

Your Money Making Website

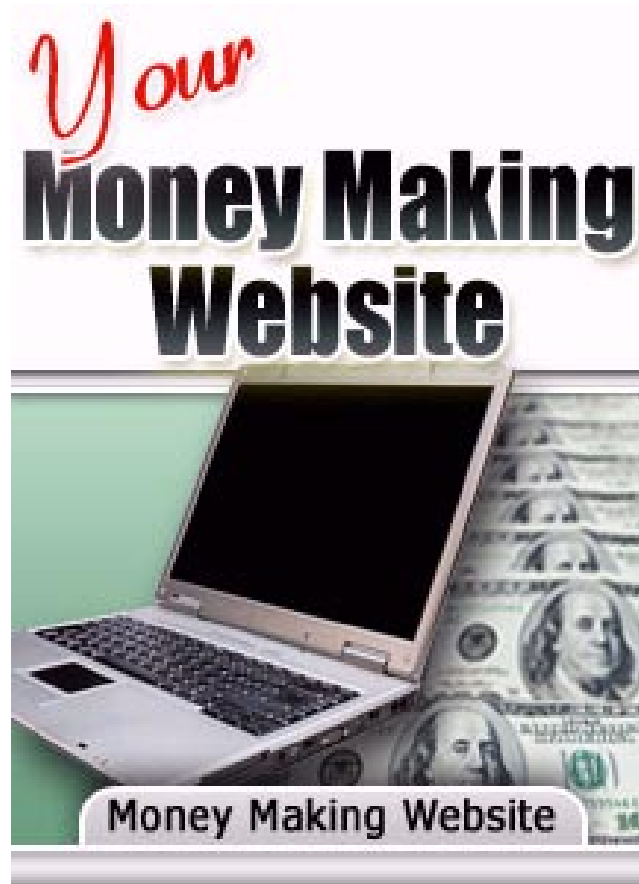


Table of Contents

Monetization is Easy	- 3 -
Using Google AdSense.....	- 4 -
Using CPA Offers.....	- 6 -
Using Affiliate Products.....	- 8 -
Writing Reviews	- 10 -
Build an Opt-In List	- 12 -
Use In-Text Advertising.....	- 14 -
Use Widgets	- 16 -
Sell Your Own Products.....	- 17 -
Monetization Resources	- 18 -
Conclusion	- 20 -

Monetization is Easy

If you have a web site, and you want to earn money from it, monetizing the website or blog is easier than you might think. There are numerous ways that you can create several different sources of income from a website or blog.

For the most part, you just need to know where to find the opportunities for monetization, and insert code on your site. That, however, does not guarantee income. Next, you actually have to drive traffic to the site in order for the monetization sources to work for you.

The first step, of course, is to build a content site. This is not a sales page, although it could actually be a mini-site, as opposed to a content site that contains hundreds of pages of content.

The companies that offer monetization solutions usually only want to work with sites that do have actual, valuable content, as well as some level of traffic. Some have very strict traffic requirements, while others do not. Either way, you do need a site that is complete, and a site that has content before you ever even start considering monetization.

There is always a debate about whether or not you should monetize a blog. Many experts recommend that you should develop a following before you start monetizing the blog, however this often shocks your readers, and your best bet may be to have monetization sources in place before your work towards building your readership.

Obviously, you don't want a site that is loaded down with banners and such. The site should not be one big advertisement. Instead, the monetization sources should be sprinkled throughout the site, and the content should be the main focus – not the advertising. Sites that are too loaded down with obvious advertising seldom do well at all.

Furthermore, some of the companies that you can use for monetization won't allow you to join their programs if you are running certain other programs on your pages – or may reject you if your site appears to be nothing more than advertising.

With all of that said, and working under the assumption that you have already built a content website, let's start looking at the various monetization possibilities for your website or blog.

Using Google AdSense

The chances are pretty good that you've heard of Google AdSense. You've most likely seen sites that are running Google AdSense ads. You may envision making a lot of money with Google AdSense, but the reality is that making a lot of money from Google AdSense takes a great deal of work.

With the Google AdSense program, you are essentially paid each time someone clicks on one of the Google Ads on your site. You sign up for the program, get approved, design your ad code, and place it in the HTML code of your pages where you want the ads to appear.

The ads that are displayed will be relevant to the keywords that you are using in your content. Therefore, if your main keyword is basketball, the ads that will appear will pertain to basketball. Some keywords pay more than others, and this is definitely something to consider when you are preparing to develop a content website.

The first step to using Google AdSense is getting approved for an AdSense account. It is vital that your site adhere to the Google AdSense publisher's guidelines. Do not apply for the Google AdSense program until a) you have plenty of content on your site and b) your site adheres to the guidelines.

Getting approved isn't hard, but it isn't necessarily easy if you skip reading the guidelines. The good news is that once you have one site approved for the AdSense program, you don't have to have any of your other sites approved – those sites are automatically approved.

Next, pay careful attention to the keywords that you use in your content. Take several hours and look through Google's site to learn as much as you can about how things work at Google. Learn to use the tools that are available to you as well, so that you can target the highest paying keywords possible for your other sites.

Note that it is very difficult to earn any real money to speak of with just one site running Google AdSense. Those who are making real money with the AdSense program either have hundreds of sites, or they have a few sites with high traffic. Obviously, you would want to combine AdSense with other revenue sources.

Use the tools within your AdSense account to design ad blocks that match the colors of your site. Consider adding Google Search to your site, and elect to have text and image ads. One of the newer features of the AdSense program is videos, and this is something that you may want to take advantage of as well.

As for the most effective placement of the AdSense ad blocks on your pages, there are numerous different opinions. Your best bet is to do some testing of your own, to determine what works best for your site...as in, what positions are getting the most click thrus.

While Google AdSense is one of the best known contextual advertising programs, it isn't the only one that exists. If you find that you aren't doing well with AdSense, but you have a decent amount of traffic, you might want to consider an AdSense alternative.

Similar Options:

There are other options besides Google AdSense, but in most cases, they cannot be used in conjunction with AdSense. Below are some alternatives to AdSense that you may want to consider in the event that you aren't doing well with AdSense, in spite of having plenty of traffic, or in the event that you are not approved for an AdSense account.

Yahoo Publishers Network – <http://publisher.yahoo.com> - Yahoo Publishers Network is easier to join than AdSense, but the amount that you can earn through the site is comparable to AdSense.

Clicksor - <http://www.clicksor.com/> - Clicksor works similar to Google AdSense, but there are more options for including ads on your website, including pop unders, text boxes, graphical banners, full page advertising, search boxes, inline text links, layer ads, and even XML feeds.

Context Web - <http://www.contextweb.com/> - Context Web gives you more control than Google AdSense. You can even set your own CPM price with Context Web, which is rather unique.

Miva - <http://www.miva.com> – Miva is very similar to Google AdSense. The only difference is that along with the ad blocks, you can also incorporate inline pay-per-click ads in your content, which is something that AdSense doesn't offer.

These are just a few of the alternatives to Google AdSense...there are numerous other alternatives and they are fairly easy to find. The fact that they are not as well known won't make any difference to your visitors, and won't have any effect on the amount of money that you earn either. The only thing that has an effect on the amount of money that you can earn with contextual advertising is the amount of traffic that you get to your site. The more traffic you have, the more money you will earn, regardless of which company you use.

Using CPA Offers

CPA offers, or Cost per Action offers are a great way to monetize a website. This simply entails signing up for an account with a network, which is free, choosing the offers that you wish to run on your website or blog, and pasting the code into your HTML.

Let's start by clearly defining what a CPA offer really is. Cost per Action is a term that is mostly used by the person who is paying for the advertising, but it is also used by the people who are running the offers as well. The advertiser pays the publisher (you) each time that a visitor takes a specific action.

The action may be signing up for a list, submitting a name and telephone number, submitting an email address, filling out a short survey, signing up for a free trial, or any other number of things. The action usually results in lead generation for the advertiser.

The beauty of CPA offers is that no sale is required for the publisher to earn money from the action. This makes it easy to get your site visitors to take the requested action – because it doesn't cost them anything to do so.

Obviously, some CPA offers are better than others. Some pay upwards of \$25 per action, while some only pay a dollar or two per action. Some CPA offers can be incentivized, while others cannot. This means that you can use various methods, such as offering something for free, to tempt people to take the action that makes you money from the CPA offer.

There are many ways that you can make money with CPA offers from your website. First, you can just set up the offers on your page, in the form of banner advertisements. Another option, which may bring in more money, is to set up special pages for those offers, and then drive traffic specifically to those landing pages.

Many CPA publishers will actually use Google AdWords or Yahoo Search Marketing and pay to have traffic hit their CPA landing pages, because there is so much money to be made. This doesn't mean, however, that it is a guaranteed source of income by any means.

First, you must drive traffic to the landing page, which usually means driving the traffic through your landing page, and on to the advertisers lead generation page. Obviously, if you have a content site, those offers should ideally work in well with your topic, and in all honesty, it is hard to find CPA offers for some topics.

You also need to know what you are doing. If you are serious about earning money with CPA offers, you should definitely take a course that covers the use of

Google AdWords, and then build effective Google AdWords campaigns, as well as search engine optimized landing pages.

The good news is that when you get really good at selecting great offers, and driving a massive amount of traffic to those offers, not only will you be making incredible money, you will also be able to work out special deals with the networks and advertisers...meaning that you can negotiate better payment terms.

Most CPA advertisers have rules that must be followed. Through the networks, you can learn whether the advertiser allows incentives, whether you can promote via email, website, or any other method, and what keywords can be used for search engine marketing, as well as which keywords cannot be used.

Make sure that you always read the information for each CPA offer that you plan to run thoroughly so that you don't find yourself banned from the program. If you aren't following the rules you may also find that any funds that have been earned, and not yet paid, may be taken away from you as well.

Some of the best paid affiliate marketers actually make the bulk of their money with CPA offers, as opposed to regular affiliate products, where a sale must be made. Again, this is because it is easy to offer something for free, while it is much harder to actually close a sale.

Some of the better CPA networks that you can join include Never Blue Ads, at <http://www.neverblueads.com>, The Pepper Jam Network at <http://www.pepperjamnetwork.com>, and The Hydra Network at <http://www.hydranetwork.com>.

Other CPA Networks include CPA Universe at <https://affiliates.perflinknetworks.com/>, CPA Affiliates at <http://www.cpaaffiliates.com/>, CPA Empire at <http://www.cpaempire.com/>, Max Bounty at <http://www.maxbounty.com/>, and CPA Storm at <http://www.cpastorm.com/>.

Note that there are numerous other CPA networks out there, and these can easily be found through any search engine by typing in the words 'CPA Networks.'

An alternative to CPA offers is CPM offers. CPM stands for Cost per Million, and it essentially means that the advertiser is paying for impressions, as opposed to actions. In almost all cases, the only way you will be accepted for CPM programs is if you have a site that has an incredibly high amount of traffic. Therefore, your best bet is to go with the CPA offers until such a time that you do have loads of traffic to your site daily.

Using Affiliate Products

Obviously, selling affiliate products from your site is a potential source of monetization, but it is harder to sell affiliate products than it is to use CPA offers, because filling out a form doesn't cost the visitor anything at all.

However, some affiliate programs offer nice payouts, and it is worth your time to find those programs, sign up for them, and include them as a part of your website monetization strategy – as long as it is in conjunction with other monetization strategies.

The first step to using affiliate products is to find products that fit in well with your topic – or to find affiliate products and then build a site centered on those products.

As with your own product, you might find that you do better if you only have one product promoted on a small content site, otherwise known as a mini-site, instead of numerous products promoted on a larger site when it comes to affiliate products.

Next, you never want to promote an affiliate product that you do not fully believe in. Even though the product isn't yours your name and website will be associated with that product if you are selling it. Therefore, never try to sell an affiliate product that you haven't tried out for yourself first.

Affiliate marketers have found that they get the best results from those affiliate products when they work to pre-sell the product. This essentially means that you set up your own sales page and drive traffic to that page, and then direct the visitor to the merchant's sales page.

It is always a bad idea to direct visitors directly to the merchant's sales page, without pre-selling them – and especially without collecting their name and email address first. Once the visitor goes on to the merchant's site, you've lost them forever if you don't have their contact information.

Many affiliate programs will offer banners, and statistically, these banners do not do very well. The best way to sell an affiliate product is with content. Simply work your affiliate link into the content on your site, in a natural way, where the visitor's interest in that product is built up.

This is a little different from pre-selling the product, whereas the content is not 'salesy' in nature. Instead, the content is more informative, and it shows how the product helps to solve a problem or address an issue of importance for the visitor.

Some affiliate programs will offer you pre-written ads, articles, sales pages and more. It is never wise to use these pre-written items, because too many other affiliates are using the same material. Not only can this lead to a search engine optimization nightmare, but it has been proven to be ineffective.

Take the information and sales materials that the merchant provides, and rewrite that information. Not only does this create original content for your website, but it also sells the product to your visitors, using your own 'voice,' which is much more effective. Pre-written sales items are fairly obvious to savvy visitors.

There are countless affiliate networks out there, and some of the better known ones are ClickBank at <http://www.clickbank.com>, Commission Junction at <http://www.cj.com>, and Link Share at <http://www.linkshare.com>. To find other affiliate networks, simply do a search in any search engine for "your main keyword + affiliate."

Also realize that you don't have to go through affiliate networks to find quality affiliate products and services to sell. Many merchants manage their own affiliate programs, without the use of a network.

Some affiliates are leery of this, and worry about getting paid, but for the most part, there are no real problems to speak of, and often, the affiliates are paid better because there is no middleman to pay.

Again, there is money to be made with affiliate programs, and there are numerous ways to make those sales. While you may do better with CPA offers, don't count out the monetization potential of great affiliate products that your visitors will be highly interested in as well.

As with CPA offers, do not load your site down with affiliate products. Be picky when it comes to what is going to appear on your site. You can use a combination of Google AdSense, in text advertising, shopping widgets, CPA offers, and affiliate products, but the content on the site must 'outweigh' the advertising on the site at all times. Otherwise, your visitors will quickly surf away, and you won't even be eligible for many monetization programs.

It cannot be said often enough – it doesn't matter how great your content is, or how fabulous the offers are, if you aren't driving traffic to your site, none of it is going to bring in any money for you.

Earning money from your website means that you must be driving traffic to that site every day of the week, which is why it is in your best interest to take courses in Google AdWords, as well as in other promotion methods to drive traffic to your site.

Writing Reviews

Whether you have a website or a blog, you can earn money by writing reviews. This can work in numerous different ways, and there are sites where advertisers pay to have their products or websites reviewed by other bloggers or website owners. However, this can work in many different ways, and below, a few of those methods are described.

Sign up with a review network. This is one of the surest ways to make money from writing reviews. Some sites include Review Me at <http://www.reviewme.com>, Pay-Per-Post at <http://www.payperpost.com>, and IHype at <http://www.ihype.com>.

Write reviews for affiliate products. This is basically the same as pre-selling an affiliate product, however instead of being written in a sales letter format, the information is written in the format of a review. Many affiliate marketers have found that this is the best way to pre-sell a product.

Write reviews for CPA offers. This is an alternative to pasting a banner on your page for the CPA offers that you want to run. Go through the action yourself to see what it is all about, or use information provided by the advertiser, and write a review that covers the free information that is offered by that advertiser.

The way that you write the review depends on two things: What you hope to accomplish with the review, and how you are being paid for the review. If you are being paid by the product owner simply to write the review – and nothing more – the advertiser may have specifications for that review. Many website and blog owners do not like this, due to the fact that it threatens their integrity.

However, many of the product owners who request reviews through review networks give the review writers a free hand – meaning that they don't care if the review is good or bad, which opens up numerous possibilities for the review writer.

There are networks where you write reviews, and those reviews appear on the review site, and not on your own website. If you are interested in that, great – however this information pertains more to reviews that are written for your site. You will almost always be paid more for reviews that appear on your own site, as opposed to a review site.

When you are writing reviews through a review network, the pay varies, depending on what the product or site owner is willing to pay for the review. The

pay may be as little as five dollars per review, or as high as fifty dollars per review.

Most of these review networks have limits, meaning that you can only write so many reviews in a specified period of time. They will also require that you have a certain number of non-paid reviews between paid reviews.

Many of the review networks are designed strictly for blogs, as opposed to static websites. You can easily get around this by installing a blog as a part of your website; however there will also be blog age requirements. Some require that your blog be at least three months old, while others will require that your blog be as old as six months.

Some networks do not have age requirements, but instead have traffic requirements, which are usually checked through Alexa at <http://www.alexa.com>. Some networks will have age and traffic requirements.

There will always be length requirements for the reviews that you write, which should be stated in word length. Although each network has its own protocol, the general method is to sign up for an account, get your blog approved by the review network, and then select a review to write from a list of review requests. You may or may not need permission to write the review.

Once the review is written, you notify the review network, the review is checked (manually in most cases), and then if you've met the requirements, payment is made to you. Most of the review networks pay via PayPal at <http://www.paypal.com>, and some networks pay immediately after a review is accepted, while others pay on a weekly, bi-weekly, or monthly schedule.

Writing reviews can be lucrative, and as you continue to write reviews through the review networks, advertisers who need reviews written will start requesting that you write reviews for them.

With that said, however, it is important to note that writing reviews can destroy the integrity of your blog if you aren't careful. Obviously, you won't want to get very far away from your topic, and finding review requests that fit into your topic isn't always easy.

Another issue is that many of the review networks require you to state that the review that you are writing is indeed a paid review, which could cause issues with your readers.

Build an Opt-In List

No matter what type of monetization sources you are using on your website or blog, it is vital that you build an opt-in list, and include that list in your monetization strategy. Email marketing is a proven winner when it comes to earning money online.

When you have an opt-in list, you can essentially triple your monthly income with ease, by marketing to that list over and over again. This means that you don't have to continually drive new traffic to your site in order to make money, although you should continue to do so until you have a healthy opt-in list.

Even at that point, the most successful marketers tend to continue building their list, and continue to drive new traffic to their sites at all times. If you've found success, keep building on that success by repeating your actions over and over again.

There are two tools that you need to build an opt-in list: You need an autoresponder and a squeeze page, which is easily designed with the use of Squeeze Page Generator software.

For an autoresponder, the best service out there is Aweber, at <http://www.aweber.com>. There are numerous squeeze page generators, but one of the better ones is Instant Squeeze Page Generator at <http://www.instantsqueezepagegenerator.com>.

You can use your other monetization strategies to build your opt-in list, as well as a few additional strategies. Let's look at the various ways that you can convince people to give you their name and email address.

CPA Offers: Set up your own landing/squeeze page for the offer and drive traffic to it. If you are allowed to incentivize the offer, give your visitors something for free, such as an ebook or a report. If not use the CPA offer itself as the incentive. Once the visitor has filled out your form, they should be redirected to the CPA offer page to fill out another form.

Affiliate Programs: You should be pre-selling affiliate products that you are selling, and this means that you are driving traffic to your site. You can set up a squeeze page, and give away a free ebook that pertains in some way to the product, before redirecting the visitor to the merchant's sales page.

Write a Newsletter: Ask people to sign up for your free newsletter, which of course will give them information that they won't find on your website. The offer of 'insider' type information – for free – is always enticing.

Put a subscription box on every page: Even if you have a squeeze page, make sure that you have a subscribe box on every page of your website.

Take Part in Giveaways: Giveaways are very powerful, in terms of building a list, but often the list won't be targeted. However, if you want to give this method a try, simply create a free ebook or report, find a JV Giveaway, and sign up. Marketers who host these giveaways often announce them in their own newsletters, but you can also find the giveaways in the search engines.

Buy Subscribers: This is a fast method of building a list, but again the list may not be targeted. In the grand scheme of things, giving away something for free that is of interest to your specific target market is the best way to build your opt-in list.

Once you've started building your list, you have to learn how to market to that list. A course in email marketing will come in very handy here. The key is to keep in constant contact with your list.

You must be very careful. Never send your list more than one email a day. Make sure that you are sending more than recommendations and advertisements – give your list members free information and resources often as well, otherwise people will start unsubscribing fairly fast.

Send your list members back to your website often, and also send your list members information that is not available on your website. This gives list members a reason to go back to your website – and it gives website visitors a reason to sign up for your list. Learn to work the website and the list together well.

Just make sure that you don't ignore the website to give all of your attention to the list and vice versa...again, make them work well together, and incorporate all of your monetization strategies into both methods of delivery as often as you possibly can, without chasing visitors and list members away.

Again, you will greatly benefit from an email marketing course in this aspect. Choose a course that goes into great detail concerning how to build a targeted, effective list, and how to communicate with that list for the best results.

Use In-Text Advertising

In text advertising, also known as inline advertising has become very popular. It is popular for a couple of different reasons. First, it doesn't take up valuable space on the page – meaning that there is room for other forms of monetization, without cluttering the site with advertisements. The second reason that it is so popular is because it works.

Another reason why in text advertising is popular is because it is so easy to implement into any website, regardless of the topic of the website. You simply sign up for an account, get your site approved, and then paste in a small bit of code in your HTML. The rest is handled by a script.

The script looks at the words on the page, and then will link certain words. When the visitor holds the cursor over that link, a small box will pop up, and it will contain a text ad. When the cursor is moved away from that link, the small box disappears again.

This makes it very nice and unobtrusive for the visitor – and again, very easy for the publisher or website owner. The website owner is paid for clicks on those ads, but as with Google AdSense, the payout per click is typically very low.

Signing up with the in text advertising networks is usually very quick and easy, and of course joining is free. However, not all sites will be approved by these networks. Many will have traffic requirements that must be met before they will accept you into the network, and others won't have any requirements at all. Note that the presence or lack of requirements typically has little to do with how good or bad the network is, or how good or bad the advertisers are.

Unlike Google AdSense, if you have more than one website, you will usually need to get each website approved through the in text advertising network before you can use the script on your pages. Otherwise, you may not be paid for clicks generated from sites that have not been approved.

There are numerous in text advertising networks out there to choose from. Some of the better ones include Kontera at <http://www.kontera.com>, Vibrant Media at <http://www.vibrantmedia.com>, and Media Text at <http://www.mediatext.com>. You can find more in text advertising networks by typing in text ads, or inline advertising into any search engine.

In most cases, you will not be able to work with numerous in text advertising networks at one time on your site. You can use different networks on different pages on your site in an attempt to find out which one is bringing you the most in terms of monetization, however.

It is also important to note that you can use in text advertising with multiple other forms of monetization. In other words, you can include the script for in text advertising, run Google AdSense, use CPA offers, and include various related affiliate products as well – all while building an opt-in list.

Again, you just have to be sure that actual content is outweighing the advertisement on your site, which is one of the beautiful things about in text advertising – it actually blends into the site content, and becomes a part of the content, and again, it is unobtrusive – and highly effective.

You can even determine what color those links will be, which means that you can make them match your links on your site, or you can choose to make them a different color altogether to set them apart.

Many people find that they earn more money by making the in text advertising links the same color as their site links, because they will be clicked more often. However, others find that visitor's feel duped when this is done, and make sure that these links stand out from others.

However often, this is just a fear that the site owner has, and the visitors don't feel duped at all when the links are the same color as the other links on the site. This really does result in more clicks on those ads, which of course results in more money for you.

As mentioned earlier, the payout on in text ads is about the same as the payout from Google AdSense clicks, which means that it takes a huge number of clicks in order to be lucrative – or a huge number of sites with a nice number of clicks.

Because of this, it is important to add this as one monetization strategy, instead of depending on it as a sole monetization strategy, but with the exception of selling your own products or affiliate products, where the payout for each sale is higher, you should have numerous forms of monetization on your site in the grand scheme of things, and not just depend on one source of income.

While using in text advertising is very easy, many people find that they do better with it if they treat it just as they treat their content that is designed for Google AdSense – by making sure that certain words appear on the site, depending on what advertisers are signed up with the in text advertising network. Most of these networks do have a list of companies that are advertising with them, which makes this process a bit easier.

Of course, you can use your own form of in text advertising as well with CPA offers and affiliate products, or you can use your own form of in text advertising along with the in text advertising from a network as well. All you have to do is link certain words to the CPA offer or to the sales page for the affiliate program.

Use Widgets

Widgets are very popular these days, and they work on blogs and websites, even though they were originally designed for blogs specifically. Widgets are available for a wide variety of things – including monetization.

For example, Amazon.com offers widgets to their associates. You can use these widgets to display products that relate to a specific keyword. Some widgets work much like Google AdSense, and they actually display products based on the keywords on the page that they are placed on.

Shopping widgets are very popular, and are an effective method of monetization for your website. Shopping.com has an affiliate program, and they offer widgets. Mpire at <http://www.mpire.com/> is another company that offers a partner program with shopping widgets. Another option is Right Cart at <http://rightcart.com/>.

In fact, if you just do a search for shopping widgets or affiliate widgets, you will find thousands of options for widgets that you can use for monetization purposes. You can find shopping widgets that allow you to offer a wide range of products that relate well to numerous topics, or widgets that are more topic specific.

So, why would you want to decorate your site with widgets? There are a few reasons. First, these widgets are more attractive and more effective than banner ads. In fact, they can actually appear to be added content to your website. Second, they are automated, which means that they automatically update based on numerous factors.

A really nice widget to have, depending on the topic of your site is the widget offered by eBay for topic specific auctions. Many site owners agree that these auction widgets do quite well for them.

As with any other program, there are usually requirements that you must meet in order to be able to use widgets on your site from these companies. You are usually paid per sale, as opposed to per click, which may mean that you would do better with CPA offers – but again, this depends on numerous factors and it is wise to test different things out to see what is working best for you and your site.

Widgets can be designed to match your site colors very easily, and they are easy to implement. In most cases, it is just a matter of adding the script to the sidebar widget of your blog, or adding the script to your HTML document for a static website.

Sell Your Own Products

If you have products that you have created, including products for which you have Master Resell Rights or Resell Rights, or products that you have created from Private Label Rights products, obviously you would want to try to sell these from your website.

If you are trying to sell your own products, experts advise that you not use other forms of revenue on the site. You wouldn't want to detract the visitors focus from your products, and any other revenue sources would serve to distract the visitor.

Most experts also agree that you make the most money by creating and selling your own products, but this isn't necessarily true. This is because there are so many factors to consider.

For example, if you have to pay a great deal for product creation, a merchant account or payment processing, and customer service, you may actually earn more using other revenue sources. Again, there is no way to determine this until you try it, because there are so many different factors to consider.

It is also best to focus on one product at a time, instead of a multitude of products – even if you own all of the products. This is much the same as combining your own product with other revenue sources – it's too much for the visitor to take in at one time, and the chances are greater that no sale will be made at all, simply because of the lack of focus on one product.

Many people prefer to sell their own products, while many others prefer to sell other people's products. The consensus is that while there may often be more money made by selling your own products, there are fewer headaches involved with selling other peoples products, or by using revenue sources that are paid just when the visitor takes action, as opposed to making a sale.

If you are selling your own product, you should go with a sales page or a mini-site, instead of a full blown content site. Research has proven that sales pages and mini-sites work best when trying to sell a single product, often including affiliate products. However when it comes to being paid per click or per review, full blown content sites work best.

If you are just getting started online, the chances are good that you do not have a product to sell, and using a variety of revenue sources will give you the income that you need to produce your own products at some point, if this is your ultimate goal.

Monetization Resources

Contextual Advertising:

Google AdSense
<http://adsense.google.com>

Yahoo Publishers
<http://publisher.yahoo.com>

Clicksor
<http://www.clicksor.com/>

Context Web
<http://www.contextweb.com/>

Miva
<http://www.miva.com>

CPA Networks:

PepperJam Network
<http://www.pepperjamnetwork.com>

Never Blue Ads
<http://www.neverblueads.com>

Hydra Network
<http://www.hydranetwork.com>

Affiliate Programs:

ClickBank
<http://www.clickbank.com>

Commission Junction
<http://www.commissionjunction.com>

LinkShare
<http://www.linkshare.com>

Paid Review Sources:

Review Me

<http://www.reviewme.com>

Pay-Per-Post

<http://www.payperpost.com>

ihype

<http://www.ihype.com>

In-Text Advertising Sources:

Kontera

<http://www.kontera.com>

Vibrant Media

<http://www.vibrantmedia.com>

MediaText

<http://www.mediatext.com>

Opt-In List Resources:

Aweber

<http://www.aweber.com>

Instant Squeeze Page Generator

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

Content Sources:

Ezine Articles

<http://www.ezinearticles.com>

Content Mart

<http://www.contentmart.com>

Niche Empires

<http://www.nicheempires.com>

Conclusion

As you can see from the information provided here, there are numerous ways to monetize your website, no matter what your topic is. As always, the money you can make from those monetization sources depends on one thing: getting traffic to your site.

It was stated earlier, and it must be stated again. Take a course that teaches you the most effective ways to drive traffic to your site. Driving traffic is harder than finding sources for monetization.

Some sources of monetization will always do better than others. Some sources will do better on certain types of sites. Again, it is wise to try and test different monetization strategies to see what is working best for you, and what works best for one site may not work at all for a different site. What works for one marketer's site may not work at all for the next marketer's site.

You absolutely must test to see what is working best for your particular site. Try out different types of monetization. Try out different strategies. Try out different ad placements. The list of things to try and test goes on and on.

With that said, however, if you've got some traffic coming to your site, you will make money by employing a few of the monetization sources discussed here. The more traffic you have, the more money you will make in almost all cases.

So, while you want to carefully select your monetization sources, you absolutely must work at driving traffic to your site. Without that traffic, nothing else you do really matters much to your bottom line.

Select your monetization sources, get them on your site, and then concentrate on driving traffic to your site, and testing out the different available sources of monetization – tweak and tune until you are happy with the income that your site is bringing in.