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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.

Squidoo works in a very similar fashion. If you were to make a brand new website on goldfish bowls, it would take an undetermined amount of time to rank. However, if you were to make a Squidoo lens for goldfish bowls, you would likely be ranking much quicker. Since Squidoo isn't necessarily an authority in the goldfish niche, you probably won't be ranking in days. However, it's very reasonable that the time frame would be weeks to months instead of months to years.

Sounds like a pretty sweet deal, doesn't it? Although there are a few disadvantages to using Squidoo, it's still your best bet if you're looking to make some quick money online.

Let's do a quick run over the information we've covered so far.

Squidoo is an article directory. Unlike other article directories, though, Squidoo allows you to choose your own monetization (money making) methods. If you want to make money with Squidoo, you can do so any way (within their terms of services) you would like.

Squidoo has a large advantage over starting a brand new website because it already has built in authority. This means that our lens will rank much quicker than a brand new website. We use this fact to give us a shortcut to making money online!

3. Why Most People Fail to Make Money with Squidoo

In my introduction, I know I have the tendency to make people feel that making money with Squidoo is easy. That's not my intention. My intention is to show you how powerful having a system can be. It can turn something that is usually quite difficult into a simple and repetitive task.

Apparently, though, making money with Squidoo is NOT easy. Not even close. The vast majority of people who use Squidoo fail to even make a dollar.

Why is this? How can I claim to make consistent income with Squidoo when almost everyone who uses it as a money making opportunity fail to make any money?

Once again, the answer lies in a system. Having a system gives you a path from point A to point B – proven to work.

In this case, point A is no income online and point B is whatever your goal is (we'll get to that).

Here's what most people do when they try to make money with Squidoo (and online). Most people have an idea in their head of something they'd like to write about. Maybe they really enjoy gardening, so they decide to create a lens on special gardening techniques. They spend a few hours creating a very nice lens. It's informative, interesting and has ads speckled across the page. Squidoo monetizes each page with Google AdSense (among other things), and you split the revenues.

After they make that lens, they sit back and watch to see whether or not it will make them any money. Some get lucky and their lens does make money. Most aren't so lucky.

For the people who DO make money with their initial lens, they go about creating another one the same way. They decide what they want to write about and then put together a lens based on that specific thought process.

Usually these people don't get lucky twice in a row. The second lens won't make any money. At this point, they will usually give up on Squidoo and use that same strategy in other areas of internet marketing.

Create What the Market Wants

So what did they do wrong? They wrote a high quality lens that contained useful information. There were ads on the page which encouraged their users to click on them. However, these lenses made no money.

Here's the first problem. They made a Squidoo lens based off what THEY wanted to write about. They didn't do any market research. They didn't test the waters. They looked inside their heads and determined which topic THEY thought would be interesting. At that point, they did the research and put together a lens.

In most cases, what THEY want to write isn't necessarily what other people want to read. If you're writing a lens based off of what you want to do, you're already increasing your odds of failure. I don't want to sound depressing, but that is the reality.

Second, since they just wrote about what they wanted to write about, they probably weren't writing about a subject that was easy to monetize. For that reason, their only monetization method was the default Squidoo ads. Since the lens wasn't geared at getting people to click on the ads, they didn't make any money with these ads.

Can you see where I'm getting at with this? Most people make a lens based on what they want and then think advertisements is what monetization means. When this inevitably fails, they blame Squidoo and use their same techniques in other aspects of internet marketing.

Not only will this prevent you from making any money on Squidoo, it will prevent you from making any money regardless of what you do online. Stop writing and creating businesses based on what you want to do! The market is where the money is at, so listen to the market when creating your lens! By keeping this one idea in mind, you will give yourself a MUCH higher chance of making money with Squidoo.

Here's the second part of why these people fail. They don't treat the lens as a website. They treat it as an article they submitted to an article directory. Although this is technically true, it will drastically help you to think of a lens as your own miniature website. Remember, we're using a lens to cut corners. We're not using it because it's different from a website built from scratch. We're using it because it's the SAME besides the fact that a lot of the work is already done for us.

Think of your lenses as your own individual websites. Don't think that you're just writing some content for another website. You're writing content for your own website (in the form of a Squidoo lens).

Lastly, people fail with Squidoo because they give up too easily! Squidoo is completely different from most other online money making opportunities. Because of this, there's already a learning curve associated with it. Books like this one can and will help you make money with Squidoo. However, you still need to take a trial-and-error approach to Squidoo. You need to try the things out in this book and put your own spin on them. Take what's working for you and continue to use it. Take what isn't working for you and get rid of it.

Don't expect to make money with your first lens. This is the time when you're getting accustomed to the system. Until you get it down, you're not going to be making as much money as you want to be. Don't worry— this is completely normal!

When I first started using Squidoo, I had to create around ten lenses before I started making ANY monthly income. Is this going to be the same for you? Probably not. Remember, I didn't have this book when I started trying to make money with Squidoo. You do!

Remember these three factors as you go throughout this book.

- Write What the Market Wants to Read
- Don't rely on the default Squidoo ads to make your money
- Treat Your Squidoo Lens as a “Real” Website
- You Only Fail When you Stop Trying

4. What Are You Looking to Gain From Using Squidoo?

Alright, folks. This is the goal setting section of the book. This is IMPORTANT. In other words, don't skip this section.

Most people go into internet marketing with the concept of "a lot" inside their heads. When you ask them how much money they want to make online, they say "a lot." If you ask them how many lenses they're planning on making, they'll probably say "a lot."

Here's the problem with that, though. "A lot" isn't measurable. You have no control over how much "a lot" is. If you plan on making "a lot" of Squidoo lenses, does that mean you're going to make 20? 50? 2000? How much does it mean, and more importantly, HOW did you come up with that number?

To be truly successful with Squidoo, we NEED to set goals. This is a numbers game. The more lenses you make, the more money you make. It's that simple. However, it's nearly impossible to determine how many lenses you're going to need to make to earn money. Sure, we can know what helps a lens actually make money. We can even use that information to "fix" the game. We can use that information to make sure that we have the highest odds of making money with each lens we create.

We can really only control one aspect of our Squidoo making money online system. That aspect is lens creation. We can directly control how many lenses we actually want to make. Since this is a numbers game, all you really need to do is determine how many lenses per day you want to create. Depending on how much money you want to earn each month, you will need to make more or less lenses.

Once you determine what your end goal is, you can set how many lenses you want to create. Once you know how many lenses to create, you have something that you can work on EVERY DAY.

If you're planning on creating 28 lenses a week, for example, that would be four lenses created each day. 28 lenses a week equals 112

lenses a month. If you're putting out 112 lenses a month (using my system), I can all but guarantee you're going to be making money. Imagine if the average amount of money earned per month is \$10 with those lenses (this is conservative). In just one month, you've gone from making no money online to making \$1,120.

Now, it doesn't always work this way. Sometimes it's going to take your lenses a few weeks or months to begin ranking well (more on that later). However, by giving yourself a solid goal to work towards, you are giving yourself something you can work on starting TODAY.

This is powerful stuff.

So what DO you want out of Squidoo? For me personally, I wanted a nice supplemental part-time income which was separate from my other internet marketing ventures. I had a lot of expenses to pay each month and I wanted my Squidoo earnings to cover all those expenses. By using my own system, I was able to determine how many lenses to create per day. Once I did that, it was a simple matter of completing them and collecting the money.

A Word on Passive Income

One of the main reasons why people get into internet marketing is the idea of passive income. Passive income is all about earning money no matter what you're doing. Would you like to earn money while you sleep? Would you like to be able to take a vacation and get paid while you're away?

Sure, we all would! The great thing about Squidoo is the fact that the income earned is almost 100% passive. People will be visiting your lens at all hours of the day. If you have 100 lenses all capable of earning money, you're going to be making money at all hours of the day.

This is my favorite part of using Squidoo, hands down. I wanted part time income to pay for my bills WITHOUT having to work more. Squidoo allowed me to do this.

There's another aspect to passive income, though. It's overlooked by almost all new internet marketers. You don't get passive income instantly. That takes work. Passive income is the end goal, but the only way to get there is to work.

It's a lot of work, too. When I first started my Squidoo journey, I was spending anywhere from five to ten hours a day just working. I was spending a TON of time working without getting paid for doing so. After a few months, I had some Squidoo lenses that were earning me some consistent income each month. At this point, I began to have some passive income flowing in.

If you want passive income, Squidoo can help you get there. However, you HAVE to remember that you will need to put a lot of work in before you get to the passive income point.

Setting Your Goals

So now you know enough about Squidoo that you can set some realistic goals. Depending on the scope of your goal, you will need to determine how many lenses you will need to set up each day to get you to your goal.

For example, if you wanted to earn a part-time income every month, I'd recommend no less than two lenses created per day. If you don't have enough time for that, I'd say you do one a day— no less.

If you want a full-time income, you're going to need to work full-time for the first few months. This means making anywhere from 2-5 lenses per day. Yes, it's a lot of work, but the end result is a full-time income passively.

I know, I know. You don't actually know how much each lens is going to make. However, as a rule of thumb, just imagine that each lens is making \$10 a month. This is a VERY conservative estimate. A lot of my lenses make \$100+ per month at least. The highest earners earn close to that in one single day.

If you use this conservative number, you can easily determine how many lenses you'll need to create before you reach your goals.

5. Making Your First Squidoo Lens

Note: If you already know how to create a Squidoo lens, feel free to skip this section!

Alright, now that we've gone over the basic intro as well as set some goals, let's get started with creating a Squidoo lens!

The first step is to navigate on over to Squidoo.com. Look towards the top of the screen and click the big orange button that says "Sign up Now!"

Choose a username, enter your email address and pick a password. Submit the form and move on to the next section.

Welcome to your Squidoo dashboard! This is where you can see how many lenses you currently have and also create new ones. Creating a new Squidoo lens is extremely simple.

I know we haven't gone over the lens creation process yet, so make a lens based on whatever you'd like to write on. I know, I know... I said NOT to write based on what you want to write. I still stand by this, of course. However, you need to get acquainted to the overall Squidoo lens creation process. By creating a simple lens on something you want to write about, you're getting your feet wet and learning all about the submission process.

Squidoo has a very interesting creation process. First, you decide what the overall title of your lens will be in the dashboard section. After you pick a title, a tag and a few modules which you can use for your lens, you're immediately taken to the actual lens page. Remember—this is your website! This is where you write your content, sell products, do whatever you'd like with your website!

I'm not going to spend too much time describing how you can put your lens together, as Squidoo already does an excellent job at doing this. When you're in your lens creation page, take a look at the right side of the lens page. You'll see a list of objectives. These are all designed to get you familiar with the interface and system of Squidoo. If you're unsure on how to complete an objective, simply click the question mark beside the objective and a helpful tip will pop up.

Anyways, I'll leave you to that. Complete as many objectives as you need before you feel familiar with Squidoo and then read on!

6. Intro to the Money Making System

Are you familiar with Squidoo now? Great! Time to move on to the good stuff: the money making system. This system will allow you to achieve all the goals you've set and earn the type of income you'd like. Remember, we're working towards passive income here!

My Squidoo money making system was created after about a month of lens creation. In my first month, I went CRAZY on Squidoo. I was making at least two lenses per day, giving me a fairly decent amount of lenses after the first month.

Working that hard for the first month was one of the best decisions I've ever made. The reason? Since I had 70+ lenses, I was able to see results after just one month of working.

I wasn't very good at internet marketing back then, it was pretty hit or miss. However, as I was creating lenses, I was also learning. The more I learned, the more I implemented into my lenses. At the end of the month, I was left with around five lenses that actually generated income. Not the best results, but not bad for the first month!

Looking at the lenses that were successful, I was able to determine what I was doing different in those money making lenses.

The next month, I used all the new techniques I learned from the five successful lenses in ALL my future lenses. Remember, I was still studying internet marketing techniques and implementing them.

The second month I had around a 20% success rate with my lenses. Not bad, right? The next month it improved even further.

The Four Pillars

After a few months of seeing improvement, I felt like I had finally created a system which would allow me to make as much money as I would like on Squidoo. Here are the key components of this system:

- Conducting Thorough Keyword Research (Market Testing)
- Creating Lenses and Determining Monetization Methods
- Determine Whether the Lens Needs Additional SEO Help
- Rinse and Repeat!

In order to have consistent success on Squidoo, you must follow each part of this system. If you neglect any aspects of it, you won't have nearly the same levels of success. The reason behind this is that this system is designed to be repeatable. It is designed to give us the absolute BEST chance of making money with Squidoo. If you follow this system in its entirety, you will make money on Squidoo.

7. Keyword Research

Alright, on to Keyword Research! This is the first aspect of our money making system and arguably the most important.

This is the part of the system which gives us consistency. If you can master the keyword research process, you will be able to repeat the system as often as you'd like. Obviously, since we're playing the numbers game with Squidoo, the more lenses you create the better!

Whenever people first get started with Squidoo, they almost always experience some form of writer's block. They sign up for Squidoo and try and brainstorm new writing ideas. Sometimes they think of what they'd like to write about and other times they try to think about what the market would like to hear.

Although trying to determine what the market wants is the right idea, it's all guesswork if you just sit down and brainstorm. Sure, you might be able to come up with a topic that other people will be interested in, but how can you prove that? Is there any way to get REAL information on the market to determine your lens topic? There sure is!

Remember, your mindset should be focused on what OTHER people want to hear, or what products OTHER people are interested. If you're interested in a topic, that's great, but make sure that the market is also interested before you spend time to create a lens!

What are Keywords?

For those of you who aren't SEO savvy, keywords are simply phrases and words that people commonly search for when looking for information regarding a specific topic. Everyone has their own preferences when they enter in a search term, but there is some consistency.

For example, if you were looking for a good dog food manufacturer online, you would probably type something similar to “how to find cheap dog food” into a search engine. Search engines ignore filler words (in this case “how to find”), so the keywords are “cheap dog food.”

Once a search engine user submits these keywords, Google finds all the web pages with the phrase “cheap dog food” in the web content. It then ranks these websites based on additional factors, which we will discuss in the SEO portion of this book.

So when we’re doing keyword research, we’re really just looking for the types of words people are using when searching for something specific. We use these keywords to title our Squidoo lenses, effectively eliminating that part of writer’s block.

There three keyword tools which I will be talking about in this chapter are the Google Adwords Keyword Tool, WordTracker Keyword Tool, and Money Keyword Finder.

The Google Adwords Keyword Tool

The [Google Adwords Keyword Tool](#) is, by far, the most popular keyword research tool available on the internet. It’s made by Google themselves, meaning that the information they share with this tool directly relates to the types of keywords people are using every day. It’s one of the most accurate tools and also gives us some great suggestions for which types of keywords we need to target.

Here’s what we’re looking for. We’re looking for a keyword which works with the format of a basic Squidoo lens article. We want a keyword that gets a decent amount of searches each month (remember, we don’t want to write to no one) and has little to no competition. Remember both these factors, as they are incredibly important.

Although it might seem like we should be targeting the keywords with the most amount of traffic going to them, you need to remember the competition factor. The more people searching for a keyword, the more competition there is going to be for that specific keyword. Although Squidoo does give us a boost in rankings and authority, it's not going to be nearly enough to get us ranking on ultra-competitive keywords (such as "credit cards").










For this reason, we're going to target keywords that don't get quite as much traffic but have minimal competition. This will allow us to create multiple lenses and then let them rank on their own, saving us hours of time each day.

Here's a picture of the free Google Adwords Keywords Tool:

The screenshot shows the Google Adwords Keyword Tool interface. On the left sidebar, under the 'Tools' section, 'Keyword Tool' is selected. Below it are 'Starred (0)' and 'Show' buttons. Further down are 'Include terms' and 'Exclude terms' input fields with plus and minus buttons. At the bottom of the sidebar is a 'Categories' list with 'All Categories' selected and several other categories listed with expand/collapse icons. The main area is titled 'Find keywords' and includes a sub-header 'Based on one or both of the following:'. There are two input fields: 'Word or phrase (one per line)' and 'Website'. Below these is a checkbox for 'Only show ideas closely related to my search terms' and a link for 'Advanced Options and Filters'. There are also filters for 'Locations: United States' and 'Languages: English'. A yellow box contains a CAPTCHA challenge: 'Type the characters that appear in the picture below. Or sign in to get more keyword ideas tailored to your account.' The CAPTCHA image shows the words 'ipainful epilepsy' in a stylized, overlapping font. Below the CAPTCHA is another input field and a 'Search' button. A note at the bottom states 'Letters are not case-sensitive'.

As you can see, it's pretty basic and straightforward. The first step is to do some brainstorming. Although these keyword tools will help us find our topic and keyword, we need to give it somewhere to start off. Don't worry, this part is very easy.

We want to start off BIG. Enter a keyword into the Google Keywords tool. Make sure it's broad. For this example, I went with the keyword "lizards."

| <input type="checkbox"/> Keyword | Competition | Global Monthly Searches ? |
|--------------------------------------------------|---------------------------------------------------------------------------------------|-------------------------------------------|
| <input type="checkbox"/> ☆ lizards |  | 368,000 |
| <input type="checkbox"/> ☆ lizards.com |  | 880 |
| <input type="checkbox"/> ☆ lizard cages |  | 18,100 |
| <input type="checkbox"/> ☆ pet lizard |  | 8,100 |
| <input type="checkbox"/> ☆ bearded dragon lizard |  | 2,900 |
| <input type="checkbox"/> ☆ lizard for sale |  | 8,100 |
| <input type="checkbox"/> ☆ big lizards |  | 1,900 |
| <input type="checkbox"/> ☆ pet lizards |  | 8,100 |
| <input type="checkbox"/> ☆ lizards in florida |  | 4,400 |











Here's what the Google Keyword tool gave me when I typed in "lizards." As you can see, there's a ton of interesting stuff going on here. Although Google did display results for the keyword "lizards," there are also other keywords listed. This is what we're looking for.

Quick Note: This keyword tool is designed for advertisers, not those of us using it to determine search engine friendly keywords. For this reason, you can basically ignore the "competition" bars. If you are creating websites with Google AdSense as your monetization method, then the more competition the better, as it means more people are paying to use those specific keywords in an advertisement.

So let's dissect these results, shall we? First off, "lizards" is the obvious choice if you're looking at the "Global Monthly Searches" window. It gets a whopping 368,000 searches each and every month (estimated). Not bad!

Here's another tool you need to use: [SEO Quake](#). This is a free plugin designed to help you gauge competition on Google searches. This plugin works on Firefox, Chrome, Safari, and Opera browsers. After you install it, you can do a simple Google search for the keyword you're looking for. When you do a search, there will be a lot of information displayed underneath the results.

When I searched the keyword "lizards" on Google, the first result was from Wikipedia. Here's what SEO Quake told me about Wikipedia.

 PR: 6 |  I: 11,300,000 |  L: 1,580 |  LD: 132,673,340 |  I: 28,300,000 |  Rank: 7 |  Age: November 27, 2002 |  I: 4 |  whois |  source

Now, there's a lot of information going on here. However, the most important information is in the first box labeled "PR." PR stands for page rank. The more authority and links a website gets, the higher the page rank is. It works on an exponential scale of 0-10. In general, we only want to target keywords where the top result is a PR 0 or 1. Any higher than this and the competition will be too hard for us to deal with. For this example, a PR 6 is WAY higher than what we want to be targeting. Obviously, "lizards" isn't going to work for our lens.

Let's go down the list and see if we can find any other keywords that might work. Since there's already a "lizards.com," there's no point in choosing that as a keyword.

Now, take a look at "lizard cages." This keyword has a lot of potential right off the bat. The main reason? Well, "lizard cages" is an actual product name. This means that when people search this keyword, they're looking for a product, meaning they want to BUY!

At first glance, it would seem like this keyword is exactly what we're looking for. Besides the fact that it's a product name, the keyword is searched approximately 18,100 times each month. That's extremely good.

Lastly, the “competition” bar is mostly full, meaning if we want to use AdSense, we will get paid a decent amount of money each time someone clicks on our ads. However we are not allowed to add our own AdSense into our lenses so this is not our concern. Squidoo provides each lens with AdSense automatically, but it splits the revenue with it's users proportionally to the ranking of your lens. The higher your lens ranking, the more you will make in AdSense monthly from Squidoo.

Looks good so far, but let's see if there's any competition...

A quick Google search for “lizard cages”, SEO Quake reveals that the top ranking website is a PR 3. That's within reach, but it's a little more competitive than I would like. However, looking further down the list, it appears that the competition is non-existent. On top of this, the PR 3 website is a page from an authority website. This means that the page isn't specifically targeting lizard cages, they just have enough authority to rank high with almost any keyword in the lizard/reptile niche.

Remember when I said Squidoo was an authority website? This is exactly what I'm talking about. Even though the top website for “lizard cages” is a PR 3, it's mainly because the website has additional authority coming from the main domain. Since we're also coming from a domain with built in authority AND we're planning on targeting the keyword “lizard cages” exclusively, we have a good chance of ranking over the PR 3.

At the very least, we'll rank in spot #2 fairly easily, as the website which is currently rank #2 has a PR of 0 (easy to rank above with Squidoo's built in authority).

So let's go over the process one more time. First, we brainstormed a very broad niche or market. For this example, I used “lizards,” although you could also use “cooking” or “finance” or any other broad keyword.

Once we had our broad keyword, we plugged it into the Google keyword tool. This tool gave us back some great information on alternative keywords and traffic stats. Using a combination of SEO Quake and Google's traffic data, we determined which keywords were too competitive. As we narrowed it down further, we found that “lizard cages” offered a unique opportunity. It's already the name of a product and it had a decent amount of monthly visitors.

So far, “lizard cages” seems to be the keyword we will be targeting for this specific lens.

Let’s dig deeper, though, shall we?

The WordTracker Keyword Tool

I’d like to introduce you to another keyword tool. It’s a bit different from the Google Keywords tool and I really like this tool a lot. It’s called the [Free Keyword Tool by WordTracker](#).

This tool is 100% free, although you will need to sign up for a free account after your initial search. This WordTracker tool is perfect for narrowing down our keyword even further. We already have our main keyword (in this case, “lizard cages”), now we want to see if there are any other keywords directly related to our main keyword. After typing “lizard cages” into WordTracker, I got the following results:

| Keyword (8) | Searches (35) | Competition (IAAT) | KEI | KEI3 |
|--------------------------------------------------------------|------------------|-----------------------|-------|-------|
| 1 lizard cages | 13 | 145,125 | 0.999 | 0.999 |
| 2 lizard cage | 9 | 5,100 | 1.00 | 0.400 |
| 3 turning shower stall into lizard cage | 3 | 1,070 | 90.3 | 0.070 |
| 4 how often to clean a bearded lizard cage?? | 2 | 40 | 2,770 | 25.5 |
| 5 black baby in lizard cage | 2 | 2,900 | 15.6 | 0.200 |
| 6 pet lizard cage | 2 | 1,900 | 29.0 | 0.40 |
| 7 buy lizard cages | 2 | 10 | 2,210 | 40.1 |
| 8 screen lizard cages | 2 | 1,100 | 29.3 | 0.400 |

Note: The blurred out sections are for paying subscribers to WordTracker. For Squidoo, these ARE NOT NECESSARY. They can be helpful, but if you simply want to use WordTracker for some basic keyword research, you do not need to subscribe!

As you can see, we got some interesting results back from WordTracker. I'd like to quickly direct your eyes to the Searches part of the tool. Here we see something very interesting. Under the Searches column, we see the number (35). This represents the total searches for "lizard cages" + variations each day.

Wait a minute. 35 unique searches each day? That's only 1,085 unique visitors each month! Didn't Google tell us that there were 18,100 unique visitors each month for "lizard cages?"

Yes, they did. Now you're beginning to see why we don't fully trust these tools. They both use different methods to determine traffic levels. By using multiple keyword tools, we ensure that we're not misled by inaccurate traffic estimations. Generally, the true level of traffic falls somewhere between both estimates.

I've targeted keywords that WordTracker says get searched 10 times a day and find out they actually get searched 50 times per day. I've targeted keywords Google said got 50,000 unique views a month and it only received some 8,000.

This is why it's so important to use multiple traffic estimating tools!

Let's go back to our example, though. Even if WordTracker is 100% accurate, 1,085 unique visitors per month is FINE for what we're doing here. Even though the more traffic the better, 35 unique visitors each day is okay for this keyword – especially because the keyword is a product name already.

This means that the vast majority of those 1,085 people will be looking to buy. Again, I can't stress this enough. If you see a keyword that is already a product name and has no competition, TAKE IT!

Alright. Back to WordTracker!

Here you can see we already have the basics. It lists "lizard cage" and "lizard cages" as the keywords with the most searches per day. This is expected. You can also see we have a few odd keywords thrown in there as well.

Even though a lot of these keywords are odd, we want to throw as many into our content as possible. The more keywords we hit, the more traffic our website will naturally get. If we're ranking #1 for these more obscure keywords, which will give us even more authority for our primary terms of "lizard cage" and "lizard cages."

So when you're writing your content, remember to use the WordTracker tool. If you like the tool, you can definitely use it when you're looking for your main keywords as well. I personally prefer the Google keyword as it also gives data on advertiser competition and monthly searches.

Once you use the WordTracker tool to find the extra keywords, put those keywords into the content of your lens! I realize you won't be able to hit all of them. That's okay. Just put in all the ones you can fit.

Lastly, remember that we're writing our lens for PEOPLE, not search engines. Although it can be tempting to write content that is stuffed with keywords, it's bad news. People won't read your content and won't buy your products. On top of this, search engines hate it when people are keyword stuffing, so if they catch you, your website will be penalized and drop down the ranks.

Money Keyword Finder

While both the Google Adwords Keyword Tool and the WordTracker Keyword Tool are great, I actually use [Money Keyword Finder](#) for all of my keyword research. This tool is great because all you do is type in a main niche and it grabs all of the related keywords from Google, WordTracker, and Yahoo. It then categorizes all of those keywords into the following categories:

■ Excellent

■ Good

■ Fair

■ Poor

It uses a very complicated algorithm to determine these rankings, but we don't need to worry about that. All we need to do is to focus on keywords in the "Excellent" category. These will be highly valuable words which we can most easily rank for. This kind of keyword research is priceless because it will automatically weed out the keywords which we would otherwise waste our time and energy on.

One of the best features of Money Keyword Finder is the fact that from right within the program, you can also find all related affiliate products you can promote for that particular keyword. This is where the real earning power from Squidoo comes into play. Fear not, we will learn all about promoting affiliate products later on.

Using Money Keyword Finder is ridiculously easy. There are only 4 steps which need to be completed. Here are the screenshots of the entire process using Money Keyword Finder and it's resulting keywords:

Money Keyword Finder - Step 1

Project Name:
lizard cages

Project Description:
lizard cages

Project Master List:
master list - lizard cages

☐ Import Data From Local File

☒ Import Data From Google, Yahoo, Wordtracker

Back Move to Step 2

Money Keyword Finder - Step 2

Main Keyword: lizard cages Import

☐ Only Show Term Closely Related To My Search Term

Imported Keywords

| Keyword/Keyword Phrase | Searches/Month |
|-------------------------|----------------|
| lizard cages | 1300 |
| lizards cages | 140 |
| large lizard cages | 58 |
| snake cage | 5400 |
| large reptile cages | 320 |
| lizard cages for sale | 91 |
| custom lizard cages | 46 |
| lizard cage | 1600 |
| cheap lizard cages | 73 |
| lizard habitats | 210 |
| reptile cages | 8100 |
| lizard cage accessories | 22 |
| snake cages | 4400 |
| reptiles cages | 210 |
| bearded dragon cages | 2400 |

Back Move to Step 3

Money Keyword Finder - Step 3

Analyzing Keywords

| Keyword Name | Status |
|-------------------------|---------|
| lizard cages | Done |
| lizards cages | Done |
| large lizard cages | Done |
| snake cage | Done |
| large reptile cages | Done |
| lizard cages for sale | Done |
| custom lizard cages | Done |
| lizard cage | Done |
| cheap lizard cages | Done |
| lizard habitats | Done |
| reptile cages | Done |
| lizard cage accessories | Done |
| snake cages | Done |
| reptiles cages | Done |
| bearded dragon cages | Waiting |
| cages by design | Waiting |
| reptile tanks | Waiting |
| reptile supply | Waiting |

Back Move to Step 4

Money Keyword Finder - Report

Money Keyword Rating Report

Display phrases containing: ☐ Filter on ☒ Filter off

| Excellent | Good | Fair | Poor |
|---------------------|------------------------|-------------------------|---------------------------|
| reptile depot | lizards cages | lizard cages | snake cage |
| reptile racks | large lizard cages | lizard cage | reptile cages |
| buy reptiles online | large reptile cages | bearded dragon cages | lizard cage accessories |
| | lizard cages for sale | reptile tanks | snake cages |
| | custom lizard cages | iguana cages | reptile supply |
| | cheap lizard cages | snake enclosures | reptile supplies |
| | lizard habitats | lizard tanks | reptile cage |
| | reptiles cages | glass cages | bearded dragon enclosures |
| | cages by design | snake tanks | reptile enclosures |
| | cages for reptiles | reptile enclosure | reptile terrariums |
| | chameleon cages | iguana cage | iguana tanks |
| | snake cages for sale | reptile city | reptile tank |
| | reptile cages for sale | vision cages | reptile terrarium |
| | cages for snakes | reptile gardens | reptiles |
| | homemade lizard cages | bearded dragon for sale | reptile store |
| | custom reptile cages | ill reptile | vivarium |
| | reptile tanks for sale | terrarium supplies | reptiles for sale |

Save as CSV Save as TXT Close Project

As you can see from the results, Money Keyword Finder categorized the term “Lizard Cages” as “Good”. Now looking at these results, I would actually be more apt to go after “Reptile Racks” or “Buy Reptiles Online”, as those are in the “Excellent” category. As I said, this tool is dead simple to use and the results are amazing. I highly recommend it.

If you are just starting out and you do not have any sort of budget, then you can start out with the free keyword tools, but if you have a budget then you should definitely use [Money Keyword Finder](#).

I know this is a lot of stuff, but it's extremely important. If all you get out of this book is knowledge on how to do keyword research, your chances of making money online will skyrocket. Hopefully you'll also learn the other stuff as well!

Well... what are you waiting for? Let's move onto lens creation!

8. Lens Creation and Monetization

Before I get into this section, I'd like to stress one thing. Lens creation is IMPORTANT.

Yes, yes, I know. That should probably be a given. However, a lot of people take the numbers game approach a little too far. They spend all their time doing keyword research and then throw up a partially completed lens. Although this is definitely the quickest and most efficient way of making Squidoo lenses, the odds of you making money are extremely low.

Even if you do rank at the top of Google, you'll still need to convince your customers to buy from you (i.e. click on your affiliate links). Your content needs to be written in such a way that encourages customers to buy your product. This is the difference between Squidoo users who are making money and Squidoo users who aren't.

Keyword research is important, but if you can't back it up with content, you're not going to make money. Remember, each part of this system is crucial. Don't skip out on anything!

Now, this section has two parts. I decided to combine both parts into one section because they have a lot of synergy together. In other words, your content is going to be the basis for choosing a monetization method. If you're promoting affiliate products, for example, your content is going to be structured in such a way to encourage people to buy your products.

Picking your Monetization Method

So we have our keyword. Now we need to figure out how we can make money using it! Monetization should always come BEFORE written content on your lens. Like I mentioned in the above paragraphs, your monetization method will dictate the structure your content has.

We have three main types of monetization for our lenses. Google Adsense , promoting our own products, and affiliate programs. Assuming most of you do not yet have your own products, I will just focus on Adsense and affiliate program links.

As was already stated, Squidoo already includes Adsense in our lenses, so we need not worry about that. Keep in mind that your lenses Adsense revenue will rarely make more money than your lenses affiliate revenues. So that just leaves us with promoting affiliate programs.

Types of Affiliate Programs

If you're completely new to affiliate programs, I'll give you a quick rundown. An affiliate program is simply an agreement. There are (basically) two forms of people in the internet marketing world. There are merchants (product creators) and affiliates (internet marketers).

Although product creators are responsible for their own advertising, it's always good to have help. For this reason, product creators often visit websites in their market and propose a deal.

If you run a high traffic website, you can find a product to advertise on that website. Whenever someone buys a product through your affiliate link, you'll gain a percentage of the profits.

If you run a website on vacuums, for example, someone who recently created a new type of vacuum could benefit substantially by advertising on your website. If the vacuum costs \$2,000, you would get anywhere from \$500-\$1,500 in affiliate commissions each sale. Not bad, right?





But what do you do if you don't already have a high traffic website? What if you're like us and creating lenses from scratch? Well, luckily for us, there are many websites which specialize in connecting affiliates with product creators.

There are three methods I use for affiliate programs with Squidoo. They are as follows:

- ClickBank Marketplace
- Amazon Affiliates
- Other Affiliate Networks

Clickbank Marketplace

One of the best places to find affiliate programs is [ClickBank](#). This is one of the world's largest affiliate program marketplaces. Whenever you create a new Squidoo lens, head over to ClickBank and do a search in the marketplace. Search for your exact keyword or a keyword which is very similar. I did a quick search for "lizard cages" and got the following:

| | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|
| <p>Pet Lizard Care Guide</p> <p>The Pet Lizard Care Guide is a complete beginners guide to owning and caring for a pet lizard.</p> | <p>Avg \$/sale N/A*</p> <p>Promote</p> |
| <p>Stats: Initial \$/sale: \$0.00 Avg %/sale: 66% Grav: 0.00 Cat: Home & Garden : Animal Care & Pets</p> | |
| <p> \$</p> | <p> Like 21</p> |
| <p>How to Breed Rabbits for Meat, Profit and Fun.</p> <p>Much more than putting two rabbits in a cage! Solid PPC profits. Great animal breeding book, loaded with value, tight niche, great for this economy. Affiliate Support page, and 75% commissions.</p> | <p>Avg \$/sale \$11.03</p> <p>Promote</p> |
| <p>Stats: Initial \$/sale: \$11.03 Avg %/sale: 75.0% Grav: 3.72 Cat: Home & Garden : Animal Care & Pets</p> | |
| <p> \$</p> | <p> Like 34</p> |

Here are the top two results for “lizard cages.” Doesn’t look very good, does it? We have a pet lizard care guide, which would be a decent affiliate program to promote, but it doesn’t seem to be working, as the average \$/sale is “N/A.”

Our second result has absolutely nothing to do with lizards.

You might be wondering why there are no options for lizards. If this is truly one of the largest online affiliate marketplaces, why don’t they have anything for our keywords? Here’s the answer:

ClickBank focuses on information products. This means e-books, DVD courses, etc. They don’t generally offer physical products. For a keyword like “lizard cages” we want to be offering physical products. For this reason, ClickBank isn’t our best bet.

Although ClickBank isn't good for this particular keyword, I had to mention it in this book. There are a lot of keywords which are PERFECT for information based products, so it's important that you know where to look if you find these keywords.

**Note: I always check Clickbank first for products to promote because their commission percentage is extremely high in comparison with other affiliate networks.*

So where do we go if our product is physical and not informational? Well, we head on over to Amazon.com!

Amazon's Affiliate Program

Amazon.com is the world's largest online retailer. One of their main sources of traffic and business comes from affiliates. Amazon owns one of the largest and most profitable affiliate systems in existence.

What does this mean for us? It means that if we need to promote a physical product, Amazon.com will almost always have something for us.

Here's the best part about the Amazon affiliate program:

Any product offered on Amazon.com can also be offered on YOUR website as an affiliate product!

The payment system is a little different, though. For most affiliate products, you'll be promoting one product. If the creator of that product gets additional sales thanks to your website, you will be paid a set percentage of that product. In some cases it's 25%. For informational products, it's usually 50%+ (one of the reasons why information products are so great).

Amazon, on the other hand, pays very low percentages for each item sold. To make up for this, they pay you a percentage of ANY items a customer buys after being referred from your link. This means that if you're selling coloring books and the customer decided to buy 10 flat screen T.V.'s while they were at it, you would get a percentage of ALL those orders.

Now, a lot of people have mixed views on this payment system. On one hand, if you only promote one physical product, the product's price needs to be high to compensate for the smaller payouts. However, if you sell a product which can be accessorized, or if it's during the Christmas holiday, you'll have a very high chance of making a lot more money by using Amazon.

Since Amazon boasts such a massive inventory of physical items, I always like using them because of how easy it is. If you're unsatisfied with the payouts, though, or if you're only promoting one product, stay tuned for the next affiliate source we're going to go over.

Alright! Back to lizard cages.

The first step is to head on over to Amazon.com and do a quick search for our keyword. Here's what a search for "lizard cages" brings up:

"lizard cages"

Showing 1 - 16 of 251 Results

Choose

1.

**Medium Screen Reptile Habitat Cage - U.S.A. made**Buy new: **\$54.99**

Only 5 left in stock - order soon.

Home, Garden & Pets: See all 150 items

2.

**Extra Large Screen Reptile Habitat Cage - U.S.A. made**Buy new: **\$84.99**

Only 5 left in stock - order soon.

Home, Garden & Pets: See all 150 items

3.

**Zoo Med ReptiBreeze Open Air Screen Cage, Extra Large, 24 x 24 x 48-Inches by Zoo Med**Buy new: ~~\$184.62~~ **\$94.09**7 new from \$82.99

Only 18 left in stock - order soon.

★★★★☆ (5)

Eligible for **FREE** Super Saver Shipping.**Home, Garden & Pets:** See all 150 items

Here are the top three results. Not bad!

Here's why these results are good. First, there are a few different options to choose from. There's a medium lizard cage and an extra large. Although I didn't display them on this screenshot, there are also multiple sizes in-between. This is perfect, as it means we can target more than one specific audience.

If we could only find extra large cages, we would only be able to cater to customers who need extra large cages. Since we have all sizes, we can cater to everyone!

The next reason why these results are so great is that the price is high. Although you don't get a massive percentage with Amazon, if the prices are high enough, you'll still end up with a decent commission. Lizard cages are fairly pricey, meaning that whenever someone buys one, you'll get a nice chunk of change.

Lastly, lizard cages can be accessorized. You need a lizard cage, but you also need lizard food, cage accessories, the works! Amazon does a great job of doing the selling for us, by recommending related products when our customer checks out. This means that we can earn some pretty big commissions just for referring people to Amazon.com for lizard cages!

In this case, I would definitely go with Amazon. It has some great results, a large selection of items and the keyword itself can easily be accessorized.

What if this wasn't the case, though? What if ClickBank didn't offer any products and neither did Amazon? What if Amazon offered a few products, but they only sold for a few bucks each?

Well, in this case, we move onto method three!

**Note: Squidoo has an Amazon affiliate module you can use which automatically integrates Amazon products into your lens. Pretty cool!*

Other Affiliate Networks

I definitely recommend starting out with Amazon and Clickbank because they are both very effective. But there are many other excellent affiliate programs out there as well, you just have to know where to look.

If you are a member of an affiliate network, you have access to thousands of affiliate programs in their particular network. This is an excellent option because not everything can be bought from Amazon and Clickbank.

Although there are countless affiliate networks out there, here are few of the more popular ones:

• [Linkshare](#)

• [Share-A-Sale](#)

• [Commission Junction](#)

• [Pepperjam Network](#)

As you can see, there are many different options available as far as affiliate networks go. For information products, use ClickBank. For physical products, use Amazon. If neither option has what you are looking for, check out these affiliate networks. As a matter of fact, it is a good idea to check them before Amazon because they usually pay higher commissions. Although Amazon has a really good conversion rate, I usually like to see what else is available to me first.

**Note: Clickbank and Amazon Associates are extremely easy to get accepted into. The other affiliate networks can be more particular with who they accept into their network, but it is definitely worth it to apply.*

So here's our final monetization method (discussed in this book):

Google Adsense

Google Adsense is the top ad network on the net. Every day, millions of ads are displayed across the search results as well as millions of websites. I'm sure you've seen these guys before. If you're on a website and there are small text ads, that's Google Adsense.

Here's something really cool about Adsense. Depending on the content of your website (or lens, in our case), the ads will be directly related to the content. This means that if you're writing a lens on goldfish bowls, all the advertisements on your lens will be directly related to goldfish bowls. Pretty cool, huh?

As I already stated, Squidoo automatically adds the Adsense to your lens page, so you don't have to worry about this. As you grow your lens collection, and they increase in ranking you will see monthly Adsense payments from Squidoo!

Creating your Lens

Once we've picked out our monetization method, the next step is to create the actual content on your lens.

Let's go back to our good old "lizard cages" example. We decided to use Amazon's affiliate program. Since there are a lot of options available as far as lizard cages go, we're going to create our lens in such a way that people can find the exact product based on their needs.

If they need a large lizard cage, they will see the section and product describing large lizard cages. If they want a small lizard cage, you'll also have a section for that. It might also be a good idea to have a section for lizard cage accessories as well (linking to Amazon, of course).

This is all about giving your visitors exactly what they want. They searched for your keyword, which means they are obviously interested in

the product. Let's make it easy for them! With Squidoo, you break your lenses up into modules. So after you give all of your amazing information on large lizard cages, then you insert a large lizard cage Amazon module. Then after your module on small lizard cages, you insert your small lizard cages module. Get the idea?

A basic illustration, but it should give you a good idea of what I'm talking about here. We want to direct our customers' eyes to the affiliate link, so they can purchase the item they're looking for in the first place. Whether you are promoting Amazon products, Clickbank products, or other affiliate network products, the blueprint for your lenses is the exact same (with the exception that Squidoo has a built-in Amazon module).

It's not just about the affiliate products though. We have to build credibility with our content. This means that your content needs to be interesting, informative, and engaging. By having this kind of content, you will build authority with your visitors. If they respect your content, they will trust your product recommendations as well. A lot of times, seeing the Amazon logo is enough for your visitors to trust the links. However, it never hurts to have good content as well.

I realize that it can be difficult to write great content for all keywords. This is why we structure our lenses to have the product in plain sight. A lot of times, customers aren't really looking to read. They simply want to buy a product. We help them do this by making sure it's in a very easy to see location. We back this up with well written content, though, to get any visitors who are skeptical at first. By doing this, we give ourselves the best chance to make the most money possible with each lens!

Chapter Summary

This chapter has been pretty long, I know. It's important stuff, though, so read it over again if you feel like you haven't quite grasped the concepts. Always remember to pick your monetization method before you write the content, so you can accurately direct your customers to the product you're offering.

9. SEO: How to Rank our Lenses

We have our keyword. We have our monetization method. We have our lens.

What comes next?

Well, in a perfect world, you simply move to your next lens. Since we're playing the number's game, we want to create these lenses as quickly as possible. The more lenses we create, the faster we reach our end goal!

Since Squidoo shares authority with all the lenses created, we already have built in authority with Google. In the majority of cases, as long as keyword research is done correctly, this is all we'll need to rank highly in Google.

Rank #1 is the best place to be, due to the fact that over 50% of searchers click the first link first. If you're rank #2, the amount of visitors you get will be drastically different from number one (although ranking #2 for your keyword in Google is not too shabby at all).

By using SEO techniques, we can help our Squidoo lenses rank highly. There are two parts to SEO: on-page and off-page.

On-page is directly related to your lens. This relates to the title of your lens, the keywords your content mentions, and your tags... basically making sure your lens is search engine friendly. Since we already have our keywords, this is a very simple process. Put the main keyword (in our example, this would be "lizard cages") in the title and mention it throughout the content. Sprinkle the additional keywords in your content as well, but make sure you aren't stuffing your content with keywords. Make sure to also include all of your keywords in the "Add Tags" module. That is very important.

With on-page SEO, we tell Google exactly what our website is about so they can index it correctly. With off-page SEO, we help Google decide where to rank our website.

Google uses links to determine which websites are the most relevant and useful. When you come across a website that you really like or found informative, what is your natural reaction? To link back to that website! Google knows this, so the more links a website has, the higher up it's going to rank.

Not all links are created equally, though. Links from authority websites (such as The New York Times) are worth exponentially more than a link from a blog comment. In fact, one such link would do more for your website than thousands of blog comments. Remember PageRank? Usually, the higher the PR of the website sending the link, the more authority it gives your website in Google's eyes.

Although links are meant to occur naturally, there are a few ways we can build links. These involve submitting articles to directories, guest posting on popular blogs, posting comments on blogs and posting on forums with a link in your signature.

This isn't the book to explain the SEO process in detail, so I'm just going to give you a short rundown of the various strategies you can use. This book is all about efficiently creating lenses that have a high probability of making you money without any additional work.

If you add major off-page SEO to the equation, you will be spending too much time on one lens. There are plenty of great keywords where you can rank by simply using keywords and well written content. If you do come across the perfect keyword, though, and you need to use SEO, here's what you can do.

Anchor Text

When building links, anchor text is extremely important. Anchor text is the text which leads to a website. For example, a lot of websites use the phrase [Click Here](#) for their anchor text. Don't do this! Google will determine where to position your website based on the anchor text.

For our lizard cages example, we want to make sure that our anchor text is either the main keyword or the secondary keyword. Here are two examples you could use:

[Lizard Cages](#)

[Cheap Medium Lizard Cages](#)

Nothing complicated, but it's important to keep in mind.

Can I Link My Lenses Together?

Since we're going to be creating a lot of Squidoo lenses, you'll probably be tempted to link them all together. This can be a great way to get some more authority, but be careful with this. Google doesn't like it when you simply link all your own websites together and can choose to "de-index" them from the search rankings if they find out. If you do this too extensively, you can find that all your income can disappear overnight.

Trust me on this one, it's not fun when this happens.

If you are going to link your Squidoo pages together, it's important you be discreet about it. Make multiple Squidoo accounts and only link pages from separate accounts. Also, only do one-way links. This means that if you're linking to a page, don't link BACK to the original page on that secondary page.

Kinda confusing, but hopefully you get the idea. If you're going to link between Squidoo pages, use moderation! While you can't link all of your lenses together, Squidoo includes a "Featured Lenses" module which will allow to link to 5 of your related lenses. It is highly recommended that you add this "Featured Lenses" module.

You can also go to high PR blogs in your niche or market and post a comment on their blog. Remember, your name is the anchor text, so fill in your keyword where it says "name." Be sure to actually read the blog post and write a comment which adds to the discussion or else the administrator will delete that comment.

My personal favorite form of SEO is guest posting. This is a popular form of link building which is beneficial for all parties involved. To do guest posting, find a high PR or highly respected blog in your niche or market. If you can't find one, you can pick a blog in another market. However, a blog with relevant content will always be better.

Write a custom post for that blog. Make sure it's high quality, because most popular blogs are constantly getting requests for guest post opportunities. After you create your post, submit it to the blog of your choice. If they accept it, you can put a few links into the article. This is extremely powerful, because you can gain some very high PR links that would be impossible to get otherwise.

Those ways are all well and good, but the very best way to build links to your lenses is to become a member at a high PR blog network like [BuildMyRank](#). For a monthly fee you get to write short little posts (150 words), and then you can link back to your lenses with your chosen anchor text. These short posts are then posted on their network of high PR blogs. This is the single most effective method of off-page SEO I am aware of, and I personally do it for every one of my websites and Squidoo lenses.

Due to the fact you will be creating many lenses, it stands to reason that you do not have much time to spend on SEO and backlinking. That's why I want to introduce one more tool to you. It is called [Social Adr](#), and it a way for you to automatically socially bookmark your lenses to all of the top bookmarking sites. Although social bookmarking is very effective, doing it manually is way too time consuming. That is why Social Adr is such a time saver. Just sign up for this service and socially bookmark all of your lenses. This is an extremely fast and effective way of building backlinks.

Wrap Up

This about wraps it up for the SEO section of this book. I know it was brief, but remember that we're playing the numbers game. We don't have time to do thorough SEO on each and every lens. If we spend months doing SEO for one lens, it's going to take a long time to reach the goal of part-time or full-time income. That's why I write only a few [BuildMyRank](#) posts for each lens, socially bookmark it with [Social Adr](#), and then move on to the next lens. Although, If I notice a particular lens is becoming really profitable for me then I give it some extra SEO attention to keep the party going.

A little extra SEO is always helpful and recommended, but you should always aim to pick keywords with little to no competition to make your life easier. Use Squidoo's extra authority to your advantage here!

10. The Final Step

Well, you made it! You now know my tried and tested Squidoo lens money making system. This system has helped me personally achieve everything I wanted with Squidoo and more. I know that if you set goals and use the numbers approach (coupled with the system, of course), you can also achieve the goals you set for internet marketing!

After you do keyword research, monetization selecting, lens creation, and basic SEO, you're done with that specific lens. At that point, it's a simple matter of rinse and repeat. Make a lens following the system, and then make another one, and then make another one. Continue doing this until you reach your goal. Remember to not get hung up too long on any particular lens. It is important to make sure you stick to your daily / weekly lens goal you set for yourself earlier.

I realize this might sound a bit one dimensional. That's because it is. As you become familiar with business concepts, you'll discover that all the best strategies are one dimensional. That's because all the best strategies are repeatable systems. Once you find the perfect system for something, you simply repeat it until you achieve desired results.

In our case, we can use conservative estimations to get a good idea of how many lenses we need to achieve our goals.

Couple that with a proven system and you have everything you need. All that's left is the action step.

A lot of people tend to shy away from action. They might create a lens or two but then they get bored and do something else. Don't be one of those people!

You have everything you need to make money right now. All the plans are laid out for you. All that's left is to simply DO and you will achieve all your goals.

Don't let yourself get discouraged. If you find that you are losing motivation, remember your goals. Remember why you set your goals and what you want out of whatever you're currently working on. Remember that you're following a system, meaning as long as you play the numbers game correctly, you will make money!

I can't stress this enough. I've done all I can for you by giving you the system that took me months of trial and error to figure out. I know the system works. I still get checks every month from Squidoo and my other affiliate programs. This is passive income which I receive every month like clockwork. At first it will seem like your goals aren't achievable, but after you have over 100 lenses created you will be reminded of why you got into internet marketing when you receive those big fat checks. It might take a few months of extremely hard work to achieve this, but I definitely think it is worth it.

This reality is not only possible for you to achieve, the odds are in your favor!

So what are you waiting for? Start making those lenses! I know it is tough at first. I am not going to lie to you and tell you that creating Squidoo lenses is fun, because it isn't. But if you stick to your plan of cranking them out nonstop, the money will be rolling in for you. And that IS fun!

Good luck (although you'll hardly need it)

Resources

Keyword Research Tools

[Google Adwords Keyword Tool](#)

[WordTracker Free Keyword Tool](#)

[Money Keyword Finder](#)

SEO Tools

[SEO Quake](#)

[Social Adr](#)

[BuildMyRank](#)

Affiliate Networks

[Amazon Associates](#)

[Clickbank](#)

[Linkshare](#)

[Pepperjam Network](#)

[Share-A-Sale](#)

[Commission Junction](#)