

How To Use Squidoo to Promote Your Internet Home Business

Contributed by Diep Tran
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{bot_wrgoogle}Seth Godin founded Squidoo and launched the website in October 2005. It is a platform designed to make it easy for anyone, for free, to set up a single page on a topic he or she knows or cares a lot about. It's a social network of user-generated lenses -single pages that highlights one person's point of view, recommendations, or expertise.

Users of Squidoo, or lensmasters can use a lens template to create links, feeds, abstracts, and lists for other users. There are different modules that allow you to create Flickr photos, maps, blogs, eBay auctions, YouTube videos, iTunes music, Amazon products, and other links. You can get all these functions on your lens for free within an hour. You can even earn money with Squidoo since there are standard incorporated AdSense ads on the lenses, and you can sell for example (e-)books or other products for Amazon or other shopping chains. Squidoo splits its revenue with its "co-op" of lensmasters. 5% goes straight to charity, first. Then 50% goes to the lensmasters. 45% goes to Squidoo.

Because Squidoo is quite popular with, and if you have an internet home business, with or without a website, then it is advisable to employ Squidoo as one of the internet marketing tools to promote your products. No matter what of internet home business you are involved in, everyone's dream ticket is a first page ranking in Google's search results.

If you have an existing website with a page rank (PR), link your lens to the website pages to improve the ranking of your lens first. Over time your lens will be indexed by and will give a PR link (and traffic) to your website in return. You could promote the same or different products on your website and lens.

If you don't have a website, you can create a lens and promote your products immediately. Over the past months, Squidoo lenses have been showing up on the first page of Google for very competitive search terms.

In fact my first lens was about a very competitive internet marketing keyword phrase (135,000,000 results). In a couple of days my lens showed up as No. 19 in Google.....and it didn't cost me a penny to get there. For comparison, it took me four months hard working on to get to the same position in for the same

search term, while I had to pay web fee monthly and other costs to do the SEO. Although my lens in this case was 'pulled up' by my website with higher Google position, it is easier to get it ranked by Google.

In conclusion, Squidoo is an easy, excellent, and above all free internet marketing tool. It should be employed to promote products and increase sales in every internet home business.

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