

Tips, Tricks and Stragies for Making Money Online

This ebook was written under a collaborative effort. The views and opinions expressed ahead pertain to each individual blogger.

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Zach Heller from ZachHeller.com

Making money online is a tricky business if you don't know what you're doing. For the purpose of this book, and to inspire those that read it, I will narrow this particular post down to one model. Find an industry that competes online, where all competitors are charging for their services. Then, enter the market as a free alternative, using ads to support your costs.

This model has worked many times over, and can be reapplied to almost any area of the online marketplace. An incredible shift to "free" services and information has already started to take shape. People are out there pursuing the same services that they have always paid for, but they are looking for the free service. Starting one will drive immediate traffic to your site.

The difficult part is selling the ads. But there are a lot of ways you can add value and drive traffic to your site, which makes it much more attractive for advertisers. First, take an active role in social media. Use Twitter, Facebook, YouTube, and other networks to connect with members and build interest and awareness. Free services tend to create a lot of buzz, and you can use that buzz to your advantage in the social media space.

Second, use contests or promotions to keep people coming back to the site constantly. Third, offer at least one valuable area of the site that your competitors are lacking, this creates a selling point and helps to avoid potential customer's fears that you are inferior because you're free.

This strategy takes time, and it takes planning. But done right, it can take you to a point where the ads literally sell themselves.

Useful links from ZachHeller.com:

- [Ad Market Down, Innovate to Increase Value](#)
- [Hire a Social Media Manager and Start Talking](#)
- [Don't Get Caught in the Recession Trap](#)

Tyler Skinner from LinksLifeGolf.com

I have only been blogging for about a month now, but I have quickly learned the basics about making money with your blog. As of now I only have two streams of income, Google AdSense and Amazon Associates, both of which I think are great programs. Both are extremely easy to use and if used properly can make you a decent buck.

All making money comes down to is building traffic. Without traffic you will not make a dime. I would suggest getting your revenue streams setup as quickly as possible and then focus primarily on building your blog's traffic.

Even though I have only been blogging for a month I already know simple ways that can give your traffic a huge boost. Twitter, Digg, Facebook, Technorati are all must-use applications if you want more traffic. Setup accounts with each site and after you write a new post upload it to your accounts.

Technorati does all the work for you by automatically pinging your site and looking for new content. I can see spikes in my traffic every time I have put my posts on such sites. It is a little extra work but will payoff in the long run. I have had jumps of 300% some days and in turn have had made that much more money through AdSense and Amazon.

Satish from Technotip.org

Do not have the illusion that people make money online instantly. There is a lot of hard work involved behind the scenes. So do not expect to make quick money. If you want to make money online, be consistent with your business, whether its a blog, a service or anything else.

I think it is necessary for any online service to have a blog, in order to talk about your product and to attract traffic and to show your authority over your niche.

First, work consistently to attain the authority over your topic and work hard to get the quality traffic in place. After attaining these things, money will come by itself if you can monetize your website properly.

Do not just read some gurus guide and believe it blindly. Instead, get some inspiration from them, if they are really making good income online. Read their strategies for making money and analyze whether it will work in the same way for your niche. Try all possible methods and stick with the best ones that suites your website.

Useful links from Technotip.org:

- [Do you think a good title makes any difference in traffic?](#)
- [An Interview with the Master Daniel Scocco](#)
- [An Interview with BuySellAds.com](#)

John from SecondaryIncomeBlog.com

My tip for making money online is to experiment. Once your strategies become static you have capped your earning potential - something in the industry or your niche will change and you will be left in the dark. You need to be experimenting constantly, letting winners run and cutting losses. Here are two key areas for experimentation:

Affiliate Programs

Don't get stuck in a rut with your current set of affiliate programs. Try some new ones! Whether it is through A/B testing on one website or by introducing a new affiliate on a different website, you should be experimenting with different programs for two reasons: first, to find if you make more money with another affiliate and second, so that you have experience with another program should you be forced to switch (i.e. you get kicked out of Google AdSense).

Ad Positioning

Let's say you have an AdSense ad you embed into each post on your blog. How did you choose where to place it? You have a number of options - above the post title, floated left of your content, floated right of your content, at the end of your post, etc. You probably took the advice of whatever expert you had been reading that day and put it where he told you was the best place. And it's been making money so you were happy. But how do you know you couldn't be making more money? You need to experiment! What worked for your guru may well also be best for your readers but maybe not - you need to move those ads around and see if there are any noticeable differences depending on positioning.

Useful links from SecondaryIncomeblog.com:

- [How to Find Internal PageRank for All Pages of Your Website](#)
- [Using Google Search Engine To Improve Network Linking](#)
- [How To Optimize Landing Page Keywords](#)

Blain from StockTradingToGo.com

Making money online goes beyond blogging and websites. Investing online in the stock market is fundamentally similar in many ways to growing a personal website, and as we all desire the goal of achieving financial freedom can be reached with **dedication to an overall plan**.

It is your job as an investor to take time each day to read the latest news and keep a close eye on your portfolio. Bounce investment ideas off colleagues each day and develop a routine that you can maintain. Always look for stocks that fall into your strategy and that more importantly you understand. A buy plan and sell plan are critical for long term success investing online.

This dedication also ties into the blogosphere. Regular readers of your site will grow to expect posts each week day and become acquainted with your, "writer's voice". By creating a long term plan and sticking to it each and every week over time not only will your RSS number continue to rise but overall traffic and eventual revenue will join in as well.

Trillions of dollars in market value were lost in 2008, offering a unique opportunity to make money investing online in 2009 and beyond. By reading books, watching TV, and subscribing to financial education blogs such as StockTradingToGo.com over time you will attain a wealth of knowledge to profit from. Create a plan, stick to it, and you will find that the possibilities are truly endless for internet success.

Useful links from StockTradingToGo.com:

- [10 Great Ways to Learn Stock Trading](#)
- [Top 5 Online Stock Brokers](#)
- [20 Must Read Investment Books](#)

Amanda from YieldToPedestrian.com

One of the greatest obstacles to making money online is producing the volume of writing required to keep content fresh on your sites. Google greatly rewards new content; I cannot stress this enough.

It is, however, difficult to write a lot of fresh content for several sites. So how do you manage the workload without becoming overloaded?

A key strategy for writing, and writing without feeling that you are physically digging the words from your brain, is to reflect on where and how you write easily and comfortably.

I, for instance, am a compulsive emailer. I almost always respond. It is automatic: see email, hit reply.

What does that mean for you?

A few years ago, while working as a diplomat, I often had to write these difficult political briefing memos and trade analyses. Getting the words out felt like mentally giving birth, until...

...I started writing in my email message box. The social urge to respond was so associated with that space that I had a much easier time writing analytical pieces in that format.

I still write in a message box. I'm writing this tip in one now.

So think about where you write that you do not think about writing when you write there.

Useful links from YieldToPedestrian.com:

- [Ten Movies That Will Dramatically Improve Your Day](#)
- [YTP's 10 Tips to Keep in Mind Before A Blog Re-Design](#)
- [Like an Underwater Version of the Bug Scene in Temple of Doom](#)

Abhijeet from JeetBlog.com

There are umpteen ways to make money online which could include selling on ebay, developing websites or affiliate marketing . I'd like to discuss 3 strategies which I have tried myself and have successfully made money from them.

First - start a blog. I'm sure there must be certain things or certain aspects of life which interest you or some topics you are passionate about. If you haven't started a blog focusing on these things, you should go ahead and do it. This would help you in reaching out to the online community and making them aware of your knowledge. Jeet Blog helped me do exactly the same. And there are many ways to make money later, either directly from the blog by placing ads or indirectly by using it as a medium to gain clients or customers for your services.

Second - freelancing. Freelancing as a writer, designer or any other professional is a good way to be your own boss and get good money while working according to your schedule. You could use your blog as a medium to attract freelance work. You'll find many freelancers doing that successfully today and apart from monetary gains, they've also earned huge respect in the online community of bloggers.

Lastly, I'd suggest trying out affiliate marketing, especially pay-per-click marketing. This could be more difficult than the two strategies mentioned above since there is a learning curve involved and you could easily lose money during the first few months. However, if you can stay persistent, learn new tricks of the trade everyday and keep on applying them, then this strategy can easily make you much more money than the first two strategies.

Ben from RevenueReservoir.com

There are a wide range of affiliate programs available to make money online. These programs offer many different products and services to promote. One of the more easier types of affiliate programs to use are the ones that pay you to give away free stuff. One such program is called RevResponse. This program pays you to give away free magazines and ebooks. All your visitors have to do is fill out a simple form to qualify. Most of the forms ask for very basic information in exchange for high quality magazines and ebooks.

With this large list of categories you can tailor this program for use on almost any website or blog. They regularly update their catalog so you can keep providing fresh, new information to your visitors. They have easy to use banners and widgets to fit in all of the most common advertising spaces for your site. They let you create a whole trade pub page to offer their entire list of products however, I found that you will be more successful if you focus on just one or a few categories of products to promote.

The ideal website for this program is an educational/informational website. This program would make an excellent enhancement for your content by offering free related resources.

Useful links from RevenueReservoir.com:

- [10,000 Words on How to Start a Money Making Wordpress Blog](#)
- [Revenue Reservoir - Ideas in Passive Revenue](#)
- [Join Me on Any of These Social Media Sites!](#)

Donna from DazzlinDonna.com

A great way to make money online is to piggyback off of a hot product. Essentially, you take advantage of the popularity of someone else's product by supplying users of that product with a product, service, or application that the original product either doesn't supply at all - or does so in a way that can be improved upon.

Some of the best known product piggybacks are templates and plugins for online apps such as Joomla, WordPress and vBulletin. There are hundreds of popular web apps in many categories (CMS, shopping cart, forums, social networks, etc). Many of these scripts can be extended, modified, or personalized by users. You can take advantage of this by creating "premium" products that users purchase to customize their applications.

I know many of you think that you don't have the talent to create a theme or plugin. Luckily, you don't have to!. Talent can be hired - and often for a price far less than you might imagine from any of the freelance job sites, such as elance.com or guru.com.

You also don't have to limit your imagination to digital products. One of my favorite stories is that of a mom who decorated her kids' Crocs shoes by creating fun little clay and rhinestone charms that she placed into the Crocs air holes. That little bit of imagination later turned into a hugely successful business called Jibbitz.com. Consumers swarmed to purchase the tiny little decorations that allowed them to personalize their Crocs shoes. Crocs had the original popular product. An average mom, Sheri Schmelzer, created the piggyback product that made her a fortune.

Useful links from DazzlingDonna.com:

- [Yes, Even You Should Try The Web Business](#)
- [How To Make A Living In Your Pajamas - The Entire Series](#)
- [Diverse Income Streams Is Key](#)

Jason from SuccessForYourBlog.com

When it comes to making money online one of the biggest challenges to having a successful online business is driving traffic. I want to share with you some ideas to specifically target your niche audience using social networking.

1. On FaceBook, search for groups to join that are about your niche. If you have a blog about the TV show Lost, go join the Lost Fan group. Then interact with people and share your content. If a group that you're looking for doesn't exist, create one.
2. LinkedIn, do the same thing, but only if your niche will fit on that network. LinkedIn is a professionals network.
3. On Twitter, go to search.twitter.com and search your niche keywords. When you find people talking about those things, follow them and start conversing with them.
4. Find a ning site built specifically for your niche. Every single member of that niche social network would potentially be interested in your blog. Just remember to be tactful and build a rapport. Again, if a niche network doesn't exist on Ning you can start it.
5. Make sure that you include links on your blog to any social network sites you belong to. Allowing people to quickly and easily network with you is a must.

Just as important as all of these, make sure people can easily share your content with their own social networks.

Useful links from SuccessForYourBlog.com:

- [Social News: Are You Submitted?](#)
- [12 Forums For Bloggers](#)
- [Best Way to Get Yourself Out There](#)

Jayson from JaysonTCote.com

Some important questions your potential customer will ask themselves when evaluating your product or service, especially in the making money online Internet marketing industry, are: 1. Who is this person? 2. Do I relate to them? 3. Can I trust who they are?

Yes there are many ways to make money online today from affiliate programs, selling your own products, ecommerce, business opportunities, MLM's, the list goes on, but there is one crucial element that remains the same no matter which avenue you pursue, the human element.

Building a successful internet business requires building relationships with your customers. I'm not just talking about answering their questions and sending them inspiring messages or delivering quality content, that's a given.

I am referring to being transparent and allowing your character to be revealed. Allow people to know the real you. Let people know how you feel about the world, what's important in your personal life and the mistakes and rewards you have made along the way.

You want to create a connection with like minded individuals, people that believe in you because they share a similar outlook on life, because they lived through a similar experience. This is important, not only because establishing this type of relationship will ensure a long term customer but because you then are attracting the right type of customer.

If your audience can not relate to you they are not going to buy from you anyway, so you might as well just be the real you versus trying to present yourself as someone you're not. A customer that can relate to you on a very personal level will listen always listen to you and become a loyal word-of-mouth sales force.

Marty from A-Year-In-Asheville.com

One way to make money online is to convert your blog into a book. I turned my successful photo blog project, [A Year in Asheville](#), into a book by the same name. A Year in Asheville (the book) is now available in both hard and soft cover.

Using an online self-publishing tool like [blurb.com](#) or [lulu.com](#), you can quickly leverage the work you've done online by re-packaging it in a different medium (in this case a traditional book). The book will then generate revenue through commission via the blurb or lulu. The best part is you can control the price of you charge for your book.

The work you do promoting the book can serve as a means to further promote your Web site. For instance, I submitted a press release to the local newspaper announcing the availability of the book and received valuable coverage for the book, which drove additional traffic to the blog. The coverage lead to a speaking engagement at the local library, which further promoted both the book and site.

Costa Fong from EightBiz.com

One of the least used of way of making money online is through Article Submission Directories. Though bloggers have been reminded time and again that Article Submissions are a good way of gaining exposure and getting quality backlinks to their blogs, I seldom see any make money online gurus nor blogging pros telling their readers that they can make money with their article submissions.

This simple method however, is being used by many Internet Marketers to great effect. As we know many Article Directories like ezinearticles, the grand daddy of Article Directories, allows a resource box where the we can insert links to our sites. A directory like ezinearticles commands good exposure and authority and when we do a search for certain topics, it is not surprising to see an article from that directory sitting on the top of the search results. In view of this, Internet Marketers have taken full advantage of the resource box by placing a link back to their landing page or their sales page.

However, it is important to note that it is against the TOS of high quality Article Directories like ezinearticles to insert direct affiliate links in the resource box. Only a link back to your main page is allowed. So if you are thinking of an easy way to earn affiliate commissions through your article submissions, you are wrong. Some smaller directories might not interfere with your links, but then you will not get the required exposure.

What is needed of course is the ability to write a good and convincing article about the product that you are trying to sell, redirect the traffic to your own website, and then earn commissions via your affiliate links.

Useful links from EightBiz.com:

- [What Is Good Content?](#)
- [The Basics of Link Building](#)
- [Can You Earn Money Online From Social Traffic?](#)

Justin from PalmerWebMarketing.com

“Never assume.” - These 2 words represent the greatest advice ever given to me on the topic of website optimization. Here’s a list of 3 assumptions site owners make (myself included) that could cost you a ton of business.

Assumption #1: People will know how to find your website

We often assume that people have memorized or bookmarked our web address. But what happens when people forget, or are using a different computer and don’t have access to bookmarks? In addition to ranking on Google for your brand/company name, do you rank for common misspellings and variations?

Assumption #2: People know what you sell

How many times have you landed on the homepage of a website, and were unable to understand the primary purpose, product, or service? We often neglect to succinctly inform our customers about our product or service, which leads to a prompt bounce from visitors.

Assumption #3 : Everything will go as planned

Here’s an experiment. Try going through your website conversion funnel (checkout process, contact us form, etc) and do everything wrong. For example, enter an invalid zip code, click on things that weren’t meant to be clicked on, click the back, forward, and refresh buttons on your browser excessively. You might be surprised what you see. How well does your site handle errors? When people stray off the beaten path, can they get back?

Useful links from PalmerWebMarketing.com:

- [7 More Costly Assumptions](#)
- [Shocking Truths about Your Website](#)
- [25 Ways to Improve your Product Pages](#)

Netvalar from TimelineOnline.org

I am sure most of you have been told the importance of social media and community building. You may have even heard that content is King, but Do you know the Queen? Videos. Affiliate marketing is touted by marketers online in order to sell their products. So let me ask where is your product? While telling you that the cost of building your own product can be next to nothing.

While researching today's music industry, I found that more than music videos are wanted. So do you have videos answering your communities questions? Videos consisting of your specialized knowledge? The possibilities are limited by your imagination. With any product creation you want to test it why not use Youtube.com for this. You can even outsource the making of these videos via sites like Getafreelancer.com.

Compile your now tested videos into a DVD collection. Include 2 – 4 videos not placed anywhere during testing. Now you have a product and are ready to sell it.

Selling your videos you may want to look into a site like Paydotcom.com. This allows you to set up your fans as affiliates. The way I would suggest doing this is setting your video compilations as a zip digital file. Set the price somewhere above \$10, and offer affiliates 50% commissions.

When deciding on a price there are a number of things to consider. Each video should be valued at \$0.75. The DVD itself has a value I would say \$2.00. Then add in a 20% mark up for the exclusives. With 10 videos and a couple of exclusives this should come to about \$12.00.

Useful links from TimelineOnline.org:

- [Does Your Army Have Any Leadership?](#)
- [The Expansion of Your Street Team](#)
- [Fan Membership Site?](#)

Rajasekharan from MTHerald.com

I'm a medical transcriptionist since 1999 and I'm already earning a few thousand dollars online as a home transcriptionist working on a web platform. However, while in search of an idea that would fetch me regular, residual, online, supporting income apart from transcription, I considered many options and decided to go with blogging for part-time work and fulltime income. But earning from blogging was not a get-rich-quick scheme.

For me, it took 8 months to cross \$100. However, the first \$100 earned was well enough to cover my hosting expenses until then. Hence blogging seemed a good business with negligible investment and good returns. However, had I withdrawn from blogging being impatient in the earlier months, I would have missed the few hundred dollars a month that my blog started to earn from the second year onwards. I spend merely 4 hours a week on my blog. Now as my blog grows in a year or two, I'm sure it'll outpace my transcription income!

Moral for any newbie to make money online:

1. Start a blog in a niche you're expert.
2. Consistently blog quality content at regular intervals with due SEO.
3. Don't give away and don't quit your day job until you make decent living online.
4. Perseverance and tons of patience is all you need for successful money making online.

Useful links from MTHerald.com:

- [Recession Proof Jobs And Careers At A Glance](#)
- [Pros And Cons Of Medical Transcription Career](#)
- [Start A Medical-Transcription-At Home Career](#)

Mayank from BlogDesignStudio.com

I'm not an expert blogger or the one who is minting money out of the blog to set an example in the blogosphere, however I make enough money from my blogs that I can stay as full-time blogger and not worry about finding a job or anything.

I started offering custom WordPress themes (service) from one of my blog. The service is now popular enough that I am overloaded with work (Yes! Even in the time of recession and that's the power of inbound marketing!). I don't know anything about coding and designing and still I'm making money out of my blog and that too without putting any ads on it. How did I manage this?

I partnered with right people! I partnered with one of my friend who has been handling web design work through elance and was getting it done from others. Together we hired a designer in Macedonia (its pretty cheap out there) and we started the blog. With proper marketing and business sense, we didn't have to pay anything from our pocket. Initially we just managed to pay the salary, now we are in a situation where we are planning to hire couple of more designers (all this in under one year).

Take example of Chris Pearson, he partnered with Brian Clark and now his single theme i.e. Thesis theme (product) is doing wonders. Do you see the power of partnership? Can you think of any such service or product that you can offer from a blog?

Useful links from BlogDesignStudio.com:

- [Use Who Sees Ads to increase email subscribers!](#)
- [Feature a customized Error 404 Page](#)
- [17 Simplest Ways of Building Backlinks](#)

Eva from EvaSanagustin.com

We almost never type the URL directly. We leave the job of finding responses to the search engine, if possible with one click. We use **key words** because they are robots with relevance criteria based on algorithms.

The list of pages that are trying to appear in the **first positions** is getting longer every day (SEO), and the struggle to obtain **sponsored links** can be fierce (SEM). Selecting the right words is becoming more necessary in order to achieve 'benefits' through the Internet.

Now, it is not sufficient just to be on the Internet or have a website or blog. You must **be visible** in addition to having a **good reputation**. For easy advices:

- **Work on the key words.** Search engines must find you: choose the titles of your posts with care, including the words of the first paragraph, the links and the titles of the images.
- **Review the texts carefully.** Your target public must understand you: disconnected sentences and spelling mistakes will not help you, but bold text and vignettes will.
- **Listen to the blogosphere.** Pay attention to current events, and also what is being said about you: the words that are associated to you and your blog. You should know what image people have of you, as it will not necessarily agree with the one you are trying to project.

Useful links from EvaSanagustin.com:

- [Reading and writing, or the other way round?](#)
- [The importance of the "Subject"](#)
- [Types of headlines](#)

Jarkko from FakeMoneyBlog.com

The number one reason why professional blogs fail is lack of sales. Normally you hear bloggers being fixated on creating content and then some more - just to be on the safe side. We work under the assumption that our content turns into a revenue source just with a little help from automatic advertising network solutions. Displaying ads is not selling not even if you run your own ad.

Selling is hard and requires good communication skills. People who resort to internet communication are mostly working with delayed feedback channel. We, for example, perspire for hours tweaking words and setting right tones, and finally we post the article and go to shower. Later on we go and check if anyone commented, sent an email or who did what. Interactive, eh?

We learn to use this media in a certain way and therefore are especially prone to dump that tedious sales and face-to-face interaction part of the business over to software. It doesn't fit to our communication routine. If we turn our backs to personal selling, we are losing a chance of a lifetime to become better communicators. Being a better communicator also makes you a better copywriter, because as a salesperson you know how people think and behave.

So you think your copy is strong without sales skills? Good, but what about when it is time to step up in the money making food chain? You have to network and get personal with some top people of this segment. It is hard to do with electronic media alone. With good sales skills you can mingle in any crowd and steer the conversation to your way. That is hard to do if you only get that perfect line when you're already driving back home.

Useful links from FakeMoneyBlog.com:

- [Sellwell 4 – Ask?](#)
- [Sellwell 3 – Grab the sale, service later](#)
- [Sellwell 2 – Wear a smile](#)

Dalirin Inaja from BlogsND.com

Make money online doing paid reviews. This is the easiest way to make money online with your blog. Really, this was how I made my first money online. You just have to write a blog post about either a product, service or a website. Depending on the buyer, the post can be from 50 – 200 words. You can go above 200 words that would make the advertiser even happier. He might order another review from you, if he wants to launch another business. It cannot be lower than 50 words because you didn't provide enough details about the product or service.

I am saying this is the easiest way to make money online because you don't have to sale anything. Think about this. You are new to the blogging world and nobody knows your blog, do you think somebody would offer you \$20 to put his logo on your blog. No. If it is me, I would not do that. I would rather use the money to advertise on a site that is popular. Or do you think if you put your affiliate link on your blog, somebody would buy a product through your link? No.

I started doing paid review 1 month after I had my blog. Since my blog was new, I was offered the lowest amount \$5. I couldn't resist the offer. I wanted to join the crowd of people saying that they wanted to make money online. I took the offer and wrote a 200 blog post. After doing that, I emailed the advertiser the URL where I made the blog post and I was paid. When I saw the \$5 in my paypal account, I believed I could make money online.

Useful links from BlogsND.com:

- [Make Money Online by Doing Surveys](#)

Allan from BetterServiceBlog.com

Whatever you're selling online, at the point of sale the actual product is largely intangible. Research shows that when consumers buy a service, they look for tangible cues as to the quality of that service – they are judging the book by the cover!

You've heard the phrase 'you don't get a second chance to make a good first impression'. Here are my ideas to help you make a good first impression and make your product more tangible to your customers.

Give something away.

Ever been to a supermarket and seen someone giving away samples of a product in-store? You may be able to do that with your product. If you sell an e-book can you give away a chapter for people to read for free? If you sell a physical product can you give away a small sample so people can try before they buy?

Testimonials.

Providing testimonials from real people who have benefited from your product helps reduce the perceived risk for new customers. Also, try and show some proof that the product works – i.e. our revenue increased by 203% etc.

Third party endorsements.

Look for other web sites or blogs run by the thought leaders in your industry and ask them to review or promote your product. With permission, use quotes from their reviews on your web site.

Useful links from BetterServiceBlog.com:

- [A Question of Value](#)
- [What Clients Love](#)
- [Expanding Your Business The Ansoff Way](#)

Zaheer from ZParacha.com

AdSense is by far the most popular monetization program among bloggers. It is easy to setup and you can start with the program within few minutes.

But don't think that since you have AdSense units on your website, you will start seeing the money flowing in through AdSense. You need to be patient and will need to do some groundwork to make this work for you. The key to AdSense success lies in **C**ontent and **P**osition.

Remember the golden rule: "**Content is the king**". Good content on your website is crucial to your success. Not only does it attract more visitors to your site, it will also help you get more relevant and high paying ads through AdSense. Google reads text on your website to determine the relevant ads to advertise on your website. Use your keywords in the title, page URL and through out the content to improve your chances of getting more relevant ads.

Position: If content is the king; then position is the queen and queen runs the house!. After content the next important factor that can increase your AdSense revenue is the positioning of ad units on your website. As a general rule ads placed above the fold perform well than those displayed towards the bottom of the page.

Every website is different and will see different results. You will need to do some experiments with ad placements and size to determine which combinations work best for you.

Boyan from InTheWorldofFinance.blogspot.com

Lots of people possess a creative personality that can be monetized. Self-publishing sites provide an easy way to turn a variety of digital content including books, music, video, software, calendars, photos and artwork into a digital download for millions to access. Posting own content and offering it for sale comes at no or minimum cost. Usually self-publishing sites offer a customizable storefront and charge commission only on the profits from any sold item.

Having a global marketplace for creators of content does mean you can make money online as far as you (i) have something that is your intellectual property (ii) can place a reasonable price tag on it (iii) find people to buy it.

Strategies to promote your product and make actual sales might include:

- joining one or several social networks and finding groups based on a topic or interest that is related to your content;
- making use of affiliate marketers - you can hire people in internet to market your product on the web and pay them in percentage of every sale;
- making a link or logo in your e-mail signature pointing to your content
- making t-shirts and small postcards with your web links and logo

Investing time in promotion can be rewarding. And thus act as a stimulus for the creation of more content.

Useful links from InTheWorldOfFinance.Blogspot.com:

- [Creating Your Investment Policy Statement](#)
- [Managing Your Own Portfolio](#)
- [Investment Strategies Against Inflation](#)

Sohail PakBlogger.com

My tip for bloggers who want to make money online through their blogs is “Write well and write consistently”. All the marketing and promotion methods only work if you have great content to offer on regular basis. The quality of content and posting frequency is important to convert first time visitors in regular visitors.

By “writing well” I mean write a post on a topic only after you have researched well and then break it down into paragraphs, small parts or manage it under headings and sub headings. A lengthy post is easy to read if it is structured well. Consider posts like top 10 lists, interview with other bloggers, breaking news stories in your niche and even do not hesitate to write about controversial topics.

The posting frequency is important to adopt. Choose a posting frequency (decide how often you can post on your blog) and stick to it. The returning visitors expect a post daily if you are already posting daily on your blog so make sure you have some posts ready for any situation when you do not have enough time to write a post. Search engines specially Google like consistent posting and visits you blog quite often.

Once you are writing detailed posts and updating your blog quite often there is no reason that promotion methods do not work for you and you do not get organic traffic from search engines.

Useful links from PakBlogger.com:

- [Tips for an effective advertising campaign](#)
- [Customize Your Blog](#)
- [5 Stock Photography Sites to Sell Your Photos](#)

Viraj New-Web-Business.com

Being kicked out of Google AdSense was a terrifying nightmare for me. I was young, very naive in the blogging field and foolishly I clicked on my own ads... So how to recover if Google gives you this horrendous shock??

1. **Explain to Google:** Try mailing Google with relevant logs if you are confident you have not violated the AdSense TOS. If you know a person who works in Google, its better to send the email to him rather than the standard Google Address. This guarantees a better chance of Google considering your request.
2. **Realign your Goals:** Google AdSense was the prime reason I got into blogging. Putting a simple code on your articles which earns you money day and night attracted me to blogging. Naturally, earlier my blogging goals were more like “Getting X many clicks on my ads” or “Making X amount of money in Y no. of days”. Now I set and measure success by different parameters such as “Getting X no of RSS subscribers” or “Writing 3 super articles which can get to the Digg frontpage”. Realigning your goals from money to traffic or increasing your readership help build your blog better in the long run because in the long run high traffic sites can be monetized much better than with AdSense.
3. **Persist:** Most young blogs rely solely on AdSense for recovering the costs and being kicked out of the program can be extremely discouraging in the effort to develop their blogs. But do know that most top blogs in every niche make loads of money and almost none of them use AdSense

Useful links from New-Web-Business.com:

- [Find the Perfect Concept for your Website](#)
- [Essential Skills to Develop For Success in an Online Business](#)
- [Great Interview With a Seasoned SEO Blogger](#)

Kurt Avish from IslandCrisis.net

Making Money Online is a dream and it is not so difficult as everyone say it is. I shall teach you some of my personally used tricks that can earn you at least \$200 per month! I won't exaggerate as these values are real earnings that a beginner can earn if he follow my tips. This small guide is for beginners. The concept here is to create small niche blogs and create as much as you can as the days goes by. Do it for fun but also earn money.

The tutorial is for only one example niche blog. Lets say a blog on Hotels of Mauritius. You will need:

- [An adsense account](#)
- A domain name
- A blog (Wordpress is best)

The most important is to know WHAT to write and WHEN to write. Use [Google Trends](#) for this! Google trend is good if you have a general article blog and not a niche one. Here we are looking at a niche blog but the concept which follows will be the same for a Non-niche blog too. Go to [Google Keyword Tools](#). Look for the keyword 'Mauritius' and 'hotels'. Now you will have a list of keywords. Now on the Estimated Avg. CPC choose the top 10 paying keywords and note them.

Go to [google.com](#) or Google Blog Search and look for information about each of these 10 keywords. Compile everything and create up to 10 posts.

Useful links from IslandCrisis.net:

- [Is your WordPress secured? You should really move on!](#)
- [How to add a subscription form below your posts in blogspot?](#)
- [The New Blogspot Guide for Beginners!!](#)

Yan Susanto from ThouShallBlog.com

It holds true making money online begins with a product on hand. The internet is never short of product ideas that fill the need of the masses *and* a ton of affiliate products you can carry *as if there are your own*.

Either way, internet is full of opportunities to make money online.

Now regardless whether you are selling your own products i.e ebook or promoting someone else's products via affiliate marketing, the rule of marketing remains the same – to ***divert*** and ***convert***.

The days of “If I built it, they will come” are long gone. To divert is to drive traffic from one location to your sales page.

Diversion usually takes the form of PPC, article marketing, press releases or email marketing.

Time consuming it may be but that's the easy part.

What really separates the men from the boys is the fine art of converting that *diverted traffic* into profits.

Technically speaking, it is believed to be the hardest of the two.

It boils down *not* only to what you have to offer but how you *make* the offer.

The right use of typo and color combination, the proper use of calls to action and its positioning, the smart use of testimonials are just some of the proven *conversion* strategies.

Useful links from ThouShallBlog.com:

- [A- Z Blogging Guide for Beginners](#)
- [101 Blogging Tips I've Learned in 2008](#)
- [7 Deadly Sins of Highly Ineffective New Bloggers](#)