Squidoo Marketing with Tiffany Dow, Howie Schwartz and Dr. Mike Woo-Ming

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Bio on Tiffany Dow – She got a started as a ghost writer and even wrote for Howie. To learn more information about her go to www.tiffanydow.com

Squidoo –

Squidoo allows marketing and promotion while MySpace is really against marketing. Squidoo is very simple and straightforward, what you do is you create a page by filling out some information about yourself or your company. What happens is you end up getting emails from people saying they found you on Squidoo saying, depending on the service you are offering, if they want to hire you. As a ghost writer it is extremely helpful if your other source for jobs hasn't given you anything for a while.

To apply it to internet marketing you can learn a lot from Squidoo or the help center. What they say is you can promote your product and it really isn't spam because Squidoo allows you to promote your product. On MySpace it is a lot harder because they don't like you promote your product, in fact you can get banned or deleted for promotion on MySpace. What you can do is split your page up into multiple courses and it makes it easier. What Tiffany did is she took what she did everyday as a ghost writer and made a product showing people how to create their eBook and what to do with it after it is ready.

Lots of traffic comes in and it is so simple, all you do is login and create account and it will walk you through. Tiffany prefers to use mostly manual writing instead of promoting people like eBay. Also affiliate says can be used in your page. You can create a page on whatever you want.

What is a lens?

Squidoo is a central site where you have as many lenses as you want. You can create a title and a keyword is recommended. It is a lot like a sales page that you can modify anytime you want. You can have polls and that is great way to get feedback, over time period of week Tiffany got over 100 hits on her poll. Lots of traffic, there are many levels of people in Squidoo. Then you have the more advanced group like Gurus. Most people on Squidoo are trying to make money off of it.

What is the Write Module?

The write module is where you are just basically creating your own content instead of using an affiliate program or setting up eBay on your lens. It is kind of like a blog entry where you can hyperlink or add images. It is really open and it is picked up by search engines so put keywords in it. It gives you a chance to get to know the person behind the lens.

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Rankings

The reason Squidoo is ranked in Google is because it is an authority site. A brand new site is very difficult to get ranking. You can use any authority site to quickly get your site up. Squidoo, MySpace, and the Wikipedia are all very useful quick ranking sites. Usually for brand new pages it takes a long time to get any rankings up in the page. Especially for huge hit keywords like "Internet Marketing", this is why authority pages are so useful; they provide a way for your site to be noticed. This is called Indirect Ranking. You can really direct anyone quickly in google.

Dmoz.com is a site that it is recommended you link your site to. But it takes forever to get your site listed because it is a hand done site that people actually go through and accept links. With authority sites the community will raise you up automatically as long as you have good content and update your site consistently. It weeds out the irrelevant content. There are ranks in Squidoo from 1-5. Tiffany's lens is only at a 4 but she is ranked quite high in Google which is the impressive fact.

How Often should your Lens be Updated?

Tiffany recommends that you update your lens page at least once a week and at best twice just so your content is added frequently and people like you. If you don't want to take your information off at least freshen it up, get a new RSS feed or update other links. It is much like a blog and only allows 2000 characters per write module. You can have multiple modules but it is recommended you split it up often. You can promote a specific link in your modules which will drive traffic to your site, especially if your reputation in the Squidoo community is good.

Can Optin Boxes be used?

You would have to link to a site for an optin. What Tiffany did was she created a lens and had a guestbook in there and has a list that will notify people. The down side to guestbook's is that you have to manually put the names into an autoresponder problem. Some people like to and sign guestbook's because then a link is put right back to their lens so it is promotion all around and everyone wins. Squidoo is a great way to get traffic and it drives a lot of business for people. Squidoo is really driven real traffic towards your product, or a page with AdSense or an affiliate program.

Squidoo allows you to open up and get feedback and you will start to know what people are after. With the guestbook registered users will use the guestbook and it links to lens and usually their lens has a contact area.

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Commenting

There is someone who recently gives comments on people who didn't do a great job, instead of commenting on your lens you should comment on their lens. A good comment could lead to good traffic; someone could be taken to your lens from a comment. You really leave a trail in the social perspective of the internet. There are a lot more active users. Negative reactions can really lead to negative promotion of your product and people might not want it if you are rude. That and spammers are not really acceptable so you want to seem real. You can delete comments, but you want to take the feedback so you can steer your business in the direction you want to go.

Etiquette is really helpful when dealing with real people.

RSS Module

When Squidoo was younger that really all it was used for now it is really just an add on to an entire source. There are automatic RSS modules right in Squidoo. Tiffany doesn't do that she uses the Yahoo RSS feed create. http://news.yahoo.com/rss.html and it will create a feed for you. Be careful because sometimes the links can be not what you want. So be careful which feed you choose. Sometimes RSS feeds can be something that you really don't want on your site. So be careful when using random RSS feeds. With Yahoo you can actually remove a post from a word you enter by entering the keyword you want –the keyword you don't want. You can choose to update your RSS from every 30 minutes or weekly. But daily is recommended.

You can even ping your Squidoo profile and it will bring more traffic to your lens. You have to be careful that when you have an Amazon lens and some goes on their to buy something you can get a small percentage of the sales. Be careful that you pick what goes into your sales module. Make sure that you choose the items that you want to show on your lens.

Top Ten Lens

With that type of attention you can make quite a lot people. You aren't making that much money from sales. But Affiliate links are a lot more profitable on Squidoo. There is a top 100 list on a lot things. You can even look up what people are doing to sell their products on Squidoo. An average per month on the top sales lens is $500 a month. That was just one lens. You can make from Squidoo but it is really for getting traffic because there is a lot of traffic there. If you don't make your lens personal it is harder to make money.

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Modules

There eBay modules, Link modules, Amazon modules, Bookmarking Modules and write Modules. There are a lot modules that you can use to get links and there even YouTube Modules. All of these are traffic driving tools. YouTube is good for showing videos on a certain subject. It is useful because you can just put a good content video and people will really be impressed. There are tons new modules and the Squidoo team are really good at getting new modules out there. Tiffany was even featured in the owners lens for creating the Squidoo book. He was really impressed by the way she wrote it.

Groups

They are really new on Squidoo and there aren't many but you create your own. They will have contests and you can network on your niche and it is helpful for people who like getting to know people. The people in the group will rate each other. There are several Marketing groups out there. As long as your group isn't spamy then you shouldn't really get negative comments. On MySpace you can get lots of negative comments. People who are just starting Squidoo is easier for Marketing to people. Squidoo really accepts the marketing techniques.

A person on Squidoo said: "Squidoo is MySpace for Grownups"

MySpace is much more complex and Squidoo is a lot more self explanatory for internet marketers and promotions. MySpace doesn't really accept promotions for products.

Other Authority Sites

www.Hubpages.com
www.Gather.com

These aren't as easy to use but they still can be used to drive traffic towards your product. You really have to bring out your personality to promote your products. When people think they know you they want to go through to all your products. It is really different from the spamy SEO junk with facts and no personality whatsoever. Definitely these authority sites really change the internet marketing business.

Outsourcing

It is a little more difficult to outsource because you have to have a few more human touch to these things. In a way Web2.0 is going to require more work because you have to have a personal touch to your voice. Ghost writers will write in their voice and it won't really bring out your own personality. With

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Squidoo you really should write a blurb and give it to a ghost writer and ask them to use your style. You can't hire a $4 writer who can't even speak English but you CAN'T use them for creating your eBook. You have to hire better talent. If you blacken your name it gets harder to redeem yourself and add your personality.

It is helpful to have Squidoo to get users to give you what they want to see as a product. Then you should hire a really good writer who can mimic your style. Yes, it gets more expensive but it is really worth it in the end. The blog is what is really important because people will look at your blog and associate it to you. You can change your product but your blog is harder to change.

Traditional Research

It is still necessary to keep to old traditions like keyword researching and ensuring that people are going to be able to find your site. You still should naturally insert your relevant keywords in your content for spiders to come and pick up. Don't abandon everything to get your personality out.

Should the title be interesting or should it include your keyword no matter what? You don't just want to have internet marketing but you should make it interesting. But it should relate to your keywords but it should definitely be interesting so people should click on your lens.

Services like MySpace, Craigslist and Squidoo are so important to the internet marketing area because the indirect rankings are so important because you can't just put a new site up there and expect it to take off there is a lot of really helpful traffic that you can direct to your site.

Tiffany's Product

A lot of people are turned off by Web2.0 because people are just giving up 1.0, it is really just a new stage with new aspects of socialization. Web2.0 is going to be very important because it is more consumer driven than advertiser driven.

www.TiffanyDow.com

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