



# How To Get Your Squidoo Lens on the First Page on Google Searches

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# A “JUST RIGHT” NICHE

Everyone knows the story of Goldilocks, how she had the choice of three chairs. One was too big, one was too small, and the last one was just right. Similarly, when you are trying to get your Squidoo lens on the first page of Google, you have to start out with the right niche – one that isn't too narrow or too wide.

Google may be a search engine that can bring millions of people to your website, but that's never going to happen if they don't start out interested in that subject. You can't pick a topic niche of little interest to anyone and expect that you'll get good traffic to your site just because Google indexes your page. You only get as much traffic out there as what is already being searched. You can also pick a topic that is so wide in scope that it places poorly on the Search Engine Result Pages (SERPs) because it's vague and not targeted enough to a particular audience. Picking a niche that is narrow enough to bring targeted traffic and yet wide enough to be of popular interest is something that can take time, but is the foundation for your future success.

## **KEYWORD RESEARCH**

One of the easiest ways to figure out a good niche is to look for what others are searching for. This can be done by using Google's Keyword Tool, which is located at <https://adwords.google.com/select/KeywordToolExternal>. This handy little tool allows you to research a variety of keywords and keyword phrases that others might already be searching for online. It can also help to find similar keyword phrases that are being searched for more often than the one you have in mind. This can be a great way to determine whether a niche is saturated or is too weak to use for your Squidoo lens.

To determine a niche using this tool, you will first brainstorm popular topics to determine something of interest to you and a potential audience. The more passion you have for your topic, the more it will show up as a contagious enthusiasm in your lens. However, the trick is to pick a topic that you are passionate about and that others want to learn more about too.

## **BRAINSTORM TO A GREAT NICHE**

You can start with popular wide niches and define them better. Making money online, health, and beauty are niches with long-lasting power to attract big audiences. Then, you can customize those niches by looking at specific aspects of those niches. For instance, you might want to look at the best skin care treatments for acne as a topic for a lens. That's using the beauty and health niches, and it's customized to a particular segment of the population: acne sufferers.

# USING THE GOOGLE KEYWORD TOOL

Once you have a pretty good idea of some niches that you want to research, you are going to brainstorm specific keywords that might be searched for by people to get to information on that topic. In our above example, your keyword might be “skin care treatments for acne,” or just “acne.” Open up the Google keyword tool and input each keyword or keyword phrase that you think might be searchable, and it will tell you whether you have a winner or not.

## **THE COLUMNS TO VIEW**

Once you look up the keyword and enter it, the tool will pull up several different columns from search volume to competition. The competition is graphed as a bar next to the search term and can visually tell you whether the use of the keyword has been saturated by online marketers who are competing against each other for attention. Those keyword phrases with less competition and high enough search volume will be good keyword phrases and niches to target.

## **FINDING NEW NICHE THIS WAY**

Don't be so set on a particular niche that you aren't willing to be flexible enough to change it so that you can reap better traffic. If, once you look up skin treatments for acne, you find that it is saturated and it is a highly competitive market, you can look down the list and see if other keyword phrases can point you to either a different keyword or keyword phrase or an entirely new niche band for acne. You might find that more people searched for “alternative treatments for acne” and there was less competition for this keyword phrase. In that case, you would want to go with the keyword or keyword phrases that are less competitive, but that are still searchable.

## **PLUG THE KEYWORD INTO THE GOOGLE SEARCH ENGINE**

Once you've gotten some idea of the keyword phrases you want to use, plug them into the Google search engine and see who else is using them and how. This is your competition for the first page of Google. If they tend to be rather large, heavyweight players, the odds of you knocking them off that first page are poor. However, if you see that a variety of people are on there and you check out their pages and find ways in which you can differentiate yourself from them and get placed higher on the SERPs, then you are getting closer to building a Squidoo page that will place on the first page of Google. All this upfront work seems like a waste of time until you realize how much time you've actually saved by not writing something that never had a chance to place first because either the competition was too stiff or there was no audience for that topic.

# KEYWORD PLACEMENT

Now you are ready to start creating your Squidoo lens. You are going to use everything you researched to help get your lens to place higher on the Google SERPs. There has been a real love affair with Google ever since Squidoo made its Internet debut. This alone has garnered quite a bit of traffic from the most used search engine online. While Google still favors Squidoo lenses, it has become tougher to get on the first page of Google, as more people try to use lenses for marketing and search engine placement. It takes a bit more work these days to get your Squidoo lens on the first page of Google SERPs.

## **SMART URLS**

The way that you identify your Squidoo lens carries a ton of weight with the Google search engine. In our example with the acne, if the URL you used was just acne, it wouldn't do much for you. It's too wide or generic. Instead, you want to use one of the keyword phrases that you researched and use that in your URL to help the Google search engine determine exactly the audience and the topic that you are discussing in your Squidoo lens.

## **MODULE TITLES**

Another place to put the keyword phrases are in your module titles. Titles and headings are emphasized as topic keywords in the Google search engine and carry more weight. When you use a keyword phrase in this area, it helps you to place higher for that particular niche and keyword.

## **ANCHOR TEXT**

Anchor text is the text that shows up as a clickable link. It is sometimes the same as the URL, but at other times, you'll choose to create a different text to show to the visitor. If you include keyword or keyword phrases in your anchor text, this can have more impact in terms of placing your Squidoo lens higher on the SERPs. The same is true for people who link back to your Squidoo lens. If they use anchor text that uses your keywords, it's like a vote of confidence that you really are talking about this subject, and as a result, your site get placed higher in the SERPs.

## **CONTENT**

You do want to place keywords within the content of your lens. Just be careful not to overdo keywords. Keep them to 1 to 2% of the total text.

# MORE ON URLS

Your URL is crucial to a good marketing and Internet search engine placement strategy. It isn't just used by Squidoo to identify your lens versus all of the other lenses that other people are creating. It is going to be used like a business card that exposes others to your page in succinct form. The better you get at picking URLs that are interesting, keyword-descriptive, and easy to remember, the more likely that you will get visitors to your lens. Higher traffic will mean higher rankings in the SERPs.

## **SUBMIT YOUR URL TO GOOGLE**

Google used to automatically index Squidoo pages, but since there are so many these days, it can take a while. The quickest way to get indexed and crawled by Google is by submitting your URL manually to the Google search engine. It may take time, but at least you will have notified them as soon as your lens is done that there is new content waiting to be placed on SERPs. This alone can get you listed at the top of a page if your content is timely and relevant to something happening in current events.

## **SUBMIT YOUR URL TO SQUIDOO DIRECTORIES**

Another great place to bring traffic to your lens is through the Squidoo directories. You can get lots of traffic just by submitting your URL to places like SquidUtils and Lensroll. You may want to wait for Google to index you first before you actually put your URL into the Squidoo directories. This will help to differentiate you even more as compared to other similar lenses that might end up stealing your thunder through creative and innovative marketing techniques. However, once you are indexed in Google and it is relevant to your niche and keyword phrases, that's the point where you will want yourself listed in the Squidoo directories.

## **TRY OTHER SEARCH ENGINES**

Google is the major search engine online, but Yahoo! is a major player too. For the purposes of traffic generation, you'll want to submit your URL to as many relevant search engines and directories as you can. This will help to drive traffic to your lens. The more traffic you get, the more it will influence your Google SERPs, even if the traffic doesn't come from Google itself. Try to get listed anywhere you can; don't avoid other search engines just because they aren't Google. There is no penalty for submitting your URL to a number of different search engines. If you don't want to do it yourself, you can always pay someone to submit to various directories and sites for you.

# HOW TRAFFIC INFLUENCES SERPS

Popularity and fame has a way of feeding on itself. The more popular you are, the more that people will want to find out more about you. Once you have a core group of fans and people who think you're special, it's only natural for other people to be attracted to your aura of fame. They want to know what's so special about this person too. The same is true with Web pages and Squidoo lenses. The more traffic you attract, the more traffic you are likely to get, just from pure magnetism. That's why one of the core things that you want to do is to create such interest that Google can't help but notice that other people are visiting your content in droves. This will significantly influence how they place you in their SERPs.

## **SELF-PROMOTION**

One way to get noticed is to simply talk about yourself everywhere you go on the Internet. If done correctly, people won't even realize that you are self-promoting. Instead, you can get into a group on Facebook that is talking about skin care, mention a few tips, and say you have more on your Squidoo lens and add a link. This does two things: it creates a backlink, and it gives you a chance to use anchor text with keyword phrases.

The number and quality of your backlinks are used to determine how popular you are on Google. While you may be the only person writing up backlinks, if you get them in specific places that have a ton of traffic, each of those backlinks will be a small portal bringing people back to your site. This will eventually increase your traffic.

## **SEARCH OUT HIGH-TRAFFIC AREAS**

Look for blogs that talk about your niche. Contribute to the conversation, and when relevant, add your link to the comments area. If the blog is very well-visited, you stand a good chance of driving much of that traffic back to your site. Comment on news stories, on websites, and at any other place where traffic might be interested in where your lens resides. Social networking sites like Facebook, MySpace, and Twitter are great places to find a large audience that wants to click your links back to your site.

It can take some time to develop a following on any of these social networking sites, but the payback is that once you publish a lens, you can simply promote it via an already established network with a status update that reaches numerous people on your friends and followers lists. There are even tools like FriendFeed that allow you to send out one status update while updating a number of different social networks at the same time, keeping you from having to write out multiple status updates for different networks.

# ATTRACTING MORE TRAFFIC

There are tried and true ways to attract more traffic to your Web pages and Squidoo lenses. It does require some commitment of time to get started, but once you have an audience, they tend to follow you wherever you go. We are going to list a few more ways by which you can attract traffic, as this is a very important strategy to getting listed higher in the Google SERPs.

## CONVENTIONAL WAYS TO GENERATE TRAFFIC

To generate traffic, you have to pull in streams from other high-traffic areas to your own Squidoo lens. Here are a few ways to do that.

- **Article Marketing**  
There are quite a number of article directories that are always seeking free content to promote. In exchange, you are allowed to include a resource box where you can put a link. Some links may be limited to non-commercial pages, so check the terms of the service agreement to make sure that you aren't violating them by placing a link back to Squidoo. EzineArticles.com is a very popular directory for article marketing, but there are quite a number of them out there that you can submit to in order to simultaneously generate traffic.
- **Blogging**  
Blogs are very highly rated in the search engines. Owning your own blog gives you a way to generate an audience without having to rely on your Squidoo pages, to which may be more infrequently posted. Blogs can be as short as 300 words to up to 800 words long. They are posted to daily or at least every other day to keep people interested. They are targeted to a specific niche and can help you to generate a following for that niche. Use your own blogs and those of others to generate interest for your Squidoo lens by adding them in as text links or in the comments of other blogs with descriptive keyword anchor text.
- **Be an Expert**  
Sites like Yahoo! Answers and Ask MetaFilter are perfect for getting traffic to other sources on a particular niche. Just be careful that you don't end up spamming these resources, as they can ban you quickly. Generally, someone asks a question that he/she wants an answer to, and you can reply in context. If at the end it is relevant, add a link to your Squidoo page.
- **Email Marketing Campaigns**  
You should develop contact lists of people who might want to be updated with your actions online via a newsletter or blog subscription. Use these email addresses to send out informational updates about your Squidoo pages.

# COMMENTS AND RATINGS

Each lens comes with the ability to add comments and ratings. The ratings feature is automatic; the comments have to be added via a guestbook module. Either way, these two features should always be included in your Squidoo lens to increase the interactivity and to get people more involved with you and your business.

## **COMMENTS**

Comments are great for creating interesting and interactive Squidoo lenses. There are two ways you can use comments, on your own lens and on those of other lensmasters. If you put up a guestbook module, you give people the ability to comment on the content of your lens. This provides valuable feedback about the lens and also helps to make it more popular.

Squidoo is a community as well as a publisher. Many people want to get feedback on their lens or get a free link back to their Squidoo lenses. The more backlinks they have from highly rated Squidoo lenses with a PageRank of 4 or more, the more that they will climb the Google SERPs. Often, they will visit these lenses, leave a message, and get an automatic link back to their lens, creating more traffic opportunities and a better rating in Google's search engine algorithms. You can do the same thing with your lenses by encouraging others to comment on your lens; in return, you go and read theirs and comment on theirs too.

## **RATINGS**

Squidoo has its own rating system and it is community-driven. Don't be afraid to ask for people to rate your lens. This is very important. Many times, people will visit a lens but not rate it, so no one knows whether it's a good lens or not. Asking for them to rate it before they leave it helps you to climb the rankings in Squidoo and gives your lens more magnetism for future traffic.

## **GROUPS**

Here, we'll include a special word about Squidoo groups. You want to join those who are relevant to your niche and to network with other lensmasters. They will be the source of your initial comments and ratings. You are also a part of this community, and so you should follow suit and offer your own comments and ratings so that people will know that you contribute to Squidoo and are not just there to hog the limelight. This back-and-forth give-and-take is essential to get good comments and ratings on your lens.



# UPDATE YOUR LENS FREQUENTLY

Squidoo is using a new algorithm to determine the popularity of each lens, and this includes how frequently a lens is updated. You don't have to go as far as to redo the entire thing to keep the lens showing up higher on the Squidoo rankings; just a few sentences here and there is sufficient. Of course, if you do have some major news to add to the topic, don't be afraid to update that information. It can only help you get more traffic and to keep your lens fresh.

## **KEEP YOUR KEYWORDS**

Since your titles and some of your content is based on keywords, be sure not to update and get rid of those. That will hurt instead of help you. Keep whatever keywords you've already researched and instead seek to update the content of the lens to help your ranking. This will not only help you in the Squidoo website, but it will also help you in the Google search engine as well.

## **FRESH CONTENT GETS MORE ATTENTION**

More attention means more traffic. More traffic means higher rankings. It may seem odd that just changing a sentence here or there can make such a big difference in your rankings, but it does. That's because the algorithms in place look at the last time that lens was updated to determine if the page is stale or not. If it was recently updated, then it gets crawled again and ranks higher, even if all you changed was one or two sentences.

## **PROMOTE BIG CHANGES**

If you have a major addition to the lens, like some significant piece of news, don't be afraid to promote it again via the same channels that you used before. Write a new article and submit it to article directories. Blog about the additional information. Alert your readers that a vital new piece of information has been added to the lens and direct them to the module segment that you've added or edited. This way, they can go directly to that area and see what you're talking about. Keep the conversation going and continue to promote the lens, even if it is years old.

These types of changes and updates can keep your lenses fresh and active even after much time has passed. It takes far less energy to update an old lens than it does to create a new one, and it can be a great source of traffic for other lenses too. Don't be put off if your lens gets only a few reads or comments at first; keep on promoting it regardless. It may take off when you least expect it, and it requires only a little tending here and there to keep it going.

# ALERT SERVERS OF NEW INFORMATION

You should have a few ways to centrally update information on a variety of networks. Otherwise, you will spend an inordinate amount of time visiting each site and posting a link back to your Squidoo lens. Instead, think about automating the process so that you spend more time pumping out good content and less time updating all of your networks. You do want to continue to self-promote and market, but there are plenty of sites that can help you do that without having to take time out of your day to visit every presence you have on the Web.

## **SOCIAL NETWORK UPDATES**

If you have a variety of profiles on different social networks, from MySpace to Facebook to Twitter, it's time to get organized. You can update as many social network profiles as you want with the same information by using a facility like ping.fm. The nice part about these types of websites is that they will also shorten the URLs, and sometimes, you can even track the performance of your links so that you can see which sites are more effective in your marketing efforts.

FriendFeed is another type of service that allows you to post Facebook updates to other sites or do other types of activities, such as bookmarking on delicious.com back to Facebook. The thing to look for is for something that shortens URLs, allows you to post to multiple sites that you frequent, and also allows you to selectively update instead of sending multiple streams of information to multiple sites. That's very close to spamming. In Facebook, another service you can use is Twitter Selective Updates, which allows you to add the hash tag #fb to a Tweet so that it will also post to your Facebook profile. For those Tweets that don't have that, it will ignore them. This can be a way to update automatically when you need it and not when it might overwhelm another audience or make it appear more like you're spamming instead of providing updates.

## **BLOG UPDATES**

Pingoat.com and Technorati.com both have the ability to ping your followers and subscribers for recent updates on your blog. Some services do it automatically, while others you can "ping" directly to get it submitted more quickly to search engine crawlers. If you aren't a member and haven't claimed your blog, you should do it quickly on Technorati. This will help you to reach a wider audience more quickly and to allow your postings to be viewed at the instant they are updated.

# KEEP ON LENSING

At first, it can be difficult to generate the type of audience that you need to get on the first page of Google SERPs. Every lens that you put up is going to teach you something more about what works and what doesn't work for you. Many people go on expecting to ace a spot on the first page of Google overnight. While that does happen, it's more likely that it will take a bit of time to figure out what is going to work and what isn't. The nice thing is that you do get feedback from Squidoo on how well your lens is working, and you can use that to fine-tune and to keep promoting it until it catches on. Don't think that your lens is a failure just because no one has shown up to comment or to rate your lens during the first week it has been online. Just keep plugging away at it to learn as you go.

## **WHY PEOPLE WANT THE FIRST PAGE**

While we've talked about some viable strategies for getting on the first page, one other topic that needs to be discussed is why people want to be on the first page. They want to get there to get the maximum exposure for their lens, not just to generate traffic, but also for affiliate commissions. If your lens is set up to generate traffic but has little way to make money from it, then you aren't using the full capability of the lens to create income. You will get some income from Squidoo that gives out monthly payouts based on the traffic of the lens, but there are far more opportunities to make an income from affiliate offers, and these are allowed on Squidoo.

Don't forget to add some modules that allow you to get income from affiliate sales. The main ones that people use are Amazon and eBay. Don't just add products with the same topic, but diverge a bit and add some products that are not exactly on topic, but that are similar to the topic that might catch someone's interest. For instance, for the acne lens, you might want to include any books or videos that talk about apple cider vinegar for clear skin. Or you might find that Amazon has products that it promotes that zap zits with electrical pulses. It doesn't always have to be a book.

## **MAXIMIZE EXPOSURE AND CREATE INCOME**

Google loves Squidoo and will continue to promote it. You have more chances of getting on the first page with a lens than many other types of formats. It can be a wonderful way to add some income-producing Web pages that you don't have to manage or inventory. They are easy to update, and the large community can help you refine your lenses until you're churning out hit after hit. They are so easy to implement, as there is no code that needs to be learned, and all it takes is a little imagination to hit a nerve with a large segment of the online audience that you are nurturing. At that point, you will also have figured out that Squidoo is an income-producing opportunity that can be mined using the power of the Google search engine. You'll be proud to have made the first page, but you will also be figuring out how that placement is a sure way to riches online.

## **RECOMMENDED EBOOK SOURCES**

**[Free-Books-Canada](#)** > Free Ebooks, Software, Theme, Videos, Graphics and Digital Stuff

**[Unselfish Marketer](#)** > One of the best Membership Sites out there for PLR, MRR, Resale and Personal Use products.

**[Resell-Rights-Weekly.com](#)** > Great Membership Site! Has free PLR MRR products

**[PLR-MRR-Products.com](#)** > Buy PLR, MRR and Resell Products through Membership or direct access shopping cart. Has free PLR, MRR and Give Away Products for you to download.

**[Software Gold Club](#)** > Internet Marketing Software, PLR Articles, PLR Ebooks , Access and resale Club products.

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