

Azon Monster Sale: Marketing

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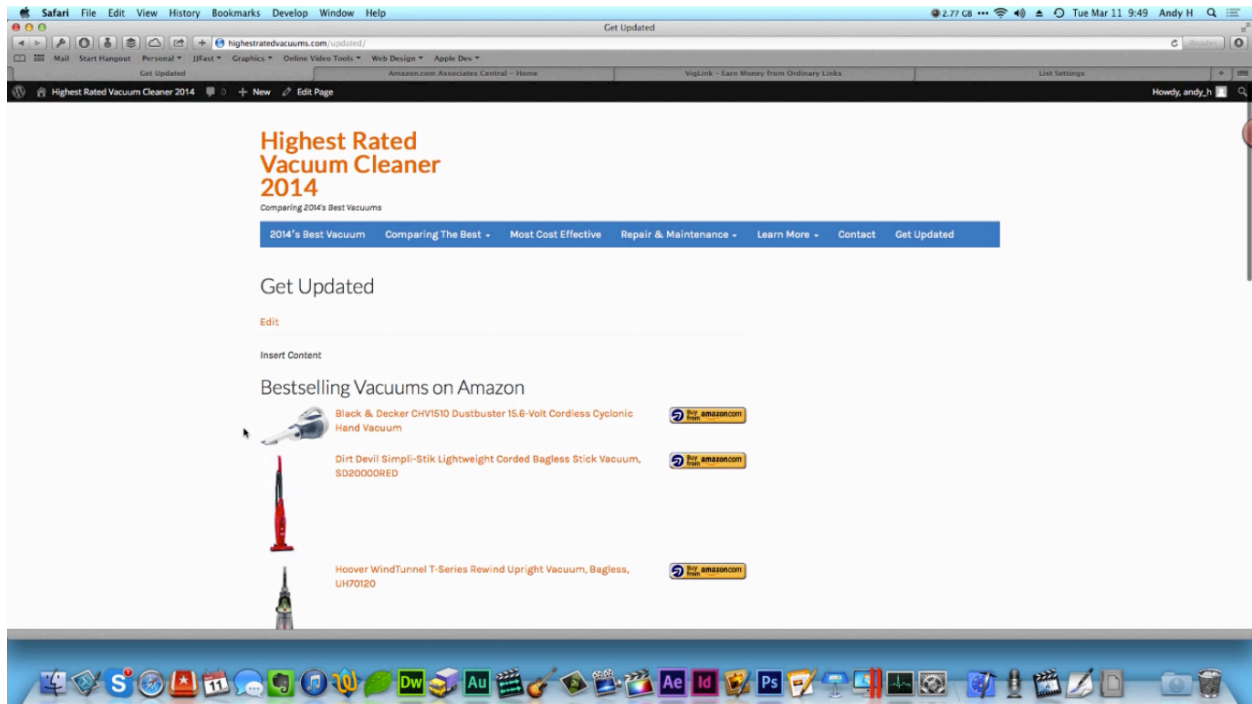
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The Auto-Responder



Above is a screenshot of one of the pages of the case study vacuum site. This page, titled 'Get Updated', is meant to encourage readers to subscribe to the site's mailing list. A mailing list is an invaluable asset to any website because the more people join your list, the more people you can promote products to in the future. You can also use this mailing list to send out broadcasts or newsletters or let people know whenever a new article or new product is posted to the site. This is also great way to engage visitors that come to your site as well is to get them to visit your site more often and stay for longer and longer periods of time.

One cool thing about building a mailing list is that you don't have to send each and every email out individually. Once a person submits their name and email address to you. They are placed on the list to receive automatic sequence of emails. You can create this automatic sequence of emails with an auto-responder, such as AWeber. Now you don't have to use AWeber per se; there are a lot different auto-responder services out there. AWeber probably is one of the best reputations for being reliable though.

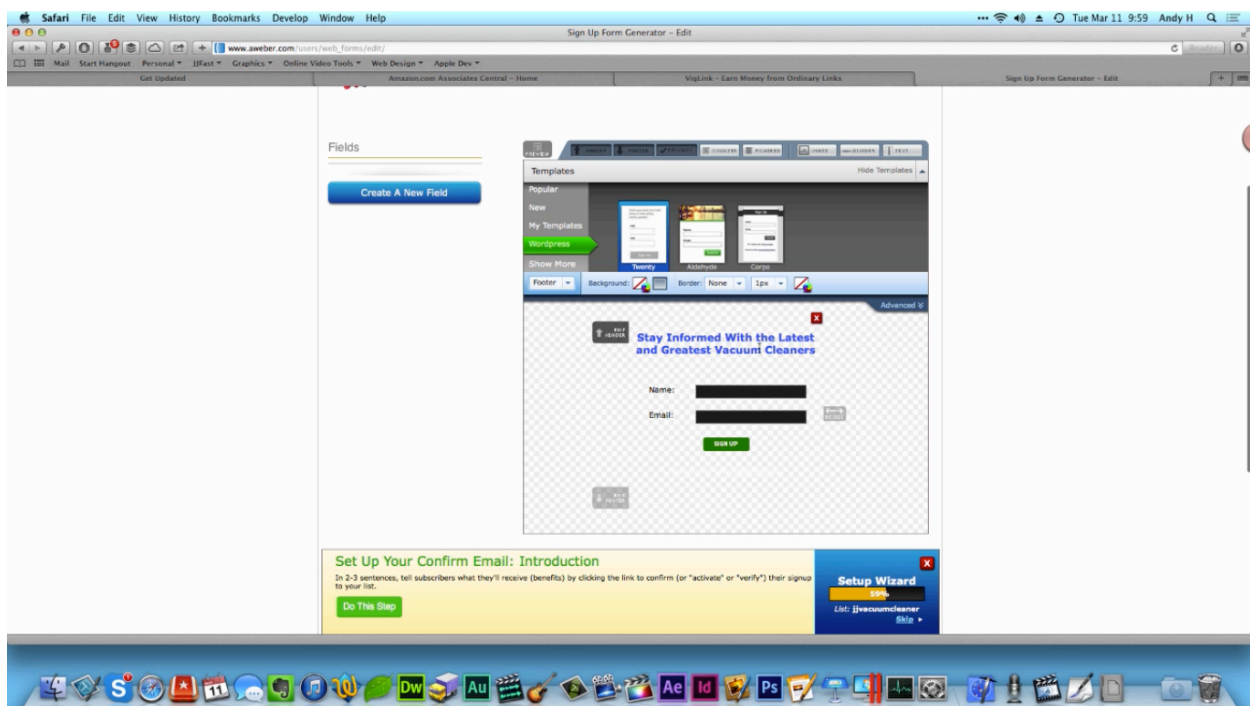
Let's say that you send to set to use AWeber. You would need to start your email list by providing some basic information. First of all, you would need to name your list something that corresponds with what is being used for. For example, the list that's being gathered for the vacuum cleaner site is named 'vacuumcleaner' appropriately. Now that seems pretty simple,

but it helps immensely because it keeps this list separate from any other lists that you may have and makes it easy to identify what the list and what type of target audience is subscribed to this list. The list description helps you to keep all the straight as well.

When you're done setting up your new list on AWeber, you want to click on the 'Save Changes' button at the bottom of the page before moving on to the next step, which is setting up a company branding. Next, you'll need to set up your 'Confirmed Opt-In' settings. By default, AWeber is going to require that people confirm their opt-in before being added to a list. You can turn this feature off.

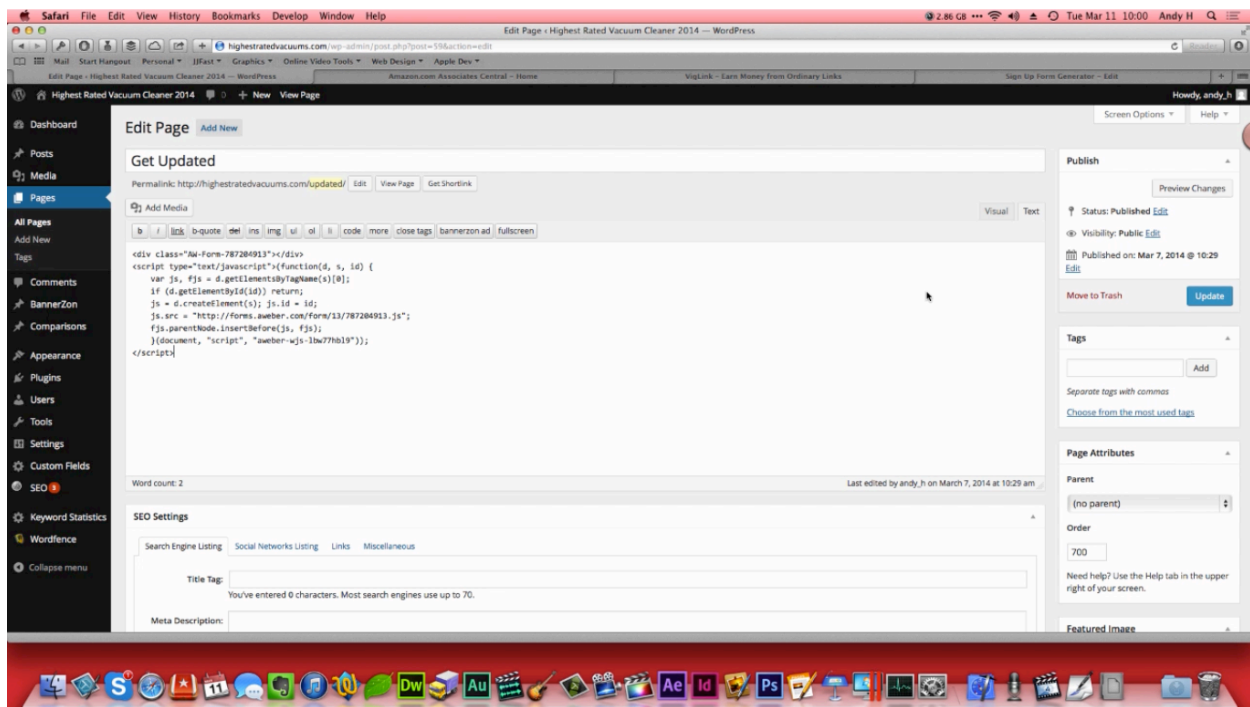
So, how do you get people to opt into your website anyway? Well, you can offer them something for free like a free report and you can deliver that via email in a PDF format. You can also simply offer to keep them updated through a newsletter, which is what is being offered on the vacuum cleaner site. If the method that you decide to use doesn't work well, you can change it later.

The next thing you are going to want to do is create a sign up form. This is going to allow you to generate an HTML code which you can use to place an opt-in form on your page. All you have to do is copy and paste this code into the page where you want this form placed. AWeber allows you to choose from a number of different templates. That way you can choose a style that works best for your page.



The form above is the one that's going to be added to the vacuum cleaner site. As you can see, it is very simple-looking, and it has a translucent background, so it will work on any page. You can very easily customize this form with the tools within the tool above. One thing that you are going to want to add is a header that tells the reader why they should opt into your list. Once you finish creating your opt-in form, click the button to save it and then click on the 'Go to Step 2'. You can just skip 'Step 2' because you don't really need to change any of the default settings. So, when you get to the 'Step 2' page, go ahead and click on the 'Step 3' button.

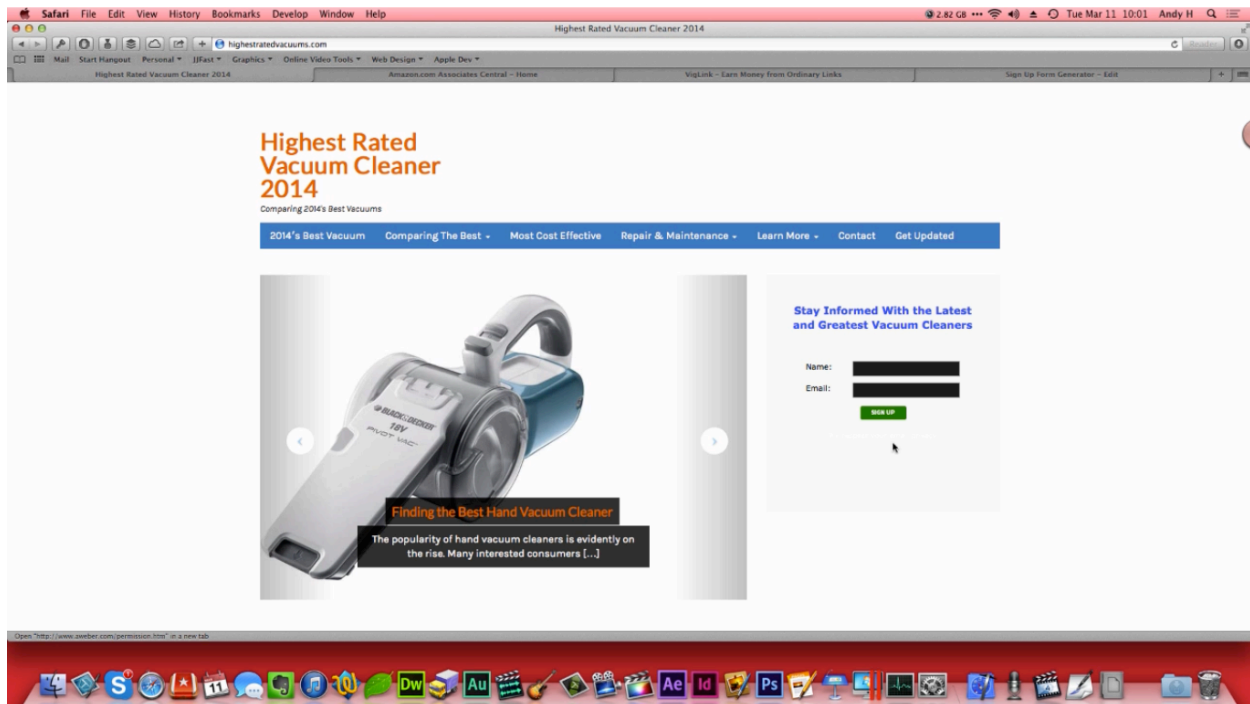
The third page in this setup will provide you with the code that you need to insert the form into your page. There is an html version of the code and a Java Script version of this code. It's completely up to you which you use. The Java Script version is going to be a lot shorter, but if you want to make your own edits, you are going to want to use the full html version.



Look at the picture above and you can see that the html code from AWeber has been placed into the editing page for the 'Get Updated' webpage. When you are done pasting this into your webpage, you can click 'Update' to allow the changes to take effect. After that, when you view the page, your opt-in form will be in place and people can opt into your list. Hopefully you can tell how easy and straightforward this process is.

Another thing that you can do is set this up as a widget as well. You can begin this process by going back to your site's admin dashboard, clicking 'Appearance', and then clicking 'Widgets'. In the center of this page, you'll find a section titled 'Sidebar Widget Area'. Drag the rectangle titled 'Text' into this section in order to create a text box, and then paste the html code for your

opt-in form inside of this text box. Once done, you will have an opt-in form placed on the right-hand side of all the pages on your site. You can see this demonstrated in the picture below.



There is actually some text below the fields of this opt-in form, but you can't see it because it's white. You can go back to AWeber to change this. If you used the Java Script code, these changes will take place on your site automatically.

Now the people who visit your site can opt-in by submitting their name and email address. This will allow them to stay informed about what's happening on your site. You want to make it as simple as possible for people to opt-in.

At this point, you might be asking "What can I do with this email list?" or "What do my emails need to contain?" Really, the sky is the limit. One thing that you can do is send any a small bit of a new article as a teaser and then give them a link to click on to read the rest on your site. You can also send your subscribers things that would interest them like a list of 'Top 10 Ways to Care for Your Vacuum Cleaner'. You could send videos out to your audience, or you can host a video blog and update people as you add more content. This will add more credibility to your site because you will be identifying yourself. You could even host podcasts and use your mailing list to keep people informed and updated.

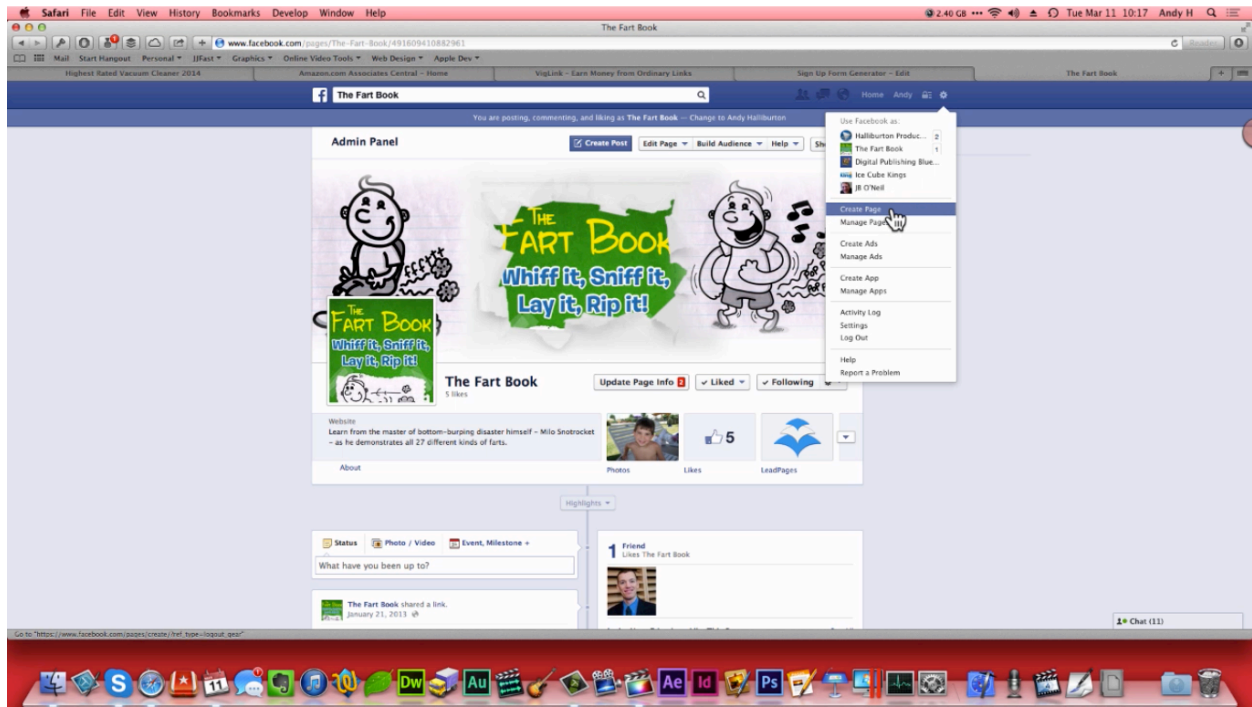
Of course, you always want to keep the information on your site up-to-date, but it's even more important to provide new content if you are consistently sending people to your site through your mailing list. If you want to make your page a little more static, you can simply send out a

newsletter or a weekly report which has to do with the subject matter of your site. Some topics you could use for a vacuum cleaner site are 'Twenty Crazy Things You Never Knew about Vacuum Cleaners' or 'Twenty Off-The-Wall Things You Can Use Your Vacuum For'. These are things that you can simply send to your subscriber by attaching a PDF to the email you send.

As you probably already know, AWeber will allow you to set up an auto-responder sequence that will send these emails out each week (or several times a week) automatically. Remember, the goals of these emails should be to get people to visit your site again, to keep them updated and let them know about special offers, and to establish a relationship with your subscribers.

Just like on your website, you want to provide people with informative and entertaining content, not just try to sell to them all the time. Now that being said, you can send out product offers from time to time, just try not to overdo it. For the most part, however, you want to use this to keep people on your website and to keep people engaged.

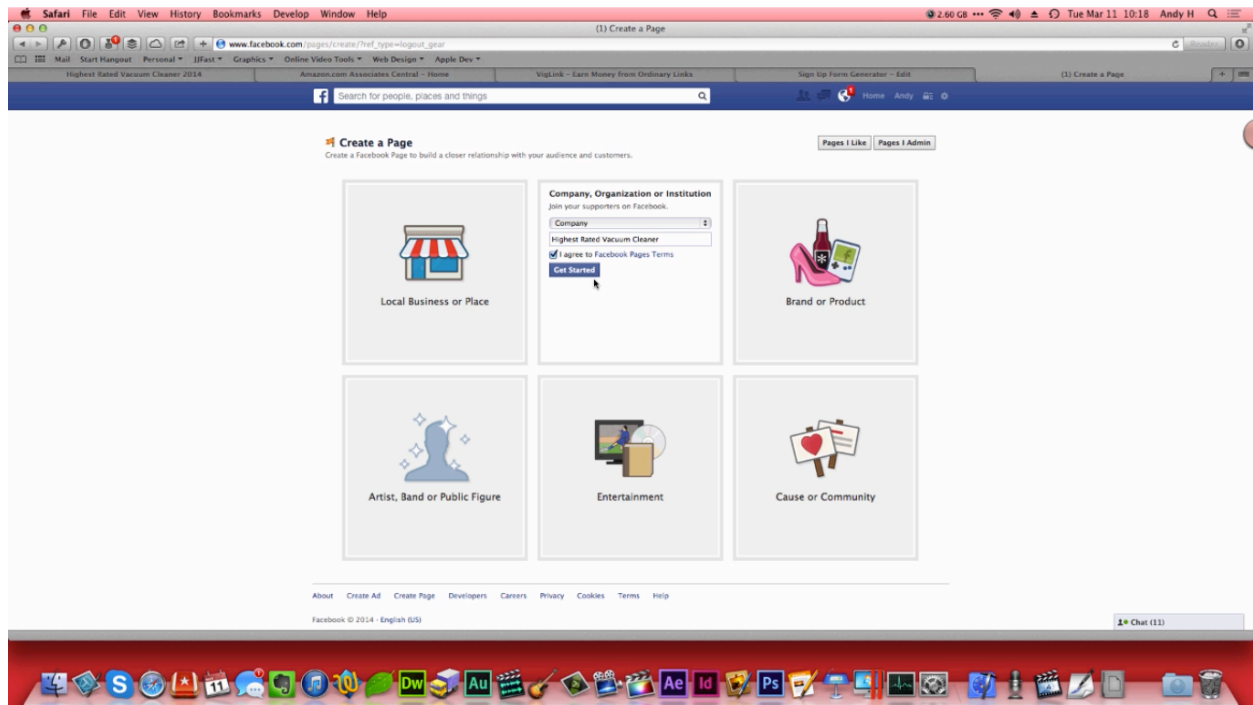
Facebook: Creating a Page



The next few sections of this training are going to cover how to promote your site via Facebook. First, the basics of Facebook marketing will be covered, such as setting up the page, choosing the right category, and things like that. Then you are going to learn how to create an app and add Facebook to your website, and after that a little bit about Facebook advertising will be covered. The subject of Facebook Advertising could actually be a course in and of itself, but this training will cover most of the basics how to do that.

First thing that you are going to want to do is head over to Facebook.com in order to create a Facebook page. As demonstrated above, you'll want to click on the settings icon (the little gear symbol) at the top right corner of any Facebook page. When the drop-down menu appears, select 'Create Page'. When you do a new page will appear allowing you to select the type of page, you would like to create.

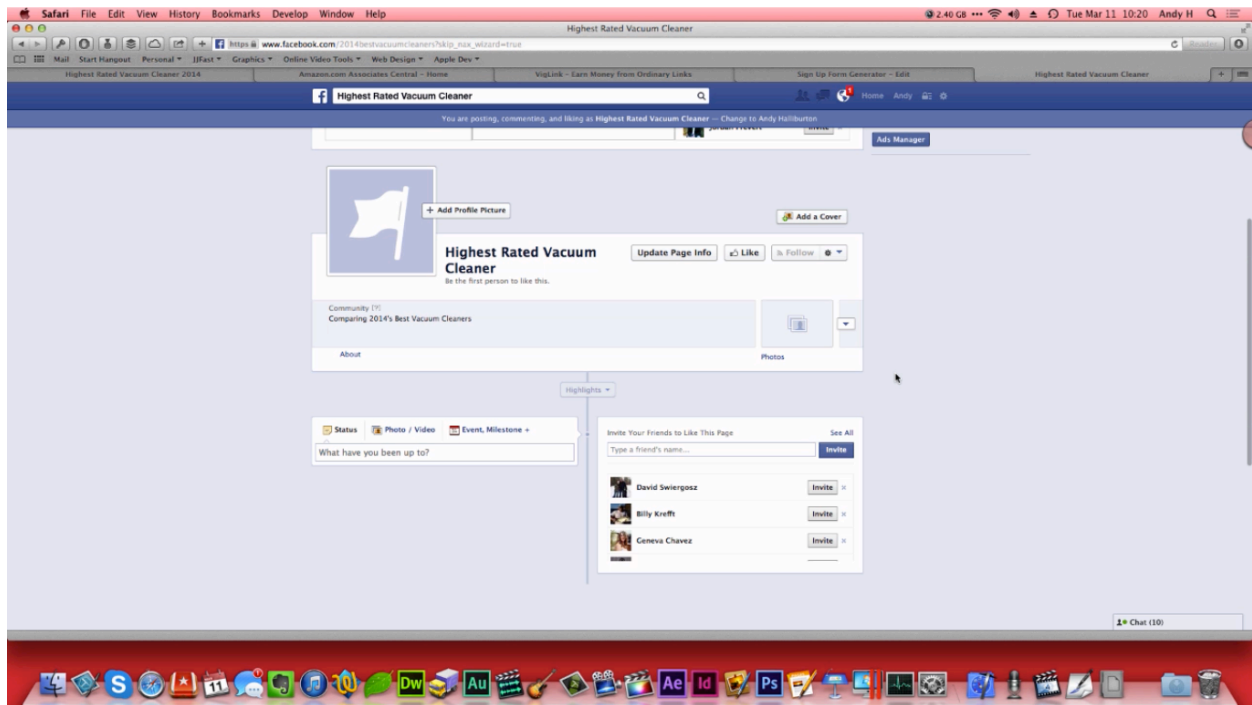
Now, none of these categories really fit what you are doing. It is recommended that you set it up as a 'Company, Organization or Institution'. Look at the picture below and you will see that 'Company' has been chosen from the drop-down menu and 'Highest Rated Vacuum Cleaner' has been typed in for the company name. After typing in the name of your site for your company name, click to agree to the 'Facebook Pages Terms' and then click on 'Get Started' button.



Next, you'll be asked to type a description for your page. This can just be a short description about what your site is about. For the vacuum cleaner site, all that was written was 'Comparing 2014's Best Vacuum Cleaners' and then the URL for the site simply pasted and underneath. After that, you will need to create a Facebook.com web address. The beginning of this URL is filled out for you. All you have to do is figure out a tag for the end. The URL for the vacuum cleaner page ended up being Facebook.com/2014BestVacuumCleaners. When you are done doing this, click on the 'Save Info' button to move on.

The next section, you come to his going to ask you to upload a profile picture for your page. Later on in the training, you'll learn how to set up a logo for your Facebook page and for your site; for now, you don't have that, so you can go ahead and click 'Skip' if you like.

Below you can see the Facebook page that has been set up for the vacuum cleaner site. Right now it's almost completely blank. When you create yours, you are going to want to take some time to add some content to your page, such as a profile picture, a cover image, and so on. The first thing you are going to want to do is click on the 'Update Page Info' button in order to change the page's category because, if you remember, none of the categories provided for really fit. It is recommended that you choose 'Websites & Blogs'.



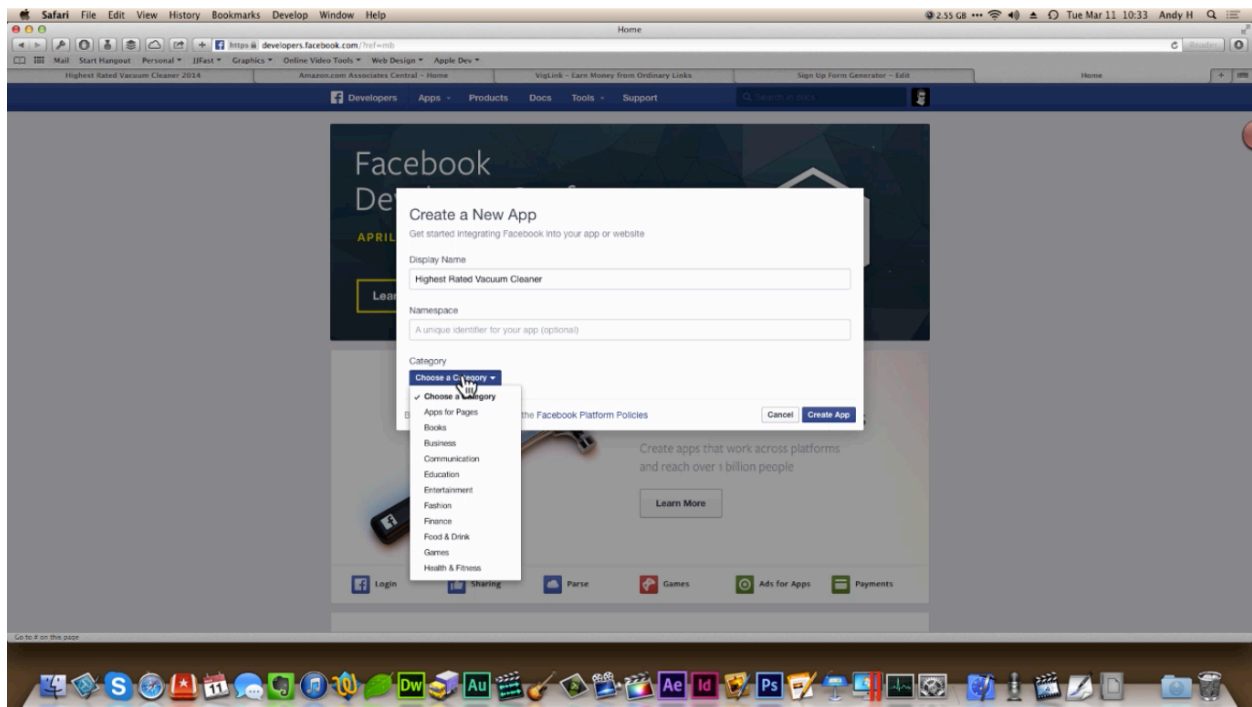
You'll also be able to choose a secondary category. People want from the drop-down menu that best fits your product. For the vacuum cleaner page 'Home/Garden Website' was chosen, for example. When you're done choosing these two categories, click on the 'Save Changes' button. The reason why it's important to change the category for your page is because it opens up 'Insights' and gives you demographics on the people that are visiting your site. You have to get 30 'Likes' before you can do that, but if you scroll through your friends list, that should be relatively easy to achieve.

If you want to hide your page from your friends list, you can get likes by writing a 'Like' campaign or use ads to get more likes to your page. You could also use your website to drive more traffic to your page. The point is that once you get those 30 'Likes' for your page, a lot more information will be opened up for you. This information will help you better market Facebook page and your website.

If you don't want your fan page connected to your personal Facebook page, that's understandable. Simply create a new Facebook account. However, even if you start off with his personal page branch out there, Facebook fan page doesn't have to have anything to do now the personal page; just make sure that you are posting as the right person.

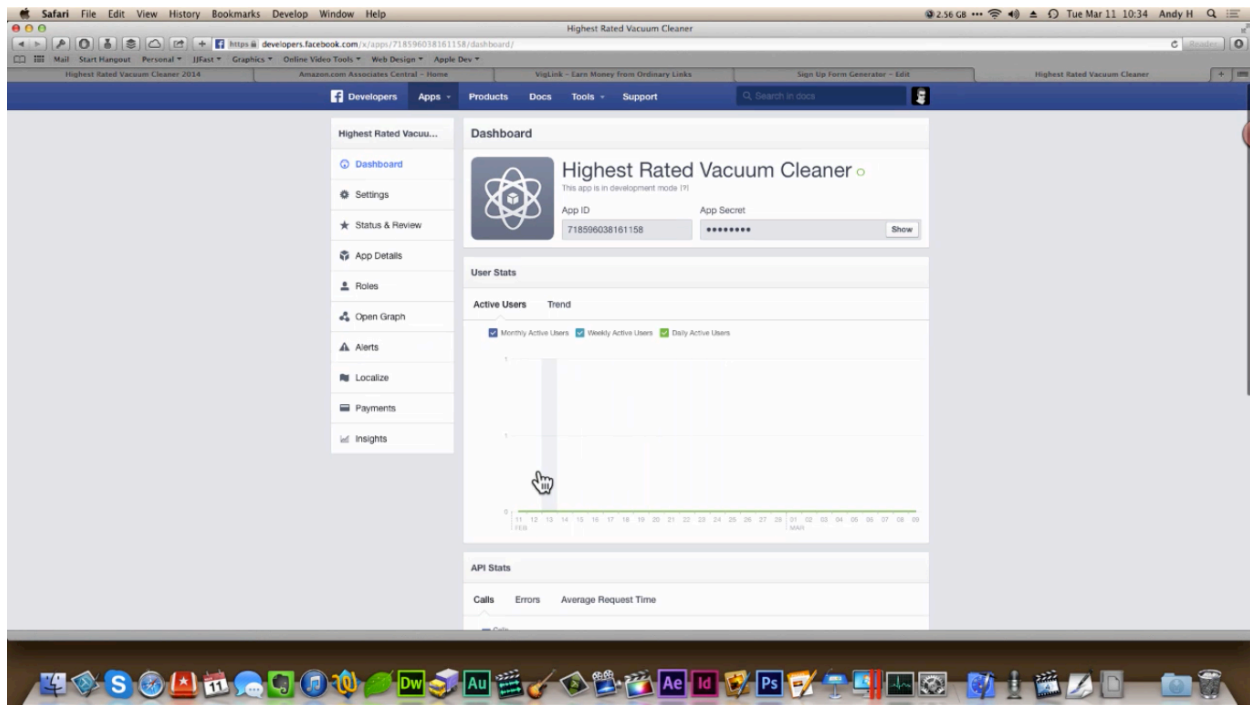
On your fanpage site, you should always post as the name of your site. For instance, if you were the owner of vacuum cleaner site, your posts sure it always shown to be made by 'Highest Rated Vacuum Cleaner', not you. It's really a lot easier to make sure you are posting is the right person to constantly have to be switching back and forth between Facebook accounts.

Facebook: Creating an App



Now it's time for you to learn how to create an app. The reason why it's so important to do this is because nearly everything that integrates with Facebook online is going to require an App ID. Creating an ad may sound like a complicated thing to do, but Facebook has actually made the process fairly simple.

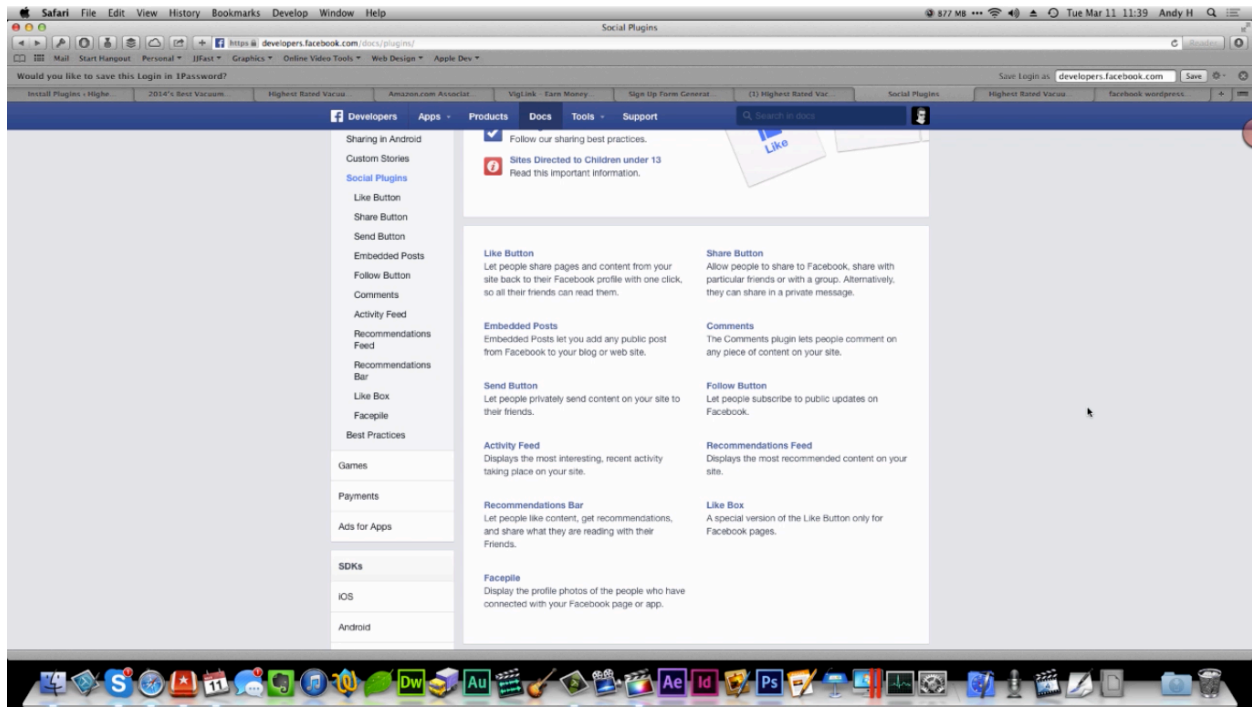
Just like you did when you created your Facebook page, you'll want to click on the gear symbol at the top of the site. This time you will want to choose 'Create App', however. The next page that comes up may ask you to set up the 'Developer' side of your account if you haven't yet. This only involves answering a few questions. So, go ahead and do this now. After that, you can simply click on 'Apps' up at the top of the page. A window will appear allowing to type in a display name and namespace. The namespace is simply a unique identifier for your app. The display name should be the name of your website.



The last thing that you will need to do within the 'Create a New App' window is choose a category for your app. It is recommended that you choose 'Apps for Pages'. After that, you can simply click on the 'Create App' button at the bottom of the page. Next, a captcha will appear for security reasons. So, simply type in the letters that you see in the graphic into the field that calls for it and then click 'Submit'. Now, your app is all set up. Wasn't that easy?

When you are done you be brought to a page like the one above. This is the dashboard for the Highest Rated Vacuum Cleaner app. The only reason that you really created this app is so that you will have the 'App ID' and the 'App Secret' key if ever needed. These can be found up at the top of the dashboard.

Adding Facebook to Your Site



Now that you have your app set up there are some things that you will need to do to gain approval from Facebook in order to heavily integrate your site. Look at the screenshot above and you will see that there are a whole lot of options available to help you integrate your site, but as Facebook grows it becomes more and more complicated to do so. It's just not as easy as it use to be to set up 'Like' buttons and things like that. So, if you don't feel comfortable using these tools to do this, that's totally understandable. There are a lot of different ways that you can go about integrating your site to Facebook.

There is actually very helpful plug-in for WordPress called Facebook. This plug-in was actually created by Facebook, and it gives you a whole lot of different integration options. In fact, this plug-in helps you to integrate your:

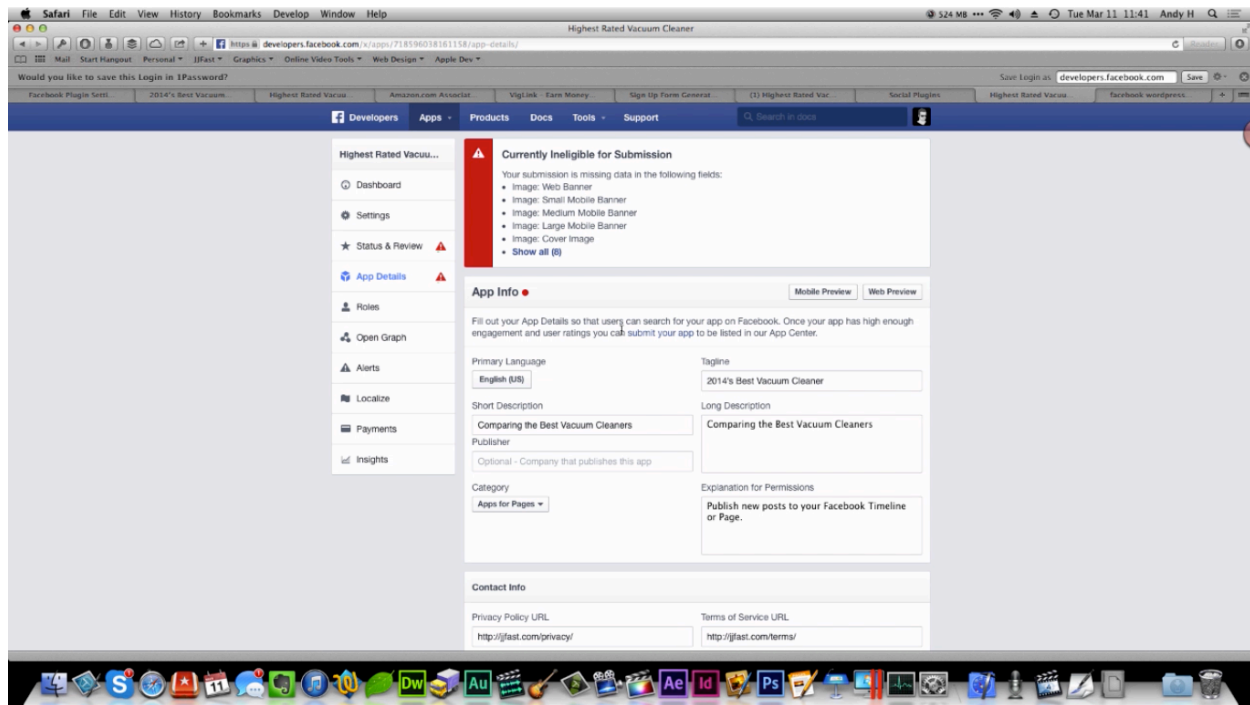
- Like Button
- Send Button
- Follow Button
- Recommendation Bar

- Comment Box
- Social Publisher
- Insights
- Much More

This plug-in works great, but the caveat to using it is that you have to have your app set up really well, and you have to submit it for approval. To do this you have to come up with all the basic information required for your app, which probably consists of things that you already know. You'll also have to set up your App Center Platforms and your Status & Review settings. This involves adding a lot of icons, screenshots, and so on. This really is a lot of work when you are just trying to add a 'like' button to your page. Just remember, once you have all this done you never have to do it again.

After you have all of your app details set up, you can submit the application for approval. Be sure to include screenshots of what you're putting on your app. Once you have submitted for approval, you can click the 'Yes' button at the top of your dashboard to make your app available to the general public. After you do all this that you can head over to your website and enter your App ID and your App Secret Key into the plug-in.

The tools that are provided to you on the page above are actually the same as the tools in the plug-in. The plug-in just makes using them a lot less complicated. One thing that you may consider doing is adding your 'like' box to a widget. To do this, simply click on 'Appearance' and then choose 'Widgets'. After that, head over to Facebook to set up your 'like' box.



Above you can see the settings that you need to use to set up your 'like' box effectively. The first thing that you want to do on this page is type in your Facebook page URL. Then, you'll want to set the width as '360' and the height as '250' just to make it look good. It's also recommended that you are from the border and keep the header.

You can also opt to show posts, if you like. This option was not checked when the 'like' box was being set up for the case study site, but 'Show Friends Faces' was left selected. This last option makes it possible for people to see which ones of their friends have liked a page and encourages them to share with other people.

When you're done with your settings, you can click on the 'Get Code' button. We need to a little appear which contains a few different types of code. It is highly recommended that you use HTML5. You can just copy and paste this bit of code into the widgets page within your dashboard. For the vacuum cleaner site, it was pasted within the sidebar widget area.

If for some reason this code doesn't work, you might head back over to your Facebook 'Like' box settings and choose the 'IFRAME'. This type of code usually works, but it typically is a little slower. The reason why the IFRAME code typically works better inside the widget is because the widget is not really part of the page. It would be better if you get the HTML 5 code to work, however.

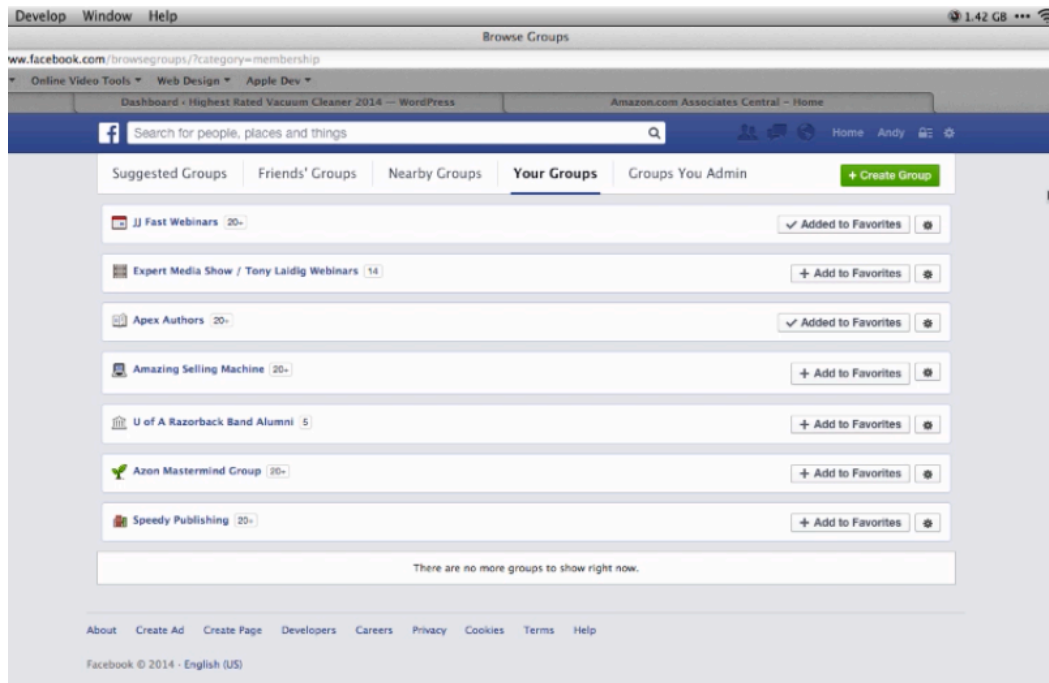
Once you get everything set up, Facebook plug-in really is awesome. With it, you can place a 'like' button on every single one of your pages if you like. You can also put 'Send' buttons in

place that allow people to send them to your site through a private message or via email. You can also insert 'Follow' buttons onto your pages.

Comments boxes are great to add too. Users can type comments in on your website and they will actually appear on the Facebook timeline as well. Another thing that you are going to want to utilize is the 'Social Publisher'. This tool allows you to promote social engagement and post your website posts and pages to your Facebook timeline.

As you probably already know, Facebook integration can work wonders for your site. It may take a little bit of an effort to set all this up, but it is sure to pay off the end. Just remember that once you set all this up, you won't have to do it again. Of course, you can still do all this the old-fashioned way, by posting all of your website's posts to your Facebook page. This would actually take a lot more work over time, however.

Facebook Groups



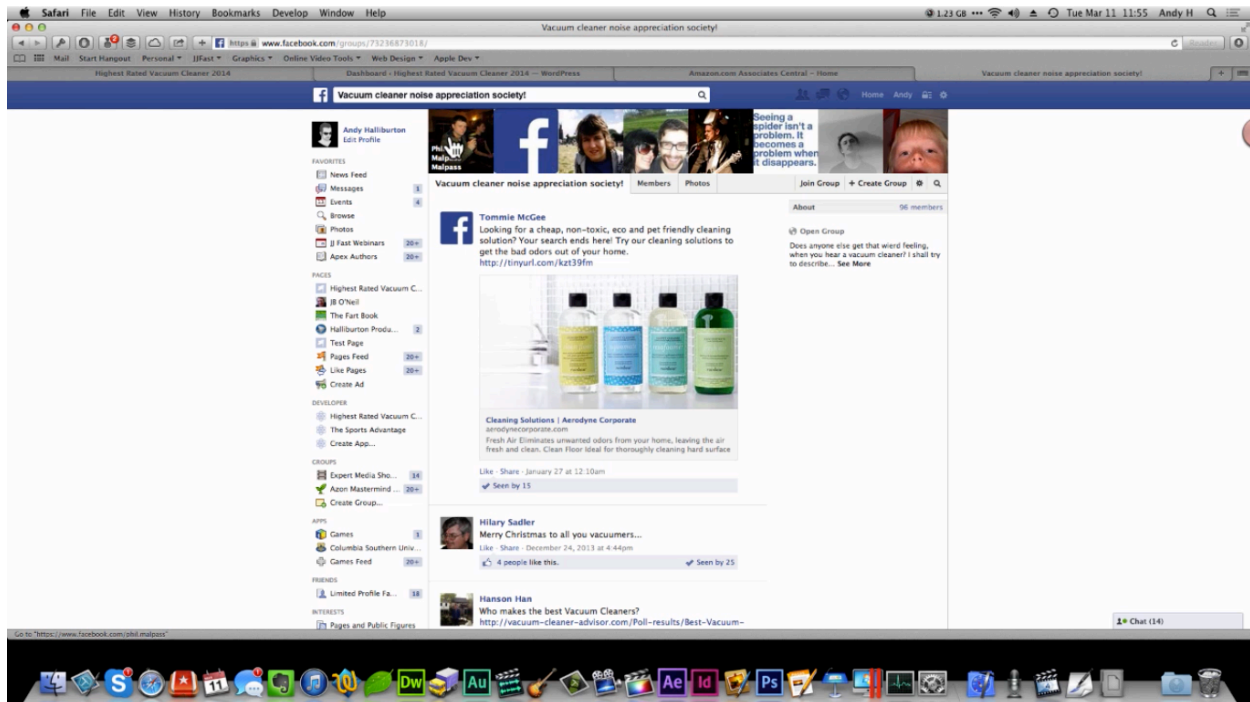
Another great way that you can promote your website and your product is to set up a Facebook group. Now a Facebook group is different from a Facebook page. A Facebook group is designed to engage users and create a commonplace for users to go and talk to each other. A group can be a better option than a page in some cases, but it is highly recommended that you do both.

To create a new group, you just need to go to the left-hand sidebar and click on 'Groups'. Then, you'll see a list of all the groups that your member of. You'll notice some filters up at the top of the page. As you can see in the screenshot above, there is a 'Create Group' button that you can click on as well. When you click on this, a window will appear allowing you to set up a group name and to add member's your group. It's recommended that you add anyone from your Facebook page to the group so that they can interact.

For all intensive purposes, you will probably need to set the privacy to 'Open'. You can also set up as a 'Secret' group, which means that people have to be invited to join. However, it's really best that you set up an open group so that anybody can join in and anybody can invite friends to join in too.

Once you have a page set up, your group's page will look somewhat like the page above. As you can see, a collage of the page's members placed at the top. Down below you will find all of the group members' posts. Facebook groups and Facebook pages are also great way to publicize

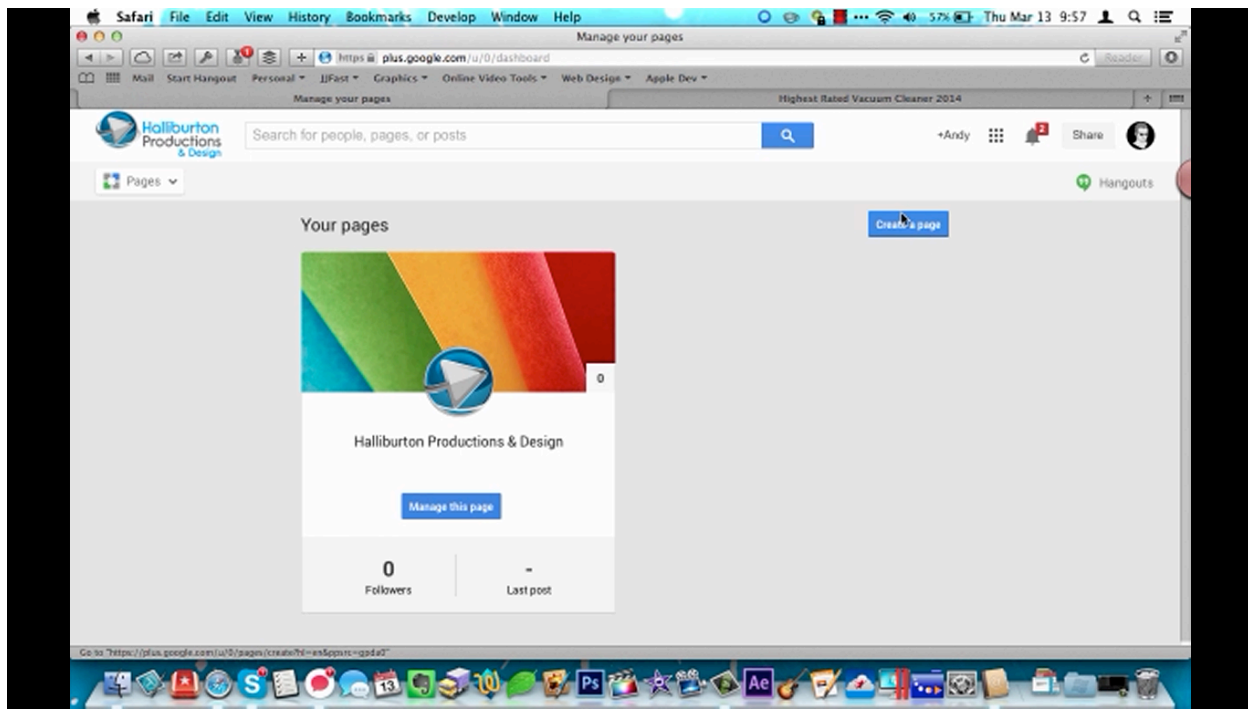
your site. You can basically say “Hey, I’ve got a great site that you guys would be interested in. Check it out by clicking here.” You can even do is called post hijacking, which means you can click on other people’s posts in place your URL they are inviting people to your site. This is a great way to get ‘likes’ for your Facebook page as well.



Again, Facebook groups can be very powerful when it comes to promoting your site and your products. They work well to engage your audience and allow you to interact more. If you’re wondering if you can get this kind of interaction with a vacuum cleaner Facebook group, you’d be surprised to find out how much interaction takes place on one of these sites. Look how much interaction has occurred on the page above. It is called Vacuum Cleaner Noise Appreciation Society. There are all sorts of different types of groups. Don’t be afraid to make a group for your product even if you feel like it’s a little strange or boring.

You can use humorous or entertaining content to liven up a page, and don’t forget to let people know that they can head over to your website if they want to learn more about your product. It’s also a good idea to let members know how they can join your mailing list. In both cases, be sure to provide a link and clear instructions on how to do so.

Google Plus



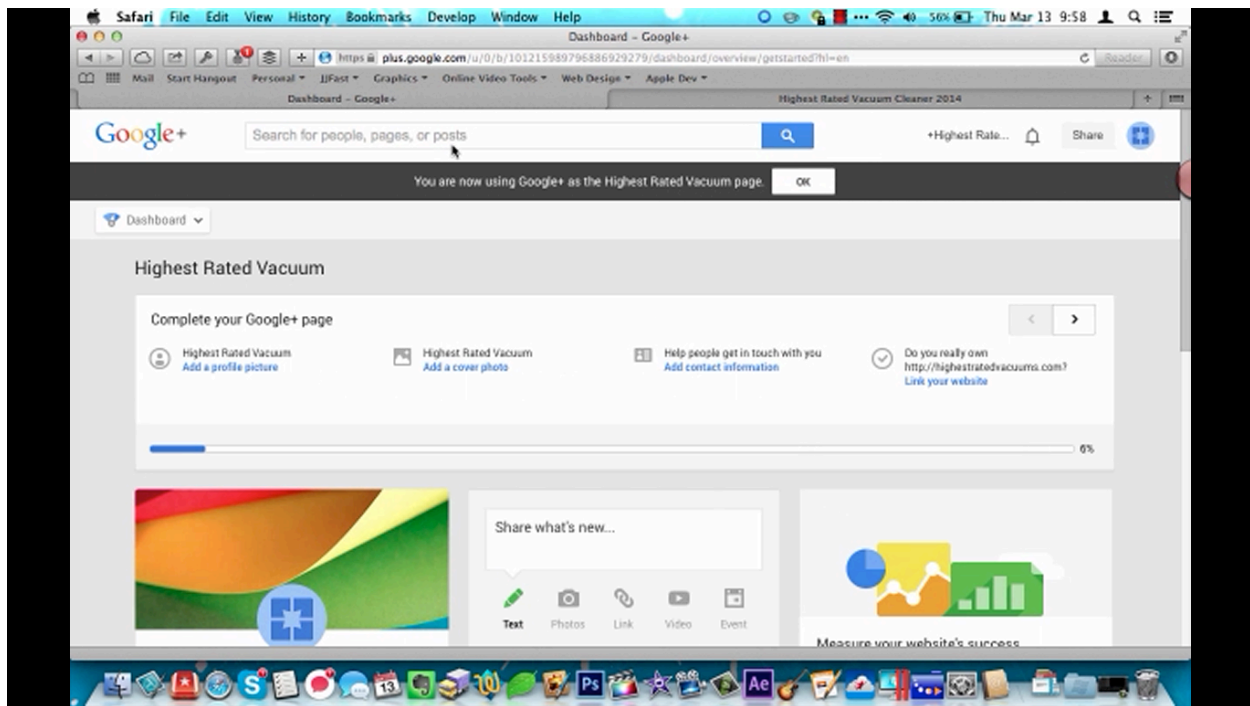
In this section, you are going to learn how to use Google+ to advertise and leverage the power of your site. You also learn how Google+ integrates with Google's search engine. Just like you did with Facebook, you're going to start out by setting up the creating a Google+ page. So, when you reach the page above for, click on the 'Create a Page' button to get started. Again, like on Facebook, none of the categories that appear will really fit your page. In this case the best thing to do is select 'Other'.

Next, you'll be asked to name your page. The vacuum site was given the name 'Highest Rated Vacuum'. After naming the site, you will need to paste in your URL and you will need to select through the content of the site is appropriate for. In most cases you can select 'Any Google+ user', but in some cases you may need to select the option to only make your content available to users that are over 18 or 21. So, select whatever age group your content is appropriate for, and then agree to the 'Page Terms' before clicking 'Continue'.

Whatever you set up a page on Google+, the site does require you to have your own personal account, but your product page will be set up as though you are completely a different person. In other words, everything that you post will be posted in the name of the website, not in your own name. When you first open a page like this on Google+ you will be given a tour of your page. So, the site will tell you where you post, where other people post, and things like that.

This is also the time to set up your notification settings that you know what people post and like your page.

Also, when you first create a site, there will be a 'Complete your Google+ page' section up at the top of the page that will lead you through the process of setting up your page. The first thing you'll be asked to do is add a profile picture and then you'll be asked to add a cover photo. After that, you'll be able to add some contact information and a link to your website.

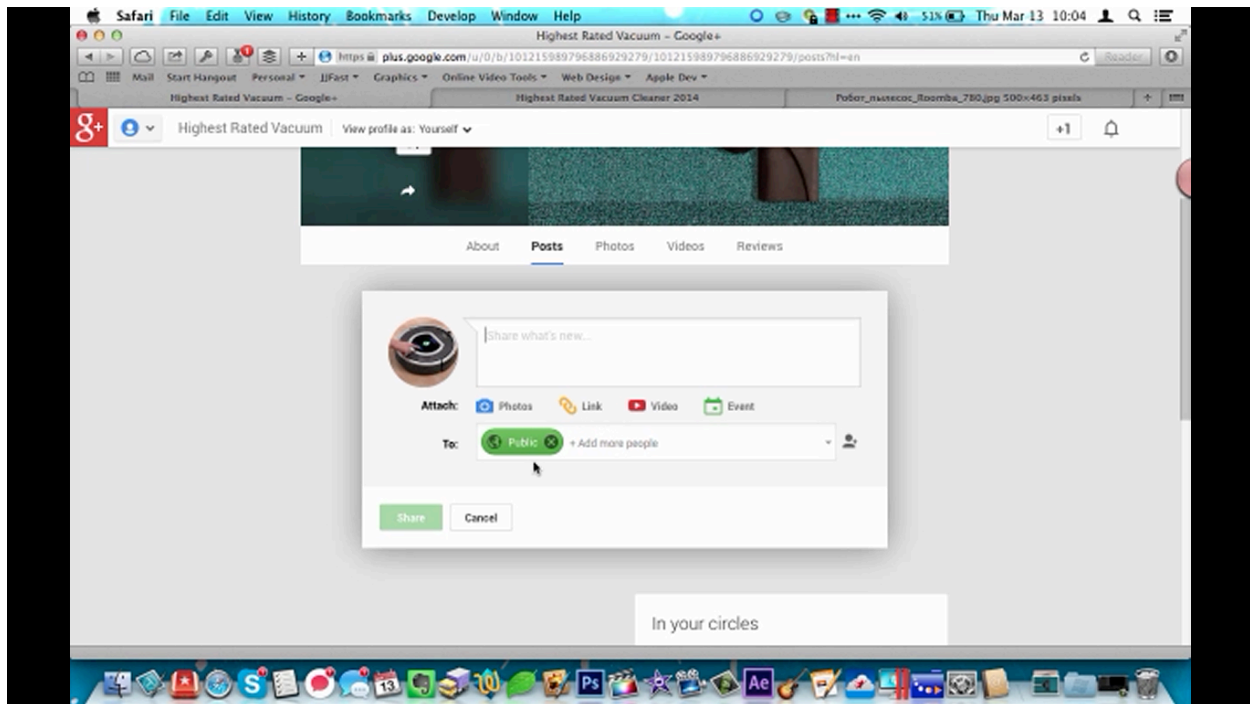


Look at the picture above and you will see that the Google+ website for 'Highest Rated Vacuum Cleaners' has been set up. When you get a logo created for your site, you'll want to put it on the header at the top of the page. The vacuum cleaner site doesn't have one, but a nice-looking custom photograph was used in the header. Google+ also provides some covers for you to use for that, but it's best to use your own cover you can because it gives you page a personal touch.

On this page you'll find a 'Links' section. That's where your website's URL will go. This validates that you are the owner of the website, and therefore, gives you some credibility. It also helps you to promote your products. Now that you have your Google plus page up and running, you can start promoting on this page.

Just like on Facebook and Twitter, you want to close all your articles and things like that on your page. To post something new on your page, click on post, and a window will appear that contains a text box. You can see this demonstrated in the picture below. You can allow this post to the public and you can also share your post with specific people. You can also click the link

button to add a link to your post. In most cases, you'll want to link to your website of course. The post below is directing people to the vacuum cleaner site.



When you are done, click on the 'Share' button and the post will appear on your page. At the top of this post there is a dropdown button that you can click on and a menu will open up with the following options:

- Edit post
- Delete post
- Link to post
- Embed post
- Disable comments
- Disable reshares

At the top of the post you will find that a hashtag has been created for you. The post will include your link and it may even include your homepage's feature image. Now when anyone comes to your page they will see your post, which includes a link and a hashtag. They can click on either of these to find out more about your site and your products. Clicking on the hashtag is a great way to find other place where you can promote your site.

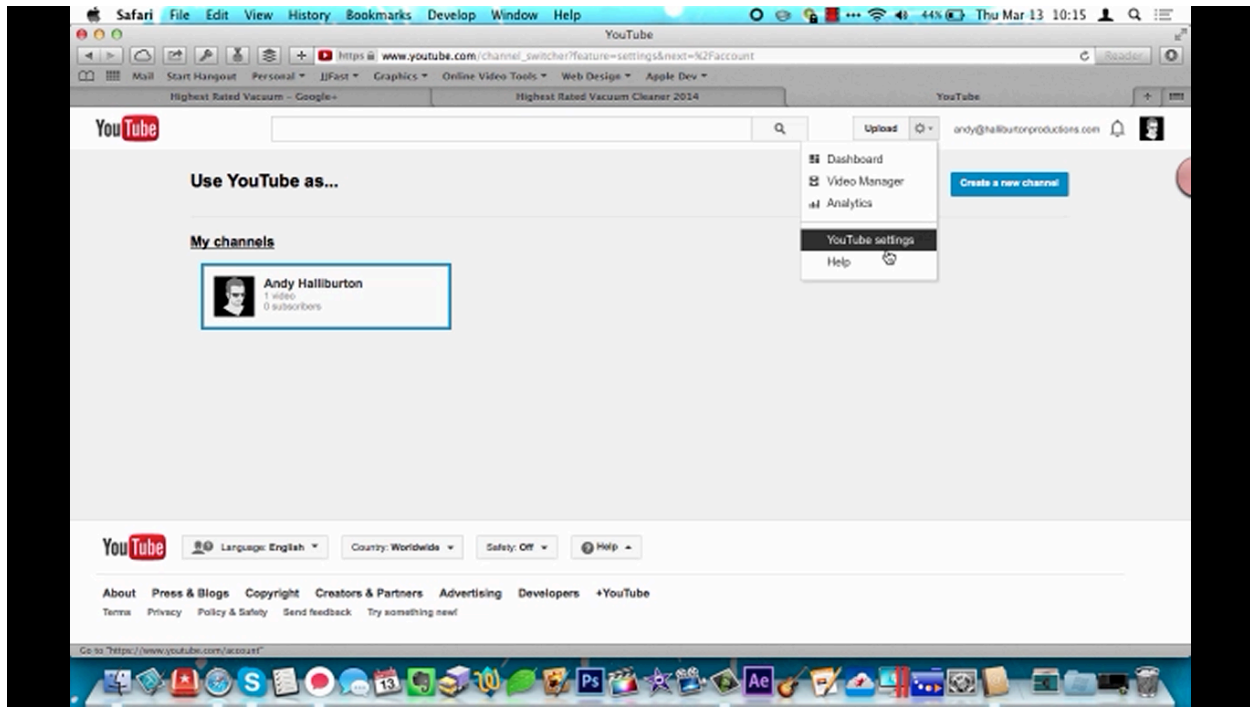
Another powerful thing that you can do is share your Google+ page on your WordPress site. That way anyone that visits your website will know that you have a Google+ page and hopefully visit it, and then of course, the Google+ page will lead them directly back to your site. Not only does the length of time they spend on your site and the amount of engagement they practice contribute to your Google ranking, but it can help you sales as well.

Let's say, for example, that someone on your Google+ site recommends a particular vacuum to them for instance. Don't you think they will head right back to your site to buy it? Plus, they will see updates roll in there that they might not see on your website. There is actually a field within your 'Contact Info' page just for your 'Google+ Profile URL'. So, you'll definitely want to add this as soon as possible.

Your Google+ page will also help your site get traffic because it is going to show up in the search results when Google indexes your page. In fact, since Google+ is integrated with Google, this is going to make your site get indexed very, very quickly. Google+ plus is a very powerful platform to utilize no matter what type of business you are in, and don't forget that you can use Google Hangouts to get your site or your products more exposure as well. You could even ask people on your mailing list to join you on a hangout so they can ask you questions and whatever else. There's really no limit to what you can do, but all you really need a Google+ page for is to post on it and get more traffic to your site.

There are tools out there that will allow you to post to Facebook, Twitter, and Google+ all at once. Feel free to check into any you want to. When you are first getting started, it's recommended that you just paste your posts into each account. This is easy to do, and you don't want to complicate things starting out.

YouTube



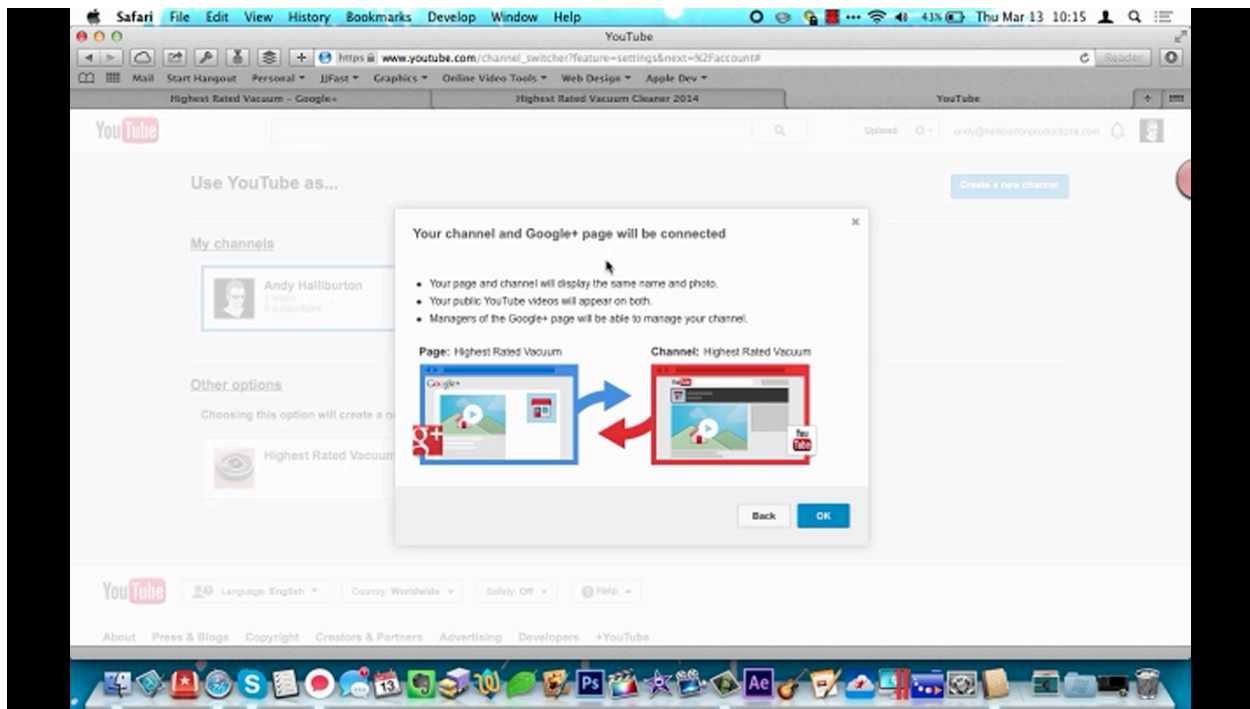
As you probably already know, YouTube can be a very good promotion tool as well. If you know anything at all about marketing, then you know that video is a very powerful medium. YouTube is one of the greatest media platforms to ever exist, and from a marketing perspective, it is one of the best sites ever created for driving traffic.

Not only can you use YouTube to drive traffic to your site, you can use it to create videos for your site. YouTube allows you to insert code into any website. For instance, you can make videos which compare and review products. Video top-ten lists make really great content for affiliate websites as well. Another thing you can do is create a video out of the older content on your site. A lot of people would rather watch a video than read text, and this is a way that you can reuse old content without having to do a lot of extra work.

One great thing about using video content is that it embraces both audio and visual learners. Other people prefer to learn through reading about a topic. So, by having both video and written content on your site, you appeal to all three types of the most common methods of learning.

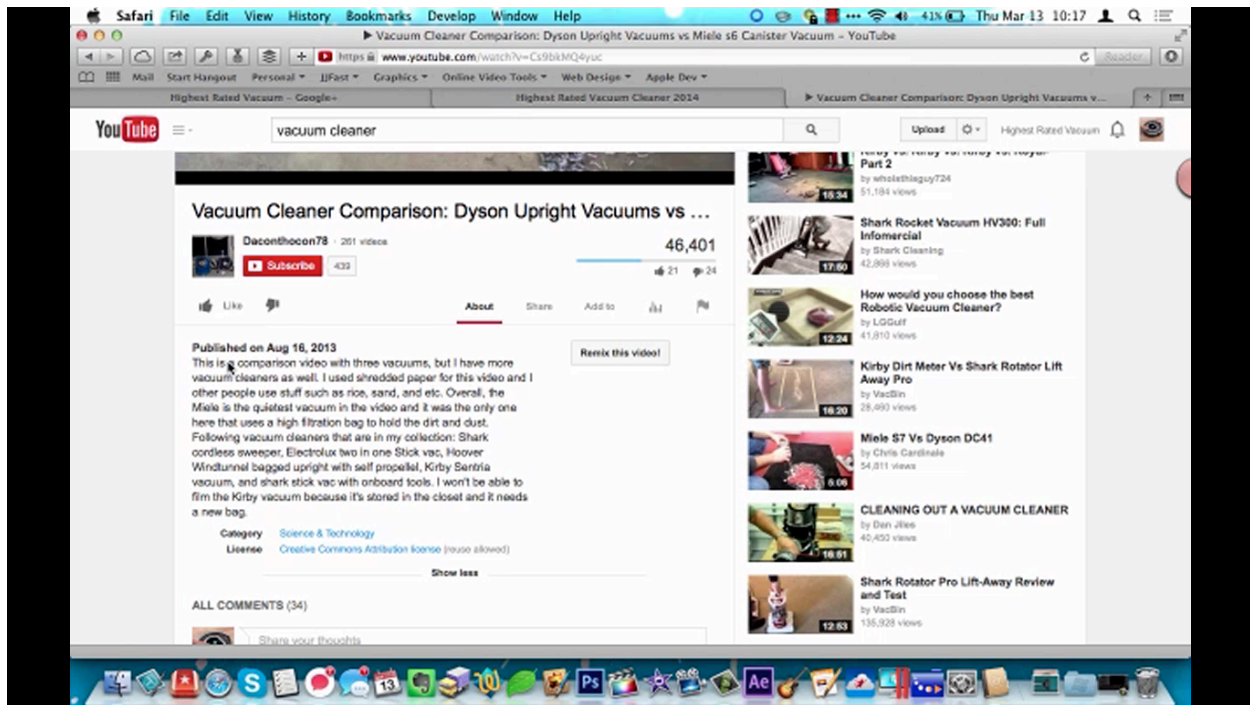
You can start using YouTube to promote your site and your products by heading over to www.YouTube.com and creating a new channel. After logging into your account, click on the

settings icon (the icon that looks like a gear at the top of the page) and then click on 'YouTube settings'. At the bottom of the 'Account Settings' page, you will find a link that says 'See all my channels or create a new channel'.



You may notice that YouTube integrates with Google+. In fact, you can link together your Google+ page and your YouTube channel very, very quickly and easily. As shown in the picture above, you can set your YouTube channel and your Google+ page to display the same name and photo, your public YouTube videos will appear on both, and the person or persons that manage your Google+ page will also be able to manage your YouTube page as well. So, anything that you create on YouTube will automatically be added to your Google+ site as well. How powerful is that?

Another thing that you will want to do is search for videos on YouTube that are related to your product(s). If you find a channel that seems to have a lot of good videos on it, go ahead and subscribe to it. After that, set your subscribe settings to be public so that other people can see what you are subscribed to. Hopefully, this will cause other video channel owners to subscribe to your site as well. Another great thing about gather and viewing these related videos is that this will give you ideas as to what content you can include on your own site.

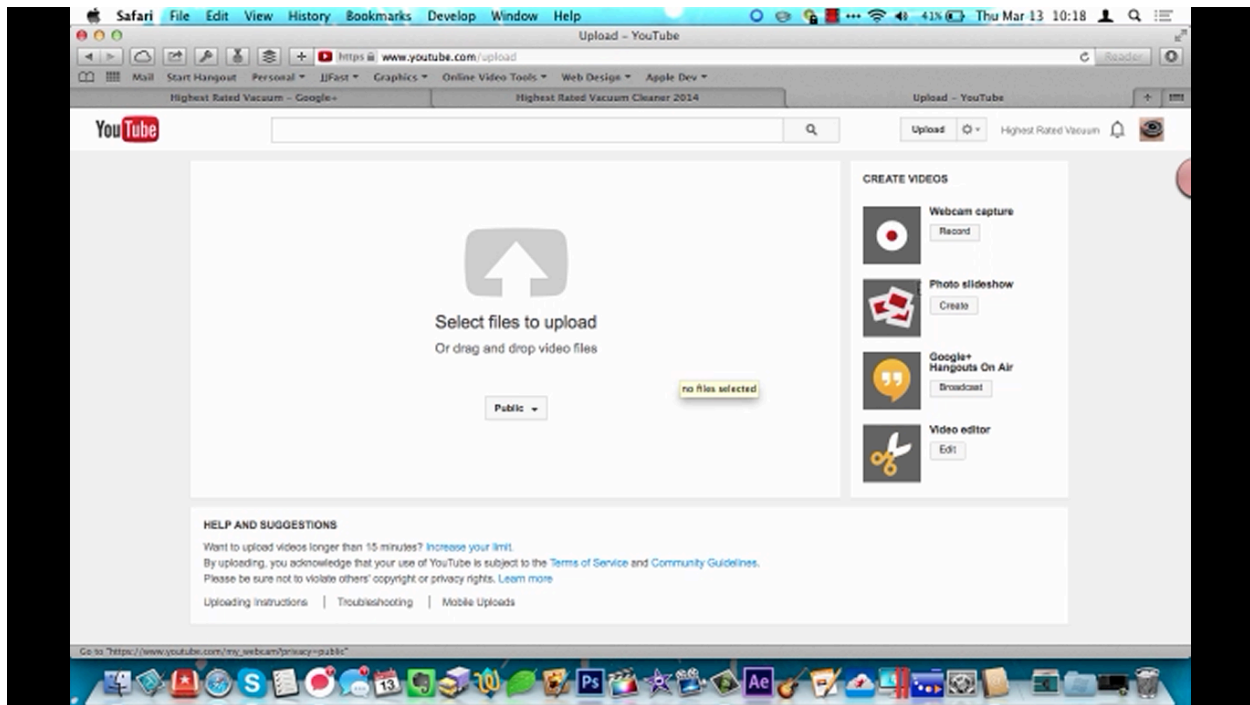


You can even promote your own site using other people's videos. If you look at the screenshot above, for example, you may notice that the owner of this person doesn't have a link in their subscription. Well, judging from the title, this looks like a video that contains rich content and it gets lots of views. So, it's kind of a waste that no one is using it to drive traffic to a website.

If you were the owner of a vacuum cleaner site, you could reach out to the owner of this video and request that he or she put your website URL into this description. All you would have to do is send a message saying "Hi, my name is [Name]. I am the owner of [website name]. How would you like to do a little cross promotion with me? I will put your videos on my site if you'll put a link underneath your videos to my site."

A lot of people will go for a deal like this. After all, it is kind of an "I scratch your back, you scratch mine" kind of scenario. This keeps you from having to create new video content for your site as well. Of course, it's a good idea to continually be adding your own content to your site as well, but it doesn't have to be all on your shoulders to create all of it.

One of the best things about YouTube is that in most cases you can create videos without having to have any extra software. If your computer has a webcam, which most do nowadays, you can actually record yourself and/or create a presentation using just your computer's camera. You can even edit your videos using YouTube's editor. Now a video such as this isn't going to be the most professional and well edited video in the world, but the videos on your site don't have to be magnificent, they just have to provide value to those who visit your site.

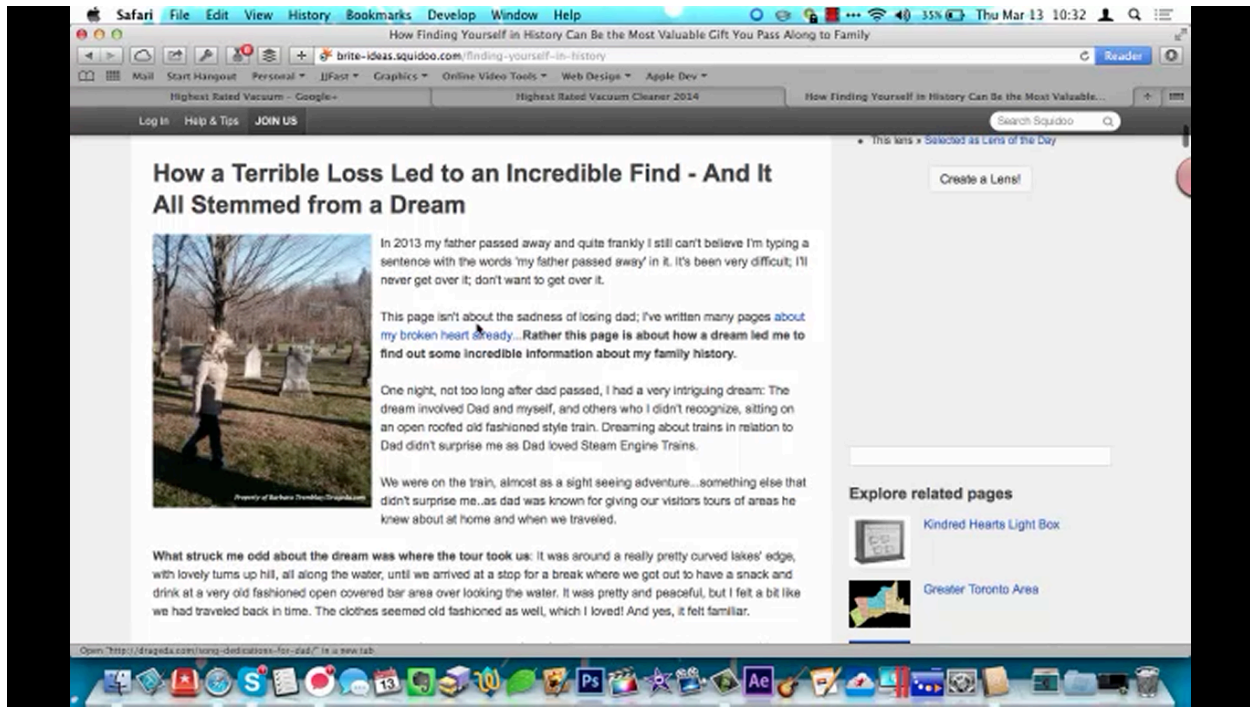


Youtube also gives you the option to create a photo slideshow. So, one thing that you could do is upload photos of the top-ten products on your site and make a slideshow video out of them with a voice track underneath it. Also, as you can see in the picture above, YouTube allows you to create a Google+ Hangout from this page.

Anything that you do with Google related software is going to benefit your site immensely, and as previously noted, Google+ is incredibly intertwined with YouTube. Not only do both of these services provide you with great tools, but the more you utilize them, the higher your search ranking is going to be. Additionally, these are all popular social media sites with people searching on them for information, communication, and entertainment constantly. So, all of these sites are going to carry a great amount of traffic to your site on their own.

The more you tie these sites into each other, the more traffic they will drive, and the more you utilize them, the better your Google ranking. This will cause the traffic to your site to build and build. How cool is that?

Squidoo: Introduction



In this portion of the lesson you are going to learn about what Squidoo.com is and how you can use it in your marketing. If you have never used Squidoo, it's kind of like a focused information site. They use what is referred to as lenses. The screenshot above shows one of them.

This page is titled 'How Finding Yourself in History Can Be the Most Valuable Gift You Pass Along to Family'. This is a very short article that contains a couple of links that lead back to the blog of the person who published it. It may even be an affiliate link that leads to some product she is promoting. So, a lens is basically just a larger WordPress blog site.

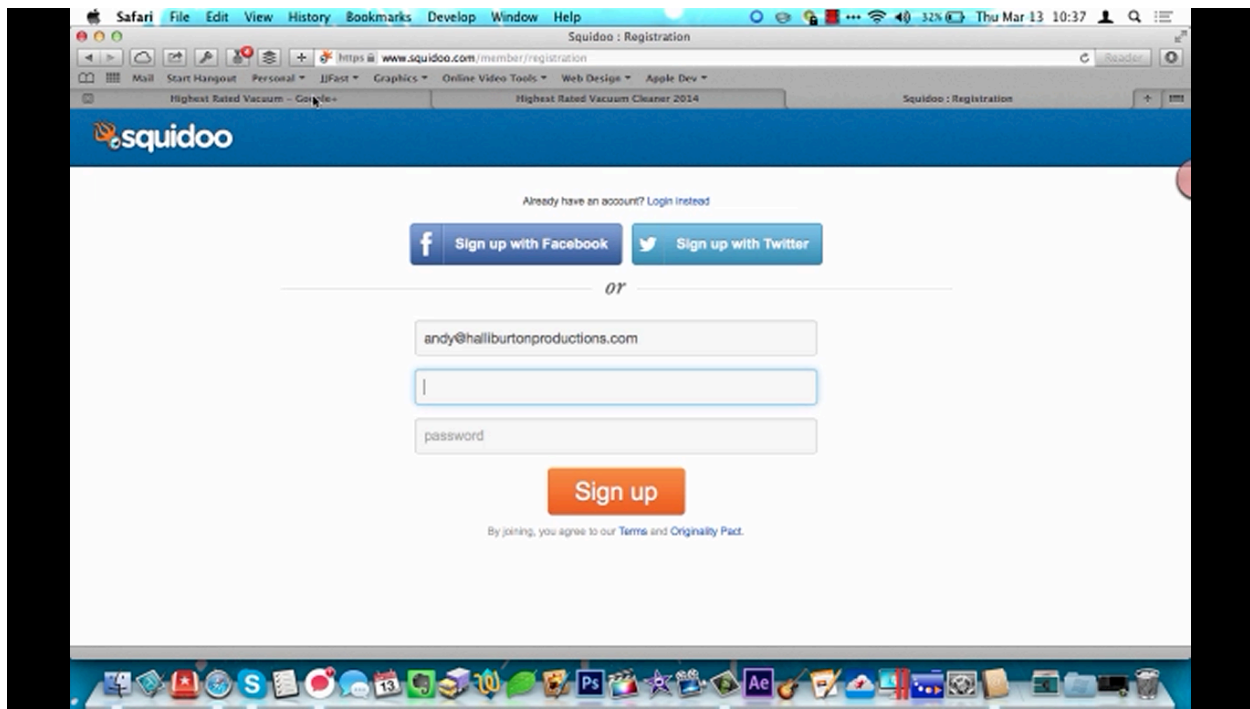
A site like this can be a very, very valuable resource for your business. Squidoo works very similarly to Google as far as their ranking system goes. They don't really want an affiliate to be front and center on your lens. They really want you to provide content versus just trying to sell a product on the site. Of course, you can use some of the content from your website to set up a page on Squidoo.

You can use Squidoo to diversify your brand by sharing it on Squidoo. Then, you can lead some of the people on Squidoo to your site. You can also use the opt-in form that you created with AWeber to keep people notified about changes to both your site and Squidoo.

If you are new to marketing, Squidoo is a great site for you to use. In fact, if you're not comfortable with the process of creating a website, you can actually start here. That way, you can create content and set up your affiliate links, and then later on start to put together a website.

When using Squidoo, remember that you want your content to shine and you want your affiliate link to be just a small part of your article. If you can do that, not only is your article going to rank very highly in Google, it's going to rank high in Squidoo as well. The following sections will provide a little more information about how Squidoo works and how you can use it, so let's get started.

Squidoo: Account Setup



The first step to setting up your Squidoo page is to start a Squidoo account. You can sign up for free, and all you need is an email address to sign up. It is best to use the email that you are using for your site. So, you would want to use something like Support@HighestRatedVacuum.com. This will make your page seem a lot more professional, and that way all of the notifications related to your site all go to the same place.

Once your account is created, you can go into the account settings and tweak them a bit. You can link your Squidoo page to Facebook or Twitter if you like. You'll also want to select the option to allow readers to email you. Another important thing that you can do here is set up Google Analytics. This will allow you to see who is visiting your Squidoo content. This is a good thing to set up for your website too, by the way. If you are wondering how to set up Google Analytics, simply search for it on Google. Once you enter the site, Google gives you clear instructions on how to set everything up.

When you are done with the settings, save your changes and then move on to set up your profile. This is a very simple process. The first thing that you'll be asked to do is upload a profile picture. It is recommended that you use a logo or a photo that you have used on all of your other pages. Next, you'll be asked to provide a bio. You don't have to make this about yourself.

You can simply put in something like 'Comparing 2014's Best Vacuums'. Once again, when you're done you can simply click on the 'Save' button.

As you can probably tell, it doesn't take much to set an account up on Squidoo. When you finish doing this, the site will award you with 20 points. You see, Squidoo awards you for doing certain things; it's kind of a game. These points earn your trophies and elevate your level on the site.

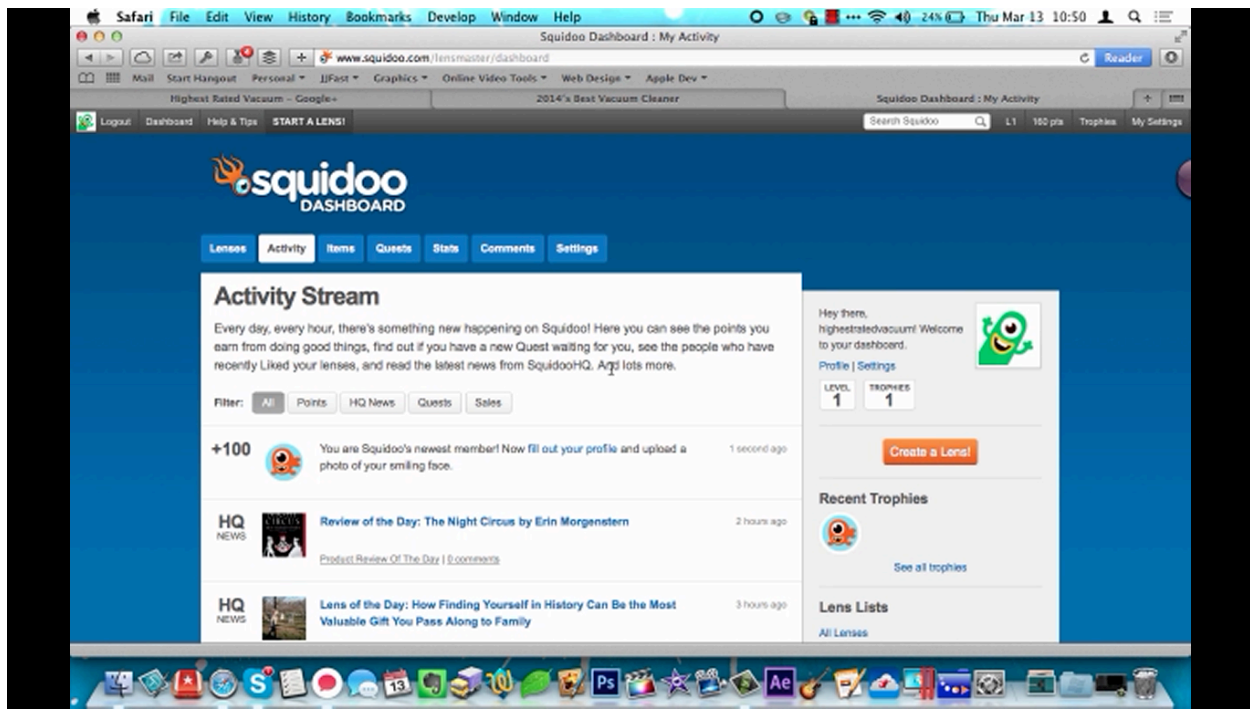
Squidoo: Research Topic

Now it's time to research a topic for your Squidoo lens. How to do this is going to be discussed very briefly in this section since research tactics were discussed thoroughly in the beginning of this course. All of the research tactics that you learned earlier will apply here as well.

At this point, you already have your site set up and you have filled it with content. You can, of course, reuse this content if you like. It is recommended that you create new content as well. Don't forget that you can get an outsourcer to write content if you don't want to do it yourself or you don't have time to.

It's nice that you can reuse the keywords and content to present your content to a different audience in a different way. So, most of the work ahead of you has already been done once and it shouldn't take much to reapply those same tactics here. You don't want all of your content to be the same as that on your site, but it doesn't matter if you are using the same keywords as you used before. Don't forget to use keywords that will make your lens rank high on Google.

Squidoo: Creating Lens



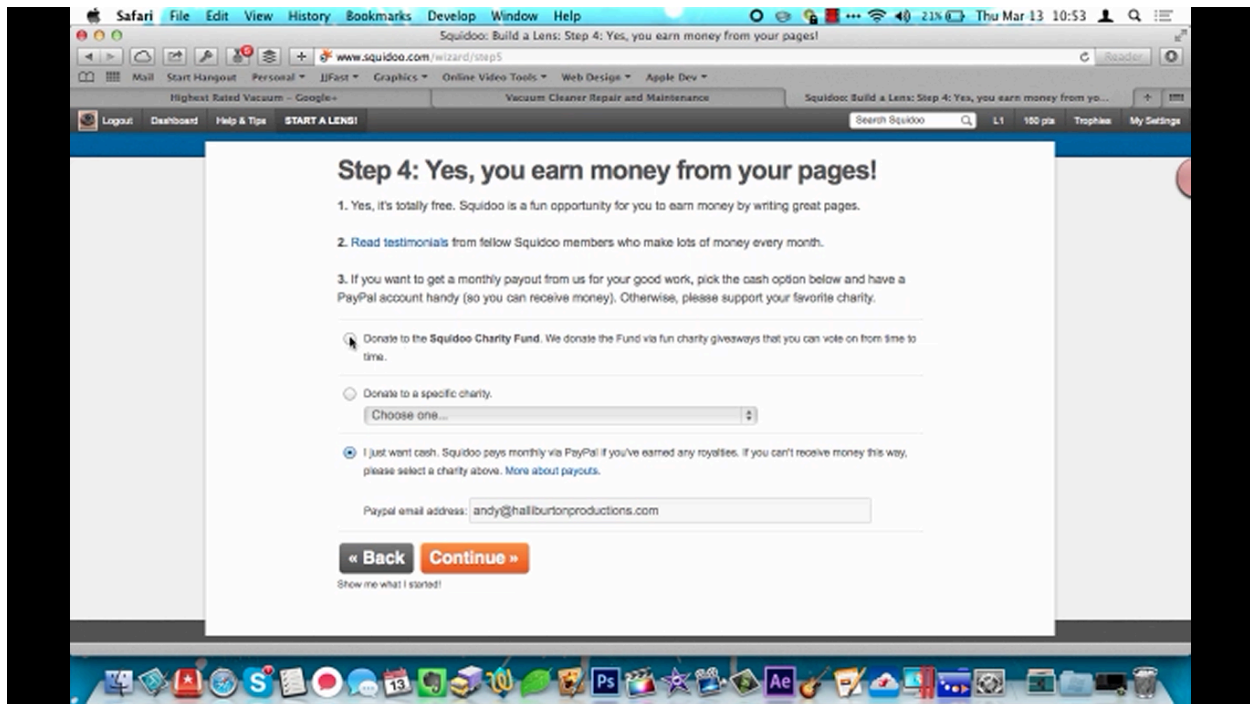
Once you have started your account and done your research, you can start creating your lens. You can use a word processor when building your content and then add it to Squidoo, or you can build your lens inside of the site itself. There are a couple of different ways to begin. You can click on 'Start A Lens', which is a tab on the top-left of the page shown above. You can also click on the 'Create a Lens' button located on the right-hand side of the page. After you click either one, Squidoo will start to lead you through the process of creating your lens.

First, you'll be asked what your page is going to be about. In our case study 'Vacuum Cleaner Repair and Maintenance' was entered into the field on this page. After entering in this information, you will need to click on the 'Continue' button. Next you'll be asked to title your page, pick your URL, choose a topic, and rate your lens. The topic of this page is basically just the category. Once you choose one, another dropdown menu will appear and you will be able to choose a subtopic as well.

The categories that were chosen for the case study site were 'Home & Garden' and 'Housekeeping'. Another dropdown menu then appeared and so the creator of the site was able to choose 'Vacuum Cleaners' as a subtopic as well. The site was then given a G-rating, which means that it's 'Safe for all ages and eyeballs'. When you are done making your

selections and entering all of the information in 'Step 2', click on the 'Continue' button at the bottom of the form once more.

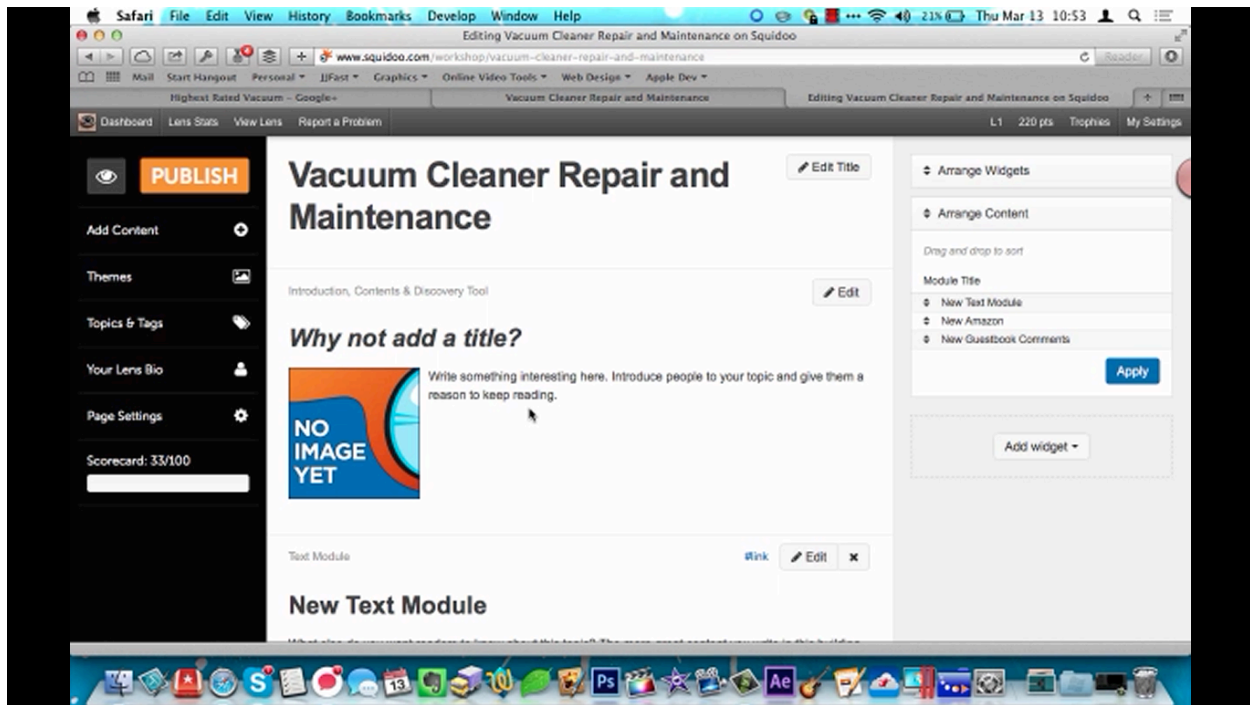
The third step involves tagging your page so that people can find it. The 'best tag' used for the case study lens was 'Vacuum Cleaner Repair and Maintenance', and then three more were chosen. They were 'vacuum cleaner repair', 'vacuum cleaner maintenance', and 'vacuum cleaner'. At the end of this page, you'll find a captcha. Fill this last field out and click 'Continue' again.



The fourth and final page in this process is shown above. As you can see, it is titled 'Step 4: Yes, you earn money from your pages!'. Whenever people read your lens, Squidoo will pay you for that. You have the option to donate this payment to the Squidoo Charity Fund or to a specific charity or you can accept payments from Squidoo via PayPal.

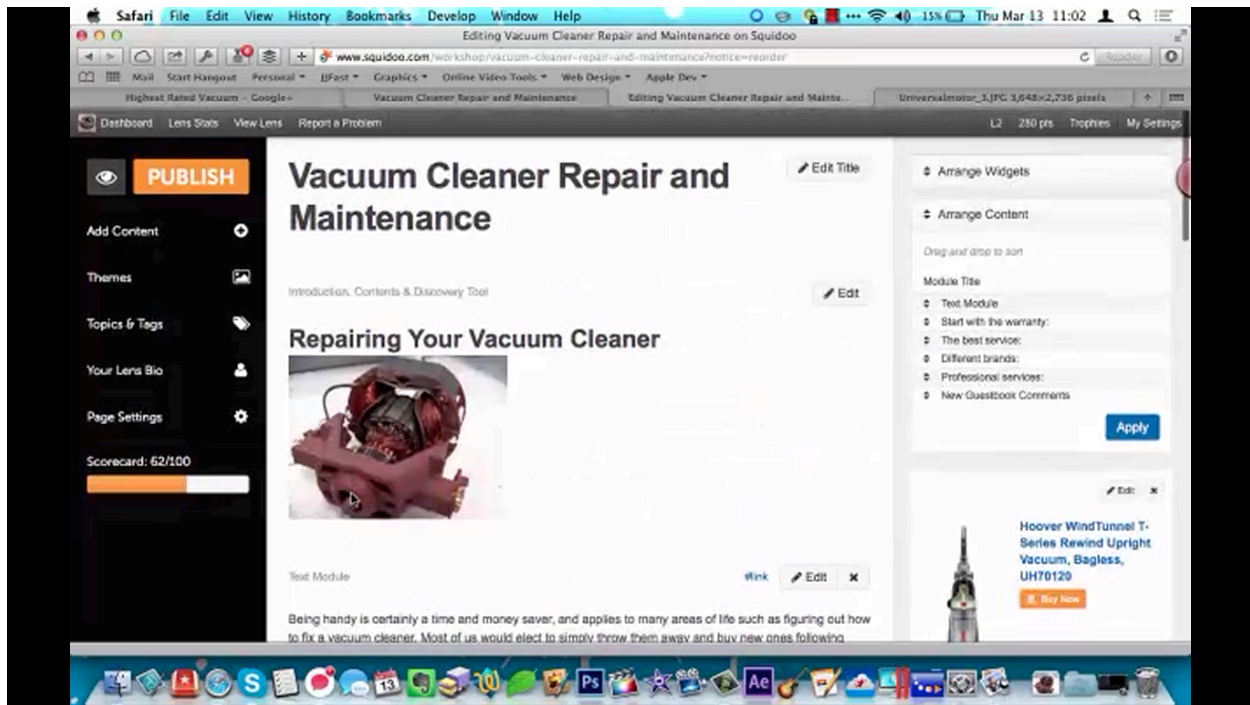
It is recommended that you select to donate your money at first because a tag is placed on your page that lets people know that you are donating to charity. This is a good way to get traffic and it looks really good on your page. However, if you want to get paid instead, you can easily set that up just by entering your PayPal email address. When you are done, click 'Continue' once more.

Next you will be directed to the page below. You can probably tell by looking at it that these pages are really easy to set up. They are pre-formatted for you, and they are set up so that you can include a lot of content on your page. There's an options menu over on the left.



You'll find that each menu in this side panel contains many different tools that you can use to set up your page. They allow you to add text, video, and photos. You can add callouts and quotes. You can also use these tools to add Facebook fan boxes to your page. You can also easily add a table of contents, countdowns, Google maps, a guest book, and much, much more. You can even use these tools to add an Amazon button. So, you can make this just a simple page of text, or you can spend a little more time on it and create a very, very powerful page that's filled to the brim with different forms of content.

One of the first things that you will find to do is add title your page, give your lens a description, and upload an intro image. After doing this, you can go through the page adding in the text that you have prepared. This is super-easy to do. You simply click on the 'Edit' button and then paste your content into the window that appears. You will need to give your content a title and maybe even a subtitle as well. When you are done, simply click the 'Save' button and your content will be added to your page.



Now if you look at the picture above, you can see that the site has now been fleshed out. At first you won't have any options for bolding the text or italicizing it. The site will provide you with more advanced features as you add more and more content to your lens. Also, if you look over to the right-hand side of the picture above, you'll see that a widget has been added.

There is a dropdown menu that's also on the right-hand side of the page that says 'Add Widget'. Click on this choose which type of widget you would like to add. If you choose Amazon, a window will appear that allows you to search for products. If you were to enter 'vacuum cleaner' into the search bar of this window, a list of vacuum cleaners will appear. It may take a moment to find any that is listed on your site, but that's what you're looking for. After making your selection, click 'Save'.

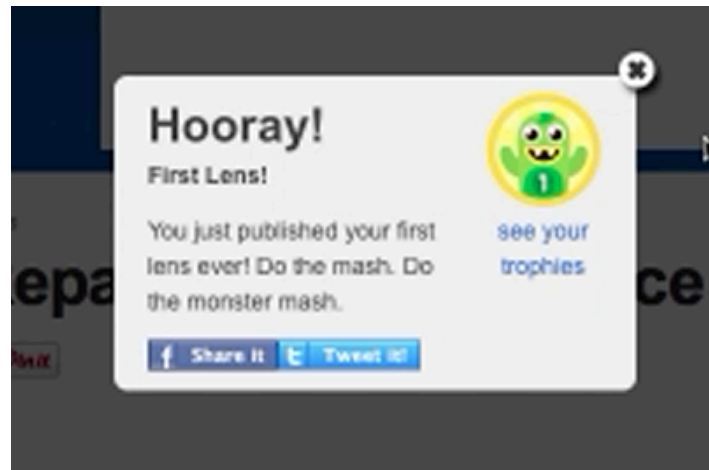
If someone were to buy a product after clicking on a widget on your page, you won't get credit for this sale through Amazon because the widget does not contain your affiliate link. However, Squidoo will pay you a commission for the sale; so you don't have to worry about your affiliate link. This is a great alternative for selling items that Amazon doesn't include in their affiliate program.

Squidoo provides a lot of different themes that you can use on your page. The page above carries the default theme, but you can choose any theme that you wish. You would, of course, want to include something that fits in well with your content. Next, you'll find options for your 'Topics & Tags' and 'Your Lens Bio'. You already set these up when you opened your account. You can always click on these to edit them, however.

If you were to click on 'Page Settings', you will find that you are given the option to save your lens text to your computer. It's not that it's likely for you to lose your sites content, but it doesn't hurt to have a backup file just in case something happens. This will be saved to your computer as an .xml file.

Another thing that is listed on this side panel is your progress. In the picture above you can see that there a scorecard that is currently giving the rating of 62/100. If you click on this, a window will appear telling you what you have left to add. Continue following the list and completing the tasks that you have left. When everything is done, your scorecard will read as 100/100. Now that everything is done, you can go ahead and preview it. If everything looks like it's supposed to, simply click on the 'Publish' button and your lens will go public.

Squidoo: SEO



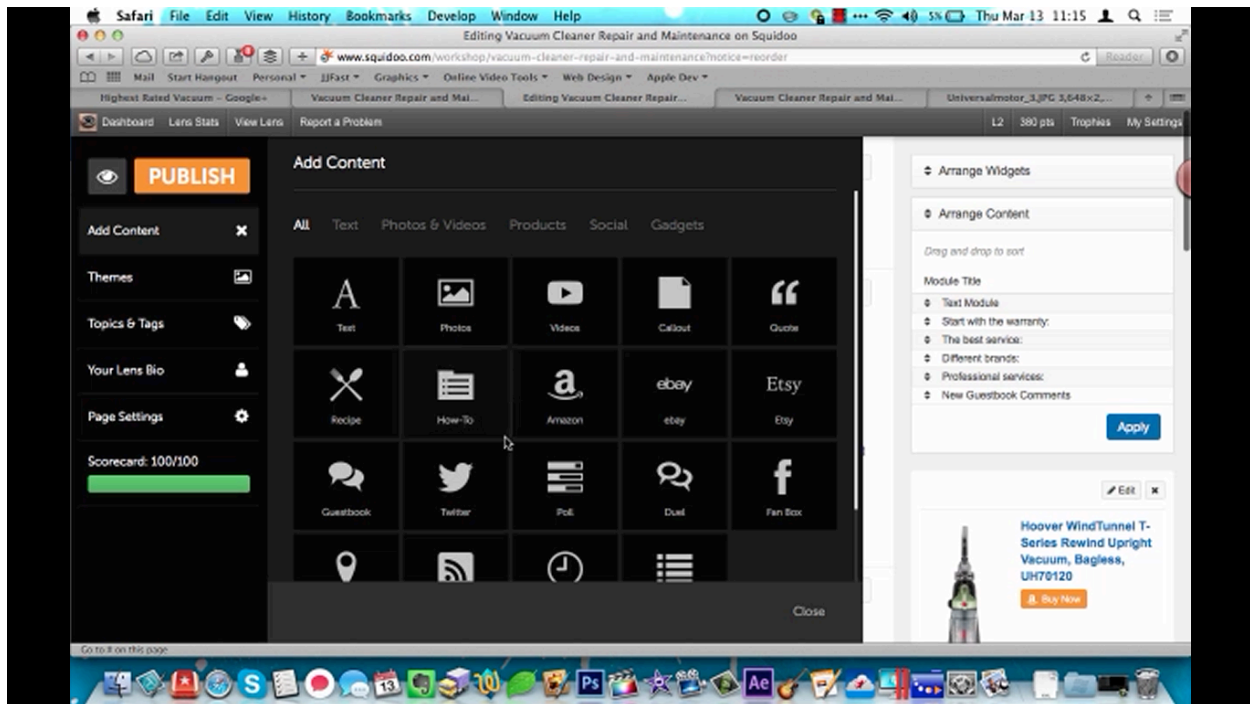
Once you preview your page and publish it, the site will allow you to share it on Facebook or tweet about it on Twitter. It is highly recommended that you do both. This, of course, will bring more traffic to your Squidoo page and your website. As far as SEO goes, you'll want to use the same methodology as you did for your site. For instance, you want to use your main keywords only 5% of the time and you'll want to provide visitors to your page with good-quality content.

It is also recommended that you set up back-links to your site. Down at the bottom of the page, for example, you could place a statement like "If you would like more information, you can visit [your website address]." On the other hand, you can simply let visitors know how they can follow you on Twitter or Facebook, but it's best to get them to go directly to your site if you can.

Squidoo has what's generally referred to as 'organic traffic', which means that people go to Squidoo to read articles and find information, and since this is such a large site, it draws in its own traffic. It's going to help your site immensely to get organic traffic going into it. You need to find different ways to market your site and not just depend on Google. At the same time, Squidoo does a lot of things that Google really likes. Google likes that Squidoo brings in organic traffic and that it contains content that people want to view. So, Squidoo pages generally rank very high on Google.

Again, you should keep the amount of keywords that you use below 5%, but you also want to be sure and include them. This is going to bring in more traffic as well. Another thing that you want to do is make your page as user-friendly as possible, so that people enjoy being on it. Make your site as informative as possible, add as many photos as you can, add video, and add

different widgets onto your page. Do everything that you can to make your Squidoo page the best it can be.



Look at the picture above and you can see that Squidoo provides a lot of different options when it comes to adding content on your site. All of this will cause your page's visitors to stay on your page longer and to become engaged with your site. This is going to cause your page to rank higher both on Squidoo and on Google.

In the next and final lesson of the training, you're going to learn some advanced monetization methods. These methods will allow you to squeeze even more money out of your site. So, you don't want to miss out! Read more.