

# **SQUIDOO** **TACTICS**



**50** **POWERFUL SQUIDOO TACTICS FOR  
INTERNET BUSINESS OWNERS**

1. Make sure your page on Squidoo looks its absolute best. A polished page gets more results.
2. Don't be afraid to promote and market your business and website through your profile or content.
3. Title your lenses effectively and use keywords to get attention.
4. Make the introduction and description captivating and helpful so people want to read more.
5. Add photos for visual interest in the description.
6. You can set up multiple lenses for multiple keyword phrases. This is highly recommended.
7. Use tags to your advantage, and do so by making the most effective tags possible using powerful wording and linking to the best sites that will get you real results.
8. Understand the link flow on Squidoo, so you know how people find you, and how your links get distributed from the source page.
9. Make a "lens of the day" to keep people interested in your page and they'll want to see what you have to say more often.
10. Find your voice on Squidoo. Think about who you are and what you're trying to accomplish. Brainstorm some content ideas and think about your plans in advance before setting up your profile and lenses.

11. Be sure you are not only knowledgeable about your content, but that it comes across that way to others.
12. As always, watch spelling, grammar, and use of language.
13. Patience is the key with this website as with any other, so do things right the first time, and don't expect results overnight.
14. Use the forum to your advantage to get advice, see what others are doing, and ask and answer questions.
15. Do not spam your pages or lenses, as people will run away from your profile. Members can tell spam a mile away.
16. Make a lens solely about you, so people have a place to start.
17. Co-branding is popular and a great way to get more income. Find some other companies or brands you can partner up with.
18. Use the Squidoo Answer Deck if you have any questions or need help.
19. The Squidcast feature lets you promote your lenses, so definitely use this to your advantage.
20. Make sure all of your links work. You should check them periodically to ensure they still work.
21. If time goes on and you find better links, don't forget to update them!
22. Add a table of contents to your lens. People really like this feature.

23. Spell check, spell check, spell check.
24. Update your profile to allow people to contact you so that you are available to your customers, potential clients, and anyone who wants to ask you something. Being accessible is a great way to gain a good reputation.
25. Twitter is a great tool for promoting your lenses, so use it to your advantage.
26. Edit your modules so they are not just the ones generated from Squidoo. Tailor them to each lens, so it looks more through and professional.
27. The more high quality lenses you have, the better so make up as many as you can. Just be sure each one has a purpose and will get results.
28. Think of ways to spin your company's mission statement into a lens title.
29. Charities play a big role on Squidoo. Find a few you believe in, and work with them on your pages.
30. Don't just limit lenses to links. Have them point to your RSS feeds, Twitter, Flickr page, and tons more.
31. If you're a fan of other companies or products, make a lens for it. See if the place you're a fan of will reciprocate the favor.
32. Use referrals to your advantage and recruit as many people as you can.
33. Don't hesitate to make a lens about your own affiliate program.
34. Have your affiliates make some lenses of their own promoting your website.

35. Don't forget that spam is NOT welcome on Squidoo, and your account could be cancelled if you spam. Find out about their guidelines before publishing anything.
36. Use Google AdSense in conjunction with Squidoo, since they work hand in hand.
37. Max your lenses for optimum exposure. Simply check this option on the edit pages of your lenses for the maximum view and exposure.
38. Aspire to earn the Giant Badge so people will see you've been a long-standing member who produces quality content.
39. Try to get gold stars for your lenses, as this means you're the best of the best.
40. Use the Flickr module to incorporate cool photos. Visually appealing lenses and modules typically have the most success.
41. Add your Squidoo links to your blogs and website.
42. Add your lenses to Squidoo groups. Look into the many different groups available and then add your lenses accordingly.
43. Introduce yourself in the Forums, and on other websites dedicated to Squidoo users.
44. The longer you're on Squidoo, the better your reputation, so remember it takes a while to become established.
45. The more lenses the better, just make sure each is unique in its own way.

46. Make sure you have a Paypal account, because that is how Squidoo makes payments.
47. Your content should be thorough and high quality. Don't skimp on well written content just to get more lenses published.
48. Do not just use Google as a resource for information when creating content. Look into more in depth resources and your content will be much better.
49. It's up to you how often you want to update your lenses. As long as they remain relevant, it's ok to leave them alone.
50. You can use popular hot topics for lenses aside from your own company or business related topics. It still gets hits!