

## Using Squidoo to Market Your Website

Squidoo is a popular free to use social networking website that allows users to create free pages on any topic of interest. Squidoo is an important channel to promote your website or products and services. Social networking or social media marketing in general has created a buzz in web design and search engine marketing circles in recent years. Squidoo is one of the effective social networking sites that can be used successfully to market your website and reach out to millions of users on the internet. Squidoo pages tend to rank well on search engines like Google with much less effort than that required to market new blogs or website. Website owners have successfully used Squidoo to generate interest about their products or services and then drive highly targeted traffic to their external web-pages. Squidoo allows users to create a web-page for free and use it to promote their services or website. Unlike many other social media sites, Squidoo also allows using it to promote or sell affiliate products.

The last few years has seen an exponential growth in the popularity of social networking websites. The internet is full of examples of successful social networking websites and other sites and businesses that have directly benefited from it. Most search engine marketing specialists advocate using social media as a key component a successful website marketing strategy.

Squidoo is one of the social networking websites that has seen widespread success in recent years. It has become powerful tool for marketing your website. Squidoo has proven to be a powerful and effective method to get extra traffic to your website or blog.

Discussed below are some ways in which Squidoo can help market your website or blog on the internet. Increase chances of ranking high on search engines.

Like other successful social networking websites, Squidoo is rich in content and ranks high on all major search engines. Squidoo lenses can achieve a favourable rank on search engines with relative ease. Some level of optimisation will however be required in order for a newly created squidoo lense to be visible.

### Access to a wider audience

By creating a Squidoo lense you can benefit from access to a wide customer base that Squidoo enjoys. By ranking high on search engines you can get a new stream of visitors from search engines that you would otherwise not had access to. As such squidoo offers businesses with a powerful tool to reach out and target new customers.

### Easy to manage

Squidoo lenses are very easy to set up and does not require technical or web design knowledge. A page can be created on Squidoo in a few simple steps. Once a basic page has been created you will need to spend some time optimising it so that you can benefit from the advantages. Squidoo also offers many tools that can help you build quality content on your page with ease. Various tools such as RSS feed importer, You Tube tool, etc allow you to add content from different source quite easily. Squidoo is user friendly and designed to be used by website owners and businesses with no technical or design experience.

### Highly targeted traffic to your website or blog

Once your Squidoo page starts to receive some traffic and is found by other users either from squidoo itself or from search engines; you will be able to forward this traffic to your other web pages or blogs. This is the reason why website marketing experts use Squidoo extensively.

### Other Search engine optimisation opportunities

For search engine optimisation, Squidoo is an effective tool to market your website on search engines as well as the internet in general. It is easy to interlink your squidoo page with other websites and blogs that you may own or wish to promote. Back-links are one of the most important factors that affect a website's rank on search engines and Squidoo allows creating back-links to other web-pages with ease.

### Affiliate Marketing

Squidoo is one of the few websites that can be used for market affiliate products or services. Most websites do not allow affiliate links but squidoo does. As such squidoo has become very popular among those involved with affiliate marketing.

It is well know in SEO circles that Squidoo can be used to drive traffic to your website. Once you have created your page on Squidoo, you will need to spend some time to optimise the page you have created in order to maximise its benefits.

## About the Author

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