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Social Marketing On Squidoo

Squidoo is a remarkable resource for Internet marketers. It's what's considered a internet 2.0 internet site that enables users to set up "lenses," which are individual pages situated on the Squidoo.com domain that advertise a particular topic.

You might be wondering what's so fantastic about that, when thousands of other internet sites let you to do the same thing. But Squidoo is unique. Not only do they make it incredibly effortless to produce a web page, ripe with graphics, content, and interactivity, but they allow - and even encourage you - to use the page to make cash (very different from the marketing ban you face on MySpace).

Several other web 2.0 web sites make it possible for a minimal amount of advertising to consider place, just like HubPages. But they're far stricter about the amount of outgoing links it is possible to have, and they have other rules, which make it harder to use the site for your very own personal profiting potential.

Squidoo is truly far a lot more conducive to making real money than any other site that has come into popularity in recent years. This is the biggest reason Squidoo has risen to fame so rapidly and why Tiffany Dow penned the eBook Social Networking on Squidoo, which was endorsed by an endless supply of guru marketers thanks to its step-by-step instructions on how to market the right way on Squidoo.

Squidoo has finally produced a site that may be used for commercial purposes in addition to being a valued consumer resource and wealth of no cost information. Thousands of smart marketers have flooded to the website to consider advantage of the cost-free tools out there to them.

Of course, with the influx of honest marketers, a wave of spammers came to try to take over. This caused Squidoo to temporarily experience a sharp decline in the search engine rankings of its pages at Google, and a sharp drop in targeted traffic to boot – recognized as Google's Squidoo Slap.

Squidoo was quick to take action, removing some in the tools (such as iFrames) that built it uncomplicated for spammers to abuse the system. They also banned four major spam topics from the internet site. This was frustrating to a great deal of honest marketers, but it built it harder for spammers to abuse the internet site.

They also instituted some policies with regards to top quality of lenses, requiring a far more substantial quantity of content to be published prior to the lens would show up in searches on the Squidoo web site itself. This also helped deter spammers who would put up a lens with just a paragraph or two of keyword-rich spam text after which a bunch of outbound links.

Squidoo could be used in numerous techniques. You can advertise services, goods, or affiliate items by means of your lens. You can have multiple accounts and on every totally free account, you are able to have an endless supply of lenses.

It is possible to cross-promote your lenses. Construct one master topic lens, after which branch out to assemble a number of a lot more targeted lenses. Squidoo helps anybody be an expert on any subject, and Google really like to Squidoo is once again rampant, helping lenses acquire page 1 rankings in the SERPs for numerous competitive keywords and phrases.

People who sell on eBay also adore to promote their eBay stores or auctions via Squidoo, utilizing built in eBay modules (building blocks) that Squidoo offers. Some modules give the lensmaster a share of co-op earnings through AdSense and some module profits. But you possibly can also use text and image links to funnel site visitors directly by means of to your personal domain.

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