoo Lenses And The Power Of PR	3
<i>So What Are Lens Clouds And Why Use Them?</i>	3
<i>Switch Content</i>	5
<i>Capturing Leads</i>	5
<i>Keeping The Clutter Down</i>	6
<i>Squidoo As A Traffic Network</i>	6
<i>Creating Content For Your Lenses</i>	6

How To Use Squidoo Lenses And The Power Of PR

This is a bit of a follow up to my previous Squidoo article in which I gave an overview of building lens clouds. I am writing this to explain the importance of this linking strategy.

The main reason I create Squidoo lenses is because they are liked by Google. This shouldn't be underestimated, Squidoo is a relatively new Web 2.0 property but already has nearly 70,000 lenses (pages) and a page rank of 7.

This page rank is slowly filtering down to the sub pages, and with the number of incoming links increasing daily this will only continue to rise.

Squidoo in itself is only part of my larger traffic generation strategy which I be showing you more of over the coming months but even as a standalone asset can be incredibly powerful.

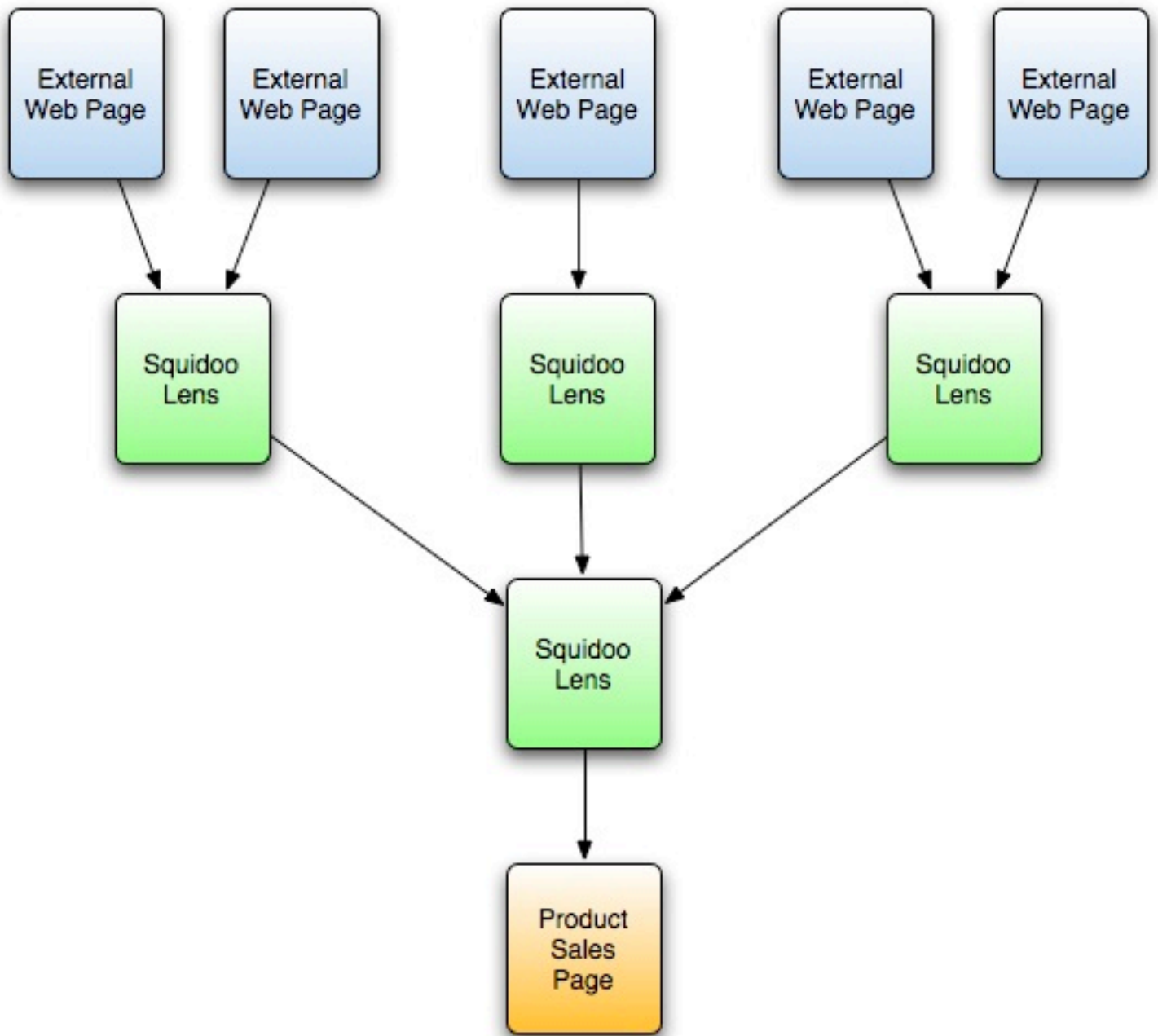
So What Are Lens Clouds And Why Use Them?

The principle of the lens cloud method is to pass PR on to your sales pages in a gray hat way and generate a traffic funnel. To explain what I mean lets go back to our fictional tomato example.

I have created an info product (ebook) on how to grow tomato's and I want to generate as much traffic as possible for it, the thing is most of the information sites out there don't particularly like linking to a sales page, believe it or not most web site owners think that everything should be free.

Now to get around this you are going to have to give away some information. In the Wikipedia example you are writing about all the different types of tomato's out there and linking from Wikipedia to you lens on that subject.

Now most pages on Wikipedia have PR, and when you create a link you are passing on a portion of that pages PR to your Squidoo lens. Now I know things changed the other day and Wikipedia has begun adding the 'nofollow' tag to external links but the principle is the same for any site.



So now your individual topic lenses have a little bit of PR coming to each of them which in turn is passed on to each of the links on your page, the strategy here is to have another Squidoo lens just on growing tomato's (the topic of your info product) which is linked to by all your other Squidoo lenses. This page will then have a portion of all their PR.

So the real reason you are using the lens cloud method is to enable you to get incoming links without appearing to just be selling a product, in effect you are generating a traffic funnel like the diagram below.

Using the traffic funnel does reduce the chance of visitor actually getting to your sales page but the benefits of getting incoming links outweighs this. There are also a couple of other things you can do.

Switch Content

Now this is pretty much frowned upon and you definitely do this at your own risk. After you have all your incoming links in and they have been there and stable for a month or so, you can switch the content of your cloud to be more sales orientated. Again this is not advised but it can and does work.

Capturing Leads

This is by far the most important thing you can do with a Squidoo page and most marketers just aren't doing it. As this site and all the projects progress you will see that on practically every project I go out of my way to capture leads. **This is where the real money is in Internet marketing.**

There are two ways of doing this on Squidoo, firstly you can just offer a link to your newsletter and get people to sign up, or secondly, and without a doubt the most effective way is to offer a free info product. For example:

A visitor comes to your any one of your Squidoo lenses and prominently placed is an offer to sign up and get a free copy of your 'How to double the size of your tomato's' report. If you design this not to look too much like a sales pitch then you will be surprised at the number of people who do take up the offer. In January's newsletter I am going to be showing you exactly how I do this in a Squidoo lens.

Keeping The Clutter Down

It is easy to get carried away with all the options on Squidoo such as adding books from Amazon, links to eBay etc. but my advice is to keep this to a minimum. Squidoo and Google both like to see outgoing links from a page which are related to your subject but the thing you have to keep in mind is that the more outgoing links there are, the greater the chance your visitor doesn't follow the funnel. **Remember:** You are not trying to make money directly from your lens, you are trying to get them to sign up for your list and visit your sales page.

Squidoo As A Traffic Network

Squidoo is only a part of my traffic network strategy, in itself over time it can generate a fair amount of traffic for you and not to mention a sizable number of sign-ups to your lists and it is important to get your Squidoo network up and running as soon as possible to give it a chance of getting indexed, linked too etc.

Over the coming weeks I will be showing you some advance linking strategies, how to develop your traffic network, and also carrying on with leveraging the Web 2.0 space.

Creating Content For Your Lenses

I know a lot of you are probably sitting there thinking how the hell do you create all the content required for your lenses, well the answer is pretty simple, you buy it.

There are a lot of PLR sites out there and I am going to be reviewing them all for you soon but I wanted to mention one of these specifically at the moment and that is Content Goldmine. Every month you get ten new markets and in each of these you get a bunch of keyword research, ten articles, a mini course, and a list of affiliate sites.

This site has just opened up again and is starting to be pimped by the big marketers so will probably only remain open for a few days. You can check it out here:

<http://wuranga.com/go/ContentGoldmine.php>

I do want to point out though that I only use a portion of the content as I don't want duplicate content on my sites, but for building five-ten part courses etc it is great time saver.