

How Smart Marketers Make Money Online With Squidoo

If you are not using squidoo to make money online, you are missing out on one of the best pieces of virtual real estate online today. In case you do not know, Squidoo is a free lens building tool (web page building tool) that is search engine friendly, and lends itself readily to helping online marketers make money on the Internet. This article is about showing you how to make cash online using squidoo.

To start using squidoo, here are some basic things you understand. Although squidoo is free, they do have a few rules which you must follow, such as rating your adult lens as such so that you do not expose adult material to children. However, as a marketer the rules are really easy to live with. If you are willing to learn how to put up a well created and optimized lens, you can make a full-time living from home just by making squidoo lens. By the way, a lens is the same thing as a web page. That is just "squidoo speak".

How To Make your lens worth reading: Although you may be very anxious to sell your products or services via squidoo, you have to remember why people will read your lens in the first place. It must be worth reading. Whatever topic you choose, make sure that it is worth reading. Create only short paragraphs and spruce up your lens with some nice graphics too. Your lens must not be boring, or else you will lose your reader. Remember that even if you are very passionate about the topic you are discussing, your goal should be getting the reader to click your money-making links.

One of the best ways to ensure that your lens hits the spot with your readers is to offer them some help solving their problems. A quick way to do this is to go to the Google adword tool (do a search for it) and type in the following phrase "how to". You will see plenty of results showing you what people are searching for online. For this article I found out there were 135,000 people wanting to know how to make paper last month, and another 12,000 wanting to know how to make friendship bracelets . Find a need using this method, and then do a little research to build your lens around a solution.

Now that you have your idea for a lens, and you have crafted a good-looking page, you are ready to learn how to actually make money online with that squidoo lens. Avoid the mistake of only putting in a few tags. Tags are the squidoo equivalent of keywords. You are allowed 40 of them. Use them all! Try to use a few rare ones that do not have a lot of competition. Also, you will want to exercise ultimate control over all the out-going links from your lens. If there are 25 out-going links, make sure that at least 20 of them belong to you.

Getting feedback before people leave your lens is a good idea. It should help you make more sales. When readers do leave your lens, that out-bound link could be a web page, an affiliate link, an opt-in page, or even a blog, but make sure you control where they are going. Too many non-monetized outbound links on your lens is not going to help you make money with squidoo. Also you can vary how much of your adsense earnings you donate to charity. You may even choose to keep 100% of what you earn.

So now that your lens is looking spiffy and ready for the world, you will need to promote it. A dead lens, like a dead website is a complete waste of time. To promote your lens, use tags, bookmarks, and directories to promote them. Some of these are pingomatic.com, squidutils.com, squidom.com, and isleofsquid.com. There are many others. Also, you can bookmark to many social pages at once using onlywire.com . A great idea is to go around to the top lens in your area, and type in comments in their feedback forms with links to your own lens. Even if they do not reciprocate, you should benefit.

One of the many ways you can make money online is by seriously promoting residual income programs. Residual income programs are programs like GDI, SFI, Wealthy Affiliate, and empowerism, that pay you a monthly income for work done one time. Usually you have to remain a paid member of these programs to make money with them. The idea however is still a good one, and if you are genuinely interested in their programs, you can make extra money online from promoting them.

There are also residual programs that you can join without having to pay a monthly fee. The second tier, from Russell Brunson, and the Marketing Center, created by the late Cory Rudl are good examples. They are two-tier affiliate programs that you can promote without paying a membership fee. At the same time you will be paid whenever one of your referrals buy one of their products.

About the Author

Squidoo is not just another web page builder. Smart marketers are using this pristine virtual market place to create bigger bank accounts. Let Anthony Chambers show you a system that will turn you into a super marketer, including squidoo marketing. [make money with squidoo](#) Get great tips at his blog at: [Marketing blog](#)