

Submit to HubPages

Court: Ok so we're back and in this video we're going to talk about how we can get links by creating hub pages on hubpages.com. So here we are in hub pages, the first thing you have got to do is sign up for a free account and you're going to do that by click this link here sign up now. And you're just going to fill out a simple form. You're going to choose a user name, put in a valid email and then choose your password. You have to type your password in twice. They're also going to make you fill out this little captcha image right here. You're going to type that in right here then you're going to read their term of use, check the box then click create my account. Then you'll have an account. Once you have an account you'll be able to just sign in from the homepage by clicking the sign in link right here. Then you're going to type in your user name. You're going to type in your password. You can click remember me if you don't want to sign in every time. Then you're just going to click sign in.

So, you're going to sign in and you're going to see your little account homepage which is this right here. It shows you stuff that's going on, none of this really matters. As you can see right here each author on hub pages has a hub score. Something that makes hub pages a little bit harder to use than other sites like say ezine articles for example is in order for your links to count on hub pages your author score has to be above seventy five. As you can see mine's eight six so all my links are going to count. If I drop below seventy five my links are going to stop counting so that's one extra little trick that you need to know about hub pages is that you have to keep your author score up. Now keeping your keeping it up is actually pretty easy. Once you've published maybe four or five hubs that are over about four or five hundred words each your score will climb up to probably above seventy five. If your stop publishing hubs then it will kind of gradually decline. You're going to need to put up a new hub at least once a month to stay above the seventy five. So if you're going to use hub pages just make sure that you're going to use it quit often. If you're not going to be able to put something up at least once a month then it would be better to stick with maybe using ezine or goarticles.com or the keyword academy article directories. That's just something to know about hubs. With that said you can get some really good links from hubs, very very strong links and it's pretty easy to use.

To create a hub you're going to click this right here that says start a new hub or there's another link to it right up here. So we're going to start a new hub. Now to create the hub you're going to just fill out this basic form right here. So we're going to put in our title and so on. Let's say, I'm just going to get an article that we can use for the hub. Let's take this one. So this article is titled auto loans for people with bad credit and here we have our article. Here's something you need to know, if you're going to write the articles in Microsoft Word you won't be able to paste them right into hub pages because Word create a lot of extra code that comes along with this text. So if you're going to do that, what you need to do is open up note pad. You need to paste your article into note pad and then you're going to just recopy it from here so that's something you need to do.

For the title we're just going to put in our title is auto loans for people with bad credit. So as you can see it filled in a little URL for us here where our article is actually going to show up. And it looks like someone else already has my web address. So what I've got to is just change my URL right here. That's pretty easy to do. One easy way to do it is just by typing in an extra dash right here. If we do that we still have all of our keywords in the URL and this one's available. So I just put an extra dash right there. You can put the dash anywhere.

Now we've got to choose a topic and the easiest way to do that is to search. If I just do a search for auto loans it's going to bring up some possible related categories. This one right here is perfect. It's in personal finance and then mortgage and loans and auto loans so I'm just going to click auto loans.

Now we're going to choose a starting layout. So hub pages is a little bit more complicated than like ezine because we're not just going to paste in an article. We actually have to create kind of a, well I'll show you in just a minute how it's going to be done but we're going to create a few different little sections of the page. So we're just going to choose one of these. This one right here is just fine.

Now we can add in tags that are related to our article. So this article is about loans, we'll put in loan, we'll put in auto loans, bad credit auto loans, auto loans for bad credit. So you're just going to create some tags here that relate to your article. Sometimes the ones that they're suggesting match up like finance and money. Then we're just going to go continue.

Then there's going to be a page here that says this is the stuff you can't do. You can't spam, you can deceive, you can't use adult content, hub pages is only for English stuff, no gambling stuff, no copied stuff. So, you've got to write either original stuff or you have to own what you put up here. I would always just create something new and original to use, and no unfinished hubs.

Anyway, so we're just going to go continue then it's going to take us to a page where we can build our hubs. And like I said this is a little bit different than ezine because you've got to create some different sections and these are some of the different sections we have available for us. Um, so the first one we're going to use is the text section. What I'm going to do is just edit this section right here and a few seconds ago I copied my article from here and I just going to now paste this in. So what I'm going to do is just come down through this article, in this case it looks like I don't have breaks between paragraphs so I'm just going to add those in by backspacing and then hitting enter, so that created a break right here. I'm just going to do that so that all of my paragraphs are actually separated. So I have my different paragraphs here. Uh, I'm not going to use this subtitle for my capsule because this text is going to appear directly below the title of my article. Probably what I'm going to do is kind of split this article up a just little bit. So this paragraph talks about why people have bad credit. So I'm just going to cut out the bottom of this article here and add it into the next module. So I'm going to save that. So what I've done is created just a little piece of text that going to go below my title. Now I'm going to come down to my next text module right here and I'm going to edit this, I'm going to paste in the rest of my article and I'm going to give this section a little subtitle that says why people have bad credit. If I wanted to create an additional section I could copy this out right here. This says, this is about how you can improve your credit. So I'm going to save this. Now I'm going to add, I don't have another text module on here but I can add one just by click on this little capsule right here for text. It's going to take just a second and it's going to add in a new text thing right here. You can move any of these sections up and down with these arrows. So I'm just going to click the up arrow because I'd like it to appear above the section where people can comment. So I'm just going to edit this one. I'm going to paste in my last paragraph. The only reason I'm splitting these up is because the hub score will improve more if you use more capsules so that's why I'm using more instead of just having one up at the top. So this capsule is going to be called how to improve bad credit.

So I have a couple different capsules here. One thing that will also help improve your score on you hub a lot is to add a photo. To do that we've got a little edit link for the photo here. You can add pictures that are on your computer, so I'm just going to go to my computer then I'm just going to click browse. On my desktop I have a little folder where I've saved some images. You can use any images, if you need to find some that you can use you can look at like flickr or any image site or you can use any images that you

already have. So sense this one is about car insurance maybe I'll just use like a picture of a car. Just double click that one and then load images. This is how big you want the picture to be. If I go a quarter width it will just take up a quarter of the space, so I'd use an image right there.

You can also do, like on your hubs, you can put in like say you wanted to put in a You Tube video. If I come to You Tube I can just do a search for like something related to my topic, looks like this one is about auto insurance. If I wanted to use this one all I would have to do is copy the URL right up here and then back on my hub page I'm going to add a video module. I'm going to click edit, I'm going to paste in my URL right here, I'm going to go preview video and I'm going to just make sure it shows up which it is going to show up and then save. That will just add the video to my hub. Adding a video will help increase your hub score and sense you have to keep your hub score above seventy five it's not a bad idea and as you can see it's really easy and quick. Another type of capsule I like to add is the news. So this is just going to show news that's related to my article. Usually I like my comments to show up at the bottom so I just click the up arrow on the news wanting to move it up one.

As you can see this hub has a whole bunch of different modules. We've got some text, we've got a picture, we've got a video, we've got news and we've got comments. So now we want to show how you can get a link because in this case that is kind of the point. We need to get a link back to our site. So all you have to do is edit one of your text modules, you're going to want to highlight the words that you want to make the link out of, so let's say that we wanted to promote our page that's about bad credit scores with a link from hub pages. All you're going to have to do is highlight bad credit scores and then I'm going to click the little link button which is right here and then I'm going to put in the URL that I want to link to. Just put it in right here then you're going to click insert. Then you're going to come up to the top of this and click save. And there's our link right there. Now all you've got to do is click publish and you're good to go.

So hub pages as you can see is a little bit more complicated than like ezine articles but you know you can still get a link here and once you're done, let me just show you one of the hubs I have, it's going to publish it's just going to look like something like this. You know, I'm going to sign out so you can see what it would look like. So this is what the page would look like to a searcher and you'll just have a link from the page that went to your site so that's kind of how hub pages work.

Mark, are there any questions that you think you would have right now or do you think that people are going to have?

No I think that's pretty straight forward. Um, maybe just take a second because it was a little bit more time consuming, maybe just take a second and talk about why as some of these people watching this video as they see that they are probably ways to get links that might be a little bit faster or the people say it too much of a hassle to do hub pages. You should do this automated thing or use this tool or that tool, talk about why you believe so much in resources like hub pages to build links.

Yeah ok, hub pages is a really strong site and it's an already established site that ranks really really well in Google. Google trust this site. So the main reason I would use this over some automate whatever system or anything like that is that the link is going to be a lot stronger if it comes from hub pages. This is a way you can get a link that's a stronger link and so that's why I use hub pages quite a bit. You know if I have a page that I want to strengthen hub pages and ezine articles, those will probably be the first two places that I'll go because the links from those two pages will be pretty strong. Something you should know, I think a question people might ask is well ezine articles is easier to submit to so why wouldn't I just put two

article on ezine and get my two links that way instead of getting one from ezine and one from hub pages? One thing you need to know about that is that the second link that you got from ezine would not provide as much value as the first link did. The first link you get from a site is always going to be the strongest one. So it would be better to get one from ezine and one from hub pages than it would to get two from ezine so that's something you want to consider. Hub pages really, if I wasn't trying to explain what I was doing I could still submit an article to hub pages in like probably five minutes so it's definitely the time. Of course you've got to write the content but just the actual submission process is still pretty fast.

Any other questions you think people might ask?

Nope I think that's probably fine. I guess it's just people should realize that the more they learn about link building and the more they learn about SEO they're going to have certain kind of factions pulling at them saying if you get links this way it's so easy to get tons and tons of links and as the person always doing the link building you're always trying to decide, should I go for massive number of easy links or should I go for fewer high quality links and the answer is still probably both. When it comes to the types of products and services that our users here, the people watching this video are at, when it comes to the types of site they are going to promote or be promoting the safer way to get more consistent results and longer term results is just to go with very trusted sources like hub pages and ezine articles when it comes to link building. It takes a little bit longer but the benefit is a lot higher and more sustainable. So that's it.

Another thing people may ask about hub pages is whether they can kind of mask their identity? You know on this page right here you can see I've got a picture of myself and my names on here. Hub pages will let you have more than one account so I have some other accounts where I also do stuff. This is the one I use to just kind of show people but you can have other accounts under another name if you want to or however you want to do it if you don't want to reveal to everyone who you are so that's another thing to learn about hub pages. So, hub pages is a really good source for strong trusted links so it's something I would definitely use.

So that's it, we'll talk to you guys in the next video.