

The Top 10 Reasons to Love Squidoo

Almost every article and piece of literature on search engine marketing out there will tell you to create Squidoo lenses, usually without telling you why. Squidoo is currently one of the best, cheapest and most cost-effective methods of Internet marketing for your company. Here are the top 10 reasons for you to invest your time in one of the biggest SEO sensations since the meta tag.

10. It's easy to create bookmarks and feeds.

Web 2.0 is all about getting your audience to view your site, convincing them to bookmark or get the feed from your page and thus attracting them for a second visit. That way, the results of a single SEO strategy are multiplied several times because you can generate so much more traffic from just a single person that keeps coming back. Squidoo makes bookmarking and feed creation so easy that it's absolutely foolproof.

9. Opt-in lists are always an option.

Direct interaction with the customer has been a key factor in conversion since the dawn of marketing. Squidoo makes this component easier by letting you offer emailed updates and notifications to the people who visit your lenses. All it'll take will be a single visit for you to be able to keep your market updated on all the happenings in your company.

8. It's amazing for affiliate marketing.

Because Squidoo is based largely on tags and brand visibility, it's the perfect place for you to generate lots and lots of cash through affiliate marketing. Everyone knows that affiliate marketing lets you create your own income if you're able to make the affiliated company's brand more visible. Fortunately, Squidoo already does that for you – and lets you reap the benefits.

7. Branding is a blast.

In the same vein, it'd also be easy for you to begin establishing a base for your own brand. Squidoo is rich ground for you to grow your startup quickly and effectively, while at the same time establishing your brand's position within a particular niche.

6. You create credibility.

And because content remains a major component of Squidoo, you also get the chance to build up the credibility of your brand. You can let your customers see how knowledgeable you are in your niche by giving them valuable information – and lots of it.

5. Multimedia makes marketing easier.

If you're tired of all the cliché methods of giving your customers information, you can take your company further than the boring ol' article. Use music, images or video – whatever it takes to make your customer happy and interested.

4. No website required.

Maintaining a domain of your own is hard and expensive work, especially if you're a startup with limited funds. Squidoo is a great launching pad for your business that doesn't require you to have a site – or anything at all, really.

3. Previous experience optional.

For most other SEO methods, knowledge and previous experience with the strategy is a necessity. While it's still an advantage on Squidoo, you'll be perfectly fine without even a single hour of SEO training.

2. Nothing's cheaper than something FREE.

Squidoo doesn't charge you a single cent for using the site. Need we say more?

1. It's all of the above.

Most other social networking and Internet marketing websites can, at best, have just three or four of the traits listed above. Squidoo gives you each and every one of them, thus making it one of the best options for SEO you could ask for.