



Introduction To Squidoo

Squidoo, the web's premier content sharing site, is promising to change the way people interact with the internet in a big way. Originally developed to serve as a user generated directory to the internet, Squidoo has for the millions of people who use it grown into a one stop shop for opinion and information on various topics that interest them.

And in the span of less of than four years that Squidoo has been in existence, it has grown into one of the most visited sites on the internet – with daily visits running into millions.

The popularity of Squidoo can best be judged by its earnings. It is possible to make reasonable estimates of Squidoo's earnings, because the site contributes a certain percentage of its earnings to charity. And given that it has given hundreds of thousands of dollars to charity in the last few years of its existence, it would be reasonable to assume that Squidoo is doing pretty well for itself financially, especially given that the site also gives a half of its earnings to its members in a revenue sharing arrangement.



What is a Squidoo Lens?

Squidoo lens are the basic units that make up Squidoo. A squidoo lens is in fact a user-created web-page, and not an optical instrument as the name might suggest at first glance.

Anyone can create a Squidoo lens and doing so makes you a 'lensmaster'. As a Squidoo lensmaster, there is no limit to the number of Squidoo lenses you can create – only your imagination limits you.

And there is also no limit to the features you can include in your Squidoo lens. Things that you can include in a Squidoo lens include:

- Articles
- Videos
- MP3 links
- RSS feeds to your blog
- And even E-bay and Amazon auctions



Anything as long as it fits in the Internet, it also probably fits in a Squidoo lens. What Squidoo does is to make the process of getting your content live on the web even easier than the blog did. As it were, the process of creating a blog and getting it live always required a considerable amount of time and maybe a bit of technological know-how if you were to get a truly interesting blog. Squidoo does away with this layer of complexity – which kept many imaginative people with really good content from publishing it.

Through Squidoo, you have the opportunity to get your content live on the internet in ten flat minutes which is a huge contrast to the hours of coding and tweaking one had to put in to get their content live on the World Wide Web in the old days.



Making money on Squidoo

Many people who join Squidoo looking for a forum to share opinion and links to interesting resources they might have come across on the internet soon realize there is more to it than that. As it turns out, Squidoo offers its members numerous money making opportunities that are simply not available elsewhere.

- For those who don't want to strain too much for instance, there is Squidoo's **own automatic revenue sharing program** – and to benefit from this, all you have to do is create some lenses on the site, popularize the lenses – and then supply Squidoo with your PayPal ID for them to be sending your share of revenues from the ads placed on your Squidoo lenses.
- For those who are willing to go a step further in pursuit of money there are other even more exciting opportunities on Squidoo. The site, for instance, allows you to **post links to your affiliate marketing programs**. If people read your lenses and decide to follow the links to your affiliate marketing sites, you earn your money and Squidoo charges you nothing for this favor.



- And if you feel affiliate marketing is too much of a hassle, Squidoo offers you another opportunity to make money more easily on the site. For this, all you need to do is to **post various E-bay and Amazon auctions** on your lenses – and if someone buys the stuff you post on your lenses then Squidoo gives you half of what it gets paid for facilitating that sale.

Why people are flocking to Squidoo

With its unique structure and money making opportunity, it is no wonder that millions of people are flocking to the site to become 'lensmasters.'

- For one, they notice that Squidoo offers them the opportunity to be participants – and not just spectators - on the web. As it were, through your Squidoo lens, you get an opportunity to **make your thoughts published** – a clear departure from the old days when only a few voices of the technologically gifted were heard. If you make a good Squidoo lens, chances are that someone will notice it, tell another person about it, with



the third person telling another one about it – and before long you find your voice really being heard.

- Even if people don't see your Squidoo lens, the Internet search engines could. As it turns out, Squidoo lenses are **highly visible to the search engines**, and if you take the (small) trouble to optimize you lens, chances are that it can very easily come tops on search engine results for what you want to say through it.
- Of course the **money in Squidoo** is another reason people are flocking to the site. The financial incentive always works. While there are indeed a number of other revenue sharing programs on the Internet, but Squidoo is unique in a number of ways. For one, it is authentic and it feels so. Most of the revenue sharing programs on the Internet often turn out to be scams – meant to enrich the owners at your expense. Squidoo's revenue sharing program on the other hand is transparent as you can always see what Squidoo is being paid for a product from E-Bay or Amazon for instance and work out what your share of that is, after deducting the allowance for its charity giving program.



- The fact that Squidoo allows you to post links to your affiliate marketing websites (and thereby draw traffic directly from it) is unique. Do that in most other Internet content sharing sites, and you earn yourself an automatic and immediate expulsion, with a blacklisting to cap it. Squidoo on the other hand not only allows you to **post links to your affiliate marketing sites** – but even goes further to actually encourage you to do.

Squidoo for Webmasters

Webmasters are another group of people who are fast realizing the immense opportunities for success that Squidoo offers them – and in web 2.0 nearly everyone is a webmaster with their own website, blog or social networking site-page somewhere. An all-time headache for webmasters, as it turns out, has always been how to drive traffic to their websites.

With Squidoo, however, webmasters have discovered a number of low cost traffic generation methods.



- The simplest of this is to **develop interesting lenses** with links to their websites. Squidoo does not put a limit on the number of links they can put on their lenses, a clear contrast to many websites of its stature which tend to discourage linking – maybe in the fear of spammers. Squidoo on the other hand gets round the spam problem by the simple understanding that if a certain lens proves to be spammy, people will simply give it a wide berth and it will ultimately prove useless for its creators and go under. Of course Squidoo does not condone blatant spamming (and there is a spam reporting feature), but it does allow and encourage sound business promotion practices.
- Another way through which Squidoo turns out to be a Godsend for webmasters is by giving them **opportunities for search engine optimization**. As it turns out, links on Squidoo are very highly regarded by the search engines and if you can create many enough lenses with links to your site, then you stand a real chance of improving your site's rating with the search engines. And using Squidoo for search engine



optimization does not amount to a black hat search engine optimization trick, as you might fear at first. On the contrary, Squidoo was meant to be a directory to the Internet, and since the Internet works through links, it is only fair that Squidoo, as directory to it be awash with links. Of course it is important to ensure that your lenses – the web-pages on Squidoo bearing the links you use to optimize your website have high quality information and not fluff.

Conclusion

Going by the trends being seen on Squidoo's membership and earnings statistics, it seem clear that Squidoo is just starting and is going places. Numerous people have managed to achieve their objectives – whether the objective happened to be 'getting heard' or earning some money or optimizing their websites for the search engines. Indeed, for the money oriented, a considerable number have earned their first online dollars through Squidoo. You too can be part of the fun. It costs you nothing, it is really enjoyable and you stand to gain a lot – whatever your goal – by joining Squidoo. Joining Squidoo, by the way, just means making a lens - a process that usually takes most people less than ten minutes. Now it couldn't get any easier – or could it?