



Use Hubpages to Dominate The Search Engines & Get Traffic Right Now!

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- [NO] Can be used as web content
- [NO] Can be broken down into articles
- [YES] Can be added to paid membership sites
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- [YES] Can sell Resale Rights
- [YES] Can sell Master Resale Rights
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>> What is Hubpages.com?

The **Hubpages** team was founded by three guys out of Microsoft that were part of the successful startup MongoMusic. The team includes Paul Edmondson, Jay Reitz, and Paul Deeds.

Many of you may have heard of [Squidoo](#) which is a competitor of Hubpages. Basically both of them are a *free-hosted community of content producers*. Both Squidoo and Hubpages can be grouped into the **Web 2.0** movement where user generated content rules.

Both [Squidoo](#) and Hubpages **SHARE REVENUE** with their content creators (**YOU**). In my experience the revenue numbers are still low, but the opportunity is growing. (*But as you will see throughout this report, there are MANY other reasons to focus on Hubpages vs. just the revenue sharing . . .*)

One of Hubpages differences is in how they share profits with the producers of the content on this free hosting / Web 2.0 platform:

“ **Hubpages** purpose is to provide easy-to-use tools and traffic to help anyone to produce content and monetize their knowledge by creating webpages. There will be monetization programs to choose from consisting of products, advertisements and lead generation tools that each person can easily incorporate into their pages. Hubpages will split revenue with the content creator. The pages are organized in the Hubpages website based on algorithmic quality index that promotes the best pages throughout the hierarchy (based on tags) of the website. Each author will earn a reputation score called a HubScore that can be referenced to meter the quality of the content by an author. ”

Hubpages will be positioned to take advantage of the significant numbers of new web content providers that want to supplement their income through content like many people do on eBay by selling goods.

The Hubpage Version

“ **Squidoo**: We divide up the money we receive in a very public way. First, we pay our bills. That's direct out of pocket expenses like rent and servers and salary and benefits expenses (our CEO doesn't take a salary, and neither does our board of directors). Then, with no other deductions, we pay 5% of our post-expense revenue directly to the charity pool, 50% directly to our lensmasters and retain the rest to pay off investors and employees. ”

Squidoo's Version

So, other than the obvious revenue sharing, is there any other reason to consider using Hubpages? **YES!** As Hubpages is starting to be considered an **AUTHORITY** by Google! By comparison, Squidoo also has a similar 'authority' status on Google though there have been some recent changes in Squidoo 'lens' rankings and a *Squidoo Slap* ([Link](#)).

So what does this mean? Google (and Yahoo and MSN) are ranking 'hubs' that are created on Hubpages for some competitive terms (money phrases)!

Developing content on Hubpages should become an important part of your overall web marketing / promotional strategies. In addition to your actual 'hubs' ranking on the various search engines, you can link directly to your other websites! And guess what These backlinks are being 'counted' (as you will see later in this report). So Hubpages can help you strengthen your entire marketing presence and 'network of sites'.

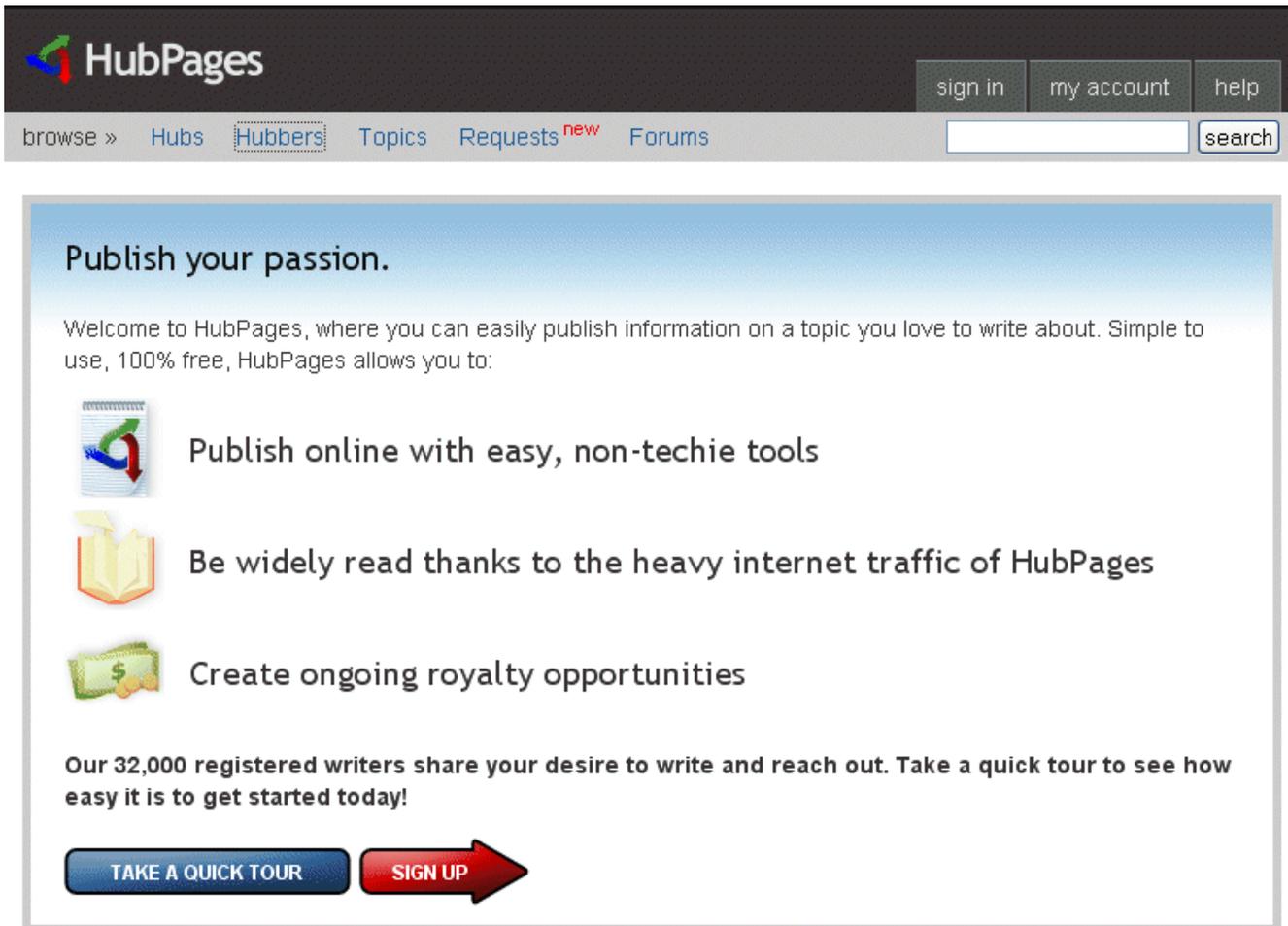
OK, so now you know what Hubpages is all about so what will this report teach you?

- If you have not worked with Hubpages in the past, this report has a detailed step by step guide to setting up and **launching your first 'hub'**.
- If you are a more experienced 'hubber', this report will show you several features and **marketing tricks** that you (and your competitors) are probably not aware of.
- You can use this step by step guide to help train your outsourcers / freelancers as **Hubpages are easy to outsource!**

So read this report then go run and build a 'hub'. Just reading this report will NOT increase your web traffic or make you any money you need to take **ACTION**. Web 2.0 properties such as Hubpages and Squidoo have become an important part of my overall traffic strategy and work well in **any niche market!** Remember your competitors are most likely NOT on Hubpages so it is still a 'land grab'.

>> How to Setup Your First Hubpage

Here's the skinny on how to setup your pages... First off go to Hubpages.com and click on the Signup button.



The screenshot shows the HubPages website interface. At the top left is the HubPages logo. To the right are buttons for 'sign in', 'my account', and 'help'. Below the logo is a navigation bar with links for 'browse >>', 'Hubs', 'Hubbers', 'Topics', 'Requests' (with a 'new' badge), and 'Forums'. A search bar is located on the right side of the navigation bar. The main content area features a blue gradient header with the text 'Publish your passion.' Below this is a welcome message: 'Welcome to HubPages, where you can easily publish information on a topic you love to write about. Simple to use, 100% free, HubPages allows you to:' followed by three bullet points with icons: 1. 'Publish online with easy, non-techie tools' (icon: document with arrows), 2. 'Be widely read thanks to the heavy internet traffic of HubPages' (icon: open book), 3. 'Create ongoing royalty opportunities' (icon: money). Below the bullet points is a paragraph: 'Our 32,000 registered writers share your desire to write and reach out. Take a quick tour to see how easy it is to get started today!' At the bottom of this section are two buttons: 'TAKE A QUICK TOUR' and 'SIGN UP' (which is a red arrow pointing right).



The 'Featured Hubbers' section is set against a yellow background. It is titled 'Featured Hubbers' and displays five profile cards. Each card contains a profile picture, a name, and a number in a red box indicating the number of new hubs published in the last 24 hours. The profiles are: 1. 'crazyhorsesghost' with 99 hubs, 2. 'SunSeven' with 98 hubs, 3. 'Maddie Ruud' with 98 hubs, 4. 'wajay_47' with 97 hubs, and 5. 'cgull8m' with 97 hubs. Below the profiles is the text: 'Featured hubbers have published a new hub in the last 24 hours.' At the bottom right of the section is a large blue arrow pointing right with the text 'MORE GREAT HUBBERS' inside it.

Create A New Account

Your Username

(Spaces **are** allowed. Can **not** be changed later.)

Your Email

Your Password

Retype Password

Type the characters you see in the picture



I have read and understand [HubPages' terms of use](#).

Username

This is the name that will appear on all your Hubs. Choose it carefully! Once you've set a name, it can't be changed. Make sure it is how you want to be represented on your Hubs.

Email

Type in your email address.

Password

Use a distinctive password, preferably an alpha-numeric combination 6-12 characters in length.

Funny Characters

Please type in the characters that appear on the screen. If you're having trouble recognizing matching them after a couple tries, please be sure you have cookies enabled in your browser. If it's still not working you can [contact HubPages](#) for help.

The next step in creating your HubPages account will be in asking if you want to add your AdSense account. This step is *OPTIONAL*. If you would like to share in the AdSense revenue related to your 'hubs' then you should enter your AdSense account:

Make Money On HubPages With Google AdSense

We can sign you up for a new Google AdSense account with the information you've already given us, or we can link your existing AdSense account to HubPages.

This allows us to display ads on your behalf. It's easy, and it's important. AdSense is one of the main ways people make money on HubPages.

[No thank you, I'll sign up for AdSense later \(skip this step\).](#)

Google AdSense

Do you already have a Google AdSense account?

Yes
 No

Link your existing AdSense account to HubPages

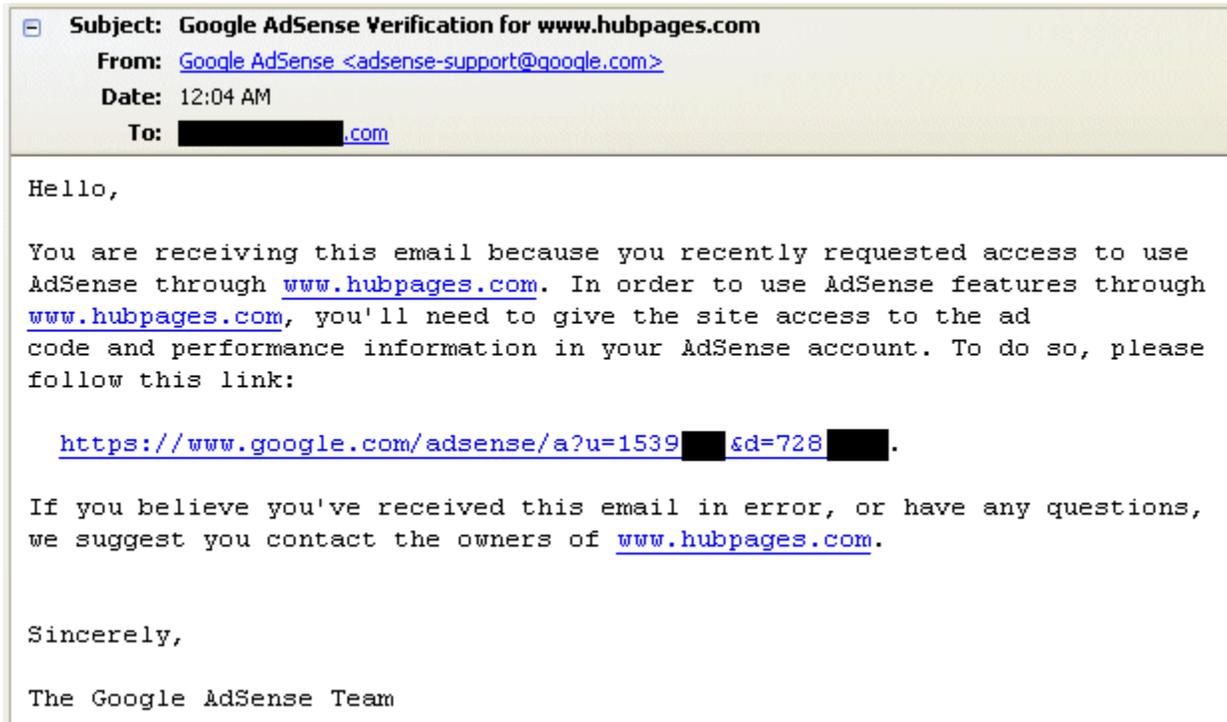
To link your accounts, enter the email address, zipcode, and last 5 digits of the phone number that you gave Google when you signed up for your AdSense Account. We'll link the accounts together, all you need to do is follow the simple confirmation instructions that you'll get by email from Google.

Email Address

Last 5 digits of phone

Postal Code

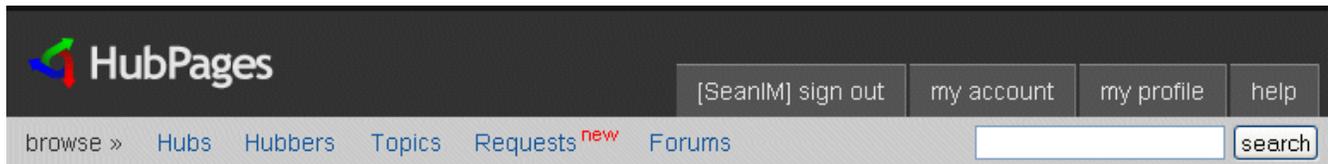
If you choose to include your AdSense account details, to share in the revenue, then you will receive a confirmation email like this:



Once you've confirmed by clicking the email link you're all ready to go and to start building your Hubpage!

>> Starting Your First Hub

Click On >> [Start Your First Hub](#)



Welcome—you're our newest Hubber!

How would you like to get started?

[Return to where you came from](#) (Return to the page you came from)

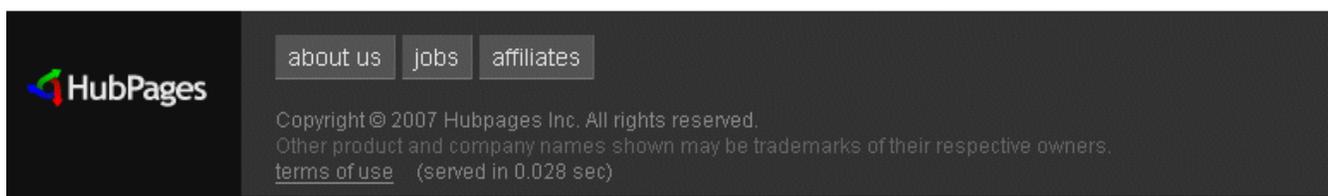
-or-

[Start your first Hub](#)

-or-

[Invite your friends to join](#)

Let them know about HubPages, and earn a **lifetime referral bonus** on any Hubs they make. You can even import email addresses from your Yahoo!, Hotmail, Gmail or AOL address book with our easy-to-use tool.



Once you have your account setup you'll want to complete the form:

HubPages [] sign out my account my profile help

browse » Hubs Hubbers Topics Requests^{new} Forums search

Assemble Your Capsules

Here's where you assemble capsules to create a Hub. The capsules are listed in the right hand column, and include Text, Photo, Comments, News, RSS and Revenue capsules. The arrow keys will help you arrange the Hubs.

Settings Summary Text Group Help

Title

Ads High (The more ads, the more money you will make)

Labels Casino- or gambling-related content For mature audiences

Status New

Add More Stuff

Content Capsules

- « Text
- « Photo
- « Video
- « Links
- « News
- « RSS
- « Comments

Revenue Capsules

- « eBay
- « Amazon

Edit Tags

- business
- internet
- marketing

Preview Save Unpublished Publish

What the summary tab looks like:

Settings Summary Text Group Help

Calculate summary automatically

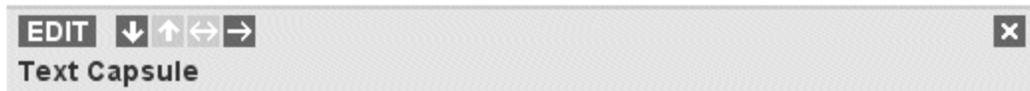
Summary

The summary will be shown on listings and search results pages only.

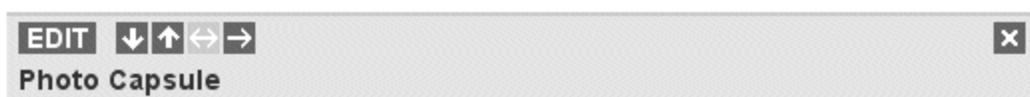
Preview Save Unpublished Publish

After you have completed the above steps:

Your Hubpage Title Will Show Here



Click **EDIT** above to add content to this empty capsule.



Click **EDIT** above to add content to this empty capsule.

This is pretty straight forward, you should add a nice text description of your hub and you can add a photo / image by clicking the **EDIT** buttons for the respective capsules above.

Notes on photo / images:

- *I find that adding an image helps 'draw clicks' to your profile and 'hubs'. You do not have to use a photo of yourself you can use an image related to your niche / topic)*
- *Another note on the above 'profile photo', use an image that is 400 x 241 or Hubpages will resize it on their end.*

There are several Content Capsules as noted below:

And in addition to sharing in the AdSense revenue on your hub you can also add **Revenue Capsules** and add your **Amazon** and **Ebay** affiliate accounts for further monetization via your hub.



How to add video to your hubpage

The Content Capsules noted above are all easy to use. I found the Video capsule to be a bit confusing, so here is the detail:

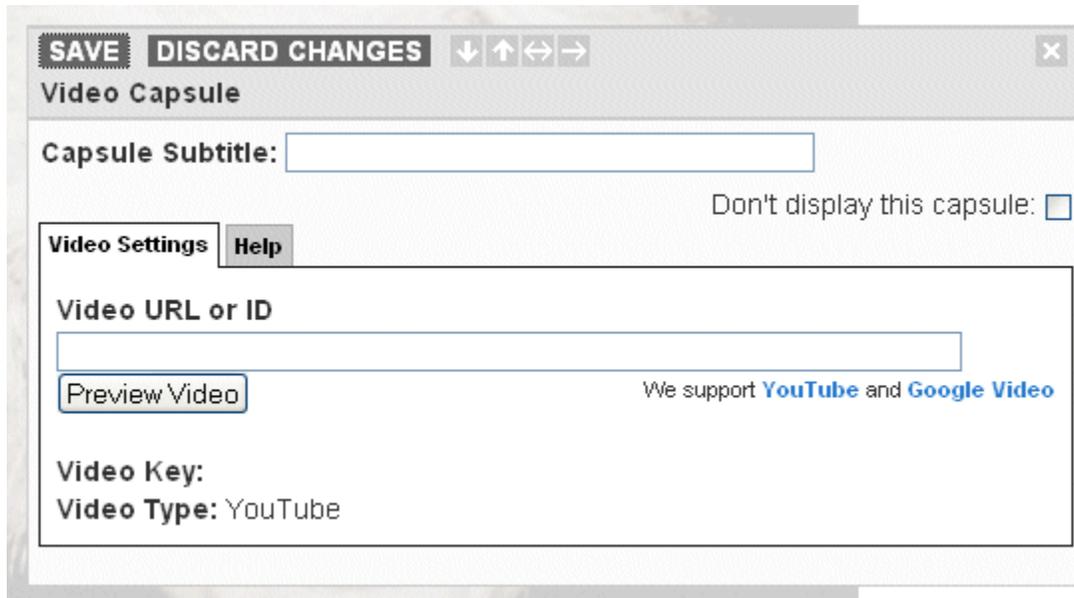
Click on the menu item << **Video**

When you click on the <<Video link you'll noticed a red status flashing in your browser:

↓ Added capsule below

Once you see that you can then scroll down and should notice a new capsule added for you to hit the EDIT button right below the Comments Capsule.

Here's a view of the box you'll need to fill in for adding videos:



The image shows a software dialog box titled "Video Capsule". At the top, there are buttons for "SAVE" and "DISCARD CHANGES", along with navigation arrows and a close button. Below the title bar, there is a text input field for "Capsule Subtitle:" and a checkbox labeled "Don't display this capsule:". Underneath, there are two tabs: "Video Settings" (selected) and "Help". The "Video Settings" tab contains a text input field for "Video URL or ID", a "Preview Video" button, and the text "We support YouTube and Google Video". At the bottom of the tab, there are labels for "Video Key:" and "Video Type: YouTube".

Capsule Subtitle: you want to think about including your keywords here . . .

Video URL is just grabbing the link from Youtube or Google video and pasting it in...simple stuff.

Then hit the Preview Video button and then Save , that's it.

>> About Hubpage Groups

Groups within Hubpages aren't like Yahoo Groups (and are NOT the same as Squidoo Groups) but rather something for you to interlink a few of your Hubpages together with other relevant pages (hubs) that you've created.

Settings
Summary Text
Group
Help

Hub Groups allow you to connect related articles together so that your readers can easily navigate between them. The group navigation will appear at the very bottom of the Hub, once you have added at least 2 hubs to a group. Hubs will be added at the end of the group list when assigned to a new group. You can [manage all your hub groups](#) (opens in a new window) or from your my account page.

Group: -none- ▼

Preview
Save Unpublished
Publish

Here's what Hub Groups are straight Hubpages.com site:

What are Hub Groups?

As write more Hubs, you'll eventually want to organize them so your reader can easily navigate through all your work. Hub Groups is the tool that can help you organize your Hubs and make navigation easy.

Start by creating a group that includes Hubs that share a common trait. Follow the steps below to make your group.

- **Add New Group:** To create a group, click on "Add New Group" button and name the group. You can choose if you want the name to appear on the drop-down box.
- **Edit Hub Group:** Click "Edit" and you can rename the group, or change its appearance status on the drop-down box.
- **Delete Hub Groups:** Click "Delete" to remove the group. This will not delete any Hubs that are part of the group. They will automatically be moved to the "Orphan Hubs" group that appears at the bottom of the page. (See example at left.)

After you've finished, a box will be displayed on the page of any Hub that is part of groups. Inside the box is the title of the Hub you're currently at, followed by an arrow. By clicking on the area, you can see all the related Hubs in the group. You have the option of including a name for the Group that appears in the box.

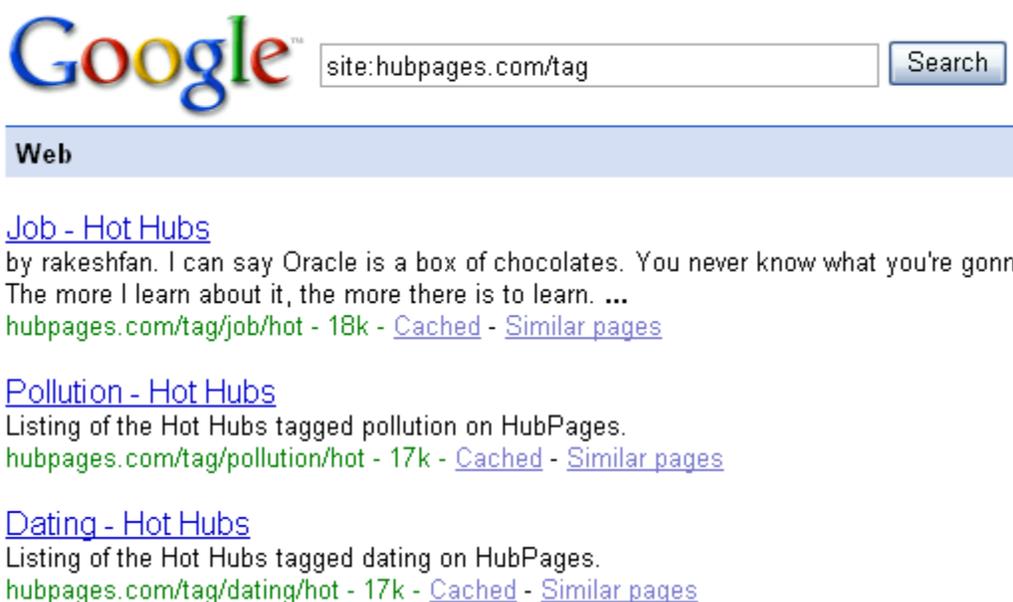
>> Tagging and Hubpages

Tagging is an important part of Web2.0! Hubpages allows you to 'tag' each hub that you create and I strongly suggest that you include them. You will see many competitive hubs that are not using tags so this can be an advantage for you . . .

Here is another **SECRET** to why tags are so important. Did you know that Google INDEXES and RANKS tag pages?

Google when I last checked has 109,000 tag pages indexed . . .

<http://www.google.com/search?q=site%3Ahubpages.com%2Ftag>



Selecting tags is very similar to keyword research. You should include plurals, related terms and here is a **SECRET TIP** . . .

Misspellings!

Yes misspellings can rank nicely using Web 2.0 properties and tag pages including Hubpages.com! (*this one tip should be worth the price of the report, as I do not see this being utilized to its full potential*)

Here is a screen shot of an actual Tag page on Hubpages.com:

The screenshot shows a HubPages page for the tag 'dog'. At the top is the HubPages logo and navigation links: 'browse » Hubs Hubbers Topics Requests new Forums'. A search bar is on the right. The main heading is 'Hot Hubs · tagged dog' with an RSS icon. Below this, there are three hub entries:

- Cure Dogs Who Chew, Lick or Bite Their Paws** by luke jones (68). Description: 'Pets itch, scratch, bite, and lick themselves for many reasons. Some of the more common itch-inciting causes include: skin parasites, bacterial or fungal skin infections, stress or boredom, contact irritants... published 1 day ago'. Tags: health, education, how.
- How To Properly Move Your Pet** by luke jones (73). Description: 'Your Pets: How to Safely Move Them Learn the proper steps to make their journey as smooth as yours. They're our loved ones. Soft, cuddly, scaly or hairy, from dogs and fish to spiders and lizards, they all... published 1 day ago'. Tags: dogs, dog, pets.
- Cutting Your Dog's Nails, Part One** by Nadia Oxford (79). Description: 'If your dog sounds like he's tap-dancing across the hardwood, it's time for a trim. The very notion fills many dog owners with dread, but nail cutting is a simple--and very important--process. The dog's wild... published 2 weeks ago'. Tags: dog, pet, tools.

On the right side, there are two sidebars:

- Related Tags**: pet, pet food ratings, dog breeds, puppy, pets, lamb, pet food, dog treats, ask susan peters, susan peters, vet, dogs, grooming, dog food, groomer.
- Top Hubbers**:
 - AskSusanPeters: Hubscore: 100, Fans: 83
 - Snowraven: Hubscore: 91, Fans: 2
 - luke jones: Hubscore: 93, Fans: 6
 - gerry16: Hubscore: 86, Fans: 0

At the bottom right, there is a yellow box with the text 'Degrees for Employed'.

So how do you 'tag' your hubpage? Simple, you just create your hub and some of the tags are auto generated based on the title and words you use to describe your hub. After that you'll notice a menu on the right side where you can add more tags or delete ones that were auto tagged that you do not feel are relevant. **Tags are IMPORTANT** do not forget them!



Once you've added all of the content and images to your hubpage then it's time to grab it's **RSS feed and ping it!** This is an IMPORTANT step that all of your competitors are missing! **Did you think that you can only ping blogs? (guess what you can ping anything with a RSS feed!)** Did you know that Hubpages even had a RSS Feed? Well it does and **you need to ping it!**

ping-o-matic

Home Stats Blog

Welcome to Ping-O-Matic

BLOG DETAILS

Blog Name:

Blog Home Page

RSS URL (optional):

SERVICES TO PING (CHECK COMMON)

<input checked="" type="checkbox"/> Weblogs.com [link]	<input checked="" type="checkbox"/> Blo.gs [link]	<input checked="" type="checkbox"/> Technorati [link]
<input checked="" type="checkbox"/> Feed Burner [link]	<input checked="" type="checkbox"/> Syndic8 [link]	<input checked="" type="checkbox"/> NewsGator [link]
<input checked="" type="checkbox"/> Feedster [link]	<input checked="" type="checkbox"/> My Yahoo! [link]	<input checked="" type="checkbox"/> PubSub.com [link]
<input checked="" type="checkbox"/> Blogdigger [link]	<input type="checkbox"/> BlogRolling [link]	<input checked="" type="checkbox"/> BlogStreet [link]
<input checked="" type="checkbox"/> Moreover [link]	<input checked="" type="checkbox"/> Webloglot [link]	<input checked="" type="checkbox"/> Icerocket [link]
<input checked="" type="checkbox"/> News Is Free [link]	<input checked="" type="checkbox"/> Topic Exchange [link]	

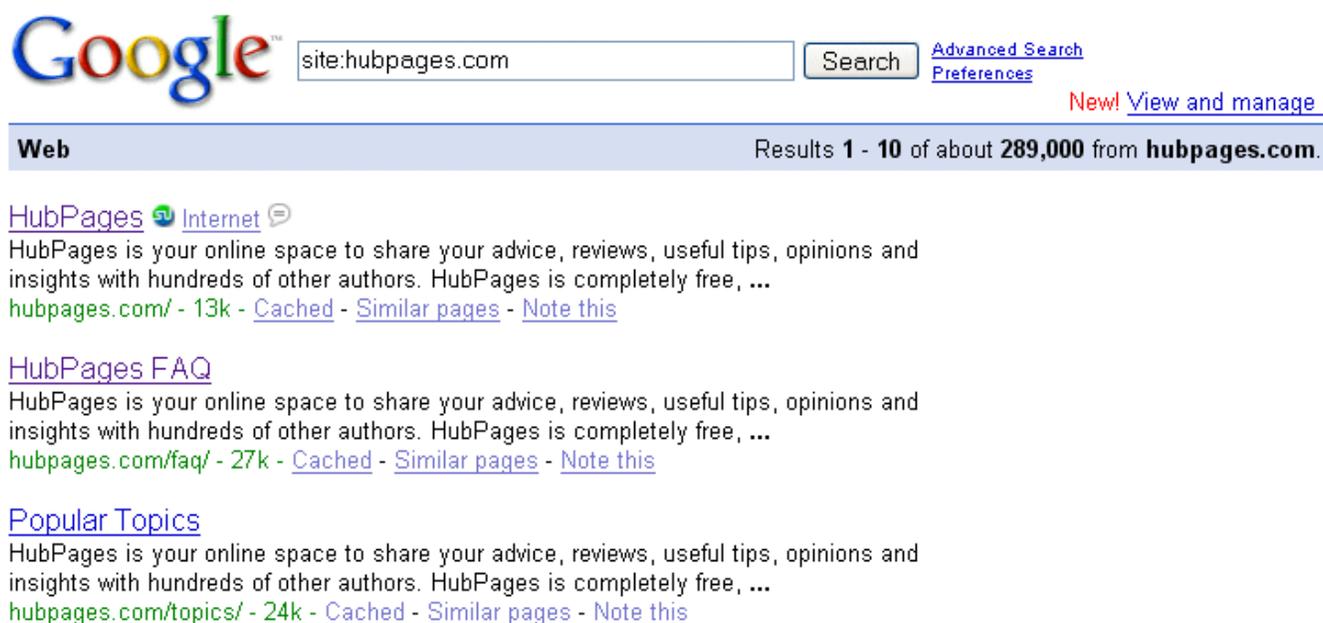
Specialized Services

<input type="checkbox"/> Audio.Weblogs [link]	<input type="checkbox"/> RubHub [link]	<input type="checkbox"/> GeoURL [link]
<input type="checkbox"/> A2B GeoLocation [link]	<input type="checkbox"/> BlogShares [link]	

>> How Will My Hubpages Rank?

Now that is the MOST IMPORTANT question when approaching any Web 2.0 property... Here are some examples of search engine traction:

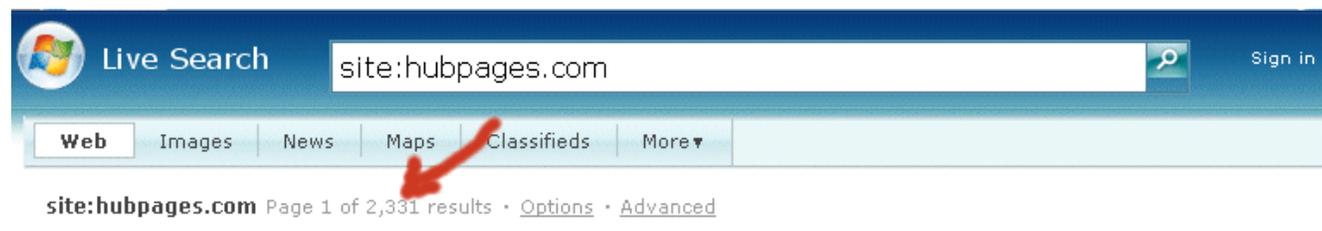
Google is nicely indexing Hubpages when I checked there were:
289,000 pages indexed on Google.



The image shows a screenshot of a Google search interface. The search bar contains the text "site:hubpages.com". To the right of the search bar is a "Search" button and two links: "Advanced Search" and "Preferences". Below the search bar, there is a blue bar with the word "Web" on the left and "Results 1 - 10 of about 289,000 from hubpages.com." on the right. The first search result is for "HubPages" with a small icon and the text "Internet". The description for this result is "HubPages is your online space to share your advice, reviews, useful tips, opinions and insights with hundreds of other authors. HubPages is completely free, ..." followed by the URL "hubpages.com/" and the text "- 13k - Cached - Similar pages - Note this". Below this is another result for "HubPages FAQ" with the same description and URL "hubpages.com/faq/" and text "- 27k - Cached - Similar pages - Note this". The third result is for "Popular Topics" with the same description and URL "hubpages.com/topics/" and text "- 24k - Cached - Similar pages - Note this".

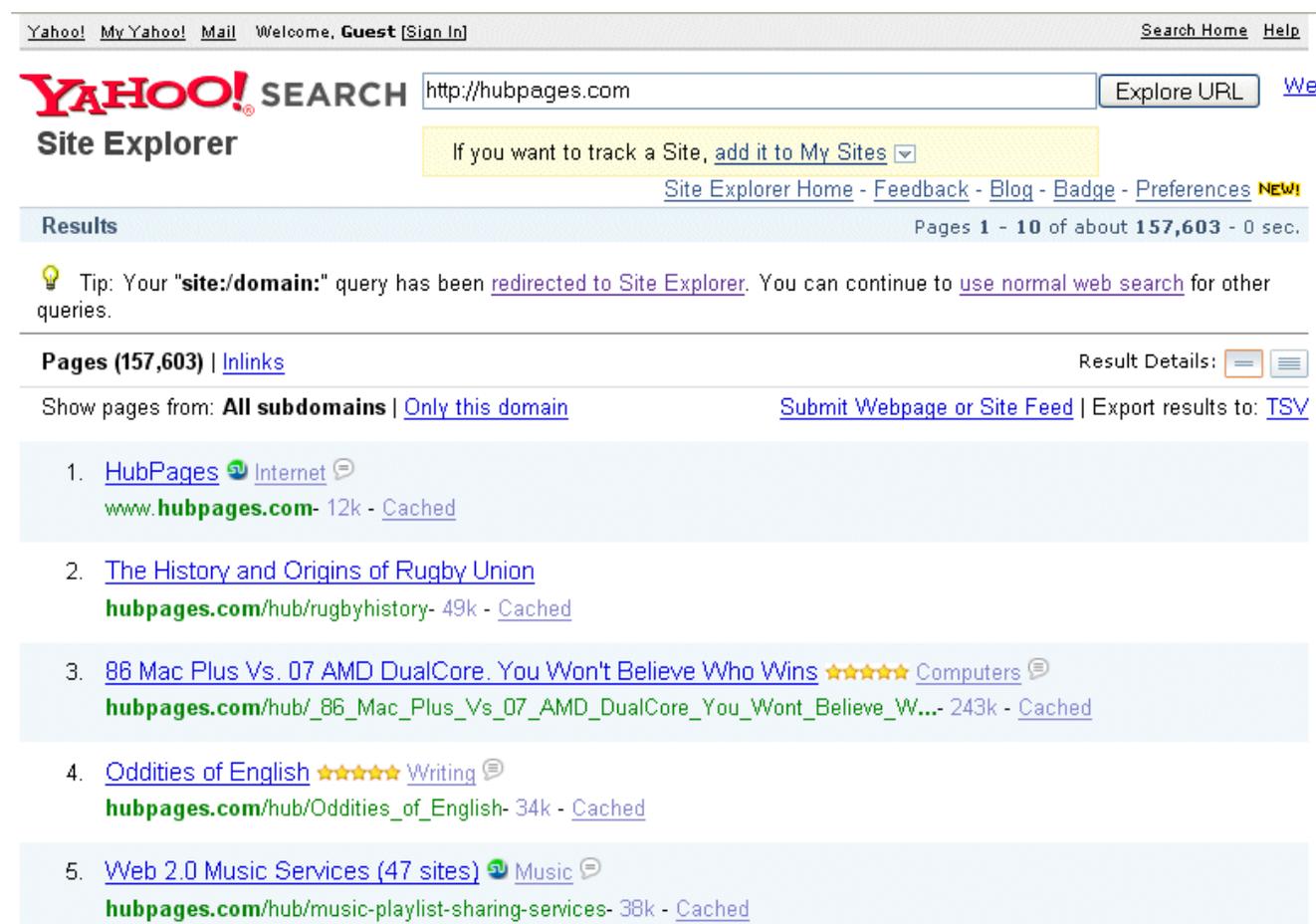
Not only is Google indexing Hubpages nicely, so is MSN and Yahoo!

MSN pages indexed:



2,331 results on MSN and over 157,000 pages listed in Yahoo!

Yahoo pages indexed:



Here is an example of a hub that got picked up by Google and is also carrying **PageRank!**

Make a Sandcandle 81

By [Moonmaiden](#).

[How To Make Candles](#)
Free Candle Making Instructions! We Have Kits, Wax, Wicks & Fragrance.

[Wholesale Candle Supplies](#)
Find High Quality Candle Supplies. Wax, Jars, Wicks, Equipment & More!

Ads by Google

A Great Family Project

While this craft was quite popular in the 70's, it has died out for the most part. I still like to do it once in a while, because it's a lot of fun and results are different every time. It really is a one-of-a-kind gift. And if you hate to waste things, you'll enjoy recycling your candles. Melt the used candles in a double boiler, and use a wire strainer to get rid of old wicks, pieces of matches and other debris. You can combine used wax with new wax. Keep in mind that you'll get color variations just like with mixed paint or dyes. In other words, if you melt a red candle and an yellow candle in the same batch you are going to get orange wax. If you throw a bunch of colors into the same pot you are going to get an icky brown.

I hope you enjoy this project. Kids can do this with adult supervision. Remember hot wax can burn, so you'll need to help them with the tricky parts. Never get the wax too hot because it can burst into flames. Just get it hot enough to melt.

It's no more dangerous than baking cookies though, so let the kids do the parts they can do.

What you need

Here is a supply list of things you'll need to make a sand candle. If you make candles already, you'll have most of these things on hand.

Moonmaiden

Score:	97
Fans:	88
Hubs:	193
Joined:	46 weeks ago

- Contact Moonmaiden
- Join Moonmaiden's fan club
- Subscribe to Moonmaiden's RSS feed
- Request a hub from Moonmaiden
- more by Moonmaiden

Answers The Request

Unique gift idea

Done Adblock Tor Disabled Proxy: None SE PageRank Alexa Compete Open No

Both Yahoo and Google show backlinks for this Hubpage!

Yahoo! My Yahoo! Mail Welcome, Guest (Sign In) Search Home Help

YAHOO! SEARCH [Web](#)

Site Explorer If you want to track a Site, [add it to My Sites](#) ▼

[Site Explorer Home](#) - [Feedback](#) - [Blog](#) - [Badge](#) - [Preferences](#) **NEW!**

Results Inlinks **1 - 10** of about **78** - 0 sec.

Tip: Your "link:" query has been [redirected to Site Explorer](#). You can continue to [use normal web search](#) for other queries.

[Pages](#) | **Inlinks (78)**

Show Inlinks | Export results to: [TSV](#)

1. [How To Do Japanese Gift-Wrap](#)
hubpages.com/hub/art-of-japanese-gift-wrap- 36k - [Cached](#)
2. [Tattoo ideas](#)
hubpages.com/hub/_Tattoo_ideas- 14k - [Cached](#)
3. [Great gift ideas](#)
hubpages.com/hub/Great_gift_ideas- 13k - [Cached](#)
4. [Crafty Gift Baskets](#)
hubpages.com/hub/Crafty_Gift_Baskets- 27k - [Cached](#)
5. [Project - Hot Hubs](#)
hubpages.com/tag/project/hot- 15k - [Cached](#)

Web [Images](#) [Video](#) [News](#) [Maps](#) [Gmail](#) [more ▼](#) [Sign in](#)

Google [Advanced Search](#)
[Preferences](#) New! [View and manage your web history](#)

Web Results **1 - 2** of **2** linking to **http://hubpages.com/hub/Make_a_sand_candle**. (0.13 seconds)

[Unique gift idea--Personalized Name Poems](#)

Everyone loves to be addressed by their name, even if we don't particularly like our given name, we like the recognition it brings us. A name is unique, ...

hubpages.com/hub/Unique_gift_idea - 22k - [Cached](#) - [Similar pages](#)

[Poem - Mystical Moment](#)

I listen to the wind's relentless moan, it's constant roar, How many times I think, have I heard this sound before? Tears of anguish flooding from ...

hubpages.com/hub/DarkwingMystical_Moment - 15k - [Cached](#) - [Similar pages](#)

>> Improving Your Hub Score

What is it anyways?

(from Hubpages.com)

What's a HubScore?

We use this to determine the quality of individual Hubs, much like Google ranks popular pages. Many factors contribute to our rating scale of 0 to 100, with 100 being our top score. A HubScore is used to determine your Status.

How is HubScore computed?

HubScore takes into account a number of factors, and will vary quite a bit from the time a Hub is published as data about its performance continues to stream in. The most important HubScore components that you should be concerned with include:

- Amount of traffic, including percentage from sources other than HubPages
- The length of the Hub (the more unique writing, generally, the better)
- The uniqueness of content (copying content already available on the Web will be penalized)
- The number of thumbs-up votes from unique users
- The overall quality of the Hubber (author HubScore and Status)

We reserve the right to change the factors used to assess a Hub's HubScore as we continue to determine those that measure a great Hub.

The bottom line is if you write original, useful content, your HubScores will reflect the quality and work you've put into them.

>> Tips To Improving Your Hub Score

- * Create keyword rich content. You don't have to overdue it. Include other related terms / synonyms in your text. Mix in bold / italics / outbound links (with anchor text).
- * Try to use original content, or if you are using PLR (private label rights) content it is always a good idea to modify it.
- * Update your content often and on a consistent schedule. This is a critical step not only do search engines love freshly updated content so does Hubpages! (this is also important on Squidoo).
- * Generate traffic and backlinks to your hubpage by PROMOTING it. Link to it from other blogs, forums, directories, etc...as you would with a traditional website. Promoting your hubpage can also be cheaply outsourced if you prefer.
- * Get your friends and/or outsource employees to assist you in 'thumbs upping' your hub. But really if you focus on putting out great quality content this should come naturally. *You can give it a hand initially though. :)*
- * Increase your status as a hubber by creating a dozen or more hubs. Don't go overboard as you will be looked at as a *spammer* if your hub creation goes too high in ***one account***. 20-50 would be plenty. Hubpages even calls this out in their FAQ!
Hmm, no one said you can't create another main Hubpages account and start again

>> Summary

- Authority Domains with Web 2.0 user generated content, such as Hubpages, are getting noticed by the search engines including Google!
 - * Hubpages has built-in traffic (its own user base) and can also help provide search engine traction.
 - * You can use Hubpages to build backlinks to your main money making website or network of sites.
 - * Build yourself up as the 'expert' / 'authority' in your field from Web 2.0 properties just like Hubpages (much like article marketing).
 - * Get paid while doing this promotional work! Hubpages shares revenue!