



## What Does It Mean to Squidoo?™

Here are the basics...

Squidoo is the popular publishing platform and community that makes it easy for you to create "lenses" online. Lenses are pages, kind of like flyers or signposts or overview articles that gather everything you know about your topic of interest--and snap it all into focus.

It's a supersimple, fun and powerful way to share your interests, build your online identity and credibility, and connect with new readers and friends. If you've ever been turned off of blogging or socializing on the "net, you're going to be shocked and pleasantly surprised at how easy Squidoo™ is to use, and how helpful it can be.

Well Squidoo™ is growing in popularity because it welcomes anyone with a desire to showcase their interests and expertise, and the features it offers are effortless to plug in and play with.

All you have to do is sign up for a free Squidoo™ account and you can be on your way to building a lens in an instant. A lens is just your space on Squidoo™ or your web page within their site.

After you create your first lens, you'll be given the opportunity to choose a title for yourself as Lensmaster. Squidoo can house a whole multitude of lenses for you æ both for business and personal use. There are no limits on how many lenses you can create.

Each lens has a title and is ranked in the upper right corner of the page. Each day, your LensRank™ will rise or fall according to Squidoo's™ own algorithm. An algorithm is just a formula they use to rank the lenses.

Squidoo is free to use.

Social Media Tribe Marketing – Launching soon. Go to <http://www.SusanGilbert.com/kenfoster>

Twitter, Facebook and Squidoo are the big THREE you'll want to use for your networking and website promotions efforts:

| Monthly Normalized Metrics April 2009 <a href="#">?</a>                                |  |   |
|--|--|---|
|  | Unique Visitors <a href="#">?</a>  | Yearly Change   |
| <a href="http://www.twitter.com">www.twitter.com</a><br><small>Uncategorized</small>   | <b>3,602,544</b>   | <b>+1,679.59%</b>   |
| <b>Top Search Terms:</b><br>Search Terms are unavailable for subdomains.               | <b>Top Referral Sites:</b><br>Referral Sites are unavailable for subdomains. | <b>Top Tags:</b><br>There are no tags for this site. <a href="#">Be the</a> |
| <a href="http://www.facebook.com">www.facebook.com</a><br><small>Uncategorized</small> | <b>76,809,090</b>  | <b>+163.17%</b>   |
| <b>Top Search Terms:</b><br>Search Terms are unavailable for subdomains.               | <b>Top Referral Sites:</b><br>Referral Sites are unavailable for subdomains. | <b>Top Tags:</b><br>There are no tags for this site. <a href="#">Be the</a> |
| <a href="http://www.squidoo.com">www.squidoo.com</a><br><small>Uncategorized</small>   | <b>3,807,009</b>   | <b>+29.86%</b>  |

Note that Twitter and Squidoo have the same number of Unique Visitors for one year (May 2008 – April 2009).

Look at the interaction between those three when we look at a Lensmaster Page: [http://www.squidoo.com/lensmasters/Lazy\\_Environmentalist](http://www.squidoo.com/lensmasters/Lazy_Environmentalist)

The screenshot shows a Squidoo lensmaster page for 'Lazy\_Environmentalist'. The page header includes the Squidoo logo and the tagline 'Share your knowledge. Make a difference.' Below the header is a search bar and a 'Join my fanclub!' button. The main content area is divided into several sections: 'About Me' with links to the user's blog, Twitter, and Facebook; a profile picture and bio for 'Lazy\_Environmentalist, aka Josh Dorfman'; a 'My Bio' section describing the user as an environmental author and television host; a 'Check out these great lenses...' section featuring a lens titled 'The Lazy Environmentalist on a Budget: Save Money. Save Time. Save The Planet'; and an 'All of my Lenses' section with a sorting dropdown menu. An arrow points from the left side of the page towards the 'About Me' section.

Social Media Tribe Marketing – Launching soon. Go to <http://www.SusanGilbert.com/kenfoster>

## As of February 1 2009

1. Squidoo has nearly 900,000 hand built lenses. That's just shy of a whole million pages created by real, remarkable people.
2. Squidoo has been reviewed by the New York Times, Mashable, BoingBoing and sites and papers around the world.
3. Squidoo was founded in 2005 and was live to the world in 2006. The founding team consisted of just four people. In 2009 they only at 6 full time people.
4. Squidoo is one of the 300 most popular websites in the US.
5. Squidoo grew 91% in 2008.
6. Squidoo launched the site with the tagline "Everyone's an expert (on something)"
7. They generate hundreds of thousands of dollars in annual royalties to charities and to their users. About 35% of lensmasters donate royalties to charity.
8. If you want to know more about Seth Godin, Original Squid and founder and bestselling author and blogger, look here: <http://www.squidoo.com/seth>
9. As of Feb 1 2009: About 420,000 people visit Squidoo (that means your lense if you have one) every day.

The more traffic one lens brings in, the greater the chances that visitor will see your lens as well. That means it's good for you when your competition on Squidoo succeeds.

10. Over 100,000 people are subscribed by email to Kimberly's SquidU Review newsletter, full of tips for making better lenses. (SquidU is their lensmaster-run community is for teaching and talking about great lenses). Wow. What could you do to network with these individuals?

Social Media Tribe Marketing – Launching soon. Go to <http://www.SusanGilbert.com/kenfoster>

## **Squidoo Lenses are their ‘pages’:**

Their pages are called "lenses" because each is one person's focus on something that she's interested in, something that matters to her.

Squidoo™ has categories for almost every niche in life. Where do you fit in?

Arts - arts, music, art, movies

Automotive - autos, recreation, cars autos hybrid cars, makes and models

Business and Finance - marketing, business, advertising, word of mouth

Computers and Technology - computers, internet, software, technology

Education - education, school, learning, college

Entertainment - entertainment, movies, books, music

Food - food, cooking, recipes, home

Health and Medicine - health, nutrition, wellness, diet

Home - home, family, gardening, real estate

Kids and Teens - kids, kids and teens, children, baby

Movies - movies, movie, film, dvd

Music - music, art, Rollingstone, rock

News - news, politics, media, technology

Politics - politics, society, issues, republican

Recreation - Sports, recreation, games, football

Reference - reference, education, colleges and universities, north america

Regional - regional, north america, united states, localities

Science - science, social sciences, biology, technology

Shopping - shopping, cafe press, art, products

People and Society - society, religion and spirituality,

Christianity, criminal defense Sports - football, sports, baseball, soccer

Televison - television, tv, dvd, comedy

Travel - travel, vacation, tourism, asia

Video Games - games, video games, videogames, warcraft

World - world, deutsch, Español, français

## Things to keep in mind when creating a lens:

What is your Lensmaster name?

You will not be able to change that

What is your Lens name?

Are you branding your name, your business, your book, etc. ?

What is your Lens Title?

The best titles are short and friendly, while also specific and matching the content and topic of your lens.

Your lens will look something similar to this from the inside (where you are logged in) after it's created:

The screenshot shows a lens editor interface for 'Shared Vision'. The main content area is titled 'Introduction, Contents & Discovery Tool' and contains a placeholder for an image with the text 'NO IMAGE YET' and 'No description yet'. Below this are two empty modules: 'New RSS: Add your blog' and 'New Text module', both with 'EDIT' and 'X' buttons. The right sidebar is titled 'Workshop Tools' and includes sections for 'My Bio', 'My Photo', 'Add Modules (Shortcut!)' (with tabs for Popular, Profitable, Favorites), 'Reorder Modules', and a table for 'Lens Name' and 'Delete'.

| Lens Name              | Delete                   |
|------------------------|--------------------------|
| New RSS: Add your blog | <input type="checkbox"/> |
| New Text module        | <input type="checkbox"/> |

And from the outside, a lens name that has been reserved but has not been developed would look like this:



**Under Construction**

Thanks for stopping by! Ken\_Foster is still working on adding content to this lens, and will publish it to the world soon. Stay tuned...

After you have published some content, you would then see this when going directly to the URL <http://www.squidoo.com/kenfoster>

This lens would be a WIP lens. You can also see the ranking is 146310 in Business. Your goal is to be in the TOP 100 for your category:

The screenshot shows a web browser window with the URL <http://www.squidoo.com/kenfoster>. The page header includes the Squidoo logo, the text "Business on SQUIDOO™", and the slogan "Share your knowledge. Make a difference." The main content area features a lens description: "Surround your self with a group of high-energy men and women who are focused on building wealth and". Below this is a star rating system showing 5 stars and "(by 0 people)". To the right, it displays "Ranked #146310 in Business, #965409 overall" and "Rated G. (Control what you see)". The page is divided into several sections: "Ads by Google" with two advertisements for "Longer Golf Drives" and "Single and Over 40?"; "Explore related pages"; "New Guestbook" with a form for submitting feedback, where the name "Ken\_Foster" is entered; and a sidebar with a search bar, a profile for "businesssuccess", and a list of "5 cool things you could do".

Social Media Tribe Marketing – Launching soon. Go to <http://www.SusanGilbert.com/kenfoster>

What is a WIP, or Work in Progress? It is a lens that fits certain criteria:

1. It is new and has never been published.
2. It has been published but has less than three modules.
3. It has been published but has a LensRank below their cutoff threshold.

Lenses in WIP mode are limited in several ways.

- \* You can't Lensroll them (more on that later).
- \* You can't add them to a group.
- \* You won't find them in search. If your lens is new, it takes a few days to show up. If it's gone BACK into WIP, it will disappear from search.
- \* You can't add links using the Firefox extension.

### **How do I get my new lens out of WIP?**

If your lens is brand spanking new, or you've never published it, all you need to do is fill in at least three modules and publish it! Then wait.

Lenses don't come out of WIP immediately. This will take some time. Usually, Squidoo updates their LensRank every morning. Once it rolls over, as we say, your lens should, if it meets all the criteria, climb up into the featured ranks.

### **Important things to keep in mind when building your lens:**

#### **Lens Intro Title:**

We like to think of the intro title as a subtitle.

Explain a little more what the lens is about, and keep it relevant to the rest of the page.

#### **Lens Intro text:**

The first impression is important. So your lens introduction is key.

#### **Intro photo:**

The first good thing is that you have an intro photo uploaded. The next good thing is that the photo file successfully matches your lens title or one of your tags.

#### **Module titles:**

Do a quick scan of all your module titles, and make sure you don't have any with the default text in them, like "New Amazon" or "New Guestbook." The more you personalize your modules, the better.


Social Media Tribe Marketing – Launching soon. Go to <http://www.SusanGilbert.com/kenfoster>

## Add more Modules:

You'll find many choices of additional Modules to add to your lens, and don't forget to add a Twitter Module so that every time you Tweet, you also update your lens.

Don't forget a Guestbook Module:






**foreverme wrote...**

Good lens. Responsible living means living better and living longer, both for us and for our planet. Let's take time to be responsible. I promote all natural products on my lens - squidview - and also believe that teaching children to love animals and nature will also teach them to care for the environment.

---

Posted May 15, 2009 [REPLY](#)



**davidmywayout wrote...**

you have a good plan baby steppes we have to do something I can remember when they told us that plastic bottles are the best. And now they say the are terrible for the environment.

---

Posted May 08, 2009 [REPLY](#)

## Dashboard:

You'll have lots of things to work with on your Dashboard – your control center – including joining Groups. An important one of you don't want to miss is connecting your lens to your Facebook profile. Whenever you update your lens, you have the option to post your update to Facebook, which would look something like this:



**Josh Dorfman**



Josh just updated his Squidoo lens **The Lazy Environmentalist on a Budget: Save Money. Save Time. Save The Planet**

The Lazy Environmentalist on a Budget: Save Money. Save Time. Save The Planet is a lens Josh describes as: **As more information surfaces about the polluted condition of our planet, it's becoming more stylish to live as green as we can. This means that you heed the three Rs - Recycle, Reuse and Reduce.** In Josh Dorfman's book, The Lazy Environmentalist on a...

 8 seconds ago · [Comment](#) · [Like](#) · [Check out Josh's Squidoo profile!](#)

Social Media Tribe Marketing – Launching soon. Go to <http://www.SusanGilbert.com/kenfoster>

Here is an example of what YOUR lens could look like:

<http://www.squidoo.com/lazyenvironmentalist>

The screenshot shows a Squidoo lens page. At the top left is the Squidoo logo and the text 'Books on SQUIDOO™'. To the right of the logo is the text 'Create your own page (just 3 steps) See the Top 100'. At the top right is the text 'Share your knowledge. Make a difference.' followed by 'What's Squidoo? | Log in | Join the community!'. The main title of the lens is 'The Lazy Environmentalist on a Budget: Save Money. Save Time. Save The Planet' in large orange text. Below the title is a star rating of five stars (by 14 people) and 'Your rating: ★★★★★'. To the right of the title is the text 'Ranked #187 in Books, #17377 overall' and 'Rated G. (Control what you see)'. Below the title is a section for ads by Google. The first ad is 'How 2 Build Solar Panels' with the text 'Slash Your Home Energy Bill by 90%? 7 Products Failed - These 2 Worked!' and the URL 'How2BuildSolarPanels.com'. The second ad is 'Green SeattleArchitecture' with the text 'Green design for your Seattle home. Modern or Craftsman design' and the URL 'www.live-work-play.net'. Below the ads is a section titled 'Live Stylishly - Live Green' with an image of green grass. To the right of the image is text: 'As more information surfaces about the polluted condition of our planet, it's becoming more stylish to live as green as we can. This means that you heed the three Rs - Recycle, Reuse and Reduce. In Josh Dorfman's book, **The Lazy Environmentalist on a Budget: Save Money. Save Time. Save The Planet**, makes a powerful case for living green -- inexpensively. Through speaking engagements and research about living green, author, Josh Dorfman concluded that most people have the opinion that the cost was too expensive. Even though some of these people live otherwise extravagant lifestyles, they weren't enthused about purchasing green products right now. This led Dorfman to believe that it wasn't really the price of the'. To the right of the text is a profile picture of Josh Dorfman and the text 'by Lazy\_Environmentalist' followed by a bio: 'Environmental author, television host and entrepreneur Josh Dorfman is a frequent speaker on topics such as green living, green products and services, sustainable design and innovation, environmental branding and communicatio... more...'. Below the profile picture is a 'View Full Profile' button. Below the bio is a search bar with 'Find...' and a 'Search' button. Below the search bar is a photo of a person wearing a colorful, patterned hoodie.

If you want to learn the specific How-to-Steps on how to create a lens that ranks in Squidoo giving your lens traffic which funnels to your website or blog – while giving you a wonderful networking opportunity between the big three: Facebook, Twitter & Squidoo...

Go to: <http://www.susangilbert.com/kenfoster> and sign up for your special offer to be a Social Media Tribe Marketing Member where we offer the tips, tools, blueprints and FOCUS for success!

Social Media Tribe Marketing – Launching soon. Go to <http://www.SusanGilbert.com/kenfoster>