

# **Blogging For Profit**

## **WHAT IS A NICHE WEBSITE**

A niche website is a theme-based site that provides information to a much defined, targeted audience. As it is a site that is simply information based and targets a very specific topic.

The idea is to choose one topic that you are passionate about, build a plethora of quality content, attract targeted visitors and then monetize the traffic with affiliate programs, AdSense, selling your own products, services, etc. Simply pick a topic you love and write a website about it. All you need is information. The more passionate you are about the topic, the easier it will be to keep adding information, develop your unique spin and expand the site.

## **WHY START A NICHE BLOG**

Internet is full of opportunities to make money, and blogging is one of the smartest and most ethical ways available. Making money has always been the number one priority for anyone who starts blogging. There are hundreds of ways with which you can make money online but the best one is making niche sites. **Making money from niche sites** is the most popular way.

Niche content websites are all about continuous passive income from websites you can set-up and forget about. The Internet can be life-changing for anyone.

## **WHAT'S THE ACTUAL CONCEPT**

The concept is rationally simple. Do some research, find some very taut niches that aren't well serviced at the moment, build a content website targeting the niche, stick some AdSense, Chitika and similar advertising programs up and just let it sit there earning a few dollars a day. Best of all the websites require no maintenance, it's all about picking an untapped niche and filling it with content.

## **HOW TO GET STARTED**

If you've been struggling with making money online with your content website, this REPORT will be an eye-opener because it touches upon subjects often missed by people who try to earn money with a website.

Building a website that makes money is a dream of many but a reality to few . People try one money making method after another until they find the right ones to suit their websites. The problem is there are just too many opportunities to make money from a website and the worst part is making the choice.

Whether you have an established website you want to monetize or you plan to build a new website to create an additional stream of income, here are steps to start to make money from a website.

Like anything, there is a learning curve to niche sites. You have to buy a domain and set up hosting. However, the most important part is finding a keyword (topic) to target. This is not an easy skill to master, as it requires a good understanding of how Google works, so that you can begin to understand what might be low competition.

However, the actual start-up costs are very low. All you need is a hosting account, a domain, and that may be it if you write all your own content, etc. The investment is primarily time. Once you get to a certain point, you can then begin to outsource content creation or other aspects of your business which obviously means more monetary investment, but frees up your time.

### **Step One: Find a Niche**

First you need to find niches where there is some traffic. You should use the usual tools, such as the Overture inventory keyword data miner, to conduct research on how many searches are done for certain key phrases.

The key is to find topics that people search for and advertisers use Pay-Per-Click marketing and other online advertising methods to sell to these people. Your niche content site helps to bring these two groups together and you take your middle man fee, with the help of the search engines for traffic and advertising programs for a monetization system.

### **Step Two: Scan for Competition**

Once you find a few niches you think have latent search those key phrases and see what results show up. If the natural search result sites that turn up are badly optimized and you are confident that a site with well optimized content would quickly jump to the top of the rankings then you are going to have your first candidate for a niche content site.

### **Step Three: Build a Site**

WordPress is blog content management software that runs off a PHP/MySQL backend. It's very easy to set up, handles most of the search engine optimization for you and all you need to do is pump in the content and off you go. There are some occasions where a plain static HTML site may be more appropriate, for example when you only need a micro site of a handful of pages and it would be quicker to just set up the few pages using a HTML template design.

### **How to Find Content**

The hardest part of building a niche site is to come up with content for a niche site because most have no interest in or experience with. For the ones who not the writing type and can't waffle on and bang out a few key pages of content themselves by utilizing what's already available online, then they may follow these options:

- Use articles from public article repository sites such as Articles and Go Articles

. Writers contribute articles to these sites that you can republish on your site as long as you keep the author's byline intact. The downside of this is that other people also can do the same and your article won't be original. However if your niche is small enough there won't be that many other people out there discussing the topic

- Another popular method is to republish Wikipedia content. Wikipedia is an online encyclopedia contributed to by anyone. Chances are your obscure niche content site topic will have some entries in the Wiki and under the GNU Free Documentation License you can republish the content on your site.
- Freelance writers all over the web are eager to take your money in exchange for their writing skills. Elance is the largest freelancer hub online, others include Odesk, Five etc. Listing your article writing project there will flood you with responses. Most writers are pretty adept at producing content on almost any topic, even if they just regurgitate someone else's writings in a new way. A few thousand words shouldn't cost you too much money. If possible try and establish a long term relationship with a good writer if you plan on needing their services again.
- There are special article subscription services that give members the rights to make use of articles, some even promise a certain amount of new articles on a range of different niches will be provided on a regular basis so as to keep members subscribed. The idea here is that you get access to an article pool that only other members are granted access to. This is deliberately done so the articles are only utilized by a handful of people and often membership sites will cap their numbers at a few hundred. Members can do what they want with their articles knowing that at worst only a few hundred other sites are using the same materials.

**For content planning, you must be clear about a few things you need to do:**

- Choose topics that would be in demand for a long time.
- Design this niche site like a Wikipedia.
- Choose keywords that are driving traffic or CPC.

### **The Importance Of Keyword Click Through Prices**

For most niche content sites AdSense and/or Chitika will be the main monetization strategy. These programs pay on a per click basis and click through prices are calculated based on advertiser demand. The golden mix is to find a niche with few well established content sites but a lot of advertisers competing to find customers. This means click through prices will be high

but the market is not likely to stay untapped for long and likely a bunch of competing content sites will pop up. In fact you may never find this combination.

A more likely scenario is a niche where there are high click prices because of lots of advertisers and a few well established content sites or moderate to low keyword prices but almost no competition. How you can succeed in these situations is to be better at search engine optimization than any of the other sites. If your site pulls more traffic you get more clicks.

The situation you want to avoid is a niche with few advertisers so low click through prices. No matter how much traffic you get and much you dominate a niche, if there are no advertisers paying to use Google AdWords you won't get any AdSense income or it will be 10 cents a day from the one advertiser with no competition. Bear in mind however that there are general advertisements, for example Chitika can show cameras, computers and other electronic products that may appeal to a general audience and produce enough click through to make it worthwhile. This is a risky venture though since your niche is not relevant to your monetization method, the amount of income you earn will like be very random and inconsistent.

Instead of being particular about choosing only high AdSense CPC keywords, a mindmap of content may be created, which is more like an FAQ. For example:

- What is [topic]
- How to use/install [topic]
- Advantages and disadvantages of using [topic]
- Important facts about [topic]

These were some of the basic ideas to get started with before getting into detailed keyword research.

SEMRUSH might be used to find keywords.

Additional steps to make your niche blog a true dollarextractor

Additional steps that I followed:

1. The blog must be made on your site SEO perfect.
2. Take extreme care of content quality and keyword score.
3. Make a few videos on YouTube and link them to your blog from the description, generating additional traffic.

4. Submit your sitemap to major search engines.
5. Submit your blog to top 100 sites using IMT submitter.
6. Create a logo using free online logo maker.

The whole idea of the blog is to work less and create a blog capable of earning money. For this reason, you must not invest much time on branding. The goal is to create great search engine traffic, provide solutions, and make money from the niche blog.

### **Create a separate social media page:**

Social media profiles are helpful in many ways for the niche blogs. It's always good to add social media profiles and use social-media automation. You may use tools like the Buffer app and Hootsuite to share content from your blog on your Google+ and Facebook pages.

### **Types of niche sites**

#### **AdSense niche sites**

The most popular is the AdSense niche sites. People build sites on a particular keyword, keep on adding content and make a passive income from Google AdSense.

#### **Affiliate niche sites**

The other types are affiliate niche sites. Basically you promote products from the site and earn commission when a purchase is made. You can go with Amazon, Clickbank or ClickSure to choose a product and promote it.

### **The actual process step by step (briefly)**

If you wanted to start a niche site, you will start by finding a low competition keyword, buying a domain, and setting up hosting. Obviously, there is a lot to learn. Here is covered a lot of the basic tips to learning about niche sites.

### **Find a profitable and converting site**

The only thing that requires some work is finding a profitable and converting product. Once you have zeroed in on a product, be it in any niche, you more than half work is over and now the other thing remaining would be just getting your site ranked.

## **Finding keywords**

Try to concentrate on getting keywords with around 1000-2000 avg. search per month. If you are not able to find such keywords than you should think of finding a new product as you won't be able to rank your niche site easily.

## **Getting the domain**

Once you have some keywords, get a good domain name. Avoid an exact-match domain as you might get penalized with the EMD update. You can have your keyword in the domain but don't go with EMD.

## **Signup with Web Host**

Now go with the best hosting provider like HostGator or Bluehost and install a site on it.

## **Theme and Content**

Get a proper theme, may be Theme Junkie or Elegant Themes and add some content on it. Don't just add all the articles at once. Update the site once a week or twice. You can have a minimum of 10 articles to get your site ranked and stay at the top for a longer duration. If you feel that the site is performing well, you can add articles at regular intervals to keep it up.

## **Backlinks**

Now that your site is up and running, you will need to get it on the front page of search results to get targeted traffic. For this you have to do link building process. Don't just get some cheap service that builds spammy links as they no longer will help. Suggestion is that you should do this manually as you will know the exact location from where the backlink is coming. Maybe you must go with Pat Flynn's backlinking strategy as it is the most effective one.

Once you are done, you will start seeing results within 3-4 weeks and you will see sales coming in and thus more and more commissions. So go now and start to **make money with niche websites**.

Whether you want to start a niche site or just want a traditional blog, it really is critical that you have a basic understanding of how Google works. By choosing the correct keywords to go after for your next blog post or next niche website, you will be much more successful than if you just take a shot in the dark and hope the free Google traffic comes.

## **Why Affiliate Niche sites may be preferable over AdSense Based Niche Sites?**

Here are certain points that will let you know why you may go with sites promoting products rather than AdSense based sites.

- There is no risk of getting banned, unlike in Google AdSense.
- You can have multiple account with Clickbank and other affiliate networks.
- No worries of invalid clicks.
- No need of updating the site more often.
- You can change the product to other more converting one.
- You Can easily flip the site.

## **Places Where You Can Learn How To Build Niche Sites:**

Pat Flynn's Niche Site Duel :

This is one of the best case studies that you will ever need. Pat Flynn has made each and every point clear and mentioned every step that he took in building a niche site that is now making a passive 4-figure sum every month. He keeps on updating the series, so you will get the best to make money with niche websites. Pat Flynn from SmartPassiveIncome.com was the 1st blogger (that I know of) that publicly shared his journey of creating a niche site in the "security guard training" niche. That site is now making around \$3k per month!

**NichePursuits.com :**

This complete site is based on building niche sites. Spencer Haws is an expert when it comes to making money with niche sites. You will get some gems from the site that will help you greatly.

**Create a Blog Case Study :**

Zac Johnson is one of the biggest blogger. He is currently working on a public niche site and gives every possible information. He guides you in building profitable niche sites with this study.

## **WAYS TO MAKE MONEY FROM NICHE WEBSITES**

Whether you have an established website you want to monetize or you plan to build a new website to create an additional stream of income, here are ways to make money from a website.

## **Raise donations**

This is the easiest way to monetize a website, but usually it is the least effective. You may come across some great websites with awesome content relying on donations but actually they may not prove to be a solid way to make money from a website. If you want to earn money you should probably come out of the closet and just go for it.

## **Become an Amazon Affiliate**

Promotion of Amazon.com products on your website in exchange for a small (4% to 8%) commission may get eventually profitable. Probably the second easiest way to make money online, but only effective if you can sell lots of cheap items or at least a few very expensive items. But don't be fooled as all little things can add up to big earnings and all you have to do is remember to put your affiliate link into your relevant content.

## **Be fall a digital goods affiliate**

You may sell ebooks, automated online training, and other digital products with high (50% or more) commissions. The products you advertise usually must match your niche perfectly in order for you to make any sales.

## **Fashion your own digital good**

Ebooks can be short if they get straight to the point and you can create a 5 hour video course in a single afternoon by just talking into your webcam. Creating your own course ensures it matches your niche perfectly, increasing the likelihood visitors will buy it.

## **Google Ads or other automated advertising**

This is very easy, but only profitable if people who visit your site are likely to buy high-margin products and services through advertising links.

## **Non-automated advertising**

If you luckily encounter the same company that keep buying advertisements on your site, you may ask them to advertise in bulk for a discount. In this way you get assured for the income and they get a better rate.

### **Be the part of a Joint Venture**

Work with your top advertisers to create a product, service, or pitch for just your audience. The advertiser gets an increased conversion rate on your website and you get a commission from every sale. Just make sure you collaborate up with the real deal.

### **Get a List and USE it**

Create a weekly email newsletter to turn occasional visitors into regular readers.

The more content of yours people read, the more opportunities you have to sell to them. Even if you create an auto-responder series to send out to your readers, just keep it interesting and give, give, give.

### **Create a forum, type 1**

Encourage people to join a forum for your niche. Active forum members will return to your forum every day, creating additional opportunities for you to sell to them. People that join a particular niche forum are very engaged in the topic.

### **Create a forum, type 2**

Create a paid subscription forum for people to help each other. An ideal way to monetize a niche which helps people become more effective.

### **Sell your audience**

People will pay you to write about their products and services on your popular website. This is a personalized version of advertising, but it usually requires a large audience or an audience likely to buy high-end products and services.

### **Use your audience in a triangulation deal**

For example, a product manufacturer (1<sup>st</sup> side of the triangle) will pay you (2<sup>nd</sup> side) to write a promotional blog for his product on your website because it has a large audience, and your audience (3<sup>rd</sup> side) will buy you're the product from the manufacturer. Triangulation deals can benefit all sides, making everyone happier or richer.

### **Rent your success**

If you have a website other people have spite for, offer high-priced premium coaching to help other people build their websites. People want to learn from pros, so monetize your experience. If you have walked the walk and not just talked the talk then people want to know how you did it!

### **Create WEBINARS**

You can get your audience to pay to join a live online training session or inspirational speech called webinar, and all it costs you is an hour in front of a webcam and some bandwidth.

### **Create an event offline**

If your webinars are always successful, you can probably host a conference. For the price of renting a few rooms in a hotel and hiring a few speakers from your niche, you can easily collect \$500, \$1,000, or more per person from dozens or hundreds of attendees. If you are simply not good at public speaking then find something else you are good at.

### **Address in someone else's webinar or offline event for a fee**

Use your authority as the owner of a successful website in your niche to command high rates. Plus, people who like your speech will like you and start to visit your site more often.

### **Sell artifacts**

If you use collectible material to create your website, don't just archive them or throw them away. Sell them to your audience. For example, many webcomics sell the hand-drawn panels they used to create each comic. Hardware review sites can sell the devices they tested, sometimes at a premium over the retail price.

### **Sell your statistics**

Smart companies are desperate for data about their customers, so if your website serves their potential customers, you have data they can use to better target the traffic they want. Be careful—they could use that data to steal your best organic search traffic—but, then, you can also charge a large fee for simple access to your Google Analytics data.

## **Sell goods**

Successful websites are their own brand, and people sometimes identify themselves with brands they like by wearing t-shirts and other goods with that brand's signature logo or appearance.

## **“A penny saved is a penny earned.”**

Use the advantages of earning an income from your website to save money. A key advantage is that you can live anywhere with an Internet connection—so the point is to adopt frugality in every possible mean, so you may be able to make savings, earnings in other words.

## **Another kind of Joint undertaking**

Once you have a profitable website, find more customers by creating joint ventures with other people in your niche who aren't direct competitors. Do more than offer to guest post; develop a free in-depth video or webinar for their audience. In this way you will be able to sell your products in the longer run.

## **Divide and profit**

If section of your website is more profitable than another section of your website, split it into two websites and sell the less profitable part. Rule of thumb: websites should sell for 12 to 24 months worth of profit, so a website earning a scanty \$200 a month can sell for about \$5,000.

## **Make repeatable improvements**

Your developer must put the custom code in a WordPress plugin for your convenience so that you can sell it on the WordPress Store.

## **Step into the shoes of your advertisers**

Look at the advertisements typically displayed on your site. Determine if you can sell any of those things yourself. Then you may remove the Google Ad code from certain pages on your site and display your own advertisements for your own products and keep the extra profits for yourself. You can even try this out on just a few pages of your site using split testing code.

### **Use your self-advertising experience to create your own Google AdWords campaigns**

If you have positive cash flow from your advertisements, even just for a brief period, you can earn thousands of dollars a day through maximum ad exposure. If you are not comfortable with Google Adwords, why not try [buysellads.com](http://buysellads.com). Many big niche sites list what advertising space is available on their sites and you can buy a sliver through that site.

### **Lash out your profits**

A successful website with an established audience is one of the best research platforms ever available. Find out what your audience dreams about and create a lash out to build it. Really profitable it may turn out if successful. If not you won't lose a dime but just the time you invested.

### **Re-brand and resell communal domain content and open source software**

There are over a million books and software programs which you can legally sell without asking for permission. The combinations are endless—for example, a public domain study guide for learning English as a foreign language plus a free open source flashcard program can create a \$500 product.

### **Telephone consulting**

It's just like coaching, but for a single precise problem. All you need to do is put a PayPal Buy It Now button on your site and offer to answer any questions asked during a 30 minutes phone call.

### **Placement advertising**

Find someone in your niche and offer to mention them frequently (but indirectly) on your website for a fee.

### **Co-branding**

It resembles placement advertising but is more overt. Find a company willing to pay for your seal of approval. For example, if you run a leading review site in the cosmetics niche, offer to let a software company pay you to advertise their products as "tested and approved by your site."

## **Substitute advertising**

Making money from a website doesn't mean your website needs to make money directly. If you use your website to attract social media followers, consider sending an sporadic paid advertisement to your followers for some extra profit.

## **Sell links**

Everyone needs to earn money and sometimes selling a link can help pay the bills. This is a great way to make money from your website but you must weigh up the value of your links before doing so. Placing text links into your site for money is a great way to actually prove that your site can make money.

## **Sub-domain joint venture**

A special version of co-branding (or a joint venture) where you create a sub-domain on your site dedicated to a specific product; the sub-domain is typically run by the advertiser or your joint venture partner

## **YouTube partnerships**

If you have a successful website, you can probably use your traffic to create a successful YouTube channel, which you can monetize instantly through the YouTube partner program. You can also use Youtube for one of the main ways to get website traffic, which is awesome traffic by the way, so you may be able to kill two birds with one stone.

## **Resell your content**

You can resell offline (or to private Web access) magazines and journals related to your niche. You may also give some of your content to educational institutions, community courses and more.

Also consider spinning—good sites don't publish spun content, but you can always spin your content and sell it to your less aromatic competition. You may turn successful articles on your site into ebooks.

An effective content reselling strategy can pay 100% of the cost of hiring writers to write more content for your site, leaving 100% of the profits from that content for you to keep.

To tell you the truth, it is not always necessary to sell a book to make money. You can also use viral marketing strategies and give away a free ebook that will return good earnings.

### **Advertise on your error pages**

Although you really should fix any broken links and errors quickly, you should also make sure your error page features an ad. Advertisements on your error page will often have higher bids than other ads on your site and higher click rates, creating more profit for you.

### **Pay to pull n make money from a website**

This does not sound good and it isn't. Be careful using this strategy—it can backfire. If you have a legitimate grievance against a product or service and you also have a large audience compared to the number of buyers for that product or service, you can start a negative campaign telling everyone about your bad experience with that company. If your campaign reduces their sales, they may be willing to pay to have you pull your negative content. Again, be careful doing this—you could be sued or lose the trust of your readers. It's no recommended but it happens.

### **Replace your audience's current services**

If a large part of your audience all subscribe to an easily-duplicated service, consider creating a clone of that service and selling it to your audience directly. For example, backup services, reporting services, hosting services, content creation services, virtual assistant services, and many others. Sell savings

While everyone sells using affiliate links at retail price, you can sell at a discount and earn money straight from the customer. That is start a savings club for your niche and charge \$50, \$100, or more a year. On the club's Member Benefits page, provide coupons to the same products everyone else in your niche sells. Ask for the coupons. If a company will give a 50% affiliate commission for a product, they'll also probably give a 50% off coupon for it in place of the affiliate commission. As they earn the same amount of money either way. Then you can advertise that you help your readers get 50% off prices—making your site much more appealing than anyone else within your niche. Plus, you can make your membership a recurring PayPal or credit card transaction so you collect membership fees every year instead of getting a single one-time affiliate commission.

### **Franchise your website**

Another variation on how to resell your content. If there are other niches very closely related to your niche, but different enough that your website can't serve them, you can sell modified copies of your website which serve those niches. For example, a niche website for a particular carpet cleaning specialist can usually be quickly adapted to work for a different cleaning

specialty. The same is true for health specialties and other professions too. And then there are websites for specific locations which will work well in other locations, such as realtor websites, used book stores, and bed and breakfasts. All of these can be franchised.

### **Sell subscriptions**

Some websites which offer very timely information can sell premium information via newsletter or a special password-protected website section. In general, you have to help people save or make a lot of money on a regular basis in order to charge for an online subscription.

### **Rent out your platform**

Charge a small fee to post guest posts on your blog. Not only does this give you a little extra income, but people who pay to post on your platform will want to get the maximum value out of it, so they're much more likely to send you high-quality guest posts. You have worked hard to build up your traffic so you are rightful to ask for fee.

### **Sell an emergency consultation**

Coaching and consultations have been covered earlier in the list, but this is a special case of a high-profit opportunity. Some people who visit your website are desperate for an immediate answer and are willing to pay for it. For a few dollars a month, you can setup a toll number which forwards to your cell phone. If you're an expert in your niche and can answer almost any question, you can charge \$5 or \$10 a minute to answer emergency questions.

### **Sell traffic**

Some sites which sell ads based on traffic (not clicks) will pay you to include an invisible iframe on your site which loads their site. This is a dangerous blackhat technique which could get you in trouble with Google and which will also increase your page load times, but if you have lots of fleeting traffic which isn't otherwise earning you income, you may want to try it.

### **Do charity public relations**

The charity "industry" spends billions on advertising every year, and there's no reason they shouldn't spend some of that on your site.

## **Facilitate exchanges**

eBay and CraigsList and ABEbooks help their visitors exchange stuff, and they (mostly) do it for a fee. Then you too can help your visitors exchange stuff for a fee. And there are even open source auction platforms to help you do it.

## **Sell your customers**

It's quite common to sell subscriber data. That doesn't just include anonymized Google Analytics data as recommended earlier, but also per-IP address data, email addresses, and other data which can identify specific visitors to your site. This is another one that is not recommended as it loses trust, but it is still a viable way to earn money. Some people even make it their business to collect subscriber data just to sell.

## **Sell re-branded services**

You don't have to do the work to make the money. For example, imagine someone who sells mobile repairs online. He receives mobiles by courier, takes them to a local mobile repair shop which does the work, bills the customer for the repair cost plus his fee, and mails the repaired mobile back. It takes little time and you can make up \$1000 per week in a booming season.

## **Perform digital arbitrage**

Some things are unavailable online (or cost more) to people from different countries. For example, some online retailers won't ship internationally. If you can solve these problems, you can charge a fee for your assistance. For example, a minimum-wage assistant can help you reship packages internationally.

## **Threaten withdrawal**

If your website provides a valuable service, you can threaten to withdrawal it unless you meet certain income goals. Several podcasts I listen to use this model—they say that if donations don't increase, they'll have to go to a reduced publishing schedule or stop altogether. But be careful—if you threaten to withdraw a non-unique service, someone might create a clone and steal all of your customers.

## **Sell local**

You don't need a fancy website to promote a typical offline business, all you need to do is answer the questions your customers probably have. Then just add a little local search engine optimization so customers can find you quickly.

## **Sell your experience**

If you have experience building a successful website (even if it's only earning you \$10 to \$100 a month), you're light-years ahead of most other digital content professionals, so you can always sell your experience by helping other people build their websites. You can write content, add SEO, manage contractors, and provide a million other useful services. This is also a great way to learn from more experienced experts and get paid at the same time.

## **Sell your site**

Sure, your website will help you earn a monthly income—but it's also an asset you can probably sell for ten or twenty times what you currently earn each month. That means a little bit of extra effort today to earn a single extra dollar this month actually adds ten or twenty dollars to the sale value of your website.

If you plan well you could also make money from your website even after it is sold.

## **Create Your Own Product**

The most profitable way to monetize your site is usually going to be with your own product. Obviously the kinds of products you can create are only limited by your imagination. Here's just a few common options:

- Create a video training course
- Create an eBook
- Create a membership area or paid forum
- Sell a physical product and ship it.
- Create a piece of software
- Create other tools, services, or information that customers are willing to pay for

## **Sell Text Links**

Obviously this won't be right for everyone and many consider questionable. But there's a huge marketplace. Here's just a few places you can sell links:

- Text-Link-Ads
- TextLinkBrokers.com
- Digital Point Forum
- Warrior Forum

### **How to Monetize a Niche Site- FURTHER ASISTANCE**

Here are listed the general ways to monetize (categories like CPA, contextual ads, etc).

#### **Pay Per Click Contextual Ad Networks**

These are networks like Google AdSense that have ads displayed based on the content of your site. Typically you will get paid per click from these types of contextual networks. Here are a few:

- Google AdSense
- Media.net (now manages both the Yahoo and Bing ad Networks)
- Infolinks
- Kontera
- Vibrant Media
- GumGum (In-image ads)
- Chitika

Clicksor.com (both eCPM and pay per click).

#### **CPM Advertising Networks**

Rather than paying on a per click basis, these ad networks pay on a per view basis (usually a dollar amount based on 1000 pageviews).

- ValueClick Media
- Tribal Fusion (500,000 unique visitors per month required).
- Casale Media
- ePom.com
- Adblade.com

- Advertising.com (part of AOL)
- Burst Media (25,000 monthly page views)
- CPX Interactive
- Technorati Media

You need to find one that fits your niche or works best for your site.

### **CPA (Cost Per Action) Networks**

These types of ads pay a fixed dollar amount based on an action taken (like an email submit form filled out). Many of these ad networks listed below offer both affiliate commissions (% of the actual purchase price) AND CPA opportunities. These are just a few

- Neverblue Media
- Clickbooth
- MaxBounty.com
- PeerFly.com
- CPAway.com
- Adscend Media
- ShareaSale.com
- CPAlead.com

### **Affiliate Networks**

An affiliate network pays out a fixed amount or a percentage of the sale amount. You refer someone through your link and get paid if someone actually buys something.

- Amazon Associates – Can be a good option because you get paid no matter what the person buys on Amazon within 24 hours (not just what you referred them to).
- Commission Junction (CJ.com)
- Clickbank
- SkimLinks (This is actually an in-content ad network, but it pays out based on actual sales made. So its not a per-click basis, but does display ads automatically based on the content of your site.)
- LinkShare
- ClixGalore
- eBay Partner Network (Actually pays on a per click basis – but the amount you earn goes up or down based on the history of actual sales you've generated.)
- AvantLink.com
- Google Affiliate Network (different than standard Google AdSense).

- [PepperJamNetwork.com](http://PepperJamNetwork.com)
- [JVzoo.com](http://JVzoo.com)
- [WarriorPlus.com](http://WarriorPlus.com)

### **Direct Affiliate Programs**

Thousands of companies offer their own affiliate programs that are NOT listed in any network. These can be harder to find, but often pay very well. Here are just 2 examples of companies that run their affiliate program in house:

- HostGator – runs affiliate program here
- Unique Article Wizard – runs affiliate program here

This is probably the biggest category because you can also contact companies directly and ask to start an affiliate program with them or otherwise work out a deal with them directly.

### **Sell Ad Space Directly**

This is a big market as well with lots of options. You can contact people directly on your own or use an ad manager/network to help. Here's just one option:

- [BuySellAds.com](http://BuySellAds.com)

For the most part all your options for monetization are going to fit in these main categories covered: Pay Per Click Networks, CPM Ad Networks, CPA Networks, Affiliate Networks, Direct Affiliate Programs, Selling Ad Space, Creating a Product, Sell Text Links, Donations, or selling your site.

### **How To Make This Work For You**

Before you run off trying to pull this off remember that in order for it to be successful you need to be confident you can successfully generate good search engine traffic to the niches you select. The recursive income only comes when you have search visitors clicking your ads. By the way, random search visitors are usually better ad clickers than loyal readers and that's one of the reasons why this technique can work. Randoms come to your site once, read your content, click an ad and probably leave never to return again. Loyal readers come back for new content

and often screen out the ads. It's not in your interest to establish a repeat audience using niche sites. You don't want the responsibility of adding new content since chances are finding content about a niche you don't necessarily have much interest in can be tough. In this case it's just search traffic you care about, forgot about being sticky.

### **SOME TOP TIPS**

- Think bigger & long-term – The time when we could put together a 5 page website and expect it to earn money instantly is long gone. You're building a business here. And every successful business takes time to build.
- Use keyword research to give validity to your ideas, seeking out niches and themes with high search volume and low competition. But above all, only pursue a niche that you are genuinely passionate about and interested in.
- The insight you provide can be the determining factor between someone engaging with your content or your competitors. Your insight offers value to your readers, which can lead to 'aha' moments, 'aha' moments creates bursts of energy, energy creates action, and the right actions lead to sales. Insightful content cannot be created without going deep on a subject, but insight is very easy to achieve with the right thought process.
- Provide value. Most successful websites are the ones that focus on providing valuable content to the audiences. Give people what they want and you will get the reward.
- Do your planning well. Like building any other business, having a plan is crucial. It doesn't have to be a 30-page long plan, just a short one with some basic elements (goals, financial, marketing, target audience, monetization, etc.) and some first steps you need to do to execute the plan.
- Have a clear monetization strategy first. People often say that their biggest problem is getting traffic. But the fact is that traffic is everywhere. It's how you make money from the traffic that matters.
- Diversify your traffic sources. Don't rely on a single source of traffic. penalized. My entire business is gone.
- Pay more attention to paid traffic, especially Facebook advertising. Google is unpredictable. And SEO traffic is not really free as people say. Paid traffic is different. You turn it on when you need it. Unless you stop paying, you consistently get traffic. The key is to get the math right with a good sales funnel.

### **YOU DON'T NEED TO BE COMPUTER SAVVY**

The people that are making good money on the net aren't necessarily programmers, computer geeks or people that are computer savvy. Thanks to user-friendly web hosts, anyone can get a

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website up pretty easily these days. The real key with an information site is actually **getting traffic** to your site and **writing solid, convincing** content that holds your visitor's attention so they purchase products you recommend. So don't worry if you have never created a website or you just aren't too computer savvy. Most people who make money online today were in the same boat.