

## **Squidoo Makes You a Traffic Magnet By Tracy Repchuk**

Before we get into details, take a look at a Squidoo Lens I created.

[www.squidoo.com/mentoranalysis](http://www.squidoo.com/mentoranalysis)

The reason I want you to take a look because this is a hard topic to learn, without seeing it. First let me tell you what it is now that you have seen what one looks like:

1. They are similar and as easy to create as a Blog
2. They allow you to focus (hence the term lens) on a specific topic, or every blog post would have a lens
3. You create a page by 'Adding Modules'. Add a title for the module, just like a blog post, and then type in the body. Modules are like sections.
4. Popular modules are Amazon, RSS (your blog), Pictures, Guestbook, YouTube, and a generic post area.
5. Like a blog, you can earn money with AdSense. In the case of Squidoo, they add it in for you, but you split the income. They know how to do it probably better than you do, so you just sit back and make sure you are keyword optimized.
6. Tighter more adhesive community than a blog. Has the feel of a YouTube.

When you are creating a Squidoo Lens (lens as a focus on one thing or topic), think of it as a regimented blog. Not to undervalue the real reason we are here, Squidoo has a page rank of 7 and an Alexa traffic rank in the 700's, so it really helps with your traffic rankings and Google, placement.

From the page I sent to you, you can start to create a lens right now.

Select the Make Your Own Page under the bio.

### **Step 1 – What is your lens about?**

You type in the description, focus on keywords, and this will be the title others will see.

### **Step 2 – What do you want to do with your lens?**

Think of your first as an easy blog post, focusing on one topic. Select either 1 – I want to get the word out, or #4, I just want to do my own thing. The other options are 2 – I'm gonna sell... and 3 – I want to make a list of my favorite things about... (you can play with that later.)

### **Step 3 – Title and URL**

Lens Title – This is a keyword rich area and gets picked up by the search engines and used to list your site.

URL – make this your keyword compressed.

i.e. [www.squidoo.com/quantumleapthinking](http://www.squidoo.com/quantumleapthinking)

Keyword=quantum leap thinking

Pick a category – whatever you fit into

Rating – think movies

### **Step 4 – Keywords**

You have four selections to optimize.

Enter the word that says you are a person.

Select DONE.

1. Now the build begins. To get started you need to simply select EDIT and create a bio.

2. Next add an image if you can, pictures are always good. Select EDIT to modify a field.
3. The next field is RSS. If you have a blog, you want it to automatically feed here. If you played with [www.pingoat.com](http://www.pingoat.com) at all to submit your blog earlier, here is where you will need that link again. For me it is. [www.TracyRepchuk.com/atom.xml](http://www.TracyRepchuk.com/atom.xml) - it is often what your blog domain is plus /atom.xml
4. Text/Write Module – this is where you will put the information specific to this lens. Select EDIT and write, thinking of keyword focus and good content.
5. Next option is called Amazon – if you want to refer stuff from here, this is where you specify. I would recommend for your first lens, skip the rest, delete the option by hitting the x, or leave it there and take a look at what you have so far.
6. Then experiment with all the other plug-n-play options that are available. You can add YouTube videos, Flickr photos, Guestbook, and more.
7. Select PUBLISH and you have your first lens.

Have fun, build them often, for any topic you want, and drive traffic to a site that has capture capabilities such as a landing page, and you'll have you, your sites, and your keywords working overtime for you.