

HOW A

Young Kid Taught

Me How To Make **MONEY**

online every day

through blogging



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Introduction

It took me a while to grasp how he did it...making money on the internet that is.

Casey, my 12-year-old nephew (now 15), is hardly involved in anything that requires his full focus or attention so it was never surprising to me to see him often on my old laptop for hours typing away as opposed to doing something sporty or constructive. Then again, I guess a kid can only be young for so long so I usually leave him be, especially now since I know what it is he's actually doing on that laptop.

All this time I thought he was just playing online games or talking to other kids on forums. Apparently it wasn't quite the case as it turns out. I guess through my own sheer ignorance, I didn't really want to nor chose to understand that making money through the internet was possible, especially with the amount of money-making junk mail which somehow found its way to my inbox, convincing me that it was nothing more than an endless line of pyramid schemes.

I was also aware of the blogging and social-bookmarking craze that had taken the world by storm with Twitter, Facebook, etc. In case you're still not up to speed, it's just a lot of people who post online in these big social-networking sites trying to make other people aware of their existence. Myself included! ☺

I personally didn't realize how big this blogging thing was until I saw one of Casey's sites. From that one site, he made \$13 in commissions in a day from a single sale. Well to be honest, that's not exactly going to feed a family daily although it could buy a morning coffee/donut and a Whopper combo for lunch. So realistically Casey could feed himself for almost a day with the cash he's generated from his one site.

It's quite interesting to see what he's managed to put together in a span of almost three years. From what I know, he didn't start blogging until I gave him my old laptop in early 2007. Currently he's running about twelve different blogs, all completely monetized. Many of them attributed to or targeted towards difference niches including holiday niches. With Halloween having come and gone, he had revised his old Halloween Costumes blog and had made a few September sales off there a whole month before Halloween itself, not to mention the sales he

made during the month of October, especially during the weekend leading up to Halloween which usually is the peak where parents are preparing or buying costumes for their kids.

As before, I was completely ignorant to all of this until I saw for myself how he was going about building and running these blogs. It seemed so easy to do that it's kind of surprising to me that I hadn't taken a more keen interest earlier. I'm also now realizing the genius behind Twitter. It's easy staying in touch with my brothers overseas daily and it's actually fun.

How fun is it? Almost as fun as seeing the nickels and dimes and sometimes even dollars generated daily from Adsense which is another source of revenue from Casey's blogs.

To be honest, neither Casey nor I are going to become millionaires anytime soon but it's nice to see an extra source of revenue coming from the internet of all places. I still remember my candid remarks to Casey when he said to me *"Sorry, can't play, I gotta work!"* My reply to him was *"What's a 12-year-old capable of exactly?"*

Not to ridicule him but the only jobs I knew of in which a 12-year-old could make money legally were either in delivering papers or mowing lawns. I didn't realize blogging was actually a job. And to be honest, there was not even an internet or a computer when I was 12:)

I'm just glad this whole blogging experience has opened my eyes. It motivated me to do my own little thing on the internet which ultimately led me to writing this ebook. I'm definitely convinced now that making money online is not a pipe-dream at all as I had once thought and there's absolutely no reason why others can not improve their financial future as Casey and I are doing. With a lot of help from Casey, I've written out complete steps which should be easy enough to follow even for the pure novice. Basically you just need your computer and a thinking cap.

Want to give it a go? ☺

Find Your Topic

Before you even contemplate building a blog or site, you need a decent topic and one which many other people would be interested in. What are your passions or hobbies? What could you write about that others would be interested in reading? After all, the key here is to build a blog/site that will bring in traffic.

Whenever you have a spare minute, consider jotting down some of your hobbies or interests. Do you know how to bake? Do you like sports? Have you lost weight? Do you attend concerts? Do you like to draw or paint? Are you good at building garden decks or repairing things? Do you like to fish? What books have you read? Do you like action movies?

Those are just some ideas you might explore for your blog. You need to be able to write content for your blog regularly and it should concern a passion of yours which you won't get tired of writing about often.

You want people to keep coming back to your blog and the only way to do that is to reach out to these people and provide them with information. Your blog is targeting a specific group of people who share your interests so it's vital to write a lot about your chosen topic. For example, I'm a horror-movie fanatic. I've watched hundreds of horror films throughout my life. I have noticed that there are thousands of other passionate horror-movie fanatics out there so I already know there's an audience interested in my topic. So your job right now is to jot down your interests and hobbies. Once you do, read on to Chapter 2 where we will take your topics, analyze their competition and respectively break them down into a niche which we can monetize. So go ahead...



"Nothing is particularly hard if you divide it into small jobs." - Henry Ford

Analyzing the Competition

Once you've jotted down the potential topics of your blog, you must then consider your competition. Your competition are those sites and blogs with similar topics who are targeting the very audience which you will be targeting.

For example, if you decided to make a blog on Halloween, you would generally be competing with A LOT of sites all related to Halloween. Take a look at the snapshot for a search on the keyword "Halloween" on Google. Make sure to use quotations " " in your keyword(s) when searching for potential topics.

Results 1 - 10 of about 144,000,000 for "halloween" [definition]. (0.16 seconds)

Phew! That's a whole lot of sites targeting Halloween as you can see. It's absolutely pointless trying to build a Halloween site considering the internet is already polluted with Halloween sites. This is an issue Casey came across when he went about building his Halloween blog a year back. When realizing the ridiculous competition he'd be facing, he instead went to plan B which was to drill down into another niche related to Halloween. He loves Halloween a lot, what kid doesn't? He had already decided that he was going to make a Halloween blog and no amount of competition would stop him. Talk about passionate! ☺

So from there, he pulled out free keyword tools including [Google Adwords](#), [Google Insights](#), and [SEO Book Keyword Tool](#) which allowed him to identify keywords with less competition. What started originally with the keyword "Halloween" soon was drilled down to the keyword "Halloween Costumes" because according to the Google Adwords keyword tool, people are searching for Halloween Costumes on Halloween as the screenshots state:

Keywords	Estimated Ad Position ?	Estimated Avg. CPC ?	Advertiser Competition ?	Local Search Volume: September ?	Global Monthly Search Volume ?
Keywords related to term(s) entered - sort by relevance ?					
halloween	1 - 3	\$0.64		55,600,000	24,900,000
halloween costumes	1 - 3	\$0.73		24,900,000	5,000,000
halloween costume	1 - 3	\$0.57		7,480,000	2,740,000
halloween. kids	1 - 3	\$0.69		2,240,000	550,000
costumes for halloween	1 - 3	\$0.57		1,830,000	368,000
adult halloween costumes	1 - 3	\$0.63		1,500,000	368,000
halloween ideas	1 - 3	\$0.52		1,500,000	673,000

Furthermore, the keyword "Halloween Costumes" is a whole lot less competitive than the keyword "Halloween". If you do a quick Google search, you'll see...

Results 1 - 10 of about 29,100,000 for "[halloween costumes](#)". (0.19 seconds)

But there's still a lot of competition, which requires drilling down even further...

Get Your Micro Niche Keyword

What is a micro niche you ask? Well it's basically a niche within a niche. It's the most likely way for people to find you through the mass clump of sites which are all competing for your targeted visitors. A micro niche roughly has the following characteristics:

*SEO Traffic > 80 (which means the #1 ranked site on Google gets at least 80 visitors a day)

*SEO Competition < 30,000 (which means there are less than 30,000 competing websites out there)

So when you're finding your micro niche, you want to have a solid amount of traffic daily with the least amount of competition before you ultimately build your blog. You don't want to end up blogging about a subject which nobody cares about. Casey tends to use a paid keyword service for finding his niche or micro niche but you can still get by using the free keyword tools out there which I mentioned in the previous chapter.

As before, I was talking about Casey still needing to drill down his niche to a micro niche for his Halloween blog. He started off with the keyword "Halloween" as you remember, and drilled it down to a much less competitive keyword in "Halloween Costumes" but as the screenshot showed, it's still competitive overall. So from there, he decided that rather than blog about Halloween costumes in general, he would pick which Halloween Costumes particularly he'd like to focus on. He decided he would blog about children's Halloween costumes. He made his choice after further research using the free keyword tools. Take notice of the following screenshots when Casey researched possible keywords relating to children's Halloween costumes. He used different variations of keywords to see which had the most traffic with the least amount of competition.

Results 1 - 10 of about 32,300 for "childrens halloween costumes". (0.49 seconds)

Results 1 - 10 of about 3,840,000 for "children's halloween costumes". (0.66 seconds)

Notice the enormous difference between the words "childrens" and "children's"?

There are many more sites out there competing for the keyword containing the apostrophe which means trying to rank for the word "childrens" is considerably easier. So Casey decided he would develop his blog targeting the keyword "childrens halloween costumes" which avoids the apostrophe. The competition is still a bit more than 30,000 but the daily traffic appeared to be really good. Sometimes it's ok to choose a topic which even exceeds 30,000 competing pages since many of those competing sites may be of low quality.

Keyword Tools

We didn't delve much into the power of the Keyword Tool in the preceding chapters so we will do so just to help you become familiar with how keyword tools generally work. We'll run an example using the subject one of my favourite pastimes...fishing! ☺

So let's run the term 'Fishing' into the Google Adwords Keyword Tool and see what we get...

Keywords	Estimated Ad Position [?]	Estimated Avg. CPC [?]	Advertiser Competition [?]	Local Search Volume: December [?]	Global Monthly Search Volume [?]
Keywords related to term(s) entered - sort by relevance [?]					
fishing	1 - 3	\$1.23		20,400,000	24,900,000
fishing sports	1 - 3	\$1.44		2,240,000	1,220,000
fishing boats	1 - 3	\$0.83		1,830,000	1,000,000
fly fishing	1 - 3	\$1.58		1,830,000	1,830,000
ice fishing	1 - 3	\$1.03		1,500,000	450,000
bass fishing	1 - 3	\$1.14		823,000	823,000
fishing bass	1 - 3	\$1.14		823,000	823,000
fishing reels	1 - 3	\$1.19		823,000	550,000
fishing lures	1 - 3	\$0.97		673,000	368,000
fishing boat	1 - 3	\$1.03		550,000	673,000
fishing rods	1 - 3	\$1.09		550,000	673,000
lake fishing	1 - 3	\$1.14		550,000	823,000
saltwater fishing	1 - 3	\$1.42		550,000	301,000
fishing boating	1 - 3	\$1.29		450,000	550,000
fishing reel	1 - 3	\$1.13		450,000	368,000
freshwater fishing	1 - 3	\$1.06		450,000	201,000
reel fishing	1 - 3	\$1.13		450,000	368,000
fishing report	1 - 3	\$0.67		368,000	550,000
fishing tackle	1 - 3	\$1.23		368,000	1,000,000
fishing charter	1 - 3	\$1.91		301,000	301,000
fishing games	1 - 3	\$2.11		301,000	301,000
fishing gear	1 - 3	\$1.42		301,000	450,000
fishing line	1 - 3	\$0.94		301,000	301,000
river fishing	1 - 3	\$1.00		301,000	450,000
fishing guide	1 - 3	\$1.92		246,000	301,000
fishing trout	1 - 3	\$1.01		246,000	301,000
sea fishing	1 - 3	\$1.00		246,000	1,000,000
trout fishing	1 - 3	\$1.01		246,000	301,000
deep sea fishing	1 - 3	\$1.24		201,000	246,000
fishing charters	1 - 3	\$1.71		201,000	246,000
fishing hunting	1 - 3	\$0.85		201,000	165,000
fishing accessories	1 - 3	\$1.38		165,000	110,000
fishing reports	1 - 3	\$0.64		165,000	246,000
offshore fishing	1 - 3	\$1.14		165,000	90,500
salmon fishing	1 - 3	\$2.04		165,000	201,000
fishing equipment	1 - 3	\$1.23		135,000	165,000
fishing guides	1 - 3	\$1.78		135,000	135,000

I sorted the list by "Local Search Volume" which gives me a keyword list in order of searches. I'll tend to go lower down the list until I find a phrase with far less competition. Then I'll run the phrase in Google in quotations to see how many sites are using that same phrase which will give me an idea of my competition.

So in this case, I chose the phrases "free fishing gear" and "fishing gear for sale" since I'd like to blog about fishing gear. Let's take a look at the stats for local searches and competing pages on Google...

Free Fishing Gear

Approx 1,000 searches in Google (in a month)

Approx 3,600 or less competing pages in Google using exact phrase

Fishing Gear for Sale

Approx 1,900 searches in Google (in a month)

Approx 110,000 or less competing pages in Google using exact phrase

Obviously I would target "Free Fishing Gear" as my main keyword phrase for my blog article since it has less competition. But there is also something important to note here. Just because "Fishing Gear for Sale" presumably has 110,000 competing pages on Google doesn't actually mean there are 110,000 competing pages targeting that phrase. If you actually go through the pages, the amount of searches on Google for this phrase ends at around 340 pages.

The screenshot shows a Google search interface with the query "fishing gear for sale" in the search bar. The search button is labeled "Search" and there is a link for "Advanced Search". Below the search bar, the results are displayed under the heading "Web". The first result is from Craigslist, titled "maui all for sale / wanted classifieds - craigslist", with a snippet mentioning "Fishing Gear for Sale - \$2000 - (Kihei) pic <<sporting goods - NEW MOPEDS FOR SALE - \$950 - (Maui) pic <<motorcycles/scooters ...". Below the results, there is a message: "In order to show you the most relevant results, we have omitted some entries very similar to the 341 already displayed. If you like, you can [repeat the search with the omitted results included](#)." Below this, there is a section titled "Searches related to 'fishing gear for sale'" with a grid of related terms: "maver fishing gear", "fishing gear tackle", "daiwa fishing gear", "shimano fishing gear", "salmon fishing gear", "carp fishing gear for sale", "fly fishing gear for sale", and "pole fishing gear". At the bottom, there is a "Previous" link followed by a series of numbers from 25 to 35, and a "Add a result" link. There are also links to "See all my SearchWiki notes", "See all notes for this SearchWiki", and "Learn more".

So basically, Google is providing me only with relevant results for my targeted keyword phrase. I can easily beat out the non-listed results so they're not really a concern at all. My goal now would be to succeed against the 341 competing pages which are targeting my chosen keyword "Fishing Gear for Sale". In this case, I can probably compete for these keyword terms with a bit of work using the traffic-getting methods which we'll discuss later on.

Keyword Analysis

Hunting down potential topics for a blog is not necessarily a simple straightforward process. It's not always about simply inserting a keyword in Google in quotes, getting less than 30,000 competing pages, and then deciding that such keyword is your bread and butter for your new blog. Obviously the most important thing about blogging is to find the topic you really enjoy writing about but you also want to get your blog ranked high in the search engines, particularly Google. This is why it's important to become familiar with the keyword tools I listed on page 5 which are very powerful tools and give you a good scope on the type and amount of competition you face with your topic.

For example, you find a topic with less than 30,000 results in quotes which might seem like a winner. But you also must consider the **STRENGTH** of the competition on the first page or two of Google which you may compete against. For example, if I decided to create a site on "Superman", it would take a tremendous effort to get my site ranked at the very top of Google for "Superman" considering I'd be competing with some mighty big Superman sites and databases which have been around for years. And the companies running those Superman sites might be pouring in thousands of dollars weekly to keep their Superman sites at the top of Google.

On the other hand, if you find a topic with 200,000 results without quotes and the front page is littered with Hubs and Squidoos, then you could surpass them without too much effort. It's not just quantity of competition but quality of competition which you face which matters. Check out the first page or two of competition on Google of your potential topic. If it consists mainly of forum posts and articles, then you can compete for the top spots. If it consists of high-authority sites, it will be exceedingly tough to get to the very top. You also will notice different results with different keyword tools. All results are generally approximations and hardly ever completely accurate. Regardless, it's best to make sure that you follow the general rules of topic-searching which is low

competition and high traffic. You'd rather be the big fish in a small pond as opposed to the small fish in a big pond.

On the bright side, most everybody has some kind of problem no matter how miniscule which they're hoping to find an answer to. Anywhere from girlfriend trouble to boyfriend trouble to curing illness to money handling to gardening tips to video game help, etc, etc, etc. There is no end! The amount of topics available to you for your blog are unlimited. You'll see just how many interested folk there are who want to read what you write. But blogging isn't restricted to problem-solving, it can involve anything and everything. You saw a movie last night? Write a review! People want to know your opinion. That's what I do and I've built quite a crowd over time. Simply put, the internet is your oyster! We want to know what you have to say.☺

Building Your Blog

Now that the hard part is out of the way, we can take a deep breath and start having a little fun! It's time to create your site. ☺ We can use Casey's Halloween blog as a reference. It's fairly straight-forward to create and once you set one up, you'll likely find yourself building more, all focusing on different topics...if you choose. The best blogging platform to use is Blogger which is owned by Google. It's quick, it's easy and best of all, you don't pay a penny. So let's get started...

First things first...you need a Google account. So go to [Google](#) and get yourself a Google account (at the time of writing this, you would click sign in on the Google home page to get started).



Create an Account

If you already have a Google Account, you can [sign in here](#).

Required information for Google account

Your current email address:

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The next step is to go to Blogger.com and start setting up your blog.

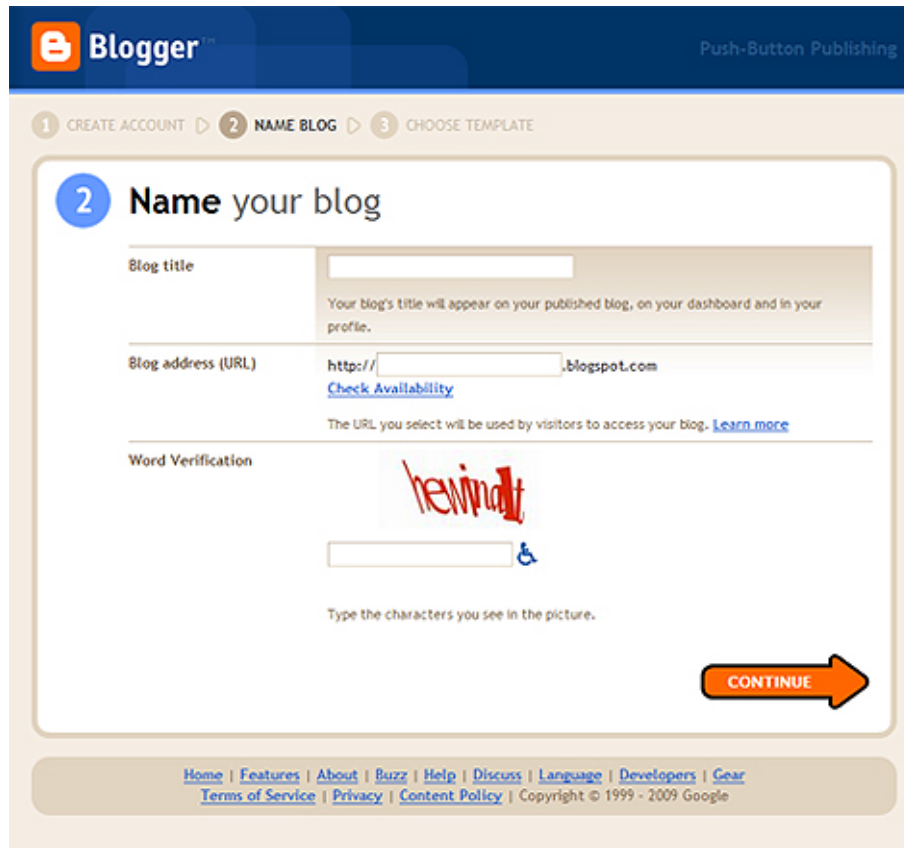


Name Your Blog

This is a very important step which takes some real thought. What you need to do is find relevant keywords for not only your blog title but your URL (website address). Relevant keywords in your title and URL make things much easier for you when you're attempting to get your blog in the top 10 rankings for your niche.

For example, when Casey developed his 'Childrens Halloween Costumes' blog, he gave the blog a unique URL that included all of the aforementioned keywords which he was optimizing his blog for. He brainstormed umpteen different variations of possible URLs which included those keywords in some order until one finally stuck. Finding a good URL can be a tough task but it's part of the process when developing a blog or site. There are a lot of people out there after all who are competing with you, which means they're also hunting for similar URLs as you.

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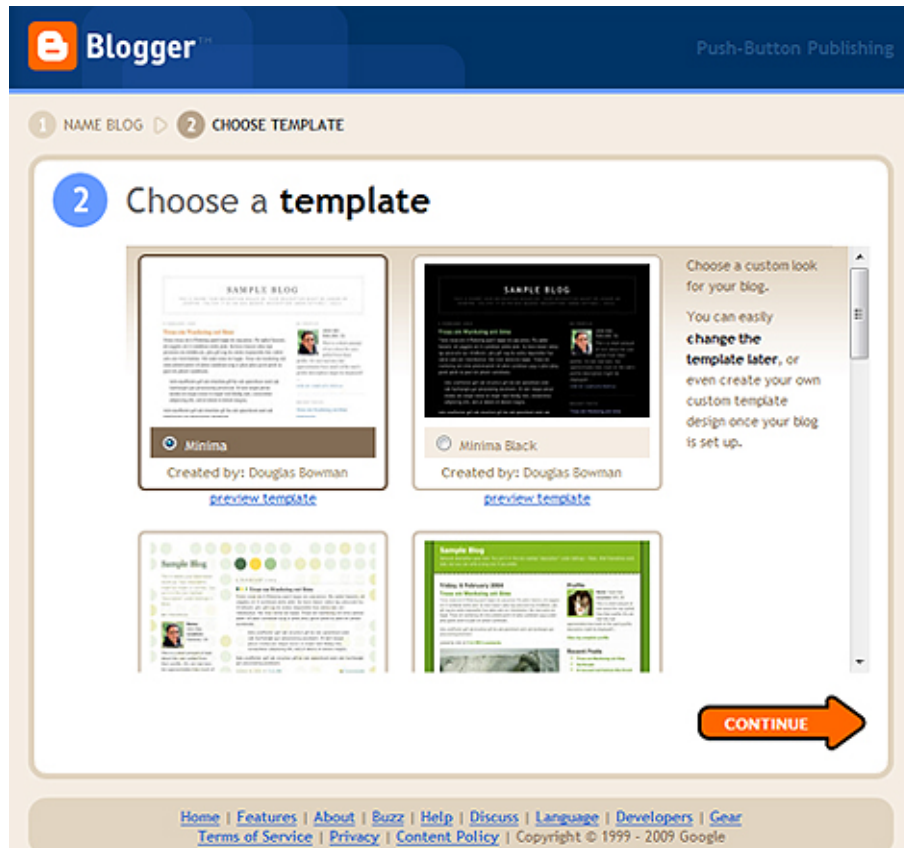
The screenshot shows the Blogger 'Name your blog' setup page. At the top, the Blogger logo and 'Push-Button Publishing' are visible. Below the logo, a progress bar indicates three steps: 1. CREATE ACCOUNT, 2. NAME BLOG (current step), and 3. CHOOSE TEMPLATE. The main heading is '2 Name your blog'. The form includes three sections: 'Blog title' with a text input field and a note that the title will appear on the published blog, dashboard, and profile; 'Blog address (URL)' with a text input field showing 'http://', a dropdown menu, and '.blogspot.com', a 'Check Availability' link, and a note that the URL will be used by visitors to access the blog with a 'Learn more' link; and 'Word Verification' with a CAPTCHA image showing the word 'hewindt' and a text input field with a blue accessibility icon. A large orange 'CONTINUE' button with a right-pointing arrow is at the bottom right. The footer contains links for Home, Features, About, Buzz, Help, Discuss, Language, Developers, Gear, Terms of Service, Privacy, and Content Policy, along with a copyright notice for 1999-2009 Google.

Blogs hosted on Blogger end with .blogspot.com although you have a choice to buy your own domain. But since we're going at this without any aid of finances, we'll stick with .blogspot.com. Once you've found your URL and entered the details required, we'll then move on to designing your blog. This should be a bit more relaxing now...☺

Choose a Template

You now will choose a template for your blog. It's usually a matter of personal taste but it's probably advisable to go for black text on white background since it's easier to read. But to each his own. So go ahead and pick your template.

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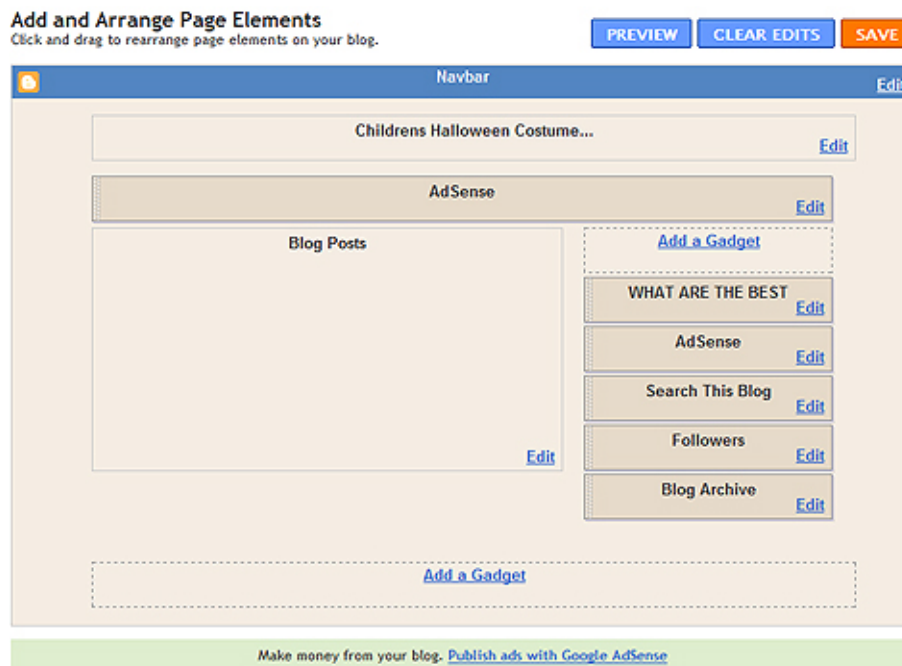
Once your template is selected (you can change it later), you will finish up the blog-building process and now officially have your very own website. From here, you'll go through the steps laid out on Blogger including creating your profile, layout, and monetizing the site. It's fairly straight forward but we'll touch on those using Casey's blogs as an example.

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"It has been my observation that most people get ahead during the time that others waste." - Henry Ford

Design Your Blog

Once you've created your profile and entered your settings, you'll now be designing the layout of your blog. As you'll see in the screenshot, you will click on 'Layout' and begin organizing the page elements. We can use Casey's "Childrens Halloween Costumes" blog as an example.



Casey has put his AdSense ads at the top, just underneath the header which will instantly catch the reader's eye, and also on the right hand side. Throughout the text or should I say, UNIQUE CONTENT, he has pasted in his affiliate links. He has also added images although it's not overly important. The header at the very top might have some non-designers thinking "How can I create headers and graphics for my site?" Well truthfully it's not a complicated process. You can simply do a Google search for whatever niche you're looking for and hit 'images' on Google which will give you hundreds or thousands of different images. Casey got his Halloween header image from a basic Google search for "Halloween", saved the image, opened it up in Paint which is a free tool on your computer,

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saved the image as a 72dpi, and uploaded it to his blog. You'll find Paint if you go to Programs > Accessories > Paint.

Don't worry, I'm going to elaborate on everything here in the upcoming chapters including Adsense, getting unique content, promotion, and best of all...affiliate programs.☺

"Find your passion...then it is no longer work." - L.A. Reid (LaFace Records co-founder)

Blog Preview

Now that we've arranged the page elements on our blog, let's take a quick preview to see how it looks. Here's a post from Casey's Halloween blog as an example.

CHILDRENS HALLOWEEN COSTUMES

...TRICK OR TREAT IN STYLE THIS YEAR!

Transformers movie
Win the Revenge of the Fallen on DVD. Play MooYouWin today!
www.MooYouWin.ca

Michael Jackson Costumes
Bille Jean, Thriller, Beat It Kids and Adult costumes in stock
www.WinningCostumes.com

Transformer Boxes
Providing Solutions For Wind Energy Collection Systems. Call Us Today
www.HighlineProducts.com

Ads by Google

THURSDAY, OCTOBER 29, 2009

Emergency!!! Make a quick Halloween Costume now!!!

Halloween is here and you've discovered there's no time left to go out and buy a costume! No worries! Why not go for the classic Jason Voorhees look from Friday the 13th part 2? Before the iconic hockey mask and machette combo came along, Jason wore a sack over his head while severing heads from horny teen-bodies with a pitch fork. You've probably got an old sack lying around, grab some jeans, and a dirty old shirt and you're set! If you have a pitch fork or something similar lying in the shed, that should suffice! Easy enough and ready to go! Have a safe and happy Halloween!



Ads by Google

"How I Lost 46 Pounds"
Canadian Mom Lost 46lbs of Body Fat In 3 Months Using 1 Secret Formula!
LauraDietSuccess.com

Bumblebee Costumes
Find Bumblebee Costumes, compare prices & save money now!
www.Best-Price.com/Costum

Costumes
Be Different. Wear a Costume. Shop Smart. Save Big!
SHOP.COM

Horror Masks
Find great deals and save! Compare products, prices & stores
www.Shopping.com

Adult Batman Costume
Find All Resources & Info. See Adult Batman Costume
zebraclub.com

POSTED BY RANJ SINGH AT 4:12 PM · 0 COMMENTS

LABELS: FRIDAY THE 13TH, HALLOWEEN COSTUME, HALLOWEEN, JASON

You can choose your template and create your layout however you like. This is merely one example from one of Casey's blogs. It's mainly just a guide to show you how quickly and easily you can get a blog going if you're willing to write content and have a passion for the niche you've chosen.

Blog Analysis

The main question you want to ask yourself if you were to visit your blog is "What do I want people to do when they come to my site?"

It's a fairly simple question depending on what your aspirations are regarding blogging. Do you just want your voice to be heard or do you want to make a sale? You can do both! Write content which you feel people might be interested in and try to pitch a sale at the same time. But there's a smart way to go about it.

It's never a good idea to cheapen your blog and just throw ads, banners and links in the face of your visitor, hoping they'll click through and buy something hence making you money. It's always a better idea to create valuable content and gain a trust amongst your visitors to the point where they'll think you're an expert or knowledgeable about your niche and will keep coming back to read more of what you have to post. And from there they will interact with you through the comments, leading to a relationship. Simply put, treat your visitors well.😊

You're in it for the long haul and to have money coming in daily, not just to make a quick buck and fold your blog after a month. Furthermore, Google loves unique content and over time your blog will gain popularity and drive itself further up the rankings for your keywords through longevity and consistent posting. You ever notice how it's usually the oldest sites that are at the top of the Google listings? It takes time and effort to get to the top of Google. Quantity and quality is key! Good content, lots of content and you'll be rewarded with more traffic. More traffic means more interested visitors who care about your opinions which means more potential to make money!

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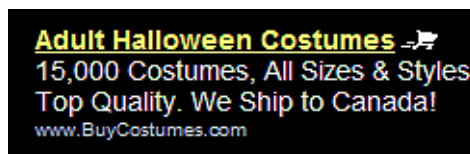
"Never be afraid to try something new. Remember, amateurs built the ark. Professionals built the Titanic." - Author unknown

AdSense

What is AdSense? Well simply put, Google AdSense is a quick and convenient way for website publishers to display Google advertisements on their website's content pages and earn money. The ads are automatically configured by Google's savvy technology to display ads which are related to the theme of your site. Case in point, let's look at Casey's Halloween blog...



You'll notice the AdSense ads underneath the header. Since the content of Casey's blog is related to Halloween, Google knows to display ads matching that very content as you can see in the example shown of a random AdSense link.



So whenever a visitor clicks on one of your ads, that means money for you. Earnings per click vary considerably and Google will never disclose how much you will earn per click. It could range anywhere between a penny and up to \$10 per click...or even more! So once your account has hit the \$100 mark, you are sent a cheque from Google. There is also an option for direct deposit. You can find a lot more information regarding AdSense on Google's homepage by clicking on the 'Advertising Programs' link. But it's important to note that just by signing up with AdSense doesn't necessarily mean instant riches. A high traffic site will have a better chance of making money with AdSense as opposed to a low traffic site. Mainly getting 100+ unique visitors daily can make for a little extra money

through AdSense so it's best to try to work on receiving traffic with good content instead of just pasting up AdSense links and hoping for lots of clicks immediately.

A quick word of advice? You must never click on your own AdSense links nor must you ever entice or bribe others to click on them. Those are grounds of banning from Google so be aware! Also be aware that it's good to experiment with ad placement in regards to AdSense. You don't want to clutter your site with ads but you do want them to be noticed. Even Casey's sites are tweaked frequently regarding layout, colour and ad placement. You will learn as you go. 😊

Setting up AdSense

Setting up AdSense is very simple if you go through the steps as directed on Google's [AdSense](#) page itself. It is best to have your website ready before you enlist the services of AdSense. It can make the sign-up process a little bit quicker, especially when asked by Google for the URL to your website.



Welcome to AdSense [What is AdSense?](#) | [Already have an account?](#)

Please complete the application form below.

Website Information

Website URL:



- Please list your primary URL only.
- Example: [www.example.com](#)

Website language:

- Tell us your website's primary language to help our review process.

☐ I will not place ads on sites that include incentives to click on ads.

☐ I will not place ads on sites that include pornographic content.

Contact Information

Account type:

Country or territory:

! Important - Your payment will be sent to the address below. Please complete all fields that apply to your address, such as a full name, full street name and house or apartment number, and accurate country, ZIP code, and city. [Example](#).

Payee name ([full name](#)):

- Your Payee name needs to match the name on your bank account.
- Payee must be at least 18 years of age to participate in AdSense.

Street Address:

City/Town:

State:

ZIP: [\[2\]](#)

UNITED STATES

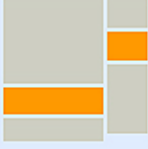
- To change your country or territory, please change your selection at the top of this form.

Once you are approved by AdSense, we can then begin placing ads on our blog. So on your layout page, you can either click on "Add a Gadget" or, at the very bottom in the green bar, you can click on "Publish ads with Google AdSense" as seen in the screenshot on page 10. You are then taken to the AdSense layout

page and can choose different options regarding the placement of your AdSense ads.

Make Money with AdSense

Earn money by configuring Google AdSense for your blog.

☒  Display ads in my **sidebar and posts**
Recommended. Ads will be displayed in your sidebar and below each post.

☐  Display ads in my **sidebar**
Ads will be displayed in your sidebar.

☐  Display ads below my **posts**
Ads will be displayed below each post.

☐  Don't add new ads. Just enable **AdSense reporting**.
If you already manually enabled ads on your blog, choose this option to start seeing AdSense reports on the Monetize tab.

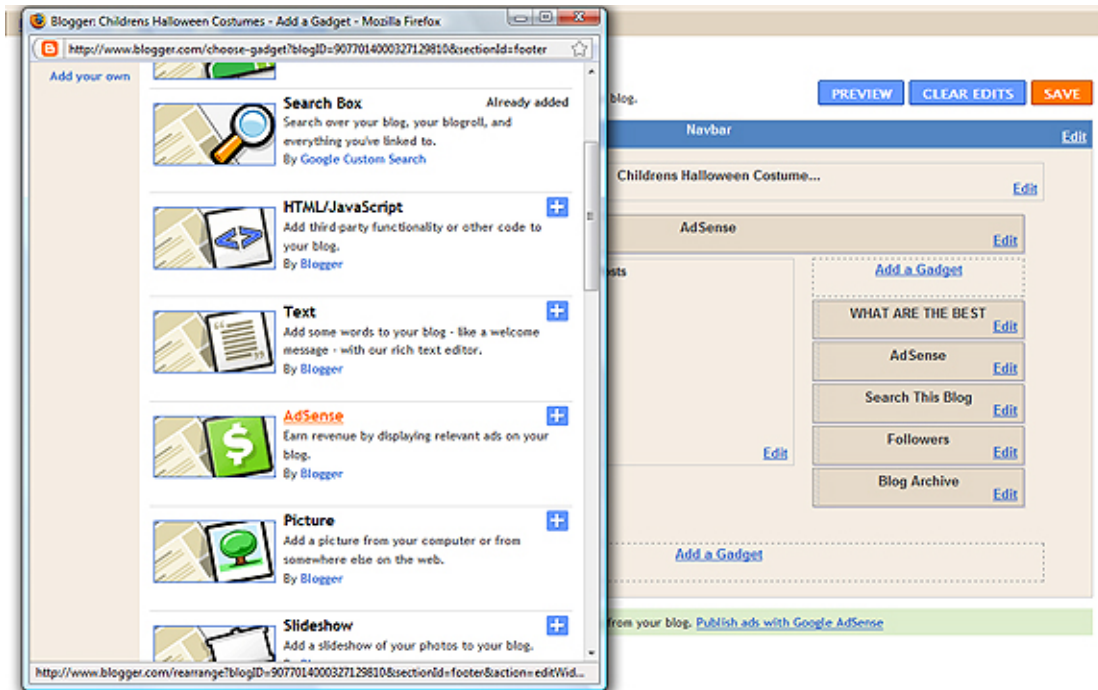
NEXT

You can also move different elements around in your layout simply by clicking and holding the left button of your mouse and moving the element elsewhere on the page. So for example, click on 'Add a Gadget' at the bottom of your layout, choose to enable AdSense and decide on the unit you want your AdSense to be. Since I want my AdSense to be width-ways underneath my header as you saw in the screenshot on page 13, you can pick '728 x 90 Leaderboard' and hit save. Then, on your layout page, you can select the AdSense element, (click and hold) and then drag it upwards underneath your header and then hit save. According to Google, the more profitable AdSense units are the 336 x 280 rectangle, the 300 x 250 rectangle and the 160 x 600 skyscraper.

Play around with your layout until you are satisfied. You can choose a completely different layout to what I have altogether. It's your site after all.☺

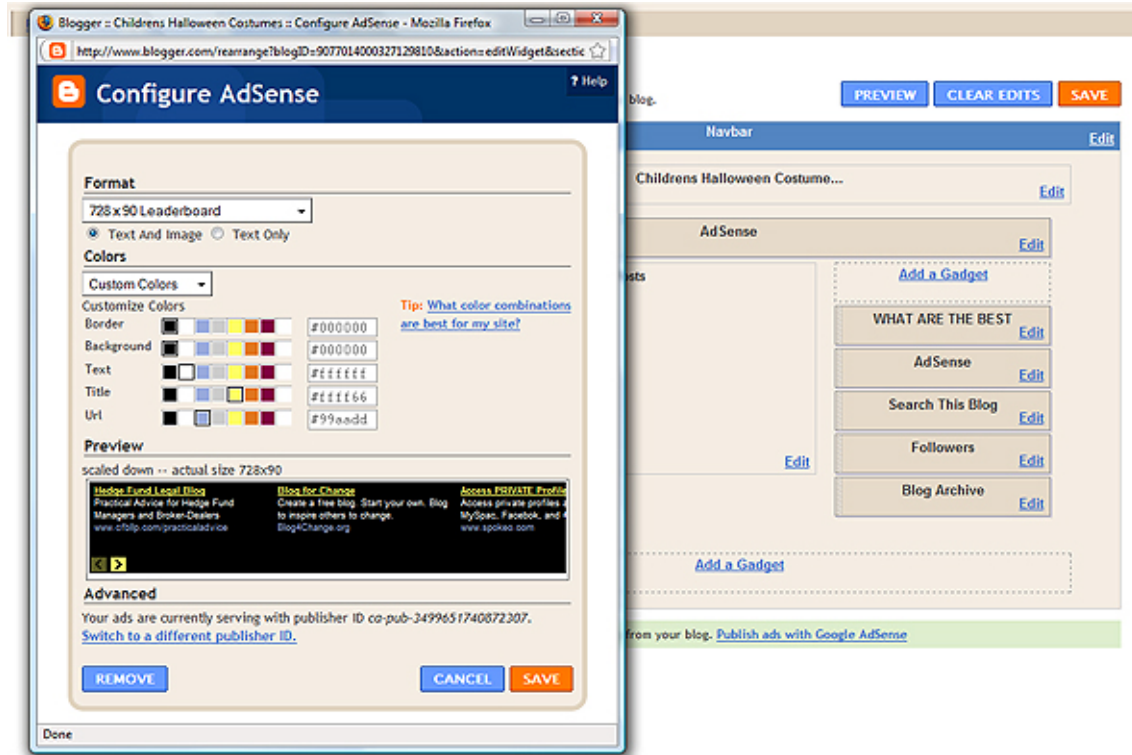
How A Young Kid Taught Me To Make Money Online Every Day Through Blogging

So again, on your Blogger layout page, hit 'Add a Gadget', and a separate window will pop up. Choose "AdSense"...



You will then be able to configure your AdSense ads. You have the option to blend your ads into your site's background or make it stand out. It's up to you.

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Tracking Adsense

It's important to realize where the money is being made or not made when it comes to AdSense. Wherever AdSense ads are set up in our sites or blogs, we want to know which ads are getting clicked and which ads aren't. There's no point in keeping an ad unit that isn't getting noticed. It would be like a store-owner stocking his shelves with products that aren't selling. What would be the benefit? The point here is that we are trying to make money so we want our visitors to not only see our ads but to click them. We don't need to worry about which types of ads will be displayed on our blog because Google takes care of that for us as I already stated. But we do want to know which ads are catching the attention of our audience. So therefore we will use the feature called 'Channels'.

As outlined in Google's Help section, Channels basically give you detailed reports concerning the performance of your ads. If you have several different types of ads including a leaderboard, a small rectangle and a vertical banner all displayed on one page, you can track each of them individually through your channels. So if you were to make money from AdSense but didn't know which ad was clicked by a visitor, channels will provide you with this very information. So what we want to do is go to Google's AdSense page, click on 'AdSense Setup', and then click 'Channels'.

There are two types of channels which you may choose: URL channels and custom channels. URL channels help to track all the ads on a page or site whereas custom channels allow you to track the performance of specific ad units. It's your best bet to get familiar with the process of creating channels because you'll certainly be using them a lot as you make money from your blogs. 😊

Get yourself set up with channels as soon as your AdSense ads are enabled. I'd strongly advise that you read Google's mini-guide on [Optimizing with Channels](#). It's a complete step-by-step guide with screenshots included and explains in far more detail than I possibly could. Moving on...

"Your future is created by what you do today, not tomorrow. Do today what you want for your tomorrows." - Robert Kiyosaki (Author - Rich Dad Poor Dad)

Affiliate Programs

Quite simply, an affiliate program is an arrangement in which a company pays you a commission or percentage of a sale for every customer that you send to their site. One of the biggest and most popular affiliate networks is Commission Junction. Casey has been using this network for a couple of years now and has

seen great results. Let's take a look at how he structures his affiliate links in his blog using his Halloween Costumes blog as an example:



Ever since the death of Michael Jackson, there has been an enormous surge in sales and overall interest in most everything related to the King of Pop, especially Halloween Costumes. Casey, being a big MJ fan, noticed numerous affiliate programs pushing new Michael Jackson costumes for Halloween this past October and decided to take advantage while the niche was hot.

As you can see in his Michael Jackson post, he had written a basic blog post describing all the new MJ costumes which were available this Halloween and in the very same post, he added affiliate links in blue which blended in with the copy. Text links are usually more attractive and convert better than big banners and colourful ad blocks.

So what happens if a visitor clicks on that blue 'Michael Jackson Billie Jean' text link? Well...they are taken to the link's destination. In this case, the destination

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being the site offering the MJ costume which Casey advertised. And from there, the sale can be made.

The screenshot shows the homepage of buycostumes.com, which is described as "the web's most popular costume store!". The site features a navigation bar with categories like ADULT COSTUMES, KID'S COSTUMES, PARTY SUPPLIES, ACCESSORIES & MAKEUP, HATS, WIGS & MASKS, DECORATIONS & PROPS, MASCOT COSTUMES, PET COSTUMES, SALE, and NEW! COMMUNITY. A search bar is present with a "GO" button. A promotional banner at the top right offers "SAVINGS UP TO 75% OFF" with a coupon code "CLEAR25".

The main product displayed is the "Michael Jackson (Billie Jean Costume) Adult". It is marked as a "SALE" item with a "SAVE 35%" discount. The product ID is #61816, the retail value is \$179.99, and the current price is \$99.99. The overall rating is 4.5 stars. Below the product image, there is a "Place Your Order Here:" section with a quantity selector (set to 1), a size chart link, and size selection options (Medium and Large, both out of stock). Optional accessories include "Michael Jackson Short Adult Wig" for \$29.99 and "Michael Jackson Sunglasses" for \$7.99. A "LiveHelp" chat button is also visible.

On the right side, a "You May Like:" section recommends other products: "Loafer (Black) Adult Shoes" for \$29.99, "Diva Microphone Headpiece" for \$3.49, and "Fedora Men's Black Adult" for \$29.99.

Once the sale is completed, you will receive a commission. Casey tends to use two of the more popular Halloween affiliate programs on Commission Junction because of their high commission rates and customer support. Plus the more sales he makes, the higher the percentage of commission he can earn in the future.



You can sign up at Commission Junction quite easily simply by going to their website at cj.com and filling an application for a Publisher account. Once approved, you can search for advertisers or products by name or through the categories. From there, you will need to apply to an advertiser in order to sell that advertiser's products.

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Another preferred affiliate program which Casey uses is Amazon.com which is one of the biggest online marketplaces on the internet. It's very simple to use although referral rates are only 4% but do rise gradually after a few sales.

I began using Amazon fairly recently and the convenience of it is that I'm able to set up a little Amazon store of my own called an astore which I can refer people to on my site. Sometimes, even if people don't buy the product you advertise, you can still make a referral fee if that person clicks through your link and buys something else. But it's always a nice feeling to make a sale, big or small. ☺

Earnings Report

[Download](#)

December 1, 2009 to December 15, 2009

[Summary](#)

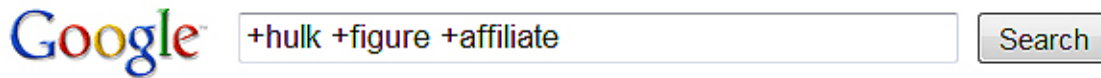
Item Name ▼	Seller ▼	Price ▼	Referral Fee Rate ▼	Items Shipped ▼	Revenue ▼	Referral Fees ▼
Automotive						
Grote - EMERG LTG. YEL. ECONOLITE W/ REVOLVING REFLECTS. MAGNET BASE VERSN (76183)	Third Party	\$79.52	4.00%	1	\$79.52	\$3.18
Baby						
Graco Mobile Entertainer Jungle Crew	Amazon.com	\$59.96	4.00%	1	\$59.96	\$2.40
Music						
My Christmas: Deluxe Edition CD & DVD	Amazon.com	\$17.99	4.00%	1	\$17.99	\$0.72
Toys & Games						
Battle Damage Hulkbuster Iron Man Statue by Bowen Designs	Third Party	\$569.95	4.00%	1	\$569.95	\$22.80
Gear of War 2: Series 5 Boomer Action Figure	Third Party	\$24.98	4.00%	1	\$24.98	\$1.00
Gear of War 2: Series 5 Locust Grenadier Beast Rider Action Figure	Third Party	\$13.56	3.98%	1	\$13.56	\$0.54
Gears of War NECA Series 3 Action FigurePalace Guard	Third Party	\$12.89	4.03%	1	\$12.89	\$0.52

So head on over to Amazon.com and get yourself an Affiliate account. You'll find the link at the bottom of the homepage called "Join Associates". The set up procedure is simple. Be sure to get familiar with the program and you'll soon be rolling!

These are just some of our recommended affiliate programs which you can join. There are many others although you do want to make sure that the program you join is reputable and trustworthy. You should never be charged a fee to join an affiliate program. If you are, avoid it. Commission plans among different merchants and affiliate programs will vary so make sure you know the payment plan before you join.

There may even be a chance that you develop a site for your niche but are unable to find an affiliate program which sells products which you're promoting on your site. A search technique you can attempt that might help you find an affiliate program for your products is to go to Google and type:
+product name +affiliate. So for example, if I had a site on the Incredible Hulk and wanted to sell Hulk figures, I'd type into Google: +hulk +figure +affiliate

The pages returned are not guaranteed to have Hulk figures affiliate programs but with a little looking around, you may find what you're looking for. Some of the returned results may in fact be the merchant sites themselves.



Inserting Affiliate Links

The process of finding and inserting affiliate links into your site is quite simple. We will use Casey's Halloween blog and his preferred Affiliate program Commission Junction to demonstrate the process.

The first thing Casey does is finds a good product to sell based upon the subject of his post. In this example, his Michael Myers costumes post. With the theatrical release of the new movie Halloween 2 and the newfound interest amongst movie-goers in the knife-wielding killer Michael Myers, Casey has decided to pitch the new Myers masks and costumes for Halloween. After writing his post, he then will insert affiliate links within his post and make it flow without attempting to make it seem like a complete sales pitch. So upon inserting links, he will first go to his affiliate account which is, in this case, Commission Junction. He logs in and searches for "Michael Myers costume" amongst all the advertisers on CJ.

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Get Links - Product Search Results

Search Search for

Language and Targeted Area Filter ON / OFF
[Additional Search Options](#) | [Additional Filter Options](#)

Products with keywords **michael myers costume**
Results 1 - 25 of 33

Click ☒ to select multiple links.

--Select a SmartZone--
☒ Add to SmartZone

	Image	Name	Price	Product Catalog
☐		"15" Hanging Michael Myers Figure"	\$12.99 USD	ALL Celebrate Express Product Cat
☐		Michael Myers Adult Costume-Large	\$159.99 USD	ALL Celebrate Express Product Cat
☐		Michael Myers Adult Costume-Medium	\$159.99 USD	ALL Celebrate Express Product Cat
☐		Michael Myers Adult Costume-Small	\$159.99 USD	ALL Celebrate Express Product Cat
☐		Michael Myers Kids Costume - 11/14	\$26.99 USD	ALL Celebrate Express Product Cat

After finding the products he's going to promote, he clicks on the item which opens a separate browser window with details about the product along with the html code which he must highlight and paste into his blog post.

[Michael Myers Adult Costume-Large](#)

Copy and paste the following HTML code into your web pages.
You must include all the above html in your links. Any missing html, including the image source, will prevent the link from tracking properly and result in a loss of commissions.

```
<a href="http://www.jdoqocy.com/click-3649806-10645522?url=http%3A%2F%2Fwww.CostumeExpress.com%2FMichael-Myers-Adult-Costume-Large%2F61602%2FProductDetail.aspx%3FREF%3DAFC-cedatafeed&cjsku=179696" target="_top">
Michael Myers Adult Costume-Large</a><img src="http://www.ftjcfx.com/image-
```

With the html code copied, he goes to his Halloween blog and locates his Michael Myers costumes post and inserts the affiliate text links. The text links are in blue.

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Title: "Michael Myers" - Halloween's Most Popular Mass Murderer...Scaring a W

[Preview](#) [Edit HTML](#) [Compose](#)

 Over the years since the first Michael Myers mask appeared in the late 70s, the mask has undergone little change and the audience still seems fascinated by it. Thanks in part to Rob Zombie bringing the Michael Myers character to a whole new generation of horror fans, the Myers character again is thriving in popularity. The available Michael Myers masks are made in various fabrics including polyethylene, latex, plastic and cotton. The masks are also available in various styles and colors. Unfortunately, most stores seem to have just one size of the mask for everyone. There is a choice of a full Myers costume or simply the mask itself, the latter being by far the preference. The costume itself is basically just a plain black jumpsuit, nothing really fancy on that note. But the mask really invokes fear! A great choice for this upcoming Halloween!

[Michael Myers Halloween Movie Licensed Mask](#)
[Michael Myers Rob Zombie Halloween Mask](#)
[Halloween 2 2009 Michael Myers Adult Mask](#)

[Post Options](#) Labels: [Show all](#)

[PUBLISH POST](#) [SAVE AS DRAFT](#)

So as before, when a visitor clicks and buys, you make money.☺

Quick Tip: Make the most out of the 'Labels' section in your blog posts. As you can see in the screenshot above, the labels in the bottom right corner used to describe the Michael Myers costumes post include words like halloween, horror, michael myers, slasher, killer, maniac, murderer, halloween costumes, etc in order to help serve the most relevant ads from Adsense to its content.

"I'm a great believer in luck and I find the harder
I work, the more I have of it." - Thomas Jefferson

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Let's use another example regarding inserting Affiliate links and this time we will use Amazon. We will also cover widgets in the next chapter.

So once you are all set up with your Amazon Associates account and ready to start promoting products from Amazon, you will click on the 'Links & Banners' tab.



You will then click on 'Add Product Links Now' and from there, you will come to the 'Product Links' page where we can begin setting up our links for pasting on our blog. In this case, we will use Casey's 'Hulk Statues' blog to show you the process of setting up product links.

On the 'Product Links' page, you will come to the search box and you are free to find whatever products you choose to promote on your blog. Casey decided that he wanted to promote mini-statues on his Hulk blog. So in the search box, he goes to the 'Toys & Games' category to find Superman statues.

1

2

3

PRODUCT SEARCHSELECT PRODUCTCUSTOMIZE & GET HTML

Search Toys & Games for superman statue GO!

keyword or ASIN/ISBN

« Previous | 1 - 10 of 69 | Next »

Products	Price	Sales Rank	Get Link
 Fisher Price Batman Figure Set ~ isher Price IMAGINEXT BATMAN JOKER PENGUIN SUPERMAN	\$79.00	#15058 in Toys & Games	Get Link
 Christopher Reeve as Superman Statue ~ DC Comics	\$116.99	#40620 in Toys & Games	Get Link
 Justice League Unlimited Desk Set - Wonder Woman Notepad & Pen Holder ~ Monogram International	\$39.95	#37905 in Toys & Games	Get Link
 Kotobukiya Supergirl Vinyl Statue New Edition ~ Kotobukiya	\$71.55	#37770 in Toys & Games	Get Link
 Heroes of the DC Universe: Superman Bust ~ Diamond Comic Distributors	\$31.99	#13039 in Toys & Games	Get Link

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Upon finding the specific Superman statue he wants to promote, he simply clicks on the yellow "Get Link" button on the right side and comes to the link-customization screen where he can get the final html code for the product.

[Home](#) » [Links & Banners](#) » [Product Links](#) »

[Customize and Get HTML](#)

PRODUCT SEARCH
SELECT PRODUCT
CUSTOMIZE & GET HTML

Link to a specific product on Amazon and show some information about that product. The Product Links tool lets you build customized Text Links, Text and Image links, and Image only links to Amazon products.

1. Select Link Type

☒ Text and Image (Enhanced Display)
☐ Image Only (Basic Display)
☐ Text Only (Basic Display)

2. Customize Link

☒ Open link in new window
☒ Show border
☒ Use larger image

Price Options: Show All Prices

Background Color: FFFFFF

Text Color: 000000

Link Color: 0000FF

Live Preview

This link is served by you. You do not need to download the graphic. Just highlight and copy the HTML code to the left, then paste it into the code for your Web site.



3. Get HTML Code For This Product Link

Highlight and copy the HTML below, then paste it into the code for your Web site.

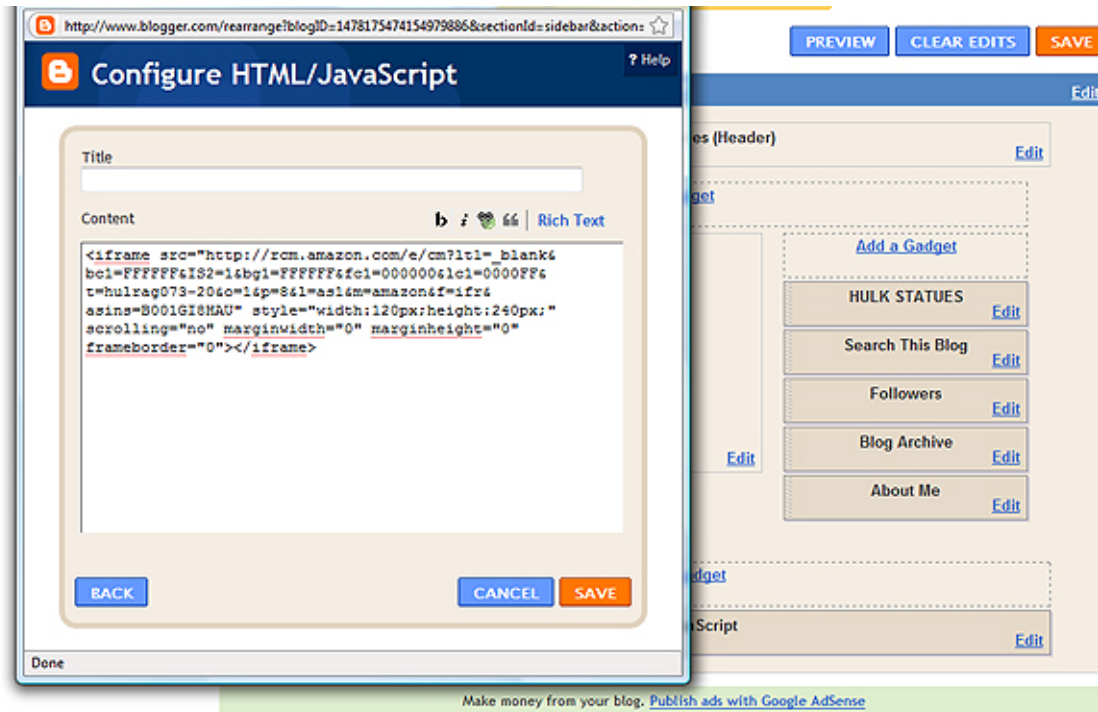
```
<iframe src="http://cm.amazon.com/cm?title=blank&id=00000004
102=1&tag=FFFFFF&id=0000004101=0000FF&id=bulbag073-20&id=8
1=&id=amazon&id=1&id=amazon=0001010100" style="width:120px;
height:120px;" scrolling="no" marginwidth="0"
marginheight="0" frameborder="0">/iframe>
```

Highlight HTML

Notes: Your Associate ID, **bulbag073-20**, is already embedded in the code.

Now Casey goes to his blog, heads over to the layout page where he can customize how we want things to look, and clicks on 'Add a Gadget', which will open up a window where he will then click on 'HTML/Javascript', enabling him to paste in the code for the Superman statue Amazon product-link.

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From there, once Casey has saved his edits, the Superman statue link will appear on the sidebar or wherever he chooses to place it. It's your blog so you will decide where you want your product links to appear.

Building & Inserting Widgets

A widget is primarily a stand-alone application which can be embedded in any area of your website merely by pasting a chunk of html code. Widgets have grown increasingly popular and come in a variety of applications including clocks, event or auction countdowns, auction tickers, daily weather, etc. For example, IMDB which is the biggest movie database on the internet has a whole variety of widgets displayed on its countless pages. Here's a screenshot of the homepage and you can see on the right-hand side where a rectangular Amazon.com widget offering DVDs is displayed.

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The screenshot shows the IMDb website interface. At the top, there's a banner for a BlackBerry Bold 9000 smartphone for \$99.95. Below that is the IMDb logo and a search bar. The main navigation bar includes links for Movies, TV, News, Videos, Community, and IMDbPro. The page is for the movie 'The Wolfman' (2010). It features a 'Photos' section with a gallery of images. The 'Overview' section includes the MOVIEmeter, Director (Joe Johnston), Writers (Andrew Kevin Walker and David Self), Release Date (12 February 2010), Genre (Horror | Thriller), and Tagline ('Even a man who is pure of heart and says his prayers by night may become a wolf when the wolfsbane blooms and the autumn moon is bright'). There's also a 'Plot' section and a 'NewsDesk' with recent articles. On the right, there's an Amazon.com advertisement for various movies like 'Quantum of Solace' and 'Terminator Salvation'.

Casey and I tend to display our Amazon widgets on our blogs wherever it may be convenient. The set up is simple and you are free to choose whichever line of products you want to display on your widget. So when a visitor clicks on the link, they will be taken to the check-out page and the deal can be completed and you receive a commission.

Inserting your widget into your blog is a piece of cake, much like inserting affiliate links. We'll use Amazon.com again as an example since it's the biggest online marketplace and very user-friendly. So once you are approved as an Amazon Associate, you will click on the 'Widgets' tab which is alongside the 'Links & Banners' tab. You will come to this page here as seen in the screenshot.

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The screenshot shows the Amazon Associates 'Build Your Amazon Widgets' page. The top navigation bar includes links for Home, Links & Banners, Widgets, aStore, Endless.com, Reports, and Product Advertising API. The user is signed in as 'hulrag073-20'. The main heading is 'Build Your Amazon Widgets', followed by a description of Amazon Widgets and a 'Learn more' link. Below this, it says 'Showing 1 - 15 of 15'. Four widget options are displayed: Search, Carousel Widget, Deals Widget, and MP3 Clips Widget. Each widget has a preview image, a description, and an 'Add to your Web page' button. The left sidebar contains a 'Widgets' section with links like 'Your Picks', 'Digital Media', 'Search', 'Contextual', 'Flash', 'Other Widgets', 'My Widgets', 'Widget Source', and 'Search by Size'. It also has 'Other Resources' like 'Performance Tips', 'Discussion Boards', and 'Help'.

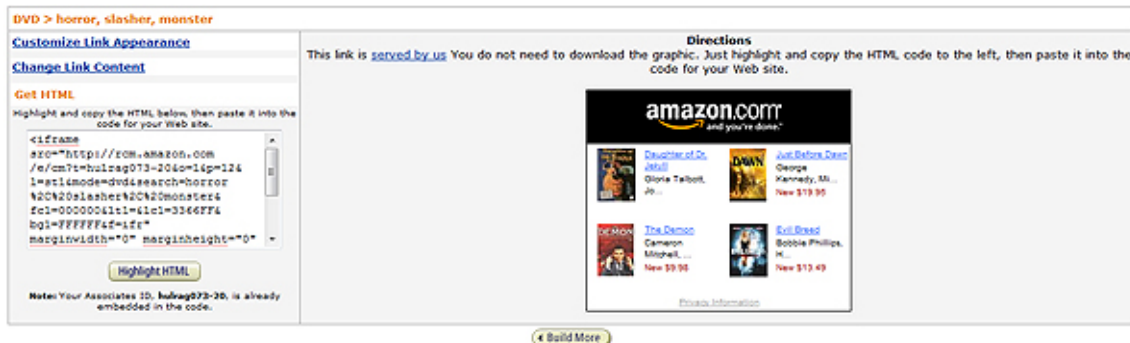
You can scan the widgets available until you find what you like. I tend to prefer the 'Recommended Product Links' widget. From there, you will click on the widget and fill in the details of what you want to advertise, along with keywords for more specific products you want displayed in your widget. Since I run a horror movies blog, I chose to advertise horror movies in my widget.

The screenshot shows a form for selecting a product line and entering keywords. The first section, '1) Select a Product Line', has a dropdown menu with 'DVD' selected. The second section, '2) Enter Keywords', has a text input field with 'horror, monster, slasher' entered. Below this is a '-OR-' separator and a 'Select a Subcategory' dropdown menu with 'Horror' selected. A note at the bottom says 'We recommend that you experiment with different keywords until you get the results you want.' and there is a 'Continue' button. At the very bottom, it says 'Next step: Choose from 10 display sizes'.

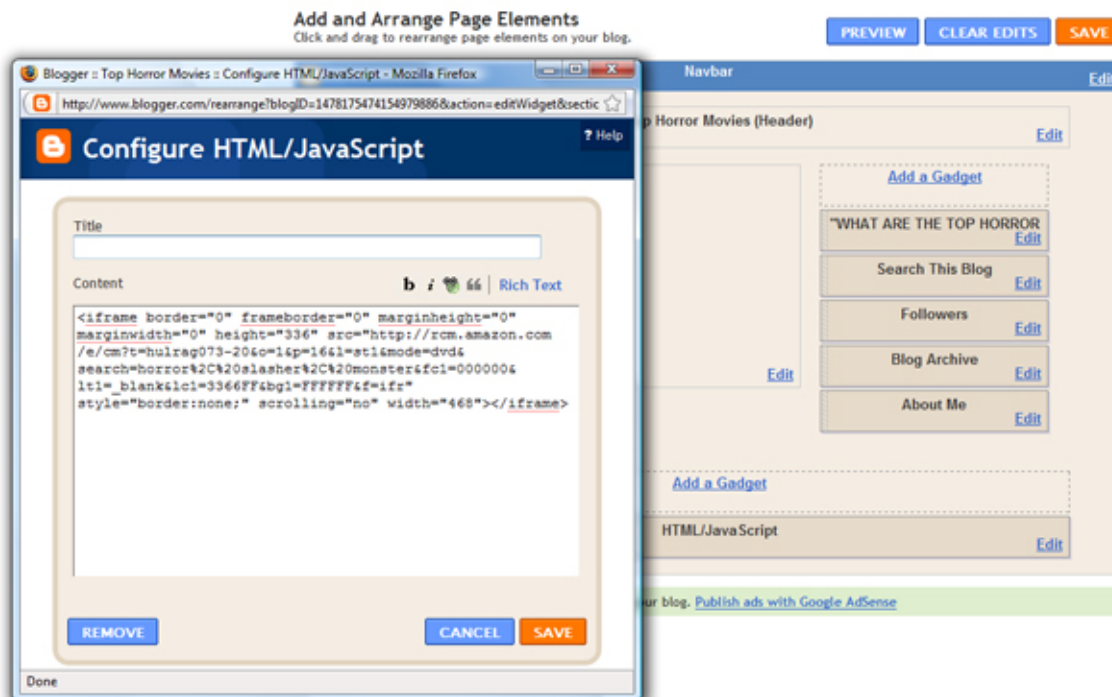
Once you've chosen the contents of your widget, you will be taken to the 'Select Size' page. There are a variety of sizes you can choose. For my horror blog, I

How A Young Kid Taught Me To Make Money Online Every Day Through Blogging

chose the 300 x 250 rectangle widget which I inserted at the end of my post although you are free to place the widget elsewhere on your blog. Before we get to that step, obviously we must grab the html code first. So once you've selected the widget you like, you'll come to this screen and you'll highlight the html code for your widget.



Then you will go to your blog's layout page, click on "Add a Gadget" and a window will open with options. You will select the "HTML/JavaScript" option and insert your widget's html code inside it and click 'save'.



Easy eh? Now go view your blog and see how it all looks. There are many other options in the "Add a Gadget" link on Blogger. Let's see how my horror blog is looking with my newly inserted Amazon horror-movies widget...

My horror-movies widget will immediately capture the attention of the reader. And anytime somebody clicks through my widget and either buys the product listed or another product altogether, I will receive a percentage of the sale made.

Promoting products which relate to the theme of your blog will be far more beneficial since you are promoting to a targeted audience. I promote horror movies on a horror blog. Therefore those who like horror movies will be more likely to click my links. 😊

TOP HORROR MOVIES ON DVD

...APART FROM THE CLASSICS

SATURDAY, SEPTEMBER 19, 2009

MIDNIGHT MOVIE (2008) - BigFoot Entertainment
- 84 mins



"The New Face of Horror!"

Without hesitation, one would venture that this is a pure slasher flick based on the DVD cover itself. Upon first glance, we have a grisly-looking fellow with a skull-mask holding what looks like a drill or some kind of cutting instrument with a lot of blood dripping all over the place! Yes...definitely a slasher flick!

I'd suppose the challenge here was for the makers of Midnight Movie to try to get away from the cliché-ridden, done-to-death, typical slasher flicks which pollute horror cinema and try to present something unique or original...if at all possible. That's only if the movie makers weren't looking for a quick cash-grab.

Regardless, being a horror buff and a writer/reviewer of horror flicks of all types, I still needed to watch the movie for myself before ranting:-)

The opening is interesting enough as twisted director Ted Radford is locked up in an insane asylum after having become obsessed with his low-budget horror film. Soon enough, he breaks out of the asylum, leaving a few dead bodies in his wake.

amazon.com
and you're done."

	The Hills Have Eyes, Part 2 Tamara Stafford, K... New \$9.99		An American Werewolf in London Jenny Agutter, Gri...
	Dr. Jekyll's Dungeon of Death John Kearney, Dawn... New \$9.95		The Unseen Barbara Bach, Step... New \$22.49

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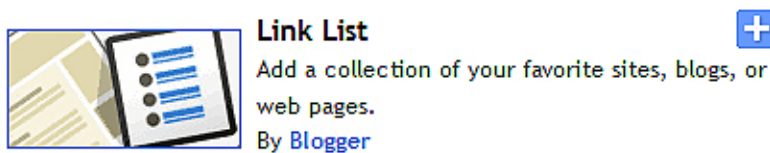
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Getting Traffic

This is one of the more demanding tasks when it comes to succeeding online. Traffic is what drives sales and profits and without it, having a site or blog basically serves no purpose. Traffic is generated through content, links, and marketing. You may have heard the phrase "Content is King" and rest assured that a site will fail miserably if it lacks any kind of relevant content which is useful to its visitors. Google absolutely loves original content and if your site has new and relevant content with keywords pertaining to your niche which are used throughout your content, Google will reward you by moving your site up the rankings. Long term success is dependant upon a site that offers reliable information and quality content on a particular niche.

Link Building: Aside from content, another process that is factored into a site's ability in gaining traffic is through linking to and from other sites. The more quality links you have from other quality niche-related sites, the better your ranking will be in the search engines. For example, Casey's Halloween blog has links coming from several high-authority Halloween sites which helps Casey's blog in the rankings for his keywords. Google's thinking is "If these sites are recommending his blog, then it must be a pretty good blog!" ☺ Good backlinks help a lot!

So let's head over to 'Layout' on your blog setup and click on 'Add a Gadget'. It will open up the window of gadgets. The one we want for establishing our long list of preferred links, or more appropriately 'favourites', is this gadget here which is called 'Link List'.



This will open up the 'Configure Link List' window where you can insert the details and URLs of your favourite sites. These obviously will be the sites which you want linking to your own site and vice versa. So before you gather up a list of related sites which you want linking to your own site, it's best to add those sites to your 'Link List' first. And from there, you can visit those very sites and request through email to the site's webmaster that they add your site to their own list of links. It's generally a trade-off with two sites helping eachother. You can keep

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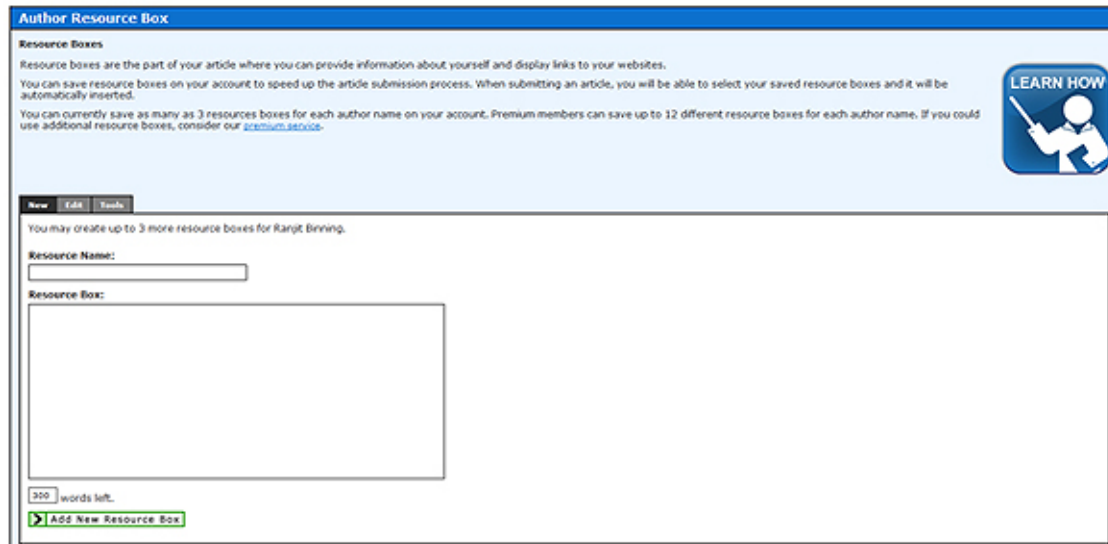
adding to your backlinks and before soon, Google will realize the importance of your site and will increase the authority and ranking of your site as time goes by.

"I don't need time. What I need is a deadline." - Duke Ellington, jazz artist

Submit Articles: This is another very effective way in driving traffic to your site. When you submit an article to a directory, you are given access to a resource box which enables you to add a link to your site. The article directory which Casey uses for his blogs is Ezine Articles which is the biggest and most popular article directory today and is free to join at ezinearticles.com. There are others I've listed in the 'Recommended Resources' section at the end of this book which also contain article sites which you can borrow content from to put on your site.

When you create your account on Ezine Articles, make sure your "bio box" or "resource box" is very well written and includes the link to your site.

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The screenshot shows a web interface titled "Author Resource Box". It contains a section for "Resource Boxes" with explanatory text and a "LEARN HOW" button. Below this is a form with tabs for "New", "Edit", and "Stats". The form includes a "Resource Name" input field, a "Resource Box" text area, and a "350 words left" counter. At the bottom of the form is a green button labeled "Add New Resource Box".

Make sure to read the Ezine Articles terms of service fully. You are not at all allowed to insert your affiliate links into your resource box. That is ok because you are inserting a link to your site which is fully compliant with Ezine's rules. Another thing to be careful of is that every article you submit must be your own unique content. You can't rip off content from elsewhere on the internet and post it as your own on Ezine. You can browse around for ideas but your article must be in your own words. Play by the rules and Ezine will gladly send you traffic. 😊

Social Bookmarking: Another very good traffic-gaining method is to bookmark each post you make. For example, every time you make a post on your blog, you will submit that same post to the biggest social bookmarking places out there. I personally prefer [Digg](#), [StumbleUpon](#), [Propeller](#), [Delicious](#), [Faves](#), and [Mixx](#). It's important to repeat your keyword in your post a few times including in your title. For example, when Casey was selling G.I Joe Halloween costumes, he reiterated the phrase "G.I Joe Halloween costumes" a couple of times in his post before sending it off to the aforementioned social bookmarking sites. From there, those sites link back to his blog with the same keyword which helps drive traffic to his site. You can use [socialmarker.com](#) which is a quicker process in getting your posts bookmarked. You will have to sign up for each social bookmarking site which will take merely seconds and you're on your way! Do remember to only submit to 5-10 services per site per day and change your title and description for every 5 sites you submit to, per site. Follow these guidelines and you're set. 😊



Posting in Blogs/Forums: A lot of folk like to participate in group discussions online through live chats or message boards. It's easy to spread the word about your site through such places but a more convenient method is to put your blog URL into your signature which again counts as a backlink much like the link-building method I mentioned earlier. If you don't know what a signature is, it's basically the footer of a post on a forum where you can display verbiage or images. In this space, you are free to post whatever you like which includes your URL.

Submit Comments: Another great method similar to link building is to search for related blogs in Google and to add comments in the comments section. For example, Casey will hunt for "Halloween blogs" on Google, find some of the better or more popular ones out there and leave a comment along with a link back to his own site.

[Leave a Reply »](#)

Name (required)

Mail (will not be published) (required)

Website

I agree with Andrew. I went as G.I.Joe last year but this year I want to go either as a Ninja from that new movie Ninja Assassin or I might go as one of those monsters from Where The Wild Things Are. But I don't know if there's any place that sells those big monster costumes. Have you seen any stores that do?

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It's important to leave a quality comment which describes the actual post as opposed to a silly comment like "Hey your site rocks!" if you know what I mean. Doing this once a day amounts up to 7 backlinks a week from relevant blogs all relating to your niche. When Google sees this, they automatically realize the theme of your blog and with all the relevant links adding up from other quality blogs, your site will be ultimately rewarded over time...rest assured! ☺

"Many of life's failures are men who didn't realize how close they were to success when they gave up." - Thomas Jefferson

Ping

How do you immediately notify the search engines that your blog has been updated? Easy! You simply Ping your blog! There are a whole lot of different pinging tools and services out there. Casey uses pingoat.com but there's also pingler.com and pingomatic.com which are all adequate.



[Home](#) | [Stats](#) | [Blog](#) ↗

PINGING
SEARCH ENGINES
*so **you** don't have to!*

What is this?

Ping-O-Matic is a service to update different search engines that your blog has updated.

► [Learn more...](#)

Blog Details

Blog Name:

Blog Home Page

RSS URL (optional):

Services to Ping

Common Services (Check All)

- | | | |
|---|---|---|
| ☐ Weblogs.com ↗ | ☐ Blo.gs ↗ | ☐ Technorati ↗ |
| ☐ Feed Burner ↗ | ☐ Syndic8 ↗ | ☐ NewsGator ↗ |
| ☐ My Yahoo! ↗ | ☐ PubSub.com ↗ | ☐ Blogdigger ↗ |
| ☐ BlogRolling ↗ | ☐ BlogStreet ↗ | ☐ Moreover ↗ |
| ☐ Weblogalot ↗ | ☐ Icerocket ↗ | ☐ News Is Free ↗ |
| ☐ Topic Exchange ↗ | ☐ Google Blog Search ↗ | ☐ Spinn3r ↗ |
| ☐ Bloglines ↗ | ☐ PostRank ↗ | ☐ SkyGrid ↗ |
| ☐ Collecta ↗ | | |

Specialized Services

- ☐ Audio.Weblogs ↗
- ☐ RubHub ↗
- ☐ GeoURL ↗
- ☐ A2B GeoLocation ↗
- ☐ BlogShares ↗

[Send Pings »](#)

In Closing

So now we're at the end and in closing we hope you enjoyed reading this ebook as much as Casey and I enjoyed writing it. We also certainly hope you found the information useful and that the steps involved are clear and concise to the point where you can implement them without confusion and start on your own journey in making a secondary source of revenue...if not multiple streams of revenue!

A common new year's resolution which I've noticed amongst friends tends to involve the need to make more money. Often people will think that working harder is the only way to make more money. Those who have succeeded in making more money will often say that working smarter is the best way to make more money. I personally know many people who work hard but those same people lack direction thus venturing down a pointless path altogether. I made mistakes early and I learned from them. You will not make those mistakes. Casey and I have led you towards the correct path through our guide...now we want you to walk through it and succeed.

Are you going to be one of the many who will simply promise yourself over and over to get started on building your site once you have enough free time to do so? Or are you going to be one of the few who will take action immediately in order to improve your financial future? The choice is yours... We really hope you choose the latter. Good luck! 😊

Recommended Resources

Keyword Tools

[Google Keyword Research Tool](#)

[Google Insights for Search](#)

[SEO Book Keyword Tool](#)

Article Directories

[The Article Planet](#)

[EzineArticles](#)

[Buzzle](#)

[ArticlesBase](#)

[Amazines](#)

[GoArticles](#)

[Article Alley](#)

[IdeaMarketers](#)

[Article Dashboard](#)

[ArticleCube](#)

[ArticleCity](#)