

A Few Quick Words About Hub Scores

Dear Posse,

Over the last week or two, Diana forwarded a couple emails to me from people concerned that their hubscore wasn't up to 75 yet. Valid concern, looks like I need to make a few things more clear.

In the little video I made where I recommended Joe & Diana, I said something like "you don't want to worry about your hub score, so let them do it for you." Well, that's the statement that caused some confusion / concern, so here's the deal... understand the following 5 facts, and the confusion should be gone.

1. If your hubscore is below 75, there will be a nofollow tag put on all the external links. This prevents any juice from flowing back to your money site, which eliminates any SEO gain from hubpages. *[note: if your main goal isn't SEO, if you're looking to use hubs/lenses for referral traffic/sales, then you need to contact me about revising your package, because it's a totally different strategy]*
2. Factors that increase your hubscore include: getting "thumbs ups" on your hubs, becoming a fan of other hubbers, other hubbers becoming a fan of you, commenting on other hubs, getting comments on your own hubs, total number of published hubs, frequency/recency of published hubs, and incoming traffic to your hubs.
3. The project specs when hiring Diana or Joe include: commenting on at least 2 other hubs per month, and becoming a fan of 1 other hubber per month. These are activities that WILL increase your hub score. And this level of activity is all I've ever needed to maintain a score over 75 (based on my experience with my own hub accounts) once it initially gets to 75. But that level of activity will NOT guarantee that a score will go from 0 to 75 at rocket speed. It takes time to build up all the other factors in #2 above. Also important to note is that some of your markets will be slower than others. For example, other hubbers are more likely to comment / become fans on topics like babies or pets than they are estate planning or medical equipment.
4. That being said, you can boost a hubscore pretty quickly by going hog wild with comments & fan activity. This is easy to do on your own or with one of your outsourcers. Just make sure that any comments you make are topical to the hub (otherwise they'll just get rejected). Or you can contact Joe/Diana about doing some sort of booster jobs. Please note that this is NOT in the original package specs, so there would be an additional cost there.
5. Some people are doing 2 things that are shooting their own scores in the foot. The worst offense is not having a profile built out. It's hard to get fans/comments if you don't look like a real person. What I've always done is to get a stock photo that looks like a real person (not a professionally done stock photo) and write a full paragraph or two about this fake person. The

second offense is not responding to fan requests. When Diana/Joe becomes a fan of another hubber, hubpages is going to kick out a confirmation email. You've gotta click on that link to become a fan. So make absolutely sure that you take care of those 2 things. And for bonus points (but not nearly as important), you can log into the account every once in a while and approve comments that other hubbers left for you. Diana/Joe will do this for you, but they're only logging into the account once or twice a month. So if the score is a big concern for you at the moment, consider this last step also.

That all make sense?

If you've got more questions about hub scores & how to increase them, you can email me at eric@ohmydogsupplies.com

Thanks,

Eric