



The Challenge – Module 3 – Day 3

2010TCMD3D3a: Intro

Running Time: 1 min



[ED] Ed Dale

[MM] Michelle McPherson

[ED] Hey, it's day three. And as you might notice, Michelle and I and the lads are still in the same clothes. That's because Marty has driven us somewhere south (we think we're in Mexico somewhere). And you'd think he'd know where to drive us.

But fortunately, you've had expert care while we've been away. You've learned yesterday about **Ezine Articles**. And today, we're going to do **Squidoo**.

[MM] **Squidoo!**

[ED] So, what's **Squidoo** apart from a...?

[MM] Squidoo is a great site to get authority back links from. And that's exactly what we're going to do there.

[ED] And you're going to show us!

[MM] I am!

[ED] From the car! That's totally awesome! Or maybe we'll go to the video, what do you think?



[MM] That's probably a better idea.

[ED] I'll let you do the pointing if you like.

[MM] The pointing is this way, right? [points to the right]

[ED] Point over this way. [points to the right]

[MM] Alright! So, let's go to the video. [points to the right]

Actions

- **Sign up for Squidoo** using the traditional method and create a lens using your main keyword phrase
- **Edit your Squidoo lens** to include the **Guestbook** and **RSS** modules
- **Edit your text module** to include a **unique piece of content** you have written (including anchor text URLs)
- **Publish and view your finished Squidoo lens**, then check all of the links to make sure they are correctly pointing to your site

Handy Tip - When editing your Squidoo lens for the first time, when you write the short description for your lens **make sure that you link back to your site by including an anchor text URL**. In Michelle's example she used the anchor text *'make your own soap'* for the URL

<http://www.makeyourownsoap.com/>

Resources:

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

Click here to sign up and get started using Squidoo.

Squidoo Support - <http://www.squidoo.com/theanswerdeck/hq>

Click here to get support for Squidoo using Squidoo's Answer Deck.