

7 Squidoo Secrets

By Bob The Teacher

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Secret #1: Make Your Lens Useful

When Seth Godin created Squidoo, his main aim was to give people like you and me the chance to become an expert. If he could use technology to lower the barriers of entry into the info-marketplace, then a collaborative community could be built.

This has now happened with Squidoo.

In order to take full advantage of this, you must make your lens useful. As Squidoo approaches 100,000 lenses, gaining maximum exposure on this site will require you to stand out from the rest of the lensmasters in your area of expertise.

So make your lens useful.

- Direct your visitors to things that will make them trust you in the future.
- Showcase interesting things that add value to their visit.
- Create the idea in your visitor that the next time they have a question about anything, Squidoo will be the place to look first.
- Finally, make sure that what you provide is accurate. With all the crazy stuff online, you can be a beacon of accuracy in a sea of misinformation.

As your lenses become more and more useful, your visitor response will provide votes and trackbacks (links to your site from theirs). And that is the beginning of a beautiful friendship!

Secret #2: Smart Lensmasters Begin With Tags

Often overlooked in the lensmaking process are tags.

When you create a lens, you are asked to choose a primary keyword (or tag) plus three additional ones. Too many people stop there.

Two reasons should compel you to add 20-30 more.

First, tags are search engine magnets.

Because of the way tags are coded into your webpage's HTML (all without you having to do a thing), search engines like Google eat them up. Also, when users search on Google for your tags, they may not come across your page immediately but the overall Tag Page within Squidoo. If you tag your lenses correctly, then your lenses will be discovered this way.

Second, tags are the only variable that Squidoo uses during its searches (unless this has recently changed).

When a visitor comes to Squidoo and uses the search box, the results are determined first by the tags of all the pages, and second by page rank.

So even though your lens may be all about Marilyn Monroe, for example, unless you actually have Marilyn Monroe as a tag in your lens, you will have a hard time getting natural traffic to your site.

Secret #3: Clever Titles Generate High Traffic And Pique Interest

Have you heard of the "long tail" yet?

Basically, the long tail means searches that are longer than 3 or 4 keywords. Your lens benefits from long tail searches if you have a great title.

The title is the very first thing you create when you make a lens, so chances are your title is no longer appropriate for what your lens has developed into.

As you add more modules to your lens, be sure to revise your lens title to fit the whole picture.

Also, your title is one of the key pieces of your page that are picked up by search engines.

As you visit a lens, notice how the title of the overall window is "Whatever Your Title is On Squidoo". When someone searches for your keywords in Google, that's the first thing they are going to see.

So make it interesting.

If you make a lens about American Bobtails, for example, don't title it, "I love my cats." That won't get people clicking on your link.

Instead, make a keyword dense title. The more keywords in your title, the more likely you'll get great results with natural traffic.

So "I Love My Cats" turns into "Pet Owners Love American Bobtails For Friendship And Compatibility – These cats are great with kids, too!"

I read recently that about half of all searches done online are done for the first time ever. Using a good title gives you a better chance of introducing your topic to those new searches.

Change your title to fit your page, but make sure you include good keywords. Your title doesn't have to make sense, even. Just make every word count.

Secret #4: Add HTML to your lens

Whenever I tell people to put HTML in their lenses, they tell me they don't know any HTML.

Hopefully you won't let that stop you from learning.

Squidoo doesn't allow most HTML codes in order to keep its pages clean and uniform.

However they do allow some really useful tags that you should memorize how to use. Armed with a few codes, you can make your lenses stand out, and drive more traffic from other places.

Here are four of the many tags that are supported by Squidoo:

`<i>` `` `` `<a>`

If you would like to add emphasis to text, you can use italics (`<i>`) or bold (``). For example, if you wanted to bold the term success in the following sentence, you would use the following:

You, too, can have `success` at internet marketing.

Notice that if I "open" a tag, I must "close" the tag with a / inside of the code. This is true for just about every HTML tag.

The tag displays an image for you. In order for this to work, you have to have an image on a website to point to. You must know this source before you can use this tag.

If you know you have your logo at www.yourdomainname.com/images/logo.jpg, then this is what your code would look like:

```

```

Again, notice that you do not use a closed tag after an open .

Finally, you have the <a> tag, or the anchor tag. This is what allows you to make links.

In many of the modules, you won't need this, because you will be asked for the URL (web address) of the pages you want to link to, and Squidoo will do the rest for you.

However, if you learn this tag, you can use it in a lot of different ways.

The <a> tag usually looks like this:

```
<a href="http://www.sitetolinkto.com">Name of Site</a>.
```

Everything between the open and closed <a> tags will be linked to [sitetolinkto.com](http://www.sitetolinkto.com).

You can use this tag pretty much anywhere – and all over the net to make links back to your lenses and your website from other people's sites.

Secret #5: Connecting your lenses with Lensroll

Every lens on Squidoo has a section to the right called "Share This".

One of these options is Lensroll. Then at the bottom of every lens, you can see a section called Lensroll.

Here's how this works.

After you make your second lens (and then every new lens after that), click on Lensroll for your lens. This will pull up your list of lenses that you can add this particular lens to.

Once you click Add this Lens, that lens will appear on the Lensroll of the one you chose.

So let's say you have a lens about car washes, and another lens about car wax.

After you create your car wax lens, you click on Lensroll and choose your Car Wash lens from the drop down menu. Now when you go to the car wash lens, the car wax lens will be linked from the car wash lensroll.

Reverse the process and repeat for each new lens that you make.

In this way, you can have your lenses connected together, allowing your visitors to travel through your network of lenses more easily.

Secret #6: Other People's Guestbooks

Squidoo is a collaborative community, and one of the best modules around is the Guestbook. Used respectfully, guestbooks can provide you with added traffic and credibility.

Write "blurbs" on other people's guestbooks often, especially for lenses that are close to the topic of your own lenses. Be helpful and concise.

Every time you leave a blurb, your username is automatically linked to it. When someone clicks on your username by your comment, they get to see all of your lenses.

However, you can spice this up a bit by leaving a link in your blurb.

Remember the <a> tag I shared the other day? You can use this in your comment, or you can sign the blurb with your name and your website (or lens) URL.

For example, I sometimes will end a blurb of my own with...

Bob Jenkins

```
<a href="http://www.squidoosecrets.com" target="new">SquidooSecrets.com</a>.
```

Please note that I used the code target="new" inside the <a> tag because I want the person to easily get back to the lens they were on, and I respect their lens. When a person clicks on my link, a new window will open to my site. When they close that window, they'll be brought back to the original lens for more reading.

Secret #7: Clickable Images

People love images, and Squidoo does a good job of showing you how to upload a photo on many modules.

However, there is one drawback to using the Squidoo upload button: the images are static.

When you want to really unleash your lens, you want to use images that your visitors can click on.

To do this, you need to combine the `` and `<a>` tags I taught you the other day.

The key point to remember conceptually here is, whatever is between an open `<a>` tag and a closed `` tag is what gets clicked.

So as long as you keep the `` between the `<a>` tags, you're all set.

Here's what your code would look like:

```
<a href="http://www.yourdomainname.com" target="new"></a>
```

Notice how I included the `border="0"` and the `align="left"` inside the `` tag.

I did this because by default, most browsers put a thin blue border around images when they can be clicked. This may be preferred to you – but I often do not want that to be the case.

And the `align="left"` is used to tell the text of the module to wrap around the image, in this case, leaving the image on the left. You can use `"right"` if you want the image to appear on the other side of the module.

Using a clickable image adds professionalism as well as usability to your lens.

Both of which will increase your credibility and lensrank at Squidoo!