



## Getting Started with Squidoo Tutorial with Success Tips

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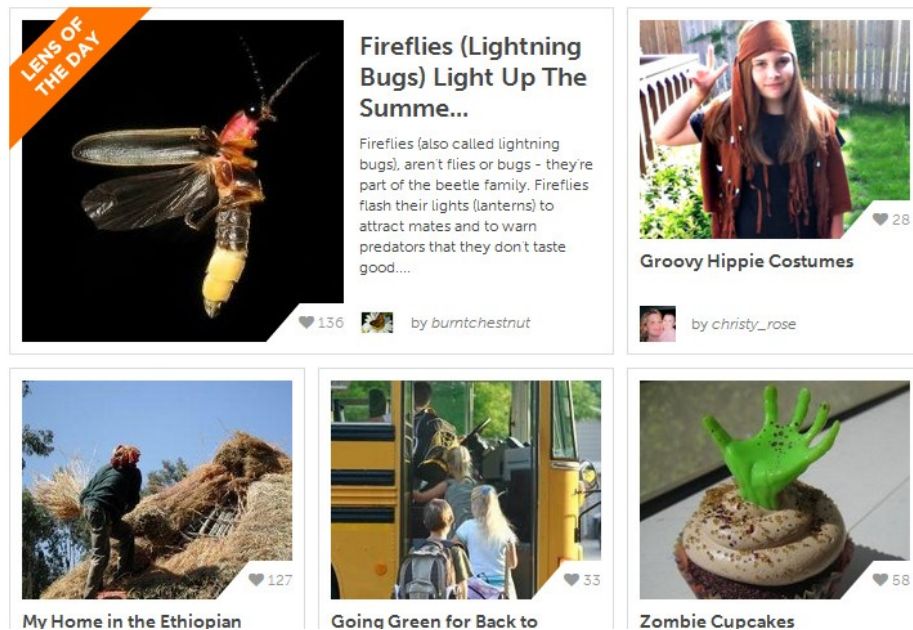
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## Getting Started with Squidoo Tutorial with Success Tips



According to Wikipedia, “**Squidoo** is a community website platform that allows users to create pages (called *lenses*) for subjects which interest them, and to use those pages to sell products for profit or charitable donation. The site reportedly had 1.5 million "hand-built lenses" as of October 2010.”

Squidoo is a social media site that allows anyone to build a one page mini site, called a lens, on almost any topic. Lenses are pages that are kind of like flyers or an overview article used to gather and coordinate everything you know about your topic of interest--and puts it all into focus.



Squidoo is kind of like a blog, sort of like a social site and resembles a wikipedia, but it's so much more. Squidoo is basically an information site that allows you to create very specific niche lenses that can be used to direct traffic to your blog or website, sell affiliate or your own products and shows how much of an authority you are in your niche

The people or users who create lenses are called "lensmasters".

Each lens is made up of modules. These modules are simply sections of text, feeds, videos and links to sites such as Amazon or eBay.

Note regarding outgoing links: Squidoo limits the number of links you use to 20 total. This includes any links to images, Amazon products, and eBay.

### Why Use Squidoo?

There are several benefits for writers to use Squidoo. One of those is their awards program. This program rewards lensmasters for participating and interacting with others and publishing more lenses. You are rewarded with trophies called SquidMonsters. You receive them for milestones you receive, quests you've completed and top quality lenses.

Another benefit is Squidoo's magazines. These combine top quality lens content on a particular subject with news, editorials and stories integrated with Facebook and Twitter. Squidoo's many magazines include GoodVeg, So Crafty, Happy Halloween, Celebrate and Cozy. The writer gets exposure along with well-known contributors. Anyone is welcome to submit relevant lenses.

Squidoo Clubs are a way to create lenses monthly or bi-monthly on a specific topic. There are 8 niche clubs including a Book Club, Gardening Club, Food & Cooking Club, Craft Club, Pop Culture Club, Vegetarian Club, the Adventure Club and the 2013 Halloween Club. It's free to join one or all of them. And you get perks for being a member like trophy badges, chances to win Amazon gift card and a special MonsterBoard featuring quest lenses.

You can earn points for doing good things on Squidoo. Points allow you to move up to the next level. You earn points by participating in and commenting on other great lenses, publishing quality lenses, and completing quests. You earn new opportunities when you level up. You might get new lens themes, a one-time LensRank turboboost or new Quests.

## Getting Started On Squidoo

To get started on Squidoo there are two things you need first. First you'll need an email account. Second you should have a niche with keywords in mind for your first lens. It's best to focus on one tight aspect of your topic.

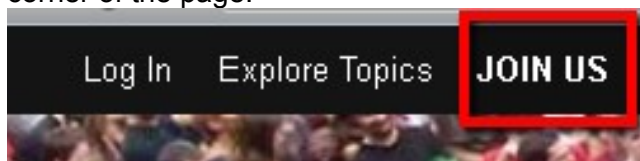
Instead of a general lens about scrapbooking, narrow it down to *how to make a birth of baby girl scrapbook* or *how to turn your passion into a virtual scrapbook business*.

**Remember: Stick to one topic and one niche per lens.**

### To set up your Squidoo account:

You'll need your email address to open an account. You can use any email address you want.

Set up your account by going to Squidoo.com and clicking on the "join-us" at the top left-hand corner of the page.



This will bring you to a screen to fill in. Fill in the required fields and click continue. Agree to the terms for original content by clicking the blue button on the next screen.



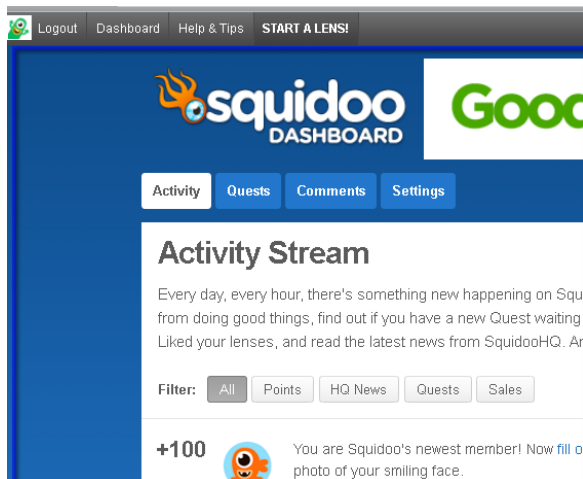
We'll never post without your permission

OR

Sign up!

By joining, you agree to our [Terms](#) and [Originality Pact](#)

After clicking the button you will come to your dashboard screen. It looks like this:



The dashboard is like the home page for all your lenses. It lists all your lenses you've created so far as well as stats for each lens. It opens to the Activity screen that shows what is happening that day on Squidoo.

Right now, there isn't a tab at the top for "my lenses" since you don't have any lenses. Once you've created your first lens you will find it here.

This is also where you will see your Activity, Quests and Comments.

Quests are invitations to create lenses on specific topics. You can receive requests for special club niches or in the community quests. Quests are a great place for brainstorming lenses. Completing quests can get you seen by HQ. This increases your chances of being featured or getting a purple star.

You're ready to start creating your first lens.

At the top of your dashboard, click on the **start a lens** button. This will take you the step 1 page: *What my Lens is going to be about?*



Fill out the box. This will be the lens title as well as the URL for your lens. Be sure to choose something relevant to your topic and that has the keyword you are targeting.

Click **Continue**.

Fill in the blanks. Choose the best topic from the drop down list for your lens.

## Step 2: Title your page!

A screenshot of a form titled 'Step 2: Title your page!'. It contains four sections: 'Lens Title:' with a text input field containing 'Where to Find Train nursery bedding online.' and a note 'Clever lens titles can make great first impressions'; 'Set your lens URL:' with a text input field containing 'http://www.squidoo.com/ where-to-find-train-nursery-bedding-online' and a note 'Choose wisely - this is forever and can't be changed'; 'Pick your topic:' with a dropdown menu showing 'Choose a topic (the best that fits)'; and 'Please rate your lens:' with a dropdown menu showing 'G RATED MATERIAL: Safe for all ages and eyeballs' and a note 'If you're not sure, read up on our Ratings policy.' At the bottom are two buttons: 'Continue →' (orange) and 'Back' (grey). A red arrow points to the 'Lens Title' input field.

Click the orange **continue** button. In step 3 you can enter your keyword for your topic. Your main keyword will already be entered as your lens title. You can keep this or change it. Be sure to enter 3 more relevant keywords for your topic. Fill out the **Captcha form** and click **continue**.

A screenshot of a form titled 'Step 3: Tag your page so people can find it!'. It contains a paragraph explaining keywords, a text input field for 'The best tag for my lens is:' containing 'Where to Find Trains nursery bedding online.', and three text input fields for '3 more good ones are: (optional)' containing 'nursery decor', 'nursery bedding for boys', and 'nursery decorating ideas'. Below is a captcha image of the word 'eeklubber' and a text input field for 'Enter the word to the left:' containing 'eeklubber'. A note says 'Can't read the word? Click here'. At the bottom is an orange 'Continue →' button. Red arrows point to the 'The best tag for my lens is:' field and the three '3 more good ones are:' fields.

Fill out the donation form. This is optional. **Click the tick box** of your choice then hit **continue**.

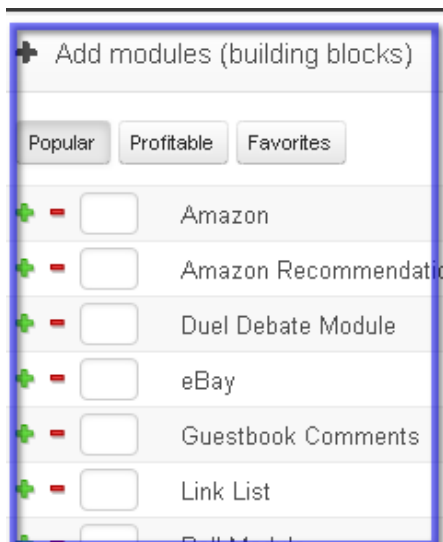
## Filling In Your Lens

You should be at the workshop area for the lens you just registered.

You need to fill in the middle of your page with modules. This is the information, images and other things you want the world to see when you publish your lens.

On the right side of the screen, there is a blue button called **Workshop Tools**. Here is where you will find all of modules you can use to make your lens look really great.

I suggest you use the basic text and Amazon modules start with. You can always add more modules as you grow your lens.



At this point you'll need to have available:

- ❖ Your original keyword rich content
- ❖ Any affiliate links
- ❖ Links to any of your own products
- ❖ Images to jazz up the lens

**Note:** You might want to have your Amazon associate or eBay affiliate login info available if you add these modules.

Add at least 3 text modules besides the intro module that already exists. Click on the plus or minus sign next to the modules to add. If you want to add 3 text modules, click the plus sign 3 times and add these to your lens.

*Note:* Click on the Browse all modules to see more options before adding different types of modules.

Once you have all your modules, you can begin adding content. Click on the **edit** button and add your content and title. When you're finished, click the **Save** button.

You can rearrange the modules as well. You really don't want to have all your text modules together and all your Amazon modules together. This makes it too hard to read. To rearrange modules, go to the arrange modules box on the right of your screen. Hover and click on the module and move to the position you want it. Click on the apply button when you are done.

## **Adding Images.**

Click on **edit** in the module you want to add images to. Scroll down to the bottom of the editing box where you can click the **browse** button and then click **upload photo**. Once it is upload be sure to save it.

This is a good time to save your lens as well. Click on "save draft" to save it so it's not public yet. Without all the content and modules added, Squidoo would leave it in the Work-in-Progress queue.

Continue adding modules, images and links to your lens until you have it completed and it looks the way you want. Go ahead and press the **Publish** button at the top of your dashboard when you are ready. This will make the lens public for everyone to see.

## **Tips for Success**

Join the Rocketsquids for new lensmasters. It's a private learning section run by the Squidoo team. They use their years of experience on what makes a new lensmasters become great. It's designed to help you master the basics through lensmaking challenges, daily lessons and getting feedback from Greeters. You also meet many new aspiring writers.

Take advantage of the Squidoo score card. This checklist goes over the things you need to have done on every new lens you create. It looks at the basic elements like the Introductions and high quality content as well as the number of tags, good keyword usage, good Amazon link usage and if you've added 5 completed modules that includes unique content. The score card helps you get your lens score to 100 and keep it out of the work-in-Progress state.

Adhere to Squidoo's link usage policy. No more than a total of 20 links and no more than nine links to any one site.

## **Your Biography and Profile**

One of the things you should edit right away is your profile, photo, and lensmaster bio. You can edit these from the panel on the right side of your workshop page. This is a great place to add credibility to your lenses by using a real picture of you, sharing your real name and including other details that illustrate your expertise. A bio is the perfect opportunity to show your authority on your topic.



Squidoo offers writers another place to showcase your writing expertise and authority on your subject. Easy and fun to set up, lenses are part blog, part wikiPedia and part social media offering lensmasters a way to get traffic to your blog or product and exposure to your writing through Squidoo's vast reach.