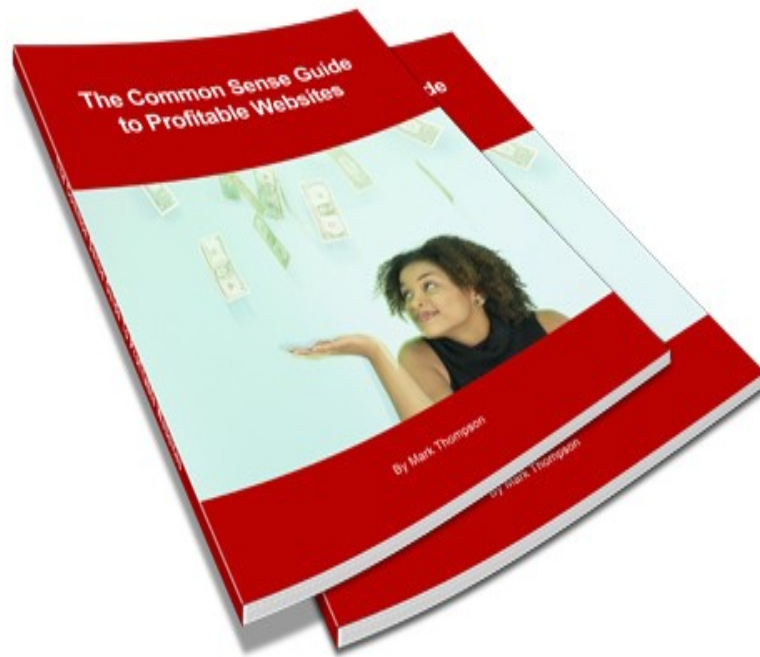


The Commonsense Guide To Profitable Websites

The Commonsense Guide To Profitable Websites



By Mark Thompson

<http://www.Income-Academy.com/Blog>

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Introduction.

I have recently spent 4 hours deleting various tools and

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e-books from my hard drive. They all had one thing in common, they promised to make me rich and make it easy to make money online. Unfortunately as many of you have already discovered there is no easy way to make money online. You need to put in hard work and effort. Now I am sure if any of the so called "gurus" read this guide they will have plenty to say about it... and not all good! But the thing is I don't really care what they say. They are in the business of making money by selling guides and tools to help you make money. Occasionally one will be excellent but generally they don't deliver value.

So what is different about this e-book? Well firstly I'll show you how to create sites that will earn you money no matter which method of monetization you choose. It will provide you with a framework around which you can work. This is the first e-book in a series each subsequent e-book will build on these basics principles and provide more in depth information and techniques.

It doesn't matter if you have never heard of Bum Marketing, Niche Marketing on Crack, AdSense, Clickbank or whatever else is going to be flavor of the month next month. The basic principles here will work for all sites and techniques. Master these and you will be the master of your own destiny.

I've been working online for almost 2 1/2 years now I went from complete novice to earning over \$4000 a month in a around 6 months. Since then I've created hundreds of profitable sites using many different methods. It took me a long time to realize that the key to making money online wasn't to build site after site after site day after day, but to build single sites and work on that until it starts earning you a few hundred dollars a month, then add more sites and do the same.

You may be able to build 100 sites a day using site

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generators but there is no way to know exactly why they are earning money or why they aren't. Mass generated sites will earn you money for a short period of time/ but hand-created sites with unique content will earn you money for years, not weeks or months.

The system I'll show you is based around a basic university style course There are various modules some are mandatory and others are elective. We'll first cover the mandatory modules and once you have mastered those we will move on to the electives. There you can choose which ever ones suit your particular type of site. This whole system is based on commonsense there is nothing unique or new here it's just the basic simple steps that often get over looked and hidden by all the hype that pervades the Internet marketing industry. In short, it's a commonsense guide to creating an income.

In this e-book I have deliberately not given details of expensive tools as we go through the various steps. I strongly believe that you should learn the basics before you go and spend money on tools. When you were at school you first learned to add and subtract, then once you mastered that you were allowed to use a calculator, this is the same principle in action.

There maybe things in the e-book that you don't understand. This is not a negative thing so don't let it stop you trying some of the methods. As you go through the e-book make notes of what you don't understand and then ask someone to clarify it. If you are a member of my membership site (details at the end of the e-book) then email me or Skype me or post a question in the forum and I'll do my best to give you a fast reply.

Finally not all my sites have been successful, far from it. Sites that fail to make a money on a regular basis are a fact of life in this business. However I always try to learn from the failures as well as the successful

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sites. In fact I probably learn more from the failures than from the successful sites. You'll see various gurus tell you about the sites that made \$100,000 in 20 minutes what they never tell you about is how they were once in the same position as you and how their first sites made \$10 in 3 months!

Part 1: Understanding the Basics

In Part One you will notice that we aren't in the slightest bit interested in how we are going to make money from our site. Before we decide how we are going to monetize the site, we want to build it and we want to get it indexed.

Throughout Part One you will find various tasks. Don't be shy! If you have printed out the e-book then use the space provided to complete the task. If you haven't printed it out then use a piece of paper or a notebook. These tasks are designed to allow you to get a good quality site up and running in a short amount of time.

TIP: It's no longer sensible to just think of building one type of site such as an affiliate site or an AdSense site. Build your sites properly first, then add the most suitable form of monetization.

Step one : Finding a Niche

The key to any successful site is finding a niche where there is a good level of general interest. Niches can be anywhere, when I first started I carried a note-book and pen with me and made notes of things I saw or read and considered them as potential niches. You might find niches in the local grocery store or on the TV news or by reading the newspaper.

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One particular niche I found via a newspaper didn't make me much money for about 3 months then it suddenly started to make me \$150 a day this lasted for about 10 days to 2 weeks then it faded again. This was because there was media interest in the Niche. Sometimes you will find that you have the right site in the right place at the right time.

Another niche that I got from walking around a supermarket has constantly made me \$3 or \$4 a week, not a huge amount but that is every week for the past 18 months. So far that trip to the supermarket has made me about \$500 and will continue to make me money in the future.

To summarize, a niche can be anything that there will potentially be interest in. Niches are all around us the skill is in choosing ones that will be profitable. Here is a list of 10 niches which I have picked randomly from stuff I've seen or encountered in the last hour:

Weight loss

Car insurance

Jigsaw puzzles

Fishing Lures

Pomegranates

Watch batteries

Dog chews

Wireless Keyboards

Spanish phrase books

DSL router

If I was going to build a site around one of these 10 items, I would go on and do further research and see if I could find one that is worth pursuing further. With about 20 minutes work you could probably turn the list above into 50 or 60 related niches. Take for example

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pomegranates. Do a quick bit of research and you'll find out about it's health benefits, What is pomegranate juice used for? This will give you more niches prostate cancer, antioxidants etc. It's used as a facial scrub, that might lead on to handmade soaps. You probably get the idea now. The simplest thing can lead you to lots of profitable niches.

If you want a niche emailed to you every day for free, then subscribe to the niche a day service run by Scot Standke. You can find it at <http://nicheaday.com/>

Now it's time for the first task, I strongly recommend that you complete these tasks in order. Doing the tasks will result in you being able to create your first site with the minimum amount of effort.

TASK 1

Find and list 10 potential niches. These should be niches that you have some knowledge of and are happy to create a site around. It really doesn't matter at this point what the niches are, as in the next section we will take the niches and separate the good ones from the poor ones.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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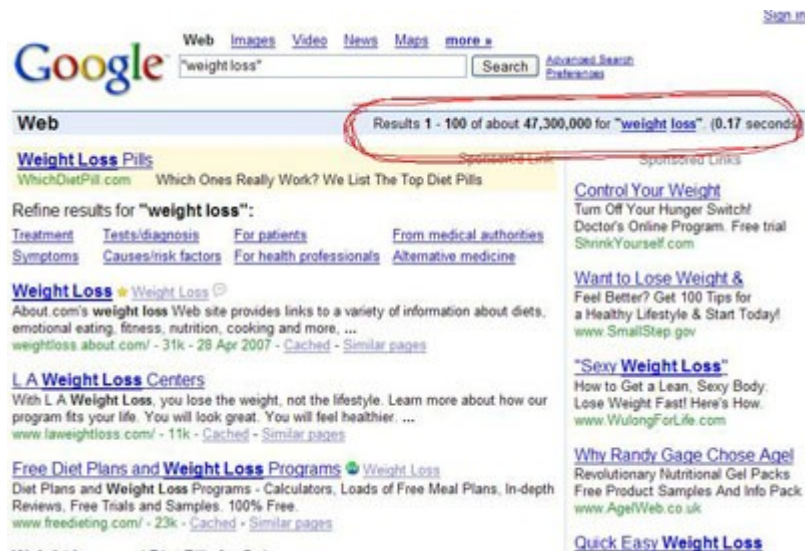
7. _____
8. _____
9. _____
10. _____

Step Two: Keyword Selection

Now that we have a selection of potential niches we now need to find keywords within those niches that are worth targeting. Unfortunately not all keywords are equal, so we need to find keywords that have a good balance between the number of searches that are made every day and the number of competing pages in the search engines. For the number of indexed pages we will use Google. We use Google because the majority of people using search engines use Google for their searches. We therefore want to get our sites appearing in the first few results on Google.

If you look in the example below you will see that I've highlighted part of the picture. This is the Google results and they show that there are over 47,000,000 pages indexed in Google for the keywords "weight Loss". Now I don't know about you but I don't relish the competition from 47 million other pages.

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We've decided that we don't want to target the keyword "weight loss" as it's far too popular, so what we now do is find related keywords that we can target. There are lots of keyword tools you can purchase that will do this for you but when you are starting out I suggest that you use the free keyword tool over at digital point. The url is:

<http://www.digitalpoint.com/tools/suggestion/>

An alternative for finding the number of searches is the free version of wordtracker

<http://freekeywords.wordtracker.com/>

A useful free desktop tool is Good Keywords V2 available from:

<http://www.goodkeywords.com/>

I need to point out here that the digital point tool uses overture figures which haven't been updated for a year. This is not necessarily a problem as in many cases the

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figures may be even higher now. If you are looking to buy a keyword tool then you should check to see where the stats come from. In the resources section you'll find 2 tools Micro Niche Finder and NicheBot which don't rely on overture.

If we type in the keywords "weight loss" here it will return a list of keywords along with the daily number of searches. Remember: the number of daily searches and the lower the number of competing pages, the better it is for our site.

By looking down the list of returned searches we can see that the keyword "clenbuterol for weight loss" has over 50 searches per day and only 26,700 competing pages. Now that is much better than the 47 million results for "weight loss".

What you should do is find between 8 or 10 of these good value keywords on the same subject. This will form the basis of our site.

You will have noticed in the examples that I always search for terms by surrounding the search term with quotation marks "". This returns pages using those exact terms which is a much more accurate indication of the number of pages indexed. If you used the term weight loss without the quotes we would see results where the site maybe contained sentences with the words weight and loss in it, but not necessarily weight loss.

TIP: In the task below I ask you to find keywords with less than 50,000 competing pages. If you can't find any don't worry about it. Change the figure to 75,000 or even

100,000. Far too many people get a case of Analysis Paralysis and think they'll never succeed because they can't find the exact results people tell them to find. When I first started I was looking for keywords with less than 6,000,000 competing pages and I made money from them. It's just that the lower the number the easier it is to make money.

As I said earlier in this section there are some great tools that will do all your keyword research for you but I don't believe in using them until you've got a grasp of how keyword selection works. It is also worth considering that the more money you spend at the beginning, the more money you will need to make before you are in profit.

Task 2

Task 2 will probably take you a few hours to achieve but please stick with it. I want you to take the niches you selected and run them through the digital point keyword tool. You are looking to find at least 5 keywords with more than 30 searches per day and less than 50,000 competing pages. Remember the lower the number of competing pages, the better the keyword. Copy the worksheet below if you need further copies.

NICHE _____

Keyword	Searches	Competition
-----	-----	-----
-----	-----	-----
-----	-----	-----
-----	-----	-----
-----	-----	-----

Step Three: Creating A Site

Before you can start to create your first website you need a few things in place. The first thing you are going to need is Hosting. The best type of hosting when you are starting out is Reseller Hosting as this will allow you to build lots of sites. Reseller hosting should cost you around \$20-\$25 and you should be able to host 50-100 sites easily. Compare this to hosting for a single site which can cost you \$5-\$9 per month and you'll see the wisdom in this.

There are many great hosting companies and unfortunately just as many poor ones. Until you know what you are doing with your hosting it's best to go with some of the better known hosts as they are used to dealing with novices and beginners and supply good support and documentation. Until I got my own server I used Hostgator without any problems.

TIP:If you sign up with Hostgator try one of the following coupon codes to save yourself \$9.94 on your first month's hosting

Coupon Code - "iceishot"

Coupon code "jury"

<http://www.income-academy.com/recommends/HostGator>

Whichever host you go with it is best to make sure that you have access to cpanel. If you go for a reseller account ensure that you have cpanel and WHM (web host manager) as these make the management of your hosting much easier.

Never be tempted to use free hosting as the hosting company may place adverts and banners on your site. Also avoid host like Godaddy as you should keep your domain registration provider separate from your hosting provider

The next step is to find a domain name. You can register domain names through a domain registrar. Don't be tempted to purchase domains and hosting from the same company as it can lead to problems if there is a dispute. For now check out Godaddy.com or namecheap.com, both good registrars

Your Domain names should reflect the subject of your website. Where possible always choose a .com or a .org and avoid .info's as they won't rank as well. All domain registrars will have a tool where you can add a list of keywords and they will find you any available domain names.

You first choice of domain name should reflect the keywords as much as possible. For example if you were doing a site on dog chews and one of the keywords was "rawhide dog chew" you would first look for rawhidedogchew.com, and if that wasn't available you would try the next keyword. If all the domain names are taken then try adding something to the end such as rawhidedogchewinfo.com or rawhidedogchewnews.com

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By using the keyword as the domain name the site will rank better in the search engines. Where possible also avoid adding a hyphen between words such as rawhide-dog-chew.com. For some reason these don't rank as well as non hyphenated keywords. You can demonstrate this for yourself by going to Google and typing in some keywords. The number of non hyphenated domain names in the top 10 will far outweigh the hyphenated ones.

I have found that a really great way to find domain names that will potentially have type in traffic from the start is to use the Adwords keyword tool available at:

<https://adwords.google.com/select/KeywordToolExternal>

to generate a list of related keywords. Then paste the list into the Bulk Domain Name tool at Moniker

http://www.moniker.com/domains/batch_reg.jsp

This will then give you a list of available domain names based on keywords that already have traffic.

TIP: Never believe anything you read in forums without testing things for yourself. Go to any SEO forum and there will be some expert telling you that it's best to use hyphens to separate keywords in domain names as the little test above shows it isn't. It's the same with .info's and .coms. You will hear people tell you that .info's are fine. I ran a series of tests using identical sites with the only difference being that some were .coms and the other used .infos. Without fail the .coms performed much better than .info's for both ranking and income.

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Task 3

Task 3 is nice and simple using the keywords you found in Task 2 choose one niche and then find a suitable domain name based on the keywords. The domain name should be a .com and be non-hyphenated. You should now register this. This should cost you between \$6.99 and \$8.99

Domain name =

Now that you have hosting and a domain name it is time to create your first basic site. There are a number of ways of doing this.

**NOTE: I could go into depth about how to create these sites but then this manual would probably treble in length and I want to keep this short and sweet. There are loads of free guides and manuals available for the 2 methods I mention below as well as helpful forums. If you take advantage of the Membership Offer at the end of the guide Then I will be more than happy to help you create your site. It would also be useful for you to look for a basic SEO guide that will teach you more about meta tags. It is not necessary to buy an SEO book as SEO factors change regularly and lots of details (not all correct) are published in forums*

The first and most simple method is to go to your hosting account and access Cpanel. Here you should find a program called Fantastico. The purpose of Fantastico is to install open source programs automatically when you choose. It can greatly simplify installation of certain frequently used programs and will handle upgrades. Most hosts include it but it is worth checking that it is part of your hosting package before signing up.

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Open Fantastico and you will see a link to install a Wordpress Blog. Use this and follow the instructions and in 5 minutes you will have a blog on your site. By adding various themes you can change how the site looks. Wordpress will allow you to add pages and post to your blog and these can be used as the site content. The learning curve on Wordpress isn't too steep and there are lots of guides available.

There really is no need to look any further than Wordpress. It is versatile enough to handle most types of sites. Some of my most profitable sites are simple 1 or 2 page Wordpress sites that sell products. I probably build 8 out of 10 of my sites using it.

However I do think it would be unfair not to look at html based sites as they still have a role to play and can really improve your earning potential if used alongside Wordpress blogs as I described in the \$6000 Article (a previous e-book I released). So If you are feeling a little bit ambitious I would suggest something a bit more difficult to start with.

Your first stop should be a site called <http://OSWD.org>. Here you can find lots of free templates that you can use to build your sites. Look for one with a nice sized header graphic so that you can change it if you want.

Two free tools that will be invaluable to you are NVU <http://nvu.com/> and GIMP <http://www.gimp.org/> . NVU is a free html editor that will allow you to create your site based around the template you've chosen.

GIMP is a free graphics editor that will allow you to change the header graphics and edit any other graphic for your site. One alternative free graphics editor I've recently been told about is paint.net available from <http://www.getpaint.net/>

<http://www.Income-Academy.com>

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The easiest way to use NVU is to open up your template using NVU. **(** You will find a link to a video I have created of my setting up a site using NVU at the end of the guide**)** You will no doubt have some text created by the template designer. Change some of the text to read anything you want and you will see how easy it is to change the template, then upload it to your site. NVU has a built in ftp program, which you will need to configure to the correct directory on your website, usually /public_html/. If you call this first page index.htm or index.html, it will be immediately visible. The index page is always the first page a browser looks for, and is always your home page. That is the start of your first website. The easiest way to create your site now is to make a list of your keywords and add them to the navigation bar of your template so if your site was on dog chews you may have the following listed on the template.

Dog chews

Rawhide dog chews

Sugar free dog chews, etc.

Now just upload this again and you will see the changes if you refresh the website in your browser.

You should also add the following to the navigation bar Home (which is the index.html) and Sitemap.

Next you want to use NVU to create a page from the template for each of your keywords so now you will have
index.html

dogchews.html

rawhidedogchews.html

sugarfreedogchews.html

Create one more page called sitemap.html and then link the keywords in the navigation bar to the relevant pages.

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Upload it all to your site and you now have the basis of your first website.

There are a number of extra things that you should do to make your site more search engine friendly, such as adding title, keywords and description meta tags. There are a number of free guides available online which will give you much more in-depth information on this.

Task 4

Create your website and upload it. Alternatively If you just want to stick with blogs for now create your blog.

Step Four: Site Content

Now that you have your site you need to fill it with **unique content** based around the keywords you have chosen. I will just repeat that to make sure you make note of it **UNIQUE CONTENT**. That means that you will have to write content or have content written for you and place it on your site.

I would suggest that you write your own content to start with which is why in task 1 I asked you to choose niches that you had personal knowledge of. It is far easier to write about things you know. At this point some of you are will be saying "I can't write articles."

I am here to tell you that you can write articles and once you give it a go you'll be surprised how easy it is. My wife had never written an article until 1 year ago

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ago. She now writes 20-30 a day on any subject. The secret is to find current articles and sites about the same subject. Make a few notes on it then write it in your own words and give it your own style.

Don't under any circumstances be tempted to copy another article as your site won't perform well and you may be in breach of copyright.

The way that you approach writing an article is important. If you sit down and think I have to write a 400 word article you'll be immediately be in the wrong frame of mind. Instead just think that you need to write the opening paragraph from here everything else will flow. The article should be structured as follows:

Opening paragraph: introducing the subject and containing the keyword

Paragraph 2: add more details to what you have said in the opening paragraph and add something new.

Paragraph 3 and 4: (if you need a fourth paragraph) same as 2 add more details to something you covered in the opening paragraph or the second paragraph

Final paragraph: summary and or conclusions and include the keyword again.

You will notice that the keyword appears in the first paragraph generally as close to the beginning as possible and in the last paragraph. That is generally the only time I purposely include it and I won't include it again unless it naturally appears.

In the other paragraphs and throughout the article I will use related terms so for example, if the article is about golf balls I will make sure I include words like putter, green, drive, fairway, caddy, etc. all the time making sure I am keeping things as natural as possible.

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If you structure it as it is above, as you write the first paragraph you will be mentally preparing the second paragraph as one will flow to the other.

Articles can either be fact based or conversational in tone. I often find that by writing a fact based article first I can then write a conversational style article from the same material that I used in the first article.

These conversational articles make great content and also make the person viewing your site feel that you are speaking to them. I will often use the fact based article for promotion and the conversational article for content.

The 2 articles below which total around 800 words were written based on around the simple fact that office chairs should be adjustable. I first wrote the fact based article and then immediately afterwards wrote the conversational one. The research time was about 2 minutes and the writing time totaled less than 30 minutes.

Choosing the Right Office Chair

One of the most important decisions an employer will face when setting up an office for his employees to work in will be the sort of office chairs that they will be using. What any employer must remember is that whilst their staff are at work, most of their time will be spent sitting at their desks and therefore the office chair needs to be comfortable for the purpose that it will be used for.

A good way of choosing the office chair that is best for your staff is. if possible, to arrange to have some in for a test drive. This means that your staff will be able see for themselves which one is best suited to their

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daily work schedule.

There are a number of factors you should be looking at when deciding on the best office chair for you and your staff. Firstly, ensure that the height can be adjusted to suit the person that is using that chair and that when they sit at it their feet are resting flat on the floor. You will also find that a number of chairs come with an adjustment lever for the back of the chair, which will help to ensure that you are sitting with a correct posture.

You also need to ensure that when sat on the chair you find that your knees are slightly angled below your hips and with a rounded front to the chair. This will help to maintain proper circulation to the body. The next thing you have to consider about what sort of chair you are going to use is that the back rest feels comfortable and fits well against the curve of the back of the person sitting in the chair.

Next you will need to consider the usage requirements of each chair that you are purchasing. For example there are some chairs that are only designed to be used for short periods of time and others which are specifically designed for daily usage. You may even find ones that have a specific role within the office, say one that has been specially designed for people such as secretaries or data processors who are sitting at their desks continuously throughout the day.

Above all when purchasing an office chair either for yourself or your employees ensure that it is comfortable to sit in and check to see if you can feel any points where pressure is put on the body when you are sat on the chair itself.

It may take time to find the right office chair for you

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and your staff but at the end of the day it will be worth it.

How to Choose Your Office Chair

I am prepared to wager that most people reading this in their office didn't choose their office chair or if they did, they didn't try it out before buying it. If your office is anything like the one I used to work in then choosing the chair went something like this.

"Hi welcome to the company grab, that desk over there and I think there should be a spare chair in that office in the corner."

That chair was then my faithful companion for 8 hours a day 5 days a week 340 days of the year. When I left the corporate environment to work from home I opened the latest office furniture catalogue and ordered the one on special offer. Now I wonder why I used to often get lower back pain??

My big education about office chairs came when I visited a new client who sold office furniture to big corporations. When I went to visit him I sat in the chair at his desk and immediately remarked how comfortable the chair was, he then said that with about 10 minutes adjustment he could make it even more comfortable. So for the first 10 minutes of the meeting he pushed and prodded levers raised and lowered the chair and finally he said that it should be perfect for me. He was right. It was a revelation; needless to say I ensured one of the chairs was part of my payment.

I learned a lot that day and have made sure to follow his

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rules when buying an office chair. Always make sure that you "test-drive" a chair. If you are buying in bulk for a number of employees ensure that there is a big range of adjustment. Check the lumbar support and ensure that the weight is evenly distributed and make sure the material doesn't make you excessively hot.

Making your content interesting will ensure that people return to your site on a regular basis. Once you have your site built and indexed try to add a new article every week or two Regular growth is something that search engines like to see

Task 5

You've guessed it! Write content for your site and upload it. Your site is finished for now..Congratulations!

Step Five Promoting the Site.

Promoting your site is important as it will help speed up the process of getting indexed and also help you attract visitors. I am deliberately focusing on attracting visitors in this section as it will automatically get your site indexed at the same time as generating traffic.

Remember we are not interested in monetizing the site until we start getting regular traffic and we are indexed therefore we have no need to get indexed in 10 hours. The secret to promoting a site is to think natural don't get thousands of links in a few days five to ten a week to start with is nice and natural.

Traffic (visitors to your site) is the life blood of any site. Without people visiting your site you are not going to make any money from it (well actually you can and

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we'll cover that in part 2!) There have been loads of e-books written about how to make sites and monetize them, but most of them never mention that for the method to work you need to generate traffic.

The best way to generate traffic at the moment is through submitting articles through article directories. This works on 2 levels, it will get you click through traffic where people click on your links and are taken to your site and it helps generate links to your site which add to its popularity and therefore the search engines rank you higher.

When people then search for the keyword they see your site ranking highly and visit it. The fact based articles we mentioned in the section above are perfect for submitting to article sites. To these articles you will add a resource box, sometimes alternatively called a bio box. This will contain a little bit about yourself and your website and links to your site. It is important that you make sure that the links are clickable so that your site gets the benefit of the back link. As well as having a clickable link, ensure that the full URL is included in case the link stops working for some reason.

Your bio box should read like a mini sales letter and be interesting. If you were searching for tractor information which of the following resource boxes would you be most likely to follow.

John Smith works on a farm you can find out more about tractors at his website. www.xxxxxxxx.com

John Smith's obsession with tractors started at a young age and has resulted in probably the best online tractor resource. For more information and details of the most amazing tractors visit www.xxxxxxxxxx.com

I would even go as far as to say that it sometimes make sense to drop your name from the bio box and focus on the

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benefits of the site so an alternative to the 2 Bio's above could be.

Now that you've read all about the latest in Tractors find out how you can buy your new tractor at 25% off of the list price. Visit www.xxxxxxxx.com

There are certain article sites that are better than others I always use <http://ezinearticles.com/> and then I will rewrite my article a bit and submit it to <http://searchwarp.com/> or <http://goarticles.com/>

These search engines are popular with people searching for information for their sites and they also often appear high up the rankings in Google and the other search engines. You should consider adding at least 2 articles a week to the article directories promoting your site. I will usually add 4 or 5 in the first week and then drop it down to a couple per week.

While article submissions should be the main focus of your promotional methods there are other methods that if used in moderation, can also attract traffic.

Forum signature: If your site is about dog chews join pet and dog related forums and add your site details to your signature along with a clickable link.

Web2.0: Add your site to social bookmarking sites. Don't add too many at one time! It's best to add these to a different site once or twice a week. Also add your site to www.stumbleupon.com. The best time to do this is before you monetize your site.

Squidoo: www.squidoo.com create a Squidoo lens and add snippets of content from your site, provide links back to your site where people can read more details.

<http://www.Income-Academy.com>

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Hubpages: www.hubpages.com similar to squidoo but easier and quicker to use.

Gather: www.gather.com good place to add articles and information about your site

wetpaint www.Wetpaint.com like gather it is a great place to add articles and information about your site.

The more methods you use to promote your site the better it will perform. The key thing is not to do too much at one time Take it slowly and build it naturally. Spend time each week finding new sites like Gather and Wetpaint

Task 6

This is an easy one for you to finish with. Over a cup of coffee create a plan to promote your site over the next few weeks 30 minutes a day is usually more than enough.

This is the end of Part One of this e-book You now have the basic knowledge to go out and find niches and keywords and use them to create great sites. These sites are the basis of lots of different methods of earning money. Once you master the site creation techniques, you will soon find that you can research and create a site in 3 or 4 hours.

A note on site building: It takes some grappling with Nvu, GIMP, templates, Wordpress, cpanel, code, etc. to learn a method to build sites with ease. You will find that your comfort with them increases, but only if you jump in and begin using the tools... So Take Action!

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Next the good bit... Monetization

NOTES

Part 2

Monetizing Your Sites

In Part One we looked at how to research and create some websites. These sites will form the basis of your income for years to come. Once your site is indexed in the search engines or in particular Google, you can start to monetize it. To check that your site is indexed go to Google and type `site:yourdomainname.com` into the search box. If your site comes up then your site is indexed.

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Don't be in a rush to add income streams to your site, because without regular traffic from the search engines you won't start earning money on a regular basis. This traffic will come from having a good position in the search engines and you will get that position from having good quality back links to your site. There is evidence to suggest that new sites with monetization are penalized to some extent by the search engines.

We will now look at several ways of adding income streams to your sites. It is usually best to just focus on one method to start with as you learn to maximize your income. From that then you can start to add more methods or create similar sites but use a different income stream.

Site Flipping

Site flipping is simply the process of taking an existing site and selling it for a profit. You can do this with your newly created sites or long established sites. The more income the site makes and the longer it's been established, the more money it will earn you. With a nice template and 8-10 original pages you could expect to sell a new site for around \$60-\$80. If the same site was monetized and earning \$50 per month then it should sell for \$400-\$500.

There are some exceptions to this I recently sold a site I had owned for 6 months that had no current income it did however have lots of visitors everyday and a good domain name. I sold this about 24 hours after advertising for over \$1000. The site cost me \$6.99 which was the price of the domain name. All the content was submitted by other people and I spent about 15 minutes a week approving the content.

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There are 3 good places to sell your sites
www.forums.digitalpoint.com and the marketplace at
sitepoint.com. Sitepoint sales tend to be of a higher
standard and also sell for more. Site flipping is a great
way to make a quick profit from a site.

You can also use eBay to sell your sites I would however
advise studying the listings for a few weeks first and
find out what's selling and what types of sales letters
are working.

PPC Ads

PPC or pay per click ads are the ads you often see on
websites usually from Google, yahoo or MSN.

The picture below shows them highlighted in red. The ads
are contextual so that they reflect the subject of the
page on the picture. The site is about weight loss so the
adverts reflect this and are advertising weight loss
products. If you owned the site below and a visitor was
to click on the advert you would earn money usually
anything from 3cents to several dollars per click.

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Lose 20 Pounds in 3 Weeks
Amazing Chinese fat-loss secret. As seen on Oprah & 60 Minutes.
www.WulongForLife.com

"Lose 42lbs In 3 Months"
How I Went From Fat To Fit In Under 3 Months*, 100% Guaranteed To Work!
MicroNutra.com

"Lose Up to 30 Pounds"
Powerful Chinese Fat Burner! Quickly Melts Stubborn Fat.
www.PremiumWulong.com

Emagrece Sim - Original
Phytotherm Emagrece Sim Brazilian Diet All Levels available. Not fake
www.newemagrecesim.com

DIETING ARTICLES • **FITNESS ARTICLES** • **HEALTH ARTICLES**

DIETING ARTICLES

- 5-Effective Weight Loss Habits
- Maintaining a Clean, Mean Body Burning Machine
- Weight Loss Troubleshooting

WeightlossGold.com Home

Thermadol Extreme

Top Rated Thermadol Extreme Weight Loss and Energy Enhancer On Sale Now!

THIS IS THE STRONGEST PRODUCT AVAILABLE ANYWHERE

5-Effective Weight Loss Habits

Quite often, people associate dieting or the

Before placing PPC adverts on your site it is important to ascertain that there are sufficient adverts to be displayed. The easy way to do this is to go to the search engine whose ads you are going to display and type in your keyword if there are lots of ads being shown then you should get adverts appearing on your site.

If you don't see any ads or just 1 or 2 then you might not get anything being displayed and you should look at alternative methods of monetization.

The positioning of the adverts on your site are very important. Ensure you place them where any visitors can't fail to see them. Google produce an excellent heat map of where the ads should be placed to be most productive. You can see it at :

<https://www.google.com/adsense/support/bin/answer.py?answer=17954>

Affiliate Adverts

Affiliate adverts are a great form of monetization. Many major companies run affiliate programs. You sign up for the affiliate program and place adverts for the products on your site. When a visitor clicks on the links and goes to the affiliate site and buys a product, you get credited with commission. Commission payments can be anything from a few dollars to several hundred depending on what you are selling. The picture below shows an affiliate advert highlighted.

Affiliate programs can be very profitable if you have a lot of targeted visitors coming to your site and you are selling something that they are interested in. For example on the picture above they are selling a weight loss product, if people are being driven to the site by articles which talk about the best weight loss products available you will have a much higher conversion rate than if they were coming looking for weight loss tips.

The image shows a screenshot of a website with several sections. At the top, there are four small advertisements for weight loss products: "Lose 20 Pounds in 3 Weeks", "Lose 42lbs In 3 Months", "Lose Up to 30 Pounds", and "Emagrece Sim - Original". Below these are three yellow buttons labeled "DIETING ARTICLES", "FITNESS ARTICLES", and "HEALTH ARTICLES". The main content area features a "DIETING ARTICLES" section on the left with a list of topics: "5-Effective Weight Loss Habits", "Maintaining a Clean, Mean Body Burning Machine", and "Weight Loss Troubleshooting". In the center, there is a blue bottle of "Thermadrol Extreme" with a red circle around it. To the right of the bottle, there is text: "Top Rated Thermadrol Extreme Weight Loss and Energy Enhancer On Sale Now!" and "THIS IS THE STRONGEST PRODUCT AVAILABLE ANYWHERE". Below the bottle, the text "5-Effective Weight Loss Habits" is visible, followed by "Quite often, people associate dieting or the".

You can find a lot of affiliate programs through sites like commission junction at <http://www.cj.com>

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As a foot note to this one of my biggest successes to date has been using an affiliate advert on a blog and article marketing. In the past 2 months I have earned about \$12,000 from that 1 blog post. If you would like to see how I did it you can read about it in the \$6000 article e-book (I wrote it after a few weeks and the income has continued to increase)

ClickBank Products

Personally I have a love-hate relationship with Clickbank. I love the simplicity of the system but I hate how everyone tries to sell the same products and very often don't look beyond the Internet Marketing section.

There are hundreds of great products at clickbank with very few people promoting them. If you find a product with a good sales page that you feel tempted to buy from and you have a site that it will fit into to then do a review of the product and some article marketing. I find that products I promoted 10 months ago and still earning me \$20 -\$40 a week. For every 1000 people I send to Clickbank I make about \$440 compare that to 1000 people to an Adsense page which earns me less than \$40. Obviously it takes more work to get 1000 people to Clickbank but it is worth the effort.

CPA Adverts

CPA or cost per action adverts are often a good way of making a healthy income similar to affiliate products. They only require a visitor to perform an action for you to be paid. These actions can vary from applying for a free test product or completing an online quotation request. A few examples are if you send someone from your home loan site to a quotation request form provided by a lender and they complete the form you will be paid several dollars. An alternative is that on a golf site you place a banner ad offering free golf balls. On completion of a form the company will send your visitor

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their free golf balls and you a payment for 50cents. This is a win win situation for everyone. Your visitor gets free products, you get paid from the advertiser and the advertiser get a qualified name and address of a golfer who they can sell products to later.

If done correctly CPA adverts can be more profitable than PPC and are well worth considering. Companies like Commission Junction and MaxBounty www.maxbounty.com can provide you with information on current CPA offers.

Amazon Stores

Although Amazon also has an affiliate program it deserves it's own section. Many people will tell you that it isn't worth promoting Amazon as they don't pay very much. This is actually not strictly true and Amazon can be very profitable. The thing that many people forget is that Amazon customers very rarely buy just 1 product sometimes they buy 4 or 5 products at a time. Amazon commissions are based on the number of items sold per month, the more you sell the higher the commission they pay you.

Amazon also has lots of methods of promoting their products, from placing a single related book on your site to the complete Adsense inventory. I have one particular site that is motorcycle related so I placed an Amazon shop on it selling motorcycle books but included the whole inventory. I have only sold 4 or 5 motorcycle books in a year but every month I sell about \$100 worth of other products.

It is often worth adding a few related books to any site as they don't usually detract from PPC clicks or affiliate sales but often lead to a few dollars worth of commission.

Ebay Sales

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Like Amazon eBay's affiliate program is worthy of it's own section. There are several free and pay PlugIns for Wordpress which allow you to display several ebay ads at the end of a blog post. This allows you to target the ads to the post so if you write a post about the new Apple Ipod you can have eBay listings for the product appear below the post. Not only does this give you potential income from sales but it also constantly updates with fresh data.

I have had particular success with these ads in recent months and last moths eBay commission was around \$1500 not bad for something that takes 20 seconds to add to a post.

Product Sales.

The most profitable of all income streams can be to sell your own products from your site. You can sell a 5000 word e-book for anything from \$7 to \$47 dollars depending on the subject. A 5000 word e-book will run to around 25 pages and take you about 5 hours to write if you know your subject well. After all it's only the same length as 10-12 articles.

Once you have created the product you can find affiliates to sell it for you. You will usually want to offer them 50%-75% commission. Many won't sell anything that won't earn then \$20 per sale so it's worth thinking of that when you price your product.

Products don't just need to be e-books. They can just as easily be videos or podcasts. A friend of mine had a gardening site and offered a successful subscription service where subscribers got a podcast each month telling them what they should be sowing around the garden and giving general gardening tips.

Conclusion

Once you have a site indexed in the search engines then is the time to choose how you wish to monetize it. People need to switch their thinking. It's no longer sensible to decide to build AdSense sites or affiliate sites. You should build your sites first and then work out what will earn you the best income. Tailor each site to the traffic you are receiving. A well built site will stay indexed and earning you money for years to come. If you have chosen to use an affiliate product as an income stream and it ceases being manufactured it will be a simple task to change it to a different income stream. It's the same with AdSense. If for any reason you need to stop using AdSense you can quickly change your sites to a different method. Try doing that with 1000 generated sites.

Finally if you have bought a number of e-books over the past year or so you may have noticed the trend to include One Time Offers. I was tempted to include one with this but I decided that it would more useful if I made an offer available to everyone who bought this e-book after they had read it. So here it is. I have a membership site called The Income Academy at <http://income-academy.com> There are only 100 places left available out of a total of 200. The aim is to keep it an exclusive place we we can all learn and share. You can join now for \$19.99 per month or a lifetime membership is \$167. After 100 places are sold it closes.

Once again thank you for purchasing this e-book and good luck.

Resources

Videos

I have created 3 accompanying Videos to go with this E-book you can view them at:

[Introduction](#)

[Keywords](#)

[SiteCreation](#)

Keyword research

[Digitalpoint Keyword Suggestion Tool](#)

[Good Keywords V2](#)

[NicheBot V2](#)

NicheBot is one of the best and also one of the cheapest online research tools

[Micro Niche Finder](#)

Micro Niche finder is my tool of choice it regularly allows me to find profitable niches and has been an important factor in the recent profitability of my sites.

[Keyword Elite](#)

Keyword Elite is a great desktop tool for finding great niches and also PPC information

Article Tools

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[Unique Article Wizard](#)

If someone asked me to name 1 tool I couldn't do without it would be Unique Article Wizard. Combined with Micro Niche Finder these 2 tools will take you to the next level of income.

Domain Registrars

[GoDaddy](#)

[NameCheap](#)

Hosting

[HostGator](#)

Affiliate Marketing

[The Super Affiliate Handbook by Rosalind Gardner](#)

Without a doubt still the best affiliate marketing e-book available.

[Clickbank Engine](#)

Clickbank Engine is a great tool for finding good affiliate products to promote. Costing only \$39.95 for 1 year days membership it is easier to use than some tools costing many times that amount.

To Your Success and continued success.

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Mark Thompson

<http://www.income-academy.com/blog>

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