# Squidoo!
# Step By Step

# A holiday gift to you from Tenfinity Group...



| aj2008 | BevsPaper | CleanerLife | Drifter0658 | GrowWear |
| inkserotica | Joan4 | Michey | mukunda22 | pkmcr |

This gift for making your lens building easier is from all of us, in the spirit of giving. We hope you find it useful in making your lenses the best they can be.

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Note: This e-book is optimized for viewing on a computer screen, but it is organized so you can also print it out and assemble it as a book. Since the text is optimized for screen viewing, the type is larger than that in usual printed books.

**Disclaimer**

This report has been written to provide information to help you create Squidoo Lenses.

Every effort has been made to make this report as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this report contains information only up to the publishing date. Therefore, this report should be used as a guide – not as the ultimate source of creating Squidoo Lenses.

# A Special Invitation!

As someone who wants to create great Squidoo Lenses we invite you to join, free of charge, our [Professional Squids Group](#)!

Do you want to make lenses that show you care about your reader and didn't make them just for the money? Do you want to really please your visitors and gain a following that respects you and wants to hear what you have to say?

Then join us at the "[Professional Squids](#)" Ning -- Where quality content counts. You'll be in a group of like-minded people supporting each other in building a professional and ethical online presence.

# Contents

# Checklist -- Building Your Lens Step By Step

**Lens Title:** _____ **Lens Creation Date:** _____
**Lens URL:** *http://www.squidoo.com/* _____
**Notes:** _____
_____

**The Steps** *Click links for further information*

□ Choose your topic
□ [Research](#) primary keywords/phrases for topic
□ Choose URL using your researched primary keyword or phrase
□ Research/know your topic
□ Begin new lens
□ If your chosen URL is taken, re-work the keywords into another URL
□ Choose 3 tags using keyword-research results
□ Choose template (shows up after publish)
□ Write the lens in your own words
□ Choose your intro image
□ Images: "Save as" using a keyword or two (gif or jpg)
□ Upload title image into the intro module
□ Credit images
□ Credit any "quoted" text
□ Write a catchy and interesting introduction
□ Change Bio to relate to the lens topic and use some keywords
□ Remove any modules that do not apply
□ Look for and add modules as needed
□ Change default module titles as you create and build modules
□ Use lots of relevant facts, images and different modules
□ Recommend topic-related products in the Squidoo sales modules
□ [Recommend](#) products from other companies
□ Proofread
□ Get someone else to proofread, if you can
□ Final once-over and polishing
□ Publish
□ Send a [Squidcast](#)
□ Ping at Ping.fm or Onlywire
□ Submit to your Ning groups that allow new-lens submission
□ Submit it for a critique at [SquidU](#) (if you really want a critique)
□ Submit to [Lensroll.com](#)
□ Submit to [Squidom.com](#)
□ Submit to "other" -- Twitter, Facebook, FriendFeed
□ Leave link at related-topic online forums where you participate
□ Link to a [bookmarking](#) site once every two days or so -- not all at once

# Affiliate Marketing and You

According to Wikipedia, Affiliate Marketing:

*is an Internet-based marketing practice in which a business rewards one or more affiliates for each visitor or customer brought about by the affiliate's marketing efforts.*

In short, it is a system of commission earnings. Businesses who offer Affiliate programs offer a percentage of each sale that can be traced back to the affiliate (you) to said advertiser.

The tracking is traced through an affiliate ID that is an embedded link or banner that is placed on the affiliate's published web content (i.e. Squidoo lens, blog, etc.). If a visitor clicks on the embedded link, they are redirected to a site where they can make a purchase. The redirection is recorded for the source so that in the event of a purchase, the correct affiliate can be paid the commission.



Besides revenue sharing, affiliate marketing is the number one way to earn a tangible income at Squidoo.

To help lensmasters gain affiliate sales, Squidoo provides a number of lens modules that are affiliate ready. Amazon is the number one used affiliate in the pre-loaded modules.

But your choices are not limited to the affiliate ready modules. Anywhere blocks of text can be placed, embedded affiliate tracking links can be employed.

**Types of Affiliate Programs**

There are two basic types of affiliate programs available on the Internet:

- Affiliate linking programs where text links and/or clickable banners are offered for use by the affiliates
- Print On Demand programs offering the affiliate a chance to create a design and place it on a standard product (i.e. tee shirt, coffee mug, mouse pad, etc) or publish a book

**Affiliate Linking Programs** can be applied for at individual businesses, but more often than not are found at liaison sites, or directories, where a large number of sellers are listed in one location. Some popular affiliate linking programs used by Squidoo lensmasters are:

- [http://www.allposters.com/Allposters.com](http://www.allposters.com/Allposters.com)
- [http://www.art.com/Art.com](http://www.art.com/Art.com)
- [http://www.amazon.com/Amazon.com](http://www.amazon.com/Amazon.com)
- [http://www.cj.com/CommissionJunction.com](http://www.cj.com/CommissionJunction.com)
- [http://www.clickbank.com/index.htmlClickBank.com](http://www.clickbank.com/index.htmlClickBank.com)
- [http://www.linkshare.com/LinkShare.com](http://www.linkshare.com/LinkShare.com)
- [http://www.pepperjam.com/PepperJam.com](http://www.pepperjam.com/PepperJam.com)

Affiliate Modules can also be used on Squidoo without having to sign up for a separate affiliate account. The difference in using the selling modules provided by Squidoo is that you will share the commission with Squidoo on any sales. Examples of the affiliate modules are:

- Amazon Modules (6 different styles)
- CafePress
- eBay
- Zazzle

**<u>Print On Demand Services</u>** allow the affiliate to digitally design a product, then apply a mark-up price, from a base price, and acquire a link to that designed product for marketing. Products can range from tee shirts and coffee mugs to books. These services keep a digital copy of the product and produce the item immediately upon receipt of an order. Popular print on demand services used at Squidoo include:

- Zazzle.com
- CafePress.com
- LuLu.com

### Responsible Affiliate Marketing Tips

Affiliate marketing was conducted in such an abusive manner in the past that the term affiliate marketing automatically throws up SPAM alarms in some people's minds. But, a well conducted marketing effort does not have to be abusive if handled in a responsible and genuine fashion.

Here are a few tips that will help you avoid a SPAMMY feel and look on your Squidoo lenses:

Content is and always will be king. Good, honest, and genuine content will gain trust in your readers or potential customers. Explain how the product affected you personally, or how you feel about the solution the product offers.

Give both the positive and negatives about the product, but always be sincere.

Use Allposters.com or Art.com links in the place of images. You'll find very handsome posters and framed offerings at both places.

Use only three links to a product per page. Two text links anchored in the content (one text link near the beginning and one near the end of the lens) and one image or banner link about halfway to three quarters down the page.

Above all, offer genuine solutions to your readers, and <u>strictly adhere</u> to Squidoo's TOS regarding what products are forbidden.

**Amazon and the Non-US Member**

It should be noted that members of Squidoo who live outside of the United States should get their own Amazon Affiliate account. Although any US sales that have resulted from one of your Amazon modules on a lens will earn you a commission, the sales from non-US accounts will not. There is a relatively easy fix to this peculiarity if you find yourself in this predicament.

Sign up for your own Amazon Affiliate account from Amazon. Place your own widget for at least a few items on your lenses using your Affiliate ID. If you are not sure how to accomplish entering a widget please refer to the instructions in this lens done by lensmaster Squidster.

How To Add Amazon Widgets To Your Lens

# Short-Term Lens Promotion

You've published your first Squidoo Lens! **Now, what do you do?**

Well, the next step is to get the word out about your creation. This is important for establishing back links early and will help your lens to achieve a higher ranking in Google, other search engines and Squidoo.

Below you will find an initial check list to follow and a list of all the Squidoo Directories and Bookmarking sites that are recommended for short-term promotion.

Before you can think about promoting the lens you have to consider these factors:

## Initial Check List

Change ALL default module titles.
Create original content or rewrite everything in your own words.
Choose relevant and good tags for your chosen topic
Use your personal experience in the subject to add interest and original content.
Inject passion into the lens subject/topic.
Beautify your lenses by using graphics, colors etc.
Update your lens regularly.
Publish a lens on a [Hot Trend Topic](#).
Download the [Submit It toolbar](#) (if you run IE, Mozilla Firefox or Safari).

## Step One

Search for relevant forums in your lens' topic by using your favored search engine (place your lens topic with the word forum into the search engine), register and become an active participant. Steer clear of traffic exchanges and rating exchanges.

Submit them to niche or General web directories.

Submit them to Squidoo directories.

**Tips**
To increase traffic from these sources, leave comments and ratings for other members' submissions.

Make a point of visiting as many lenses as you can and leave comments and ratings.

Write a good alternative description for your submission. Avoid cut and pasting from your lenses.

Add links from the directory or your submission on your Squidoo lens.

**For a list of Social Bookmarking sites that allow Squidoo Lenses**:

Bookmarking Links


**Tools recommended for bookmarking to a selection of bookmarking sites are:**

Onlywire.com

Ping.fm

Addthis


**Step Two**
Keywords:

Keep an eye on your Lens Dashboard to see what search terms bring traffic from Google - ensure the most popular phrases are included in the lens.

Squidoo Lens health:

Keep an eye on the health of your lens by using the SquidUtils Health Check tool - run your mouse over the titles of your lenses in your Dashboard. You will see the links to: **Edit**, **Label**, **Cast**, **Stats**, **Delete** and **Health**. Click on **Health**. You will see a check list of all things that are vital to your lens' success and the results; e.g. Lens Title, Lens Intro Title. Make changes as appropriate.

Back links:

Check the status of back links to your Squidoo Lens and look to increase them if the traffic is poor or if the figure is low. Scroll down to the bottom of your lens health page to see the link to [Squidaholic](#) - **Get your report now...**

Click on this link to be taken to the Squidaholic report for your lens which will tell you information about you, your lenses, the traffic rank and lens rank for your Squidoo lens and, most importantly, **who has an eye on you**. This section will list all of the back links that your Squidoo lens currently has.

Tip:
Participate in the Squidoo Community (post in the SquidU forum, rate, comment, favorite and lensroll other lensmaster's Squidoo lenses) and all communities of which you are a member; e.g. Ning, Diigo, Twine, Stumbleupon.

## Long-Term Lens Promotion

The keyword searches you originally did for your lens must be updated from time to time, as well as refreshing your lens content.

**To check to see what phrases visitors to your lens are using:**

Go to your **Dashboard** on **[Squidoo.com](#)**.

Click on **'MyStats'** and pick one of your squidoo lenses to check on **Lens Stats**. Next click on **Traffic** and scroll down to the section where it says, **Traffic Sources**. Check the right hand column of keywords that have been used to visit your lens. Save (by clicking the little blue cross next to the keyword) any keyword that you feel is relevant to your lens topic. Good keywords to save are those that have been used more than once to search for your lens.

Look for evolving trends as far as your market goes, and add all the keywords that might apply. Concentrate on long-tail keywords, because these have greater impact on the life of your content, what you are selling on your lens and on the overall longevity of your lens.

Make a series of lenses on what you are passionate about. If your passion is healthcare reform then make a lensography on this topic. This means grouping all of your lenses into one lens, using the "featured lens" module, adding every new lens on this topic to the lensography, as you create them.

Also, make an overall lensography of you and your lenses, about your passions, what your business is about, putting ALL of your lenses there, as a showcase of WHO YOU ARE.

Write articles about a lens, or write an article and make a lens featuring that article, with back links to your lens. Write a blog post or a series of posts about the lens and the article.

**Recommended Article Directory Links**

Ezine Articles
Go Articles
Isnare Free Articles


Subscribe to sites like RedGage and Posterous and you can feature your lenses there as well as streamline your new lenses automatically to your blogs or FaceBook, for instance.

I recommend twittering about any update to a lens, and have that automatically feed to your FaceBook account. Make an original headline when you update your lens, instead of using the default statement that says: I am reading such and such (your lens title) or I updated (your lens title). Folks are more certain to read a 140 character post with some excitement in it.

Create business cards with your favorite lensmaster URL.

Create lenses about your hometown and become famous for your content, locally. Market these by joining your hometown network on FaceBook. Look for your hometown networks on Twitter. Hand out those business cards at every opportunity.

I helped to create brochures for our Pennsylvania Single Payer Healthcare Reform Bill and attached the URL of my single payer lensography on every single brochure, (hundreds). These have gotten into the hands of one, several or many who need to know the facts about our crumbling healthcare system AND that there is a simple solution that's been tested in 34 other developing countries.

**How do you monitor trends for the long life of your lens?**

Monitor trends from all the blogs you keep up with. Keep up as well with all the other things that are going on in your industry.

**Suggested Services to monitor trends:**

Google Alerts - 'Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.'
Subscribed Links - 'Subscribed Links lets you create custom search results that users can add to their Google search pages.'

When you learn of news and changes or stories related to your market, or new products coming out, or scandals within your industry, or anything related to your market, you need to know what these things are because industry trends are some of the biggest opportunities to get easy, free and valuable traffic.

These trends will not show up in the search engines but rest assured they will in the weeks and months ahead.

So act as soon as you learn about them.

And enjoy the results!

**Other Recommended Tips to follow for Long Term Promotion:**

Comment on other lenses/blogs.

Add your URL in your email signature.

Add your URL to your forum signatures.

Join social networks and forums geared to your lens' subject.

Submit to search engines if lens is not indexed by Google after say two weeks or less.

Lensroll them to similar lenses.

Add your URLs to Link plexos.

Join MyBlogLog.

Submit to [Giving Squids a Helping Hand](#).

Twitter them on [What is your Lowest Ranking Lens?](#)

Enter a [Squidoo Contest](#).

Submit your lens' feed to Feed Directories.

Join and Submit your lenses to [Squidoo Encyclopedia](#).

Submit your Squidoo Lens for review.

Add your Lens to [The Top 100 Squidoo Resource Topsite](#)

Subscribe to [Squidalogue Promotion](#).

Publish a Lensography about them.

Join [Diigo](#).

Join [Twine](#).

Join [Myspace.com](#)

Submit your lens to [Deep Link Directories](#) for free.

Join [shetoldme.com](#)

Join [buzz.yahoo.com](#)

Join [kirtsy.com](#) (Create hub pages that link to your Squidoo Lenses and submit them to [Kirtsy.com](#))

Join [WikiAnswers](#) and similar websites and answer questions, leaving links to lens (but make sure you follow the rules about adding links!)

Register at [Stumbleupon](#).

Register at [Stumpedia](#).

Submit to special groups that you might belong to i.e. Ning Groups or other Forum type groups that allow you to share your new lens. (Groups like Senior Squids, RocketMoms, Factor Y.)

Email friends, family and/or business colleagues your new Squidoo Lens if you think it is relevant. Do NOT spam!

Include your latest Squidoo Lens (again if it is relevant) in your newsletter or email course.

Join [YouBundle.com](YouBundle.com)

Join [Delicious.com](Delicious.com)

**Quick Checklist for Long Term Promotion**

| Action | Check |
|---|---|
| Update and check keywords | |
| Blog about the lens | |
| Write an article | |
| Monitor trends | |
| Add to the series of lenses | |
| Send a press release | |
| Publish a Lensography | |
| Create business cards | |
| Add your lens' URL to email and forum signatures | |
| Join Social Networks and Bookmarking Sites | |

**Bookmarking Links**

[Lensroll.com](#)
Register for free. To submit Squidoo lenses either use the bookmarklet for your web browser or submit the link direct. Add the lens URL.

[Squidom](#)
Register for free. To submit Squidoo lenses either use the bookmarklet for your web browser or submit the link direct. Add the lens URL, title, a good description and category. Publish the provided graphic that links to your squidoo lens' submission on Squidom on your Squidoo Lens. Join Squidom's fan page on Facebook.

[The Squidoo Ink Pot](#)
Register for free. To submit Squidoo lenses submit the link direct. Add your name, your email address, the lens URL, title, a good description, category and the captcha code.

[The Isle of Squid](#)
To submit Squidoo lenses either use the bookmarklet for your web browser or submit the link direct. Add the lens URL, title, a good description, category, your country and email address.

[Squidutils](#)
The data for this directory is collected automatically by [SquidUtils.com](#). To get your lenses listed, you need to login to SquidUtils, and have sensible Primary tags on all your lenses.

[SquiDirectory](#)
Add Reciprocal Link to The SquiDirectory. Submit the URL of the Lens, the title, short description and tags. URL where you reciprocate link. Expiration date, Country, State or Province, City, Zip or Postal Code, your name, email address and password. Select up to 5 categories.

[Squidig](#)
Register for free at [CoRank.com](#). Enter the URL of the Lens. Enter the title, short description and tags. Submit an image.

[Squidoo Encyclopedia](#)
Register for free at [CoRank.com](#). Enter the URL of the Lens. Enter the title, short description and tags. Submit an image.

[SquidLink.com](#)
Submit URL, email address, category and enter the captcha image.

ArticleTroll.com
Add Lens title, synopsis of lens, lens URL, category, an additional squidoo lens URL you would like to promote and its description.

Squiddit
Submit title, URL, description, Thumbnail URL, your name.

Squidoo at Friendfeed and Squidoo Lens at Friendfeed
Join Friendfeed.com. Just post the URL you would like to promote!

**For a full list of Social Bookmarking sites that allow Squidoo Lenses, visit:**

Social Bookmarking Sites

Squidoo Friendly Social Bookmarking Sites

# Keywords

How to research Keywords and optimise your lenses to be found by Google
by AJ and Cleanerlife

So you have an idea for a lens. It is a topic you are knowledgeable about and one you may be passionate about. But how do you get traffic? How do you persuade Google and the other Search Engines to promote your lens above all the other web pages about your chosen topic?

You may be the best writer in the world. You may have a great story to tell. You may have a great product to sell. But that on its own will not persuade Google to recommend your page in search results.

Keywords and phrases are the key to being found on Google and this chapter will show you how to research them and how to add them to your lens to give you the best chance of being found.

## Finding Keywords

There's keyword research tools you can buy and there's free keyword research tools. For this exercise we used the free Google Adwords keyword research tool at:

**https://adwords.google.com/select/KeywordToolExternal**

All you have to do is enter your proposed topic and the tool will come up with suggested key phrases. Narrow the focus so that you can target the phrases that have high search volume but have less than a million pages on Google. The smaller this number the better. We will look at two Case Study lenses, one on a very specialist product and the other about a hobby. Both have potential to make sales.

**Case Study 1:** Sennheiser: The Best Noise Canceling Earphones?

by **Lensmaster Cleanerlife**

A summary of what I did to research what keywords to use, once I decided to do a review of a product I had bought.

| Keywords | Advertiser Competition ⓘ | Local Search Volume: July ⓘ | Global Monthly Search Volume ⓘ |
|---|---|---|---|
| Keywords related to term(s) entered - sorted by relevance ⓘ | | | |
| noise cancelling earphones | | 6,600 | 14,800 |
| noise canceling earphone | | 28 | 1,300 |
| noise canceling earphones | | 210 | 4,400 |
| noise cancelling earphone | | 170 | 1,600 |

"Noise canceling earphones" was the first phrase checked. A quick look on Google's AdWords Keyword Tool showed some pretty steady search volume. At this point, I noted the difference between the US spelling, "canceling" and the UK spelling, "cancelling".

Research indicated that Google accepts both spellings as correct and returns sites that spell the word both ways for each search. It is similar to the different spellings of "color" and "colour".

I decided to use the US spelling and that I would change it if it looked like it was hurting the lens.

A search on Google to ascertain what competition there may be, resulted in this:

Results 1 - 10 of about 947,000 for Noise Canceling Earphones. (0.17 seconds)

**(NOTE: when checking the competition for keywords on Google, enclose the search term in "" as in: "Noise Canceling Earphones")**

I decided that the competition wasn't too bad. I thought that less than 1 million looks easy compared to other Lenses I have - one is slowly working its way to the top of 46 million or so!

However, before I get that far I'll probably hit the top for "Sennheiser noise canceling earphones":

| Keywords | Advertiser Competition ⑦ | Local Search Volume: July ⑦ | Global Monthly Search Volume ⑦ |
|---|---|---|---|
| **Keywords related to term(s) entered** - sorted by relevance ⑦ | | | |
| sennheiser noise cancelling headphones | | 1,900 | 12,100 |
| sennheiser noise canceling headphones | | 3,600 | 22,200 |

Results **1 - 10** of about **272,000** for **sennheiser** noise canceling headphones.

It would be easy to get to the first page for that, but Sennheiser's official site is already #1, so the traffic may not be great. Most people who find me that way will probably want to go to Sennheiser if they haven't been there already. I decided to add a link on my Lens back to Sennheiser's world site. The thinking is that maybe it'll boost my Lensrank to have people click it to get to Sennheiser rather than back out to Google.

I would have thought ranking well for "best noise canceling headphones" would be good, but the actual search volume isn't very high:

| Keywords | Advertiser Competition ⑦ | Local Search Volume: July ⑦ | Global Monthly Search Volume ⑦ |
|---|---|---|---|
| **Keywords related to term(s) entered** - sorted by relevance ⑦ | | | |
| best noise cancelling earphones | | Not enough data | 880 |
| best noise canceling earphones | | Not enough data | 140 |

The competition is a bit harder than it may be worth:

Results **1 - 10** of about **1,140,000** for **best** Noise Canceling Earphones. (0.19 seconds)

There a lot of volume for "Sennheiser headphones", but Sennheiser already dominates that category:

| Keywords | Advertiser Competition ⑦ | Local Search Volume: July ⑦ | Global Monthly Search Volume ⑦ |
|---|---|---|---|
| **Keywords related to term(s) entered** - sorted by relevance ⑦ | | | |
| sennheiser earphones | | 40,500 | 40,500 |

Results **1 - 10** of about **3,890,000** for **Sennheiser** Earphones. (0.18 seconds)

I was surprised to see "headphones earphones" is a high volume search with less than 1 million sites returned, so that may be easy to get into. The ultimate will be qualifying for "earphone", "earphones" and "best earphones":

| Keywords | Advertiser Competition ⑦ | Local Search Volume: July ⑦ | Global Monthly Search V ⑦ |
|---|---|---|---|
| Keywords related to term(s) entered - sorted by relevance ⑦ | | | |
| earphone | | 110,000 | 368,000 |
| shure earphones | | 33,100 | 74,000 |
| best earphones | | 8,100 | 27,100 |
| earphones sennheiser | | 40,500 | 40,500 |
| earphones | | 823,000 | 1,220,000 |
| earbud earphones | | 1,600 | 2,900 |
| cordless earphones | | 1,000 | 4,400 |
| headphones earphones | | 40,500 | 74,000 |

Results 1 - 10 of about 771,000 for headphones earphones. ((

Results 1 - 10 of about 4,650,000 for earphone [definition].

Results 1 - 10 of about 5,510,000 for earphones [definition].

Results 1 - 10 of about 11,600,000 for best earphones.

**Case Study 2: Learn to Juggle**

by **Lensmaster AJ2008**

This topic was chosen as during an email exchange with Lensmaster Squidster, it was mentioned that the search phrase "Always Juggling" tends to throw up pages that have been published by me. They are either blog posts or my Squidoo Lenses. I thought it would be worth an experiment to see if I could also rank highly in Google for a popular hobby!

The first decision I had to make was which phrase to target. Any page on "How to" or "learn to" is going to have competition and it was a question of deciding which phrase could give me the best chance of ranking highly in a Google search.

The first phrase I checked was "how to juggle":



I then checked the competition on Google, *remember your search phrase should be enclosed in quotation marks*:

This was looking promising but I also looked at "learn to juggle":



| Keywords | Advertiser Competition ⑦ | Local Search Volume: July ⑦ | Global Monthly Search Volume ⑦ | Match Type: ⑦ Broad ⌄ |
|---|---|---|---|---|
| **Keywords related to term(s) entered** - sorted by relevance ⑦ | | | | |
| learn how to juggle | �ममम | 260 | 1,600 | Add ⩂ |
| learn to juggle | ▬▬ | 880 | 8,100 | Add ⩂ |
| learning to juggle | ▬ | 140 | 720 | Add ⩂ |
| learn to juggle 4 | | Not enough data | 320 | Add ⩂ |
| learn to juggle 5 | | Not enough data | 140 | Add ⩂ |
| learn to juggle with | | Not enough data | 260 | Add ⩂ |
| learn to juggle 3 balls | ▮ | Not enough data | 260 | Add ⩂ |
| | | | | **Add all 7 »** |
| | | | Download all keywords: text, .csv (for excel), .csv | |
| **Additional keywords to be considered** - sorted by relevance ⑦ | | | | |
| juggler | ▬▬ | 14,800 | 110,000 | Add ⩂ |
| devil sticks | ▬▬ | 5,400 | 18,100 | Add ⩂ |
| juggle | ▬▬ | 14,800 | 110,000 | Add ⩂ |
| juggling | ▬▬ | 90,500 | 550,000 | Add ⩂ |
| juggling balls | ▬▬ | 18,100 | 49,500 | Add ⩂ |
| learn juggling | ▬ | 210 | 1,900 | Add ⩂ |
| contact juggling | ▬▬ | 4,400 | 49,500 | Add ⩂ |
| juggling clubs | ▬▬ | 3,600 | 12,100 | Add ⩂ |
| how to juggle | ▬▬ | 5,400 | 40,500 | Add ⩂ |
| juggling shops | ▬▬ | 590 | 880 | Add ⩂ |
| juggling equipment | ▬▬ | 1,000 | 3,600 | Add ⩂ |
| juggle 4 balls | ▬▬ | 590 | 3,600 | Add ⩂ |



Results **1 - 10** of about **69,600** for "**learn** to **juggle**". (0.34 seconds)

Comparing the two phrases: "how to juggle" and "learn to juggle", my view was that I would rank higher for "learn to juggle". However, from my research it was obvious that "how to juggle" should also feature as a key phrase on the lens.

The research also identified other phrases that I could work into the content on the lens.

**Not only did the research help identify key phrases for the lens but it also identified the key phrases to use in any blogs or articles about the lens that would be used to promote it.**

**Another source for Keywords**

It is important to keep an eye on what phrases are being "Googled" that result in traffic to the lens. This may identify popular search terms that are not featured on your lens. Because no matter what research you do, it can be amazing what phrases people use when searching on Google and other search engines.

| Keywords | Number |
|---|---|
| learn to juggle + | 1 |
| world famous jugglers + | 1 |
| learn to juggle | 1 |

These tags, or keyword phrases, delivered your lens to searchers. See one you haven't used? Add it to your lens (+)

This screenshot shows what phrases were being used just after the Learn to Juggle lens was published. The list will probably grow and any popular phrases can be worked into the content and also provide new content for lens updates.

Dan decided to see how the traffic stats on his lens were doing and was totally surprised to see one visit from Google for, "sennheiser noise cancelling earbuds" (the UK spelling):

| Keywords | Number |
|---|---|
| sennheiser noise cancelling earbuds + | 1 |

This is not a phrase he was specifically targeting, but well within the possible combinations he was aiming for. He also had a click out to Amazon, so even though Sennheiser dominates this search phrase, this may be a good omen... Something Dan didn't even consider is that they may have a link to what they call an online store, but it doesn't look like they are set up to actually sell anything.

However, this is a small competition phrase so it makes sense to add it to the lens.

Results 1 - 10 of about 112,000 for sennheiser noise cancelling earbuds.

**Where to place your Keywords**

It is crucial to make the placement of your keywords natural, so that they flow with the text and the headings. You should also be careful of "over optimising" your lens or the Search Engine Spiders may think the lens is spam.

Make sure your top phrase is in:

- the URL
- the lens title
- the intro title
- the first two sentences of your introduction
- the module titles and sub-titles
- the lens bio
- anchor text on the lens
- the end of the lens

BUT DON'T OVERDO IT - MAKE EVERYTHING APPEAR NATURAL

**The URL**
This can be hard. Someone may have grabbed your ideal URL, so you may need to be creative. The URL for "learn-to-juggle" was free, AJ got lucky!! But had she not been able to grab that URL, she would have tried "learn_to_juggle" and other variations that did not take her too far away from her key phrase. While having an exact key phrase is ideal, don't let it put you off making the lens, if you know you have identified a potentially "hot" niche. You may have to try variations of the key phrase.

**If you cannot use your key phrase, the crucial point is to pick a phrase that is VERY relevant to the topic.**

**At this point it is also important to say DON'T use a "cute" lens name, title, or intro title - it will put people off!**

**The lens title**
Many lenses do not include that crucial key phrase in the Lens title. The Lensmaster may have used a clever play on words, the title may be very witty, but they have missed a big opportunity to attract the attention of the Search Engine spiders by using their key phrase.

**The intro title**
This needs some thought. I tend to make my lens title as close to the URL as possible, as long as it makes sense. However, you need to vary the key phrase for the intro module title, so "learn to juggle" became "learning to juggle" - another key phrase.

**The first two sentences of the intro**

"How to **learn to juggle**? You can learn **how to juggle** in four easy steps - The Little Book of Juggling shows you how."

Highlighting the key phrase in some fashion is the goal; bold and italic works well too.

This is what searchers on Google will see. Not only should you be using your key phrases in as natural way as possible, but it is your sales pitch. You only have only a few words in which to capture your potential audience's attention.

Anchor the key phrase (even back onto the lens itself) in the first 160 characters of the intro and use the same practice again somewhere near the end of the lens.

Starting your intro with: "I have made this lens because….." is wasting valuable space and a lot of the people searching on Google and elsewhere, will not know what a lens is!

**The module titles and sub-titles**
Sprinkle the key words and phrase, variations of the key phrase plus other key phrases throughout the module titles, without overdoing it. Make sure that they all make sense and do not look like spam.

The same goes for the sub-titles. Use these to include a phrase you have not used in the module heading.

**The bio box**
It's tempting to use this box to tell people about you. BUT… they have come to read a lens about a specific topic. You can add stuff about you in the "About Me" module at the end of the lens. Use the lens bio, in the top right hand corner of the lens to add a key phrase:



**Anchor text in the lens**
Use your key phrases in links to other sites.

**To bold or not to bold**
Some lensmasters bold their key words and others do not. AJ tends to bold them in the intro module and the Lens Bio, Dan does not.

**To summarise**
Remember when you create a lens that you are providing information. A lot of the time we are providing a solution to someone's problem:

- they are looking for information about something
- they may be looking for products
- they may be looking for both

In the case of the two test case lenses, Dan and AJ wanted to provide some information in what are potentially huge topics - juggling and headphones. If you type in the search phrase "juggling" on Google, this is what you come up with:

Results **1 - 10** of about **5,830,000** for **juggling** [definition]. **(0.27** seconds)

If you search on "headphones", this is what you find:

Results **1 - 10** of about **25,900,000** for **headphones** [definition]. **(0.13** seconds)

You might like to try to see if the "power of Squidoo" will help you feature high in the search results but unless your name is Seth Godin, then you won't get very far!

You need to think about:
- Who wants this information?
- Why do they want it?
- What problem am I potentially solving by offering this information?
- How can I focus the topic?
- How can I narrow it down?

One of the biggest problems in getting traffic is caused by lensmasters publishing on too broad a topic and not being able to stand out from the crowd.

Get specific. Get focussed. And you will get traffic.

**Further reading**

Keyword placement for better SEO - a specific Squidoo lens example

More on Keyword placement for better SEO

SEO for squidoo - getting found in google: search engine optimization

Google External Keyword Tool

Free key word tracker

SEO Tools Keyword Suggestion Tool

SpyFu (we like their motto "Succeed beyond survival")

Apogee Competitors keyword tool

Free keyword software

Google Sets (Find phrases)

Submit Express Keyword Suggestion Tool

Trellian Keyword Discovery

Webmaster Toolkit Keyword Research



Thank you for your interest! We hope you have found this step-by-step Squidoo manual to be of great service to you.

**And may the Year 2010 be your best year ever!**

## Remember our special invitation... Join us at Professional Squids Group

As someone who wants to create great Squidoo Lenses we invite you to join, free of charge, our [Professional Squids Group](#)!

Do you want to make lenses that show you care about your reader and didn't make them just for the money? Do you want to really please your visitors and gain a following that respects you and wants to hear what you have to say?

Then join us at the "[Professional Squids](#)" Ning -- Where quality content counts. You'll be in a group of like-minded people supporting each other in building a professional and ethical online presence.