

# CREATE A HUBPAGE, LINKING TO YOUR BLOG, BOOKMARK USING SOCIAL MARKER

Today you are going to be leveraging a Web 2.0 web site platform to help you build authority backlinks into your main ranking vehicle, which is your WordPress Direct blog. In this lesson, you are going to learn how to setup a Hubpage, include links in the hubpage and socially bookmark it.

Like Squidoo, it is an easy way to create content in. The rules have changed and they are now quite strict. You will have to err on the side of conservative and caution because you need to start very modestly. It is almost recommended that you start with one link although in this example we will include two links.

With all these Web 2.0 properties, things have changed. They are incredibly powerful because they can create authority backlinks to your main ranking vehicle. It is just you need to respect how you use it. You do not put too many backlinks in there and also you want to err on the side of caution with tags.

You'll understand more about this as you go through this, so let's begin.

Go to [HubPages](#) and proceed with to register by clicking on the red **Sign Up** button.



The sign up form is easy to go through. You only need to enter your username, email, and choose your password. Typing the characters you see in the picture ensures that you are a human and not a robot / script. You also need to agree to the terms of use and choose whether you want to receive information about

education opportunities in your field. This last option is entirely up to you so you may choose not to receive it.

**Note:** It is important that you go through the **Terms of Use** as it is ever changing. As a hub page owner, you take responsibility for the content that you put into it.

**Create A New HubPages 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!](#)

**We value and support higher education. If you would like information about educational opportunities in your field, choose below.**

I would like to receive information about higher-education opportunities.  
 I do not feel I would benefit from educational opportunities at this time.

Click the **Create My Account** button to submit your data and create your account.

(Note: HubPages will not store your email login or password).

Gmail address

Password

**Or use another account:**

Email address  @

Only works with hotmail, msn, yahoo, aol and gmail addresses.

Password

The next screen allows you to invite your friends, but you may skip this step if you want. Clicking on either of the **skip this step** button will do.

You can immediately **Create a Hub** on the welcome screen. However, you need to confirm your account by clicking on the unique link in the email address. Included in the email is also HubPages guide. You may want to read the guide for more information.

So, what is a Hub? It is a web page on any topic. Hubs can include links, photos, video, and the text you like. Although you have good quality content, you need to keep the links in the same page to the minimum. In this example, we'll be testing out to see if they accept 3 links in the page.



Click on the **Create a Hub** button to start the hub creation process.

When you enter the title, it will automatically suggest the hub web address for you, which is usually fine. You want to pick the right tags. For the sake of our example, here is the information.

**Title:** Vintage Electric Guitar (your main keyword phrase)

**Hub Web Address:** Vintage-Electric-Guitar (automatically picked)

**Add Some Tags:** Recreation (this is not make or break)

At the moment, you want to include only 3 tags to keep HubPage happy, although you may include more later. The additional tags are *vintage bass guitar*, *vintage gibson guitar* and *antique guitar*.

**Note:** In the screen shot, I use **Vintage Electric Guitar 2** to make the page unique and for demonstration purpose only. It should be **Vintage Electric Guitar**.

### Choose a Title

Vintage Electric Guitar

- 120 characters or less; No HTML or quotation marks.
- Be specific. Good titles tell readers what the Hub is all about.

### Give Your Hub A Web Address

Vintage-Electric-Guitar

<http://www.hubpages.com/hub/Vintage-Electric-Guitar-2>

- 120 characters or less. No spaces, quotation marks, or slashes.
- Be consistent. The web address should be related to the Hub title
- Choose carefully, you will not be able to change the address later

### Add Some Tags

Recreation

vintage bass guitar

vintage gibson guitar

antique guitar

#### [add another tag](#)

- Enter one Tag per box.
- You can add and delete tags from your Hub at any time.
- Tags make it easy to find your Hub.

[Continue>](#)

Need more suggestions?

Try one of these:

[« music](#)

[« shopping](#)

[« fashion](#)

[« arts](#)

[« history](#)

[« spirituality](#)

[« home](#)

[« automotive](#)

[« ebay](#)

[« energy](#)

[« how to](#)

[« pets](#)

Hit **Continue** to proceed.

Before you go any further, you will be warned about the rules.

**No Spam:** No promotional offers or Hubs designed only to promote another site or business.

**No Adult:** No nudity, no sexually explicit content, and no links to adult or pornographic sites.

**No Gambling:** Do not promote gambling or online gambling sites.

**No Unfinished Hubs:** Please do not publish unfinished, strictly personal, or “test” hubs.

**No Deception:** Your title and tags must match your Hub’s content. Link text must not be deceptive.

**English Only:** The text of your hubs should be predominantly in English.

**No Copied Content:** Do not copy content you do not have the right to use. Original content is rewarded with higher HubScores.

In other to avoid being spammy, you may only want to include only one link. HubPages are also known to warn you even if the other piece of duplicate content is on your blog. It is important to have original content.

Press the **Continue** again to go to the next page.

You can only choose High in the **Ads** drop down menu. Make sure you tick both **content meets the conditions of the AdSense Program Policy** and **this hub may be considered commercial**.

**Note:** One day after creating the Hub page, it was slapped by HubPages. So, you may try to include only two links in the content and no RSS feed at all. Send the RSS feed to Squidoo.

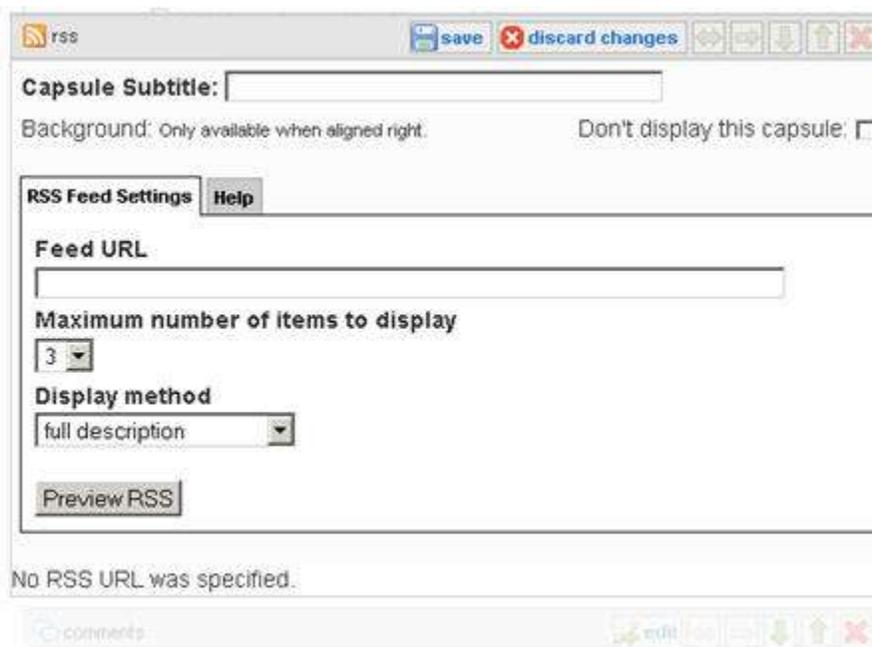
In this example, you are going to build a really basic hub. As you want to include an RSS feed, click on **rss** from the **Content Capsules** list.



A new RSS content capsule will appear on the bottom of the content screen.



Click on **edit** on the RSS capsule to enter your blog RSS feed information.



Enter your main keyword in the **Capsule Subtitle** and your blog's feed into the **Feed URL** field. You may find the link to your RSS feed on your blog or in case of WordPress Direct, it would be the URL to your blog plus */feed*.

*<http://www.vintageelectricguitarblog.com/feed>*

or

*<http://yourblog.topicster.com/feed>*

Set the **Maximum number of items to display** to 4 and **Display method** to full description. As you want to display the capsule, make sure you uncheck the **Don't display this capsule** checkbox.



Save the entered information by clicking **Save**.

The second capsule you want to set is **photo**. Click **edit** to pop up an editing box related to that capsule. If the photo is in your computer, pick **My PC** and browse to the file from your computer.

Hit the **Load Images** button to upload the image to HubPages. Choose **Save** to save the new photo. You may adjust the location of the image by pressing the **arrows** button. Because we want to put the image content on the top of the page, press the **Up** arrow once.



You may put the photo side by side of the content by pressing the **right arrow icon** once.



The result will look like below.

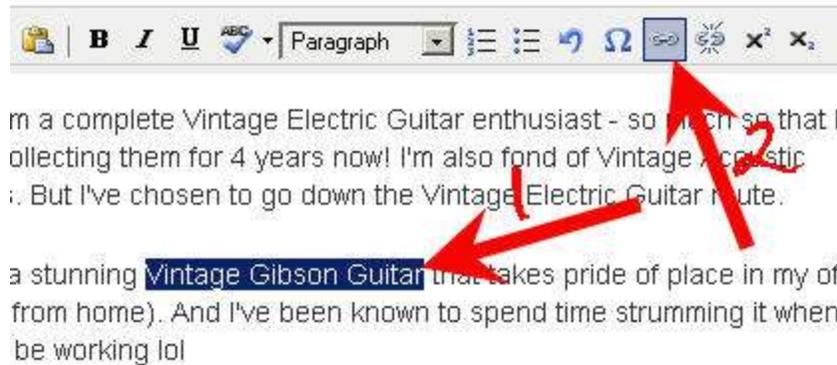


Click on the **edit** button for the content capsule to add content.

The **Capsule Subtitle** should be your main key phrase. Enter the content in the text area.



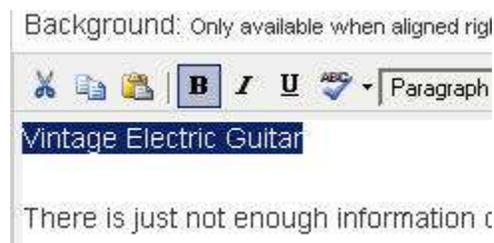
You may format the text in the content area using the toolbar. You can add a link by highlighting the text first and then choose the **Insert/edit link** icon.



Up pops a window that allows you to insert the link and behavior of the link. You may want to make it to **open in the same window**, because you want the visitors to end up visiting your blog.



You may want to make some text bold by clicking on the **Bold** icon.



Make some of the keywords in the content bold or italics. When you finish with the editing, don't forget to click on the **Save** button.

The final content capsule may look like below.

You want to make your RSS capsule above the **Comments** but before the main content, so move it up once by clicking on the **up arrow** icon.

**Tips:** Hub pages may perform better and Squidoo lens. For Thirty Day Challenge (TDC), the pages you are creating in Squidoo, HubPages and other Web 2.0 properties that you will be introduced to, the intention is to create authority links. Although Squidoo lens and Hub pages may rank pretty well on their own, Hub page gets a lot more comments than Squidoo lens.

Hub pages may do very well in Yahoo. Although in TDC the focus is on Google, traffic from anywhere is good enough.

What you haven't done is your profile, so you want to click **Save Unpublished** to save your page but not publishing it publicly yet.

Next, go to **My Profile** and click on **Edit Profile** to edit your profile.



Put a short bio in the **Bio** section. Other options are entirely up to you, but you may choose not to have other users to contact you. Fill in the **Location** with your geographical location.

The next thing you want to add is a photo, so click **add photo** and choose a picture from your computer hard drive. If your image is too big, you may have to crop the image first, you will be able to adjust the crop area before clicking the **Crop the Image** button to apply that.

A screenshot of the 'Your Profile' edit page on HubPages. The page is titled 'Your Profile' and has a vertical line on the left side. It contains several sections: 'Photo' with a placeholder image and a '[add photo]' link; 'Username' with a text input field; 'Email' with a text input field and a '[verify your email address]' link; 'Location' with a text input field containing 'Sydney & USA'; and 'Bio' with a text area containing a sample bio. The bio text reads: 'Hi I'm Ed Dale and I'm a Vintage Electric Guitar Collector and enthusiast. I have been known to dabble in colalcting Vintage Acoustic Guitars as well. To say I'm passionate about them is an understatement! I've been collecting for over 4 years and whilst I always have more to learn, I hope what I have learnt can help others in some way.' Above the bio text area are formatting icons for bold (B), italic (I), underline (U), link, unlink, and a sun icon. There are also three checkboxes: 'Allow HubPages to contact you?' (checked), 'Allow other users to contact you?' (checked), and 'Receive email from your favorite authors?' (unchecked).

Make sure you fill in the information and click **Save Changes** to save your information.

You may view your Hub page by going to **my account**. You will see a list of your page there. Click on either one of them to view.

The HubScore is not something you should pay great attention to. You may also notice that the Google AdSense ads appear in the page, which you can't control.

You may add or delete tags easily by clicking the red cross icon or add new tag in the available field.



Once you are ready to go, hit the **Publish Now** button. The next screen allows you to sign up with a **Google AdSense** account, tell others about your hub page or create another Hub. The last information is the URL to your Hub.



Finally, you want to socially bookmark your Hub page. Hit the **SocialMarker.com** button in the Flock toolbar while you are on your Hub page. If you don't have this button yet in your browser's toolbar, you want to learn how to get this and learn how to use Social Marker in previous lesson (Day 8).

Just like when creating a Squidoo lens, you should find it easy to build your Hub page. The key point is to create an authority backlinks by leveraging the power of Web 2.0.

So far, Squidoo and HubPages are secondary to your main ranking vehicle and should your Squidoo lens or Hub page happen to rank, it is a good thing as well.

Just remember that your focus is on your main ranking vehicle, which is your WordPress Direct blog. With Squidoo or Ezine Articles, the role is different from one to another. You need to know and respect them. They have very clear rules. They'll let you know if there are changes. Those sites are very fair, they will send you a warning message via email before shutting your account down but you need to play safe.