



Thirty Day Challenge 2009 – Training – Day 11

2009TDC11a: Introduction

Running Time: 2mins



Intro

[Ed and Caro are in this Video]

[Ed] Welcome back! It's Web 2.0 week, and I have got the very talented Caro McCourtie next to me. What are we doing today, Caro?

[Caro] Well, today is going to be about Squidoo and Hub Pages. I'm going to cover Squidoo, and Michelle's going to take you through HubPages. We're going to show you how to create a Squidoo Lens or a HubPage, and also the role that it has within the Thirty Day Challenge which, Ed, I'll let you explain some more.

[Ed] Some of you, especially veterans, may have raised an eyebrow when we mentioned Squidoo and HubPages, because both of these have been – what we like to call in the Biz – Google-Slapped. What happens with a lot of these Web2.0 sites is they tend to arrive in blaz of glory, and Google loves them and their content. Sadly, unfortunately, there are scumbags, and they use these sites to promote spam and all sorts of materials, so Google has to say [to these sites] "Right, you're not going to be in

30 Day Challenge

there is no charge for awesomeness



our index any more, until you clean up your act". Now, both Squidoo and HubPages have been through this process and they have come out the other side [but for a long time – during the clean-up - they were not seen as a good place to post content] so a lot of people have forgotten about them and don't use them. [To Caro] But you even get direct sales off them, don't you?

[Caro] Absolutely, and that's the point I want to make to everybody – even though we're doing this in the Thirty Day Challenge, I get sales from my HubPages and also from my Squidoo Lenses. So there is a chance to get Ranking for your Squidoo Lens and your HubPage as well as getting the authority link with them.

[Ed] That's it, so this week is all about getting Google to notice you, and then – much more importantly – to start to get Ranking in that front page of Google so you can get traffic – that's what it's all about. With that, head over to that training and we'll see you tomorrow. [Caro and Ed point to training videos]

[Ed to Caro] Hey! I do the point!

[Caro - laughing] Sorry!

Summary:

Today's Tasks

- Submit an article to **Squidoo**
- Submit an Article to **HubPages**

Links:

Squidoo - <http://www.squidoo.com/>

HubPages - <http://www.hubpages.com/>

Market Samurai - <http://www.marketsamurai.com/thirtydc>

Traffic Bug - <http://www.traffic-bug.com/30dc>