

A Squidoo Lens: The Benefits of A Squidoo Marketing Presence

A Squidoo Lens is a popular marketing tool website that allows people to express their hobbies, interests and passions by creating free web pages. A single webpage is called a squidoo lens. No technical knowledge is required to create a squidoo lens. Anybody with no prior web building skills can build one in about 10 minutes. All one needs to do is to click the create a lens button and follow along with the wizard. Besides being free and easy to set up, setting up a squidoo lens or two has many benefits for internet marketers.

1. For starters, Squidoo is one of the few websites that allows affiliate links. This accepting attitude towards online businesses makes it easier to establish yourself as a Squidoo community member as opposed to other websites that sub their nose at online marketers. You can join the site knowing you are allowed to use Squidoo to promote your own podcasts, blog or websites.
2. Search engines, especially Google love Squidoo. Because Google is such a key player in the amount and type of traffic your site receives, it should please you to know that Squidoo search results tend to come up in Google ahead of all the social bookmarking sites. Using Squidoo can increase your search engine ranking and the traffic you receive to your site. The more lenses you make, the more your website ranking will improve.
3. Squidoo lets you set up polls on your lens. Anyone can do it and they are not complicated to set up. Doing so lets you gain some valuable insight into your niche market. You can ask readers about products they use, get reviews about products they bought and so much more. The answers you can get by using the poll module can help you to build a better business. You can even ask questions and then link to other lens providing the answers. Its an interactive way to get some great niche insight.
4. A Squidoo lens can also host eBay auctions, Amazon books, Youtube Videos ect. These are assets that many marketers use to build their web business. If someone clicks on your Amazon link, for instance, you earn a royalty.
5. A Squidoo lens is a good way to test out keyword phrases for popularity and web traffic. Your Squidoo dashboard provides statistics, including the number of visits your lens has received in the last 7 days. You can see which of your lists is most popular. This information is very valuable when youre optimizing your lens
6. Besides earning money by promoting your affiliate program or eBay shop you can also earn by being a Squidoo content provider or lensmaster as they are referred to in the Squidoo community. Basically the way it works is when you create a page and Squidoo runs ads on them you get a cut of the revenue generated when a reader clicks on an ad. You can also earn by promoting Squidoo through their affiliate program. Once you get an account you get a referral link. Once someone who signs up under you earns their first \$15 you receive \$5. A Squidoo lens is a highly recommend marketing technique for internet marketers. Above are some of the benefits that it poses those who work from home.

About the Author

Jeff Casmer is a leading legitimate work at home expert and is a work from home business owner. His "Top Ranked" [Earning Money Working at Home](#) Directory gives you all the information you need to [Work at Home](#) in the 21st century.

Source: <http://www.articleink.com>