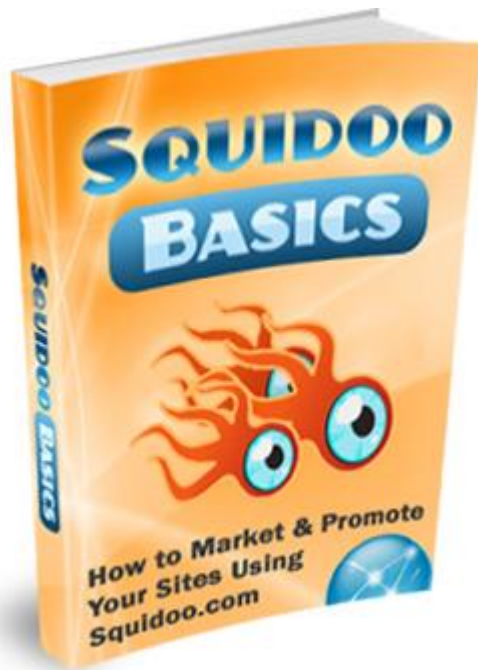


Squidoo Basics



**How To Market And Promote Your
Sites Using Squidoo.com**

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Introduction

Squidoo... it is an unusual name for a new and unusual service. If you are reading this guide, then by now you have at least a passing interest, and some knowledge, of Web 2.0. If not, you will learn all you need to know about Web 2.0 and Squidoo in this short and easy-to-read guide.

Web 2.0

Before you learn about Squidoo, you need to understand what Web 2.0 is and how it impacts applications like Squidoo. Web 2.0 is nothing more than a “coined” term used by many to explain increasing popularity in user controlled sites.

These are websites that promote community building, collaboration and knowledge sharing among users.

Unlike traditional websites, where information is passed from the webmaster to the visitor, Web 2.0 sites are more user friendly, encouraging the public or community members to provide the content or primary information for the site. This type of site is established to help promote the creation of knowledge rich communities on the Web.

Some common terms associated with Web 2.0 include, “wikis,” “podcasts,” “social bookmarking,” and “RSS feeds,” to name a few. These sites offer greater functional ability and control on the end-user end, through a platform that allows users to log in and share, edit and control much of the information displayed on the sites.

Many, including Tim O'Reilly, a featured reporter, note this new approach to the Web allows for the use of the Web as a platform, one that supports participation and the assembly of systems within sites.

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