



THE **WEBSITE**  
**ATM**

HOW TO BUILD PROFITABLE WEBSITE &  
RAKE IN CRAZY PROFITS ONLINE!

THE WEBSITE ATM



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# **Chapter 1**

## **Introduction**



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A decade ago, only a handful of people around the world could enjoy surfing the net. At that time, there were also only a few thousand websites online. In recent years however, this number has multiplied exponentially. It is also said that there are now over a billion people with access to the Internet and this number is growing larger by the day. This has been brought about by advances in technology as well as lower costs associated with accessing the Internet. This includes more affordable computers and devices as well as lower ISP fees. A more powerful infrastructure has also caused the evolution of the Internet. While early websites only contained a few graphical elements with a lot of text, websites today come with high resolution graphics, videos as well as interactive content that people can access at will.

When looking at this picture from a marketing perspective, it is easy to conclude that the Internet has a vast potential for making money. While more traditional brick and mortar businesses have to contend with geographical as well as logistical factors when trying to reach their target market, the Internet can allow a business to break free of these limitations. The online market is already a billion strong and access to even a small percentage of that total number can potentially be converted into earnings worth millions upon millions of dollars. When realizing the potential of this powerful tool, the first thing that people often ask themselves is how they can they tap into this huge market? The answer to that question is actually quite simple. Start your own website. While there are numerous other

options out there to earn money online, starting your own website has fewer barriers to entry for beginners.

### **Why Start Your Own Website**

As mentioned above, starting a website comes with fewer barriers to entry for the average person. This is the main reason why hundreds of thousands have already tried their hand at starting a website. While many have failed, the number of success stories is more than enough to justify starting a website. In addition to this, the Internet is a huge market and there is more than enough room for more websites. While there are numerous factors that can help usher in success, someone with enough time, determination and a little luck can easily break through.

### **Negligible Capital Required**

Compared to starting a full-fledged online store or a web based service company, starting a website does not require a large start up and operation capital investment. While some capital may be necessary, this will only amount to a few dollars and almost anyone can afford it. It should be noted, however, that as a website achieves more popularity, the maintenance costs associated with keeping it up and running will go up slightly. On the upside, the money that you can make by taking advantage of a popular website will far outweigh the costs required to maintain it. When comparing what it spent to what one can potentially earn, there is no doubt that starting a website is indeed a worthwhile endeavor.

### **Minimal Technical Knowledge Required**

For the uninitiated, starting a website may seem like a daunting and highly technical task, however, this does not need to be the case. While this may have been true in the past, new tools are now available that has streamlined the process and made it easier for individuals with minimal technical know-how regarding I.T. Back in the day, a working knowledge on HTML coding was required to start a website but these days, one can easily make use of a content management system like Wordpress to set-up a professional looking website. In addition to this, there are also thousands of companies

out there willing to shoulder the burden of putting up a fully functional website for a modest amount of money.

### **Time Constraints Need Not Apply**

Another reason why starting a website has become popular these days is the fact that it is not nearly as time consuming as it once was years ago. A person who owns a successful website that has been properly monetized can earn more money in a single hour than what he or she can earn with a full time job. While some time and elbow grease is indeed required to make a website profitable, anyone can easily do it part-time. And when the time comes that your website is earning more for you than you are earning elsewhere, then you may consider running your website full time in order to make your profits grow.

### **You Can Work With A Money Making Venture That You Love**

Since anyone can start a website about anything under the sun, people often play to their strengths and passions. Most successful website owners are running websites that deal with something that they love. This is one of the reasons why these successful entrepreneurs can throw 100% of their efforts into running a website. After all, earning money by doing something you love is something that most people dream about. A person who is both passionate and knowledgeable about fly-fishing can easily make money from running a website about fly-fishing. If you know enough about a certain topic, then other people can benefit from your knowledge as well using the power of the Internet.

# **Chapter 2**

## **Website ATM Essentials**



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Once you have made the decision to start your own website, then you have started down a long, albeit fulfilling and profitable path. However, there are a lot of decisions that you will still have to make to ensure the success and profitability of your website. These decisions are very important and careful planning as well as a lot of thought should be put into making these decisions. Only after you have conclusively decided on all of these details can you get into the nuts and bolts of putting up and running your own website.

When reading about how to start a website, you will often come across terms like domains, hosting, autoresponders and content management systems. These are very important elements of a website and you will need to learn a thing or two about them if you are seriously considering starting your own website. These things can be considered as the framework that will support your site in the future.

### **Choosing the right domain**

Simply put, a domain name is an identifier used to refer to the extent of the virtual “territory” of your website online. All of your pages will have your domain name to identify them as part of your site. Your domain name will

also serve as the unofficial name of your website and it will appear on the URL of your site. This is why choosing the right domain is very important. People will remember your site via your domain name the same way that people remember specific brands using the company's brand name or company name. This will serve as your site's identity online so it should be easy to remember and appealing for your target audience.

While you are certainly free to pick any domain that you want, you may not have an inkling as to whether you have picked a good domain that people will be able to remember or whether the domain is available for the picking. There are many tips that you can follow to pick the right domain and some of the best are listed below.

First of all, you will need to come up with certain keywords that are related to the main topic that your site will primarily deal with. Make a list of all the keywords you were able to come up with and try to choose the most appealing. These are the keywords you can use to pick your very own domain. Now you can open up popular hosting sites like hostgator or GoDaddy. These sites often have search functions that you can use to see if the domains you have chosen are still available. When picking domain names, avoid using special characters or number. This will make your domain name more confusing and harder to remember as well.

Try to pick domain names that are short yet memorable. Many studies have already been conducted that has proven that shorter domain names are often more popular since people have an easier time remembering them. You should also try to avoid using keywords that are heavily associated with trends since trends tend to fade over time. It is also interesting to note that people often tend to prefer domain names that end in .com or .net. Domain names that end in .org or .info are often not as popular since they are not as easy to recall. You should also make sure that you are choosing a domain name that is not copyrighted since you may find yourself with being served with a lawsuit somewhere down the line. Once you have settled on a domain name that you are happy with, you should register the domain name as soon as possible since someone else may register it before you do. You can register the domain as soon as you find a good host since hosting packages often include domain registrations in them. To find out how to find a good host, you can refer to the next section.

## **Get A Reliable Web hosting Service**

After choosing a good domain name, choosing a good web host is the next order of business. Like your domain name, choosing a web host can make or break the future of your site so choose wisely. A web host will be responsible for hosting your website online. This means that they are responsible for storing all the files necessary to keep your website up and running. They will also be able to offer you other services that will make the process of maintaining your website a whole lot easier.

If you are worried about where to find a good host, then rest at ease, there are literally thousands of webhosting services available online and many of these companies offer reliable, affordable and reputable services. However, you will need to put some work into this since arming yourself with information is the best way to make sure that you will end up with the perfect webhost for your needs.

A webhost is very important if you want to start a new website. However, it is also important for people who already have websites but are considering upgrading to a better host. As mentioned earlier, you will have to do a lot of research on the available web hosts. However, you will also need to read up on the technical jargon used since it will be very difficult to understand the services offered by different hosting companies if you do not understand the language. For example, do you have any idea what an SSL certificate is? Do you know the difference between shared hosting and VPS hosting? In order to get the best deal, you will need to understand the terms used to describe the different packages and deals available to you. In addition to this, there are also a number of different types of hosting services that you can choose from. Your choice will be dependent on a number of factors such as your budget as well as your current needs.

If you are just starting out and you are considering to start a relatively small website, then shared hosting might be the perfect option for you. This option is also ideal for beginners since when you are first starting out, traffic won't be a problem so you can make do even with very small bandwidth allocations. This is also the most affordable option out there. It is called shared hosting because you will be sharing a single server with hundreds or thousands of other website. As your website becomes more popular, you will get more traffic to your site and this may cause bandwidth problems in the future. When this happens, you can always upgrade to a

more expensive option that will give you more power to handle the extra traffic.

- **Dedicated Hosting**

With a dedicated hosting service, you are renting your own server. This means that you can access all of the functions of the server you are renting. However, this is also one of the most expensive options out there. However, this type of service is recommended for experienced web masters who work with large projects and can make full use of the server's capabilities.

Once you have outgrown the capabilities of shared hosting, you can move on to grid hosting. You will still be sharing a server with numerous people but in the case of grid hosting, the number of people on a server will be less. In addition to this, your site can be allocated more bandwidth at need. This is especially beneficial for websites that experience spike in traffic during specific times. This option is slightly more expensive compared to shared hosting but the extra power can really make a difference.

If your needs cannot be satisfied by a grid hosting service, then your other options include VPS hosting or getting a dedicated server for your site. Both of these options are only recommended for experienced web masters. Compared with the first two options, you also get a lot more power and your website will be able to handle more traffic. In addition to this, you will also have more room to post more memory heavy content like large video files since you get a lot more storage space with these two options.

Before you settle down with a web hosting service, make sure to check what other people are saying about them. Check review sites as well as forums. You should also pay attention to both positive and negative reviews since you will be able to prepare for any future problems that you may experience with your chosen web host.

When choosing a new contract with your first webhost, pick the shortest terms available. This will be beneficial for you since you will be able to change hosts if you are not satisfied without losing too much money. It may also pay to set up a back up web host in case you need to move your site in a hurry. If you are hesitant to sign up with a paid hosting service for your first site, you can always try free hosting services. The problem with this option is that you will not have the luxury of having a unique sounding domain name.

## **Get a Good Autoresponder**

If you want to make money out of your website, then you will definitely need to know a little something about online marketing. While there are countless of ways of going about this, one of the easiest methods that you can use, especially if you are a beginner is to use and autoresponder. If you do a quick check online about online marketing, you will find that a lot of people are talking about autoresponders. This is because using an autoresponder is a tried and tested method of reaching out to your niche market. If this is the first time that you have heard of the term, read on to find out more about this useful and extremely profitable tool.

Simply put, an autoresponder is a program that allows you to send out emails and newsletters to a large number of people automatically. This can potentially save you hours and hours and frustrating work when sending out emails to a long list of people manually. While you will still have to provide the content for the email or the newsletter, the program can automatically send out emails to thousands of people on your mailing list at the click of a button. If you are thinking that this is a program that sends out spam, then you are dead wrong. An autoresponder will only send out emails to people who have subscribed to your newsletter by filling up a subscription form that you can place on your website. This means that only people who have willingly signed up for your newsletter will get the emails. Once your site has gained a following, using an autoresponder is a great way of keeping in touch with your readers while constantly updating them regarding recent developments on your website.

Many successful website owners have attested to the fact that autoresponders work and with good reason. Autoresponders can show you immediate results, especially if you are marketing products and services for sale. Because of this, it goes without saying that the more people who have on your mailing list, the higher your chances of making more money.

Because an autoresponder is an automated program, you can even send out emails even when you're on vacation or during times when a computer is not available for your use. Simply input a pre-written and set the time when you want the emails to be sent and the autoresponder will do the rest for you. You can do this daily, weekly or monthly depending on your preferences.

If you are selling a product on your site either directly or indirectly with affiliate marketing, then an autoresponder can help get the ball rolling. People have very short attention spans and with the help of an autoresponder, you will be able to remind them constantly about the products you are selling. This is also a great way of informing your subscribers that you have a new item you are marketing. Read on to find out more about the most popular autoresponders available.

- **GetResponse**

GetResponse is a popular autoresponder that offers a lot of flexibility when it comes to sending out emails. Aside from sending the usual text based emails, GetResonse can also allow you to send out video clips, audio clips as well as PDF files and other types of files. GetResponse is also one of the most user-friendly autoresponders in the market today which comes in handy when you are sending out hundreds or even thousands of emails everyday. You also have a lot of options when it comes to scheduling when the emails are sent as well as which emails are sent. You can easily queue up a number of emails that can be sent at different times. You can also easily track and monitor all of your newsletters with relative ease.

- **AWeber**

When it comes to campaign management, AWeber is quite similar to GetResponse. They are also both very popular among online marketers. Like GetResponse, AWeber can also allow you to send out different types of emails with varying content like videos and images. When compared to other popular options available in the market, however, AWeber undoubtedly comes out on top when it comes to customization options. Tracking and monitoring is also a breeze thanks to their intuitive system.

- **iContact**

When it comes to integration with third party applications such as Wordpress and Drupal iContant is one of the best. They also get top marks when it comes to the customer service department. In addition to this, easy importing of contacts from programs such as MS Outlook make this autoresponder very easy to use. Emails sent using iContact also have a very impressive delivery rate since they make it through spam filters with relative ease.

While these three programs are said to be the best options, you can always try out free autoresponders if you are short on cash. However, you will quickly outgrow these autoresponders since they are not known for reliability or usability. If you want to test drive using an autoresponder before committing to a paid version however, using the free options available could be a good choice.

## **Use Wordpress**

When it comes to Content Management Systems, or CMS for short, Wordpress is the system to beat. It is by far the most popular CMS available and with good reason. Wordpress is arguably the most user-friendly CMS out there that allows you to customize and modify almost every single aspect of your website from the way it looks to the way it behaves. This makes it very easy to start and maintain websites. Because of the fact that Wordpress uses PHP and MySQL, Wordpress is very powerful and it is also compatible with thousands of other third party programs as well as plug-ins. This CMS also happened to be open source, which means that there is a very active and dynamic community and developers that maintains and updates the system. Wordpress is also well known for being compatible with thousands of plug-ins. If you need something for your site, then chances are, you will be able to find a Wordpress plug-in that can do it for you.

While other CMS available in the market also offer plug-in support, no other system out there can match Wordpress in terms of the sheer number of plug-ins available. You can find plug-ins that can help you add photo galleries or community forums on your blog. While you can certainly do this yourself, using a plug-in can make the process a whole lot easier. Since Wordpress is open source, that means that at any given time, there are thousands of developers out there constantly making new plug-ins for the system.

While Wordpress can do many things, it is primarily a content management system. This is its main job and it is a job that it does very well. In fact, it probably does this better than any other system out there. Using Wordpress, you can easily add new content to your site without batting an eyelash.

If you are fed up with the way your site looks, you can easily change the way it looks by installing Wordpress themes. There are thousands you can choose from and you are sure to find one that you like. You can try looking at free themes if you are trying to save some cash. Alternatively, you can also pay for premium themes. If you really want a unique look for your site, you can also make your own themes or if your budget allows it, you can hire a professional to make a theme from scratch for your website.

Wordpress is also known for how easy it is to install. This gave rise to the popular phrase “Five minute Wordpress installation.” This is due to the fact that you can get Wordpress up and running in five minutes or less. Once updates are released, you can also update your version of Wordpress with a few clicks of a button.

While Wordpress is very easy to install, you will need a well thought out plan for your site before you get everything up and running. You will need to make a site plan that you can follow. This should include page names, navigational layout as well as information regarding the directories and sub-directories that you plan to use. If you have planned things out in advance, then the process of setting-up Wordpress will be as easy as pie.

After you have Wordpress installed, you can now go through the process of making it work exactly the way you want it to. It is recommended that you visit the official Wordpress blog for detailed instructions regarding how to set everything up. This includes details on how to install new plug-ins and themes and how to manage your directories. Keep in mind that the way you set up Wordpress can play a large part in paving the way for the future success of your website. If you want to learn how to use Wordpress like the pros, then you will need to expand your current knowledge base by learning more about PHP, HTML, XHTML as well as CSS.

# **Chapter 3**

## **Creating Profitable Website**



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Domains, hosts, autoresponders and content management systems can be seen as the more technical side of starting a website. While these things may be considered as the infrastructure or framework of your website, you will still have to decide what you are going to put in it. This chapter deals with choosing a niche or topic for your website well as laying the groundwork for how your site will be marketed in the future.

### **Choose A Niche**

First of all, you will need to decide what your website will be about. This is referred to as a niche market. Since you will probably be focusing on a single topic, you will be targeting a specific portion of the market that will be interested in your chosen niche. Following the example given earlier, if you choose to make a website about fly-fishing, then you will be targeting the people who often search about fly-fishing online. These people are potential subscribers to your blog and you must do your best to pique their interests in the future. When choosing a niche market however, you will need to take certain factors into consideration. Choose a niche market that you are both knowledgeable and passionate about. Knowledge is a requirement since you will need to be intimately familiar with your chosen niche in order to convince people to visit your site. You will need to provide them with information that they may find useful as well when dealing with the topic you have chosen. It will be very difficult for a person who is not knowledgeable about his or her chosen niche to put up a site that people

will come back to again and again to get more information about a certain niche. The second requirement would be passion. If you plan on running a website, you must have both the drive and passion to keep it up as the years pass by. You will need a lot of time and effort to ensure that you will end up with a profitable website in the near future and you are going to spend a lot of time maintaining your site. If you are passionate about your chosen niche market, then you will have the stamina it takes to see things through to the end. In this case, the end refers to the time when your website becomes profitable enough to make your efforts worthwhile. Once you have started making money off of your site, then finding the motivation to keep on going will not seem very difficult. After all, passion and money are two of the things that can get most people motivated enough to keep on going.

If you are having some difficulty choosing a niche market, there are a few things that you can do to get the ball rolling so to speak. First, you can make a list of all your hobbies and interests. Take a good look at the list and see if anything sticks out. If not, you can always look around you for inspiration. Check the latest issue of your favorite magazine or hang out at your favorite mall to find inspiration. Chances are, the answers will be staring right back at you. You can also check your favorite sites online for some added inspiration. Everyone is passionate about something so take your time to find the perfect niche market for you.

Once you have a shortlist of prospective niche markets, you will then have to tackle the next important step in bringing your website to life. You will have to research about demand. Simply put, demand refers to how many people will be interested in visiting your blog. When it comes to websites however, demand often comes hand in hand with competition. These are two key factors that you have to consider. When picking out a niche market, ask yourself how many people will want to visit your site. If you think that only a very small handful of people will be interested, then it will be best to move on to the next topic on your list. Competition, on the other hand, refers to the number of websites that are already catering to a specific niche market. If you have found a niche market that has a lot of demand, this may be the perfect niche for you. However, if there are already too many websites in the Internet already catering to your chosen niche, then your chances of earning profits can be reduced drastically. You should try to find a good balance between both demand and competition. Once you have found a niche market that fulfills all of the criteria mentioned earlier, then it is high time you got started on keyword research.

## **Keyword Research**

After you have chosen a good niche market, then you will need to delve into the world of keyword research. This will play a crucial part in how you will eventually market your website. This will also help you find data regarding the potential profitability of your website. Read on to learn more about keyword research.

When searching for things online, people use search engines like Google. To use a search engine, however, you will need to use search terms to get the results that you want. The search terms that people use to search are very important and they will play a major part in keyword research. In essence, you will need to find out what search terms people are using when they go online as well as how often these search terms are used. The more a search term is used, the higher the demand for that particular keyword. You will need to pick keywords that people actually use when they search for things online. Otherwise, the chances of people stumbling onto your website after searching on Google is diminished substantially.

There are numerous methods that you can use to conduct keyword research but Google Adwords is one of the most popular tools available. You will often hear that people who conduct Pay-Per-Click or PPC marketing campaigns often use the Adwords tool. This is true but Google Adwords can be used for so much more. Using this tool, you will be able to get exact figures regarding what keywords people are using when they use Google as well as how often people use these keywords. If you are trying to find good keywords to target for your own website, then this information is priceless.

In order to get relevant results from the Google Adwords tool, you will need to learn how to use it properly. First of all, you will need to come up with a short list of keywords that you are planning to target for your website. You can then input these keywords into the Adwords search form to find out how often people use it. In addition to this, you will also be given a list of related keywords that you can also use depending on how much demand there is for each keyword. When using Adwords however, you will need to pay close attention to the filters that you are using. If you are doing keyword research, always put a check on the box marked "Only show ideas related to my search terms." Otherwise, you may end up with a very long list of keywords that you might not find useful for your website.

If you want to expand your keyword research even more, then you can also use Clickbank. While Clickbank is primarily a huge online marketplace where people can sell digital information products, it is also a great place to check out which keywords are in demand. Clickbank is also known as a great place to find products if you plan to go into affiliate marketing. For keyword research however, all you need to do is to check which products are selling and you will be able to come up with a list of great keywords that you can use. Since you will get access to information about what people actually like to purchase, you will be able to plan ahead to make your site more profitable.

Clickbank has a huge database about all the products available on their site. They also keep tabs regarding how many people are searching for certain products as well as how many products are actually being sold and when they were sold. You should look for keywords related to products that are selling very well. However, you should also keep a close eye on which products have been doing well in recent times. While a product may have enjoyed a lot of popularity during the past years, they may not be relevant in today's market place. Make sure that the data you are looking at is current.

Finally, another great site that you can use for keyword research is Amazon. Amazon is arguable the biggest online marketplace today and millions of people use Amazon to buy the things that they need. The good thing about Amazon is that they carry anything from potato chips to cell phones so the amount of information that is available on the site is hard to top using other methods.

Conduct a search on the first product that you can think of off the top of your head and click the first entry on the search results page. You will notice that they have a short description of the product, information regarding specifications and price and more importantly, a list of related products. You will also see what people often buy along with the product you are searching for. In addition to this, you will also be able to see similar products that some people may prefer over the specific product that you are looking at. This means that you have a wealth of information at your fingertips that you can use to improve your keyword list. You should also pay attention to the reviews provided on the bottom part of the page. This will give you an idea regarding people's opinions regarding the product you are searching for. This can give you a lot of ideas you can use for your site, especially if you choose to make a review site or a product comparison site.

Use Amazon's powerful search tool to dig up more information regarding your keyword list.

After you're done with keyword research, you should end up with a list of highly profitable keywords that you will eventually use for a variety of things such as SEO practices. For more information regarding how to optimize your website for search engines, read the next section of the chapter.

## **On-site SEO**

While researching about putting up and managing a website, you will inevitably stumble across the words Search Engine Optimization or SEO for short. This is a key factor in making your site profitable but it can be a very difficult and complex subject to grasp. Even if you try looking at SEO tutorial sites, you will often come across hard to understand, esoteric articles that attempt to teach people how to go about SEO.

For starters, you should take a close look at Google, the most popular search engine today. These days, people use Google to find almost anything under the sun. If you are looking for information regarding how to groom your dog properly, you will use Google to search for more information. If you are looking for a great place to buy new shoes, you will probably use Google as well. In fact, the average netizen will probably consult Google before making every major decision in their lives. This can mean anything from the best places to get married in or what movie to watch this coming weekend. If you understand these facts, then you can probably grasp how powerful search engines really are. Now if you can somehow make sure that your website comes up on the first page of the search results when a person uses a particular keyword you have targeted, then you will definitely end up with more incoming traffic for your site. The main problem here is how to get to the first page and this is where search engine optimization comes in.

SEO is a very complicated and lengthy topic. This is the reason why many people would rather hire someone else to do it for them. If you have the time however, you may want to learn how to do it yourself. Even if you choose to hire an SEO expert in the end, knowing a thing or two about SEO can certainly help you make your site more popular. Another problem to consider is that search engines often update the algorithms they use for their searches. This means that SEO is constantly changing and you will

have to learn things as they change. Listed below are a few SEO basics that can go a long way in helping you gain more traffic for your site.

SEO starts when choosing keywords that your site will target. Make sure to put a lot of thought into this since using the right keywords can help you land on the first page of SERPs. While getting on the first page is important, the right keywords and also help you guarantee that people actually use the search terms that you have chosen. Many people have gotten first page rankings with their chosen keywords but the problem is that no one is actually bothering to use the keywords that these people have chosen to target.

Aside from keywords, you will also need to learn how to use title tags as well as URLs effectively. Using your keywords when you come up with title tags and URLs can make it a whole lot easier for search engines to index your website. Knowing how to create optimized URLs and title tags will increase your chances of getting a good first page ranking dramatically.

When adding new articles to your site, you should also take advantage of H1 tags. Make sure that you use your keywords in your H1 tags. This will allow search engines to index your articles more effectively. Aside from H1 tags, pay attention to the keyword density of your articles. Keyword density is another factor that search engines use to rank the importance of your articles.

Another proven method to make your site more visible to search engines is to get as many backlinks as you can. This can be done by using article directories or leaving backlinks in blog comments as well as forum comments. There are many other methods of getting more backlinks and in time, you will learn to take full advantage of these methods.

## **Website Structure**

The structure of your website is a key element in organizing all of the pages of your site. This is why you will need to put a lot of thought into planning your website's structure. Your website's structure will serve as a foundation that will determine the future shape of your site. You will need to consider a lot of things such as your navigation structure as well of the sections and subsections of your site .The best way to do this is to come up with a site

plan. A site plan is a tool that will help you come up with an organized layout for your site. First of all, you will need to determine the section you will be using in your site. This will vary from site to site since different types of sites will require different sections.

You can make a simple website plan by creating a diagram. Get a pen and some paper and draw a large rectangle. Label this rectangle as Home. This represents your homepage. A visitor to your site will be able to access all of the other sections and subsections using your homepage. Under the Home rectangle, you can add more rectangles that will represent the different sections of your site. This may include sections like About, Contact, and Forums. If you are planning to make an online store, then you will need to add a Products section. Under the Section rectangles, you can add rectangles representing sub-sections within each section. If you take the Products section as an example, you can add subsections like New, Hot and Clearance. Making a diagram will help you visualize the layout of your site. It will also help you keep things organized.

A website with a highly organized structure will be easy to navigate and visitors to your site will definitely benefit from this. User-friendly sites often generate a lot of traffic and people will keep coming back if your site is easy to use. Once you have finished making your website structure, then you can proceed to dealing with your site's Navigational elements.

## **Your Site Navigation**

The Efficiency of website's navigational elements can make or break the future of your site. Everyone who will visit your site will use these elements to get from section to section or page to page, which is why you need to make them as user-friendly and as intuitive as possible. There are many ways that you can use to position your navigational elements but the most webmasters position their navigation buttons on top, to the side or both on top and on the bottom.

For most sites, having the navigation buttons on top or on the side usually work well. If you plan on having many pages that require people to scroll down a lot, then you will need navigation buttons on top of your page as well as on the bottom. This will make it easier for your visitors to get

around even when after they have scrolled down all the way to the bottom of a long page.

If you are wondering about how many navigational buttons you will need, this will depend on the website structure you have made earlier. You will need a navigational button for each section on your website structure diagram. If you have a lot of sub-sections in your diagram, then you may need to add drop down menus in your navigational buttons. This way, people can get from any page in your site to a different page or section using the navigational buttons as well as the drop down menus. Make sure that your navigational buttons are easy to use. You should also use font styles that are easy to read when labeling your navigational button. These small changes can make it a whole lot easier for people to get around your site.

### **Use High Quality Graphics**

In this day and age, using high quality graphical elements in your site is a must. Back in the day, this would have been difficult since ISP speeds were not that fast. Using high quality graphics would only have made your site's pages load longer. These days however, Internet speeds have improved drastically and using high-resolution graphical elements is now possible. In addition to that, the resolutions of the displays people use with their computers seem to keep getting higher and using low quality graphics can make a reader's browsing experience less pleasant. However, you should also take pains to ensure that the resolution of the images you are using is not too high. Otherwise, people will have trouble loading your pages. This can be disastrous since most netizens hate sites that take too much time to load. If you are not sure how high you can go, then just use a resolution similar to what is used in reputable sites that you frequent.

There are many ways of getting high quality graphical elements for your site. If you have some skill using Photoshop or other image editing programs, then you can simply make your own graphical elements. If not, then you can get some online. There are many sites that offer free elements that you can use. If you want a more unique looking site, then you can hire a graphic designer to make the elements for you. Additionally, if you are using Wordpress to power your site, then there are many ready-made themes that use high quality graphics that you can use for your site.

## **Post Relevant Unique Content Regularly**

If you want to increase the traffic to your site, you will need great content. If you want to keep people coming back to your site however, you will need to post new content regularly. This is one of the reasons why most website owners often stock up on good content so they have something to post everyday. Content often comes in the form of text-based articles. However, other types of content such as videos and audio clips are also becoming more and more popular by the day. While regularly posting new articles on your site is a good thing, you can make things a whole lot better by mixing things up. You can post videos and audio clips every once in a while to keep things fresh. In the age of Web 2.0, people are looking for more dynamic websites and changing the type of the content you post on your site is a great way of keeping things interesting. However, posting articles is still going to be the bread and butter of your site.

- **Types of Articles**

There are many types of articles that you can choose to use for your site. Depending on your chosen niche market, the type of articles you post will also differ. You can choose to post a “How to” article or you can choose to go with personal anecdotes. The choice is yours. In the long run, however, posting different types of articles on your site can keep readers coming back for more.

If you are not sure where to start, then perhaps you can share your personal experiences on your site. You can write about any of your past experiences as long as it is related to your chosen niche. If you own a site about fly-fishing, then perhaps you could share your experiences during your last fishing trip. Alternatively, you can also write about anecdotes or stories you may have heard from a friend. You could also post a response to a particular show you have seen or a particular article you may have read. While these stories or experiences may seem trivial to you, people can learn a lot from them as long as you have something to share. This may be anything from useful information to a heart-warming story. As long as you believe that what you are sharing will interest people who belong to your target market, then your article is worth posting on your site.

How-to articles are also very popular among websites these days. In fact, there are certain people who have built highly popular sites using How-to articles alone. While there are sites that specialize in this type of article, any site regardless of its niche market can benefit from using articles like these. Taking the earlier example of fly-fishing, you can easily make an article about how to pick the perfect fishing spot or how to mend a broken reel. These are things that people like reading about and this is true for both beginners in fishing as well as for experts. For beginners, they will get to learn a new skill that they can use during their next fishing trip. In the case of experts, they will be able to refresh their knowledge or they can simply compare their own techniques to what you may be describing in your how-to article. Posting articles like these can also help you appear more credible, especially if you know what you are talking about. How-to articles often include step-by-step instructions on how to accomplish certain things. Another good thing about how-to articles is that they are very easy to write. It doesn't take a lot of literary skills to write a step-by-step article on how to do things. Just break down the steps in your head and list them down as clearly as you can.

As an alternative to how-to articles, you can also write an article that will give tips on a certain subject. If you have chosen to make a website about a certain game or sport, then you can make an article that describes numerous tips that a person can use to improve their game. This is one of the easiest types of articles to write since all you have to do is to enumerate your tips on specific topics and your article is good to go. Just make sure that you have organized your tips into easy to understand clusters to make it easier for your readers to digest.

Aside from the articles mentioned above, there are still many more techniques that you can use to come up with new articles for your blog. The tips listed above can also be used to create video clips for your site. You can make how-to videos just as easily as you can write how-to articles. You can also post other types of content like polls and contests to keep your readers hooked on your site.

Use all of these types of content together to come up with a well rounded and interesting website that people will keep on viewing. People these days have very short attention spans so you will need to post new content as often as you can. However, make sure to maintain the quality of your content since nothing can drive away traffic faster than low quality content.

Make sure to check all of your facts. Do not post new content if you are not sure regarding the truth of what you are posting. After all, the reputation of your site may be at stake.

- **Where to get content for your site**

When it comes down to it, the single most important thing that will drive people to visit your website is what is inside it. This refers to content. Having high quality graphical elements and a fancy navigational menu might be great to look at, but people will still judge your site based on its content. This is the reason why maintaining a high standard when it comes to the content that you post is extremely important. That being said, you may be wondering where you can get good content. You have a number of options and which one you choose will depend on a number of factors such as the amount of free time you have as well as your budget. Here are a few great ideas for finding good content that you can post in your site.

- **Writing Original Articles Yourself**

Writing your own content is perhaps the cheapest way of finding great content that you can use. However, you will need certain skills to pull this off. First of all, you need to be at least a halfway decent writer in order to write good content. Secondly, you will need to be intimately familiar with what you are writing about. Aside from that, you will also need to put fair amount of time and effort into writing if you want to come up with enough content to be able to update your site regularly.

When writing your own articles, you have to make sure that you avoid plagiarizing other people's works whether this is intentional or unintentional. If you are seriously planning to write a lot of articles for your site, then you should definitely consider using Copyscape. This is an online service that you can use to make sure that no plagiarism is committed when writing articles. This can help you avoid a lot of potentially messy situations in the future. Aside from that, using plagiarized content is a surefire way of getting banned from popular article directories. The credibility of your website will also suffer if plagiarism becomes an issue.

If you have chosen to write your own articles, then you will need to come up with good titles for your articles. Granted, you don't have to do this immediately. Some people prefer to write the articles before thinking about

the titles while some people prefer to make the titles first. Regardless of your preferences, make sure that you include the keywords you have chosen in your titles. This will make it easier for you to optimize your site for SEO purposes. Aside from that, you will need to come up with eye-catching titles that will intrigue people. People browsing the net often skim through pages so you will have to catch their attention with good titles. This is also important since people often find articles using search engines. Since SERPs only list the URL as well as the title of a page along with a short excerpt, a good title is definitely a must. Aside from titles, you may also use headers for your article. Make sure to include your keywords in the headers as well for SEO purposes. Headers also serve as a great way to break down your articles into neat and easy to digest sections.

When writing content for your site. Try to keep your paragraphs short and concise. People who read articles online prefer easy to digest articles since this will save them a lot of time. Avoid rambling and writing lengthy articles with long paragraphs since people tend to shy away from articles like these. Consider using bullet points and tables since this will allow you to present a lot of information that people will be able to understand in a shorter amount of time.

Developing your own unique writing style is also something you should consider carefully. Over time, your readers will learn to recognize your writing style. Make sure that your writing style is easy to understand and tailored to suit your niche market. If you are running a business related site, keep your writing style authoritative and professional. If you are running a humor site, then make sure that your style is both humorous and engaging. Helping your readers identify with your writing style is a great way of making sure that the traffic you get for your site will keep on coming back for more.

Educate yourself about keyword density and writing articles that are optimized for SEO purposes. This will help you improve your rankings in SERPs while providing your readers with quality content that they can enjoy.

Lastly, do your best to understand your readers. Try to get into their heads so you will know exactly what they are looking for. Understand their need and motivations. This will help you write articles that will be able to reach out and connect to your readers on a more personal level.

- **Using PLR Content for your Website**

If you are not a very good writer or if you are looking for a way to supplement the content you are posting on your site, then using PLR content is a good alternative. Private Label Rights (PLR) content refers to pre-made content that can be purchased online. PLR products come in many forms but for your purposes, this section will focus on PLR articles. As mentioned earlier, PLR articles can be purchased online. Once you have purchased these articles, you are free to do whatever you want with them. However, you should note that other people may have also purchased the same PLR content that you have purchased. While you can publish them as is, modifying them before posting them on your site is recommended. The reason for this is simple. If you post them exactly the way they are, then you are not posting original content and the chances of finding duplicate articles on other websites is high. This can hurt both your SERP rankings as well as your site's reputation.

You can start by opening up a PLR article on your word processor. You can then start rewriting the article to come up with an original article that you can post on your site. This is a whole lot easier compared to writing an article from scratch and in the end; this can save you countless of hours in the long run. Try to inject your own writing style when modifying PLR articles so they will not stand out when you post them along with original articles that you made from scratch.

- **Inviting Guest Writers to Make Content for You**

Another great way of supplementing the content you are posting on your site is to invite guest writers to make new articles for you. This is also a great way of keeping things interesting and injecting a new flavor to make your site more dynamic and interesting for you readers.

When choosing a guest writer for your site, make sure that you pick individuals who are respected authorities in your chosen niche market. This will also help lend credibility for your site. This is especially beneficial for young websites that haven't been around for very long. You may also get a boost in traffic since your guest writer's readers may also take a look at your site. Try to visit reputable sites that are similar to yours and try sending the owner a short email. While many of the emails you send may be

ignored, it doesn't hurt to try. Eventually, you will find guest writers who will be willing to write an article or two for your site. Alternatively, you can also ask experts that you know personally for a favor. They do not need to own their own websites as long as they are knowledgeable about your chosen niche market. If you run an insurance review website for example, then you may ask that insurance company executive that you regularly play golf with to contribute to your site. Don't be afraid to ask since you don't stand to lose anything if they refuse.

You may be thinking that inviting guest writers may sound like a great idea but what's in it for them? There are a number of benefits that you can provide your guest writers with. For one, you can provide them with backlinks to their own sites. In addition to this, you can also offer to write articles for their own sites as a guest writer yourself. You can also help promote products or services that your guest writers may be offering. This is a give and take process and if things go well, you will end up with a situation where everyone wins.

- **Making and Posting Your Own Videos**

With the advent of new technologies and ever-faster Internet speeds, people are starting to prefer watching videos online. This is one of the reasons why video sites such as Youtube have been gaining popularity. You can also take advantage of this by posting videos on your site. While some sites focus entirely on videos, most sites only upload videos every now and then. If you think that making your own videos is a difficult process, then you are dead wrong. All you will need is a good high definition camera or webcam and a reputable video-editing program. You can get all of these items for a few hundred dollars. Back in the day, making good videos required a lot of money but times have changed significantly. If you are short on cash, you can always borrow a camera from someone you know.

Once you have the necessary equipment, write a good script similar to how you would write an article and start filming. You can post videos once a week or once a month depending on your preferences. You can also upload your videos to Youtube to save your valuable storage space. This is also a good way of getting good backlinks to your site.

Posting videos on your site is a good way of keeping things fresh and interesting for your target audience. Since the Internet is a highly

competitive place, taking advantage of every opportunity to keep your readers interested is a must.

Once you have explored and mastered all of the methods outlined above, then you will need to deal with posting them online. While you can simply post them manually, this can be a very tedious and time-consuming process. You will also have problems if you are out on a long holiday and you find yourself without your computer and an Internet connection. Since posting regularly is a must to keep your competitive edge over the competition, then you need to find a way to post new content regularly even if you are not able to do so personally. You can do this easily using an Autoblogger.

- **The Wonders of Using Autoblogger Software**

Simply put, an autoblogger is a program that will allow you to post content automatically. You can set a schedule and line up your content and the autoblogger will do the rest for you. Keep in mind though that only the posting process is automated. You will still need to provide the program with content that it can post. An autoblogger is a powerful tool that every serious online entrepreneur should be familiar with using. This way, you can post new content regardless of where you are and what you are doing. This is a great way of turning your site into a real passive income earner. This is especially true if you have already accumulated a large database of high quality content that is ready for posting.

Once you have set up your autoblogger, you can leave it alone and it will do the posting for you. Over time, you will end up saving hundreds of hours that you would have spent uploading new content manually. In this day and age, every minute counts and an autoblogger can help free you up so you can use your valuable time doing more important things.

# **Chapter 4**

## **Turn Your Website Into an ATM**



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While a considerable number of people start websites for fun or just for the pleasure it brings them, it is an irrefutable fact that people can earn a lot of money with their websites. So even if you are running a website as a hobby, wouldn't it be nice if you can turn it into an ATM that can bring help you rake in a lot of money. Making a website popular and well known is one thing but turning it into a profitable venture is another thing altogether. This is especially relevant these days since the recent downturn in the global economy has brought about many financial troubles for people all over the world. If you want to make money from running your website, then you will need to be familiar with online money making techniques like using affiliate marketing or taking advantage of Google's AdSense and other similar advertising networks.

### **Affiliate Marketing**

Anybody who plans to earn money online should know about affiliate marketing. This is one of the easiest and most profitable methods that you can use to effectively monetize your website. In this case, you will need to sign up as an affiliate at an affiliate marketing program like Clickbank or Commission Junction. Once you have signed up as an affiliate, then you will be able to start earning. You can do this by selling products that you can get at affiliate marketing programs. This includes PLR content such as ebooks and other similar products but you can also choose to sell almost anything under the sun.

Anyone can sign up as an affiliate marketer; however, you will need to choose products that are closely related to your niche market. If you own a website that focuses on fly fishing for example, then your readers are more likely to buy products that are closely related to fly fishing as well. Some of the best affiliate marketing programs out there includes Clickbank, Commission Junction and Paydotcom.

- **Clickbank**

Clickbank is arguably the most largest and most popular affiliate market currently in operation. They have thousands of digital products, many of which are ebooks that you can sell. They also offer very attractive commissions. On most products, you will be able to earn 50% of the asking price. They also have a rock solid reputation that they have earned through years of reliable service.

- **Commission Junction**

Commission Junction has been around since the late 90s and they are still going strong. They also offer products from larger and more reputable companies that make them an attractive company for would be affiliate marketers. Essentially, this means that they offer high quality products that most other programs simply cannot match.

- **Paydotcom**

Paydotcom is the second largest affiliate program out there and only the marketing giant Clickbank has managed to top them. They offer digital products as well as physical products through their affiliate marketing programs and they also offer very attractive commission rates. Thousands of people are already earning some serious cash by using this reputable affiliate marketing powerhouse.

## **Google Adsense & Alternatives**

Google Adsense forever changed the way people viewed the Internet. In the early days of the Internet, making money was more difficult and complicated but the introduction of Google Adsense changed the way people

did business online. In fact, this is probably one of the most profitable methods that people can use to monetize their websites. For the uninitiated, AdSense is a program that was created by Google to help posting ads online a lot easier. This is a big help for people who want to advertise their products and services. While this is great for companies looking for a good avenue for advertising, it is also very useful for website owners. Now, websites could be turned into ATMs by allowing people to post ads on their websites and earn every time people clicked on those ads. AdSense uses a wide variety of ads. These ads could have video and audio components but they could also be simple text or graphic ads. For websites that get a lot of traffic, the money that they earn from the ads alone could add up to a substantial amount in a short period of time. While AdSense is a great system that anyone can use, there are also other great alternatives out there that you may prefer depending on your needs.

### **1. AdBrite**

If you are running a non-English website, then AdBrite is probably your best bet. However, AdBrite can also work well with English websites. This ad network also offers appealing payment schemes. Unlike AdSense where the minimum payout amount is set at \$100, you can set your minimum payout amount to as low as \$5 using AdBrite. Signing up for AdBrite is also very easy and you do not have to pay a membership fee when you sign up.

### **2. Bidvertiser**

If you are looking for a good AdSense alternative, then you should check out Bidvertiser. This company has a solid reputation as a PPC network and this network allows you to target specific niches with ease. You will also enjoy the fact the you are given more control regarding which ads are posted on your site as well as where they will appear. You can use Paypal to collect your payments from Bidvertiser but expect to wait 15 days or less for your payment to push through.

### **3. Chitika**

Chitika is currently one of the highest rated ad networks today and with good reason. In fact, it has been reported that this company already has ads appearing in 100,000 sites. Chitika has also breached the 2 billion impression mark. That's a lot of impressions and other competing companies will be hard pressed to match that number. These numbers say a lot about the company and you will not regret choosing Chitika as a partner for your website.

### **4. Infolinks**

Infolinks may have a bad reputation due to the lower cost per click earnings but used correctly, this company can still help you earn a lot of money. This is especially true if your niche market happens to be concentrated mainly in the U.S. If you have a lot of international traffic however, you should probably try Adbrite or other similar companies.

### **5. Pocket Cents**

By online advertising standards, Pocket Cents is still in its infancy. However, it has already proven itself as a worthwhile partner for many websites. It is also one of the fastest growing ad networks on the Internet and things are bound to get even better a more time passes by. Pocket Cents has become a really contended in a short amount of time due to the fact that they have a very easy to use system that you can learn in a very short amount of time. In addition to this, they also offer very attractive payment options with no hidden charges of any kind.

### **6. Kontera**

It is said that a large percentage of the top 10,000 sites on the planet are displaying Kontera hosted ads. This number says a lot about the reputability of this advertising network. If you bother to check the reviews about the best ad networks online, you will also find that Kontera is one of the most highly rated. This is due to the fact that this company offers reliable and profitable deals that you can take advantage op. They also use cutting edge algorithms and

innovative advertising techniques that has helped make them really good at what they do.

## **7. Clicksor**

Clicksor has been around since the late 90s and they have made a name for themselves as a powerhouse in the online advertising industry. They offer flexible and attractive payment terms. In addition to this, they have a rock solid reputation due to their reliability as well as the scope of the reach. If you are looking for a good ad network to partner with, then Clicksor is a great option.

## **8. Exit Junction**

When it comes to versatility, it will be hard to find an ad network that can match Exit Junction. They offer both advertisers and website owners with unparalleled flexibility in terms of how ads are displayed as well as how payments are made. They also offer a more attractive payment scheme compared to AdSense.

## **9. Dynamic Oxygen**

Similar to Pocket Cents, Dynamic Oxygen is another newcomer in the industry but they have also been quick to prove themselves. Compared to other ad networks, Dynamic Oxygen is also a good choice for smaller sites since they are not as demanding as other ad networks. However, they offer the same solid and reputable services as some of the older companies in this industry. You can also choose from a variety of payout options such as Paypal, bank-to-bank wire transfers and checks.

## **10. Adbull**

Lastly, Adbull is another leading contender for the title of the best ad network. Applying for an account is fast and easy and you can have your account approved almost immediately. This is great news for people who have just started their websites. They also

offer a variety of click through rates that can go as high as 5% or as low as 3%.

## **Cost-Per-Action**

CPA or Cost-Per-Action is another great way of making money out of running a website. This simple means that you can get paid every time people perform a certain action on your site. These actions can be anything from filling up forms to answering surveys. If you are wondering how simply performing a few actions can earn money, the answer is simple. Many companies out there are trying to think of cost effective ways to learn more about their consumers. The simplest way to do this is to have them answer surveys or fill out forms. However, getting people to do this may be a bit more difficult. This is why they turned to the Internet for a solution. If you have a popular website and many people regularly go to your site to get information, then this means that your website can be the perfect place for companies to gather information. If you are running a website about games, then gaming companies may be willing to pay you to encourage your readers to perform certain actions on your site. If more people perform these actions, then you can make more money.

CPA is especially effective if you have a lot of traffic. Since you get paid on a per action basis, then you can easily convert your traffic into income. If you get thousands of visitors per day, then you can easily earn a lot of more.

While this may seem like the perfect get rich quick plan, there are certain considerations to be made. For example, getting an account in a reputable CPA program can be quite difficult. They are very picky when it comes to the websites that they will approve so you need to have a reputable website that has a decent amount of traffic. This will take some time and a bit of effort but once you get approved, then the money will start coming in. You should check out popular CPA programs like AffilateBot, Neverblue, PeerFly, SHAREASALE and Hydra.

## **Amazon Associates**

If you are looking for a good company to tie up with when monetizing your blog, then Amazon is one of the best options out there. The good news is that Amazon also offers their own affiliate program. Since Amazon has

almost anything under the sun, you can make use of this program regardless of the niche market you are targeting. Amazon also has a solid reputation and you can easily use this to your advantage.

Amazon also offers one of the best tracking systems out there. This will make it a whole lot easier for you to keep track of all the ads in your site. You will easily be able to identify which ads are making money and which ads are just taking up valuable real estate on your site. In addition to this, Amazon Associates also gives you full control regarding what type of ads you want to appear in your site. This is very important since having the wrong type of ad on your site will inevitably result in less income.

### **List Building**

Getting a lot of traffic for your blog is very important but you will need to find effective ways of turning all of your traffic into profits. If you are looking for a good way to do this, then you should definitely take a gander at list building. List building simply refers to making up a list email addresses of your readers. Their email addresses will help you keep in touch with your subscribers regarding any new offers you may have. Alternatively, this is also a good way of informing them that you have new content in your site. If you are engaged in selling products or affiliate marketing, then a good mailing list is a very important matter.

To start making your own mailing list, you will need to add sign up forms in conspicuous locations around your blog. Make sure you use more than one since this will increase the chances of people actually signing up for your blog. Once you have a decent list, then you can use an autoresponder to make the process of emailing numerous people at once a whole lot easier.

# **Chapter 5**

## **Getting Loads Of Traffic**



FreeDigitalPhotos.net

It doesn't matter if you have already drawn up plans on how to monetize your website if you haven't come up with a good gameplan to get people to view your site. Traffic is arguably the most important factor in running a website. After all, the main reason that you set up a site is so that people can view it. You can think of traffic as the lifeblood of your website. Without it, your site will eventually shrivel up and die. There are many ways to drive traffic to your site and as new trends and technologies emerge, these methods evolve by the day. This is the reason why keeping yourself updated regarding new trends in SEO is very important. With the advent of social networking, people have also learned to use social networking sites like Facebook and Twitter to drive more people to their sites.

Traffic is the lifeblood of every blog and if you plan on using your blog to make money using whatever methods you have chosen, then you will need traffic, a lot of it. There are numerous ways of going about this and it is best to use a combination of different methods to drive traffic to your blog. Some of these methods include utilizing good SEO practices as well as taking advantage of article marketing, social bookmarking, RSS feeds and Ping.

## **Search Engine Marketing**

Search engines are some of the most powerful entities in the World Wide Web. These companies have changed the way people use the Internet. Because of this, they have also changed the way people make money online. If you are serious about turning your website into an ATM, then you will need to get these powerful entities on your side. This is where search engine marketing comes in.

SEO probably the biggest part of search engine marketing for most website owners. Search engine optimization or SEO for short refers to the process of optimizing your website to make it easier for search engines like Google to find and index your site as well as all of the pages within it. While there are many ways to drive traffic to a site, this is potentially the most powerful and far reaching.

When you think about it, a person usually begins a browsing session by going to a search engine like Google. If they need anything at all like information about a specific topic or a place to buy groceries, Google will probably be their first stop. This is why it is very important for you to get a good ranking on a search engine search result. People only pay attention to the top ranked sites in the search results for specific keywords so ranking high on these results is a surefire way of increasing traffic to your site. There are many ways to do this and you have two options. You can either learn the basic and advanced techniques of SEO yourself or you can hire someone else to do it for you.

If you have the time to learn about SEO, then by all means do so. However, it will take years before you can have a firm grasp of the entirety of the subject of SEO. After that, you will also have to stay updated regarding the latest trends. On the other hand, if you do not have the time for this and your budget allows it, then you can simply hire an SEO expert to optimize your site for you.

## Article Marketing

While SEO is a great way to get traffic to your site, you can also use article marketing to supplement your efforts. Successful websites often use a combination of different methods to drive thousands of people to their site and article marketing is almost always part of their arsenal of tools. Article marketing is one of the oldest forms of online marketing and it will probably be around for many more years to come. This is usually done by using high quality articles placed in strategic locations all over the Internet to provide people with backlinks that they can follow back to your site. To conduct a successful article marketing campaign, you will need articles, a lot of them. And while volume may be important, quality is also something that you should pay close attention to. Even if you scatter thousands of articles online, no one will pay any attention to them if you are not offering quality content. If you use high quality articles, then people will be more inclined to learn more about what you have to offer. Only then will they click on the links you have provided to guide them back to your site.

Once you have gathered a decent number of high quality articles, you will need to post them online. The best places to post include article directories as well as other sites related to your own niche market.

Article directories are basically sites that provide people with a venue to post as well as search for articles regarding anything under the sun. Ezine is a good article directory that many people are familiar with. People often visit article directories to learn more about specific topics that they may be searching for. You can post your articles in sites like this and if the quality of your articles is good enough, then you will notice an increase in your website's traffic.

Aside from article directories, you can also offer yourself as a guest writer in other sites. This is a good way of getting more backlinks while actively socializing with other websites that are also related to your niche market.

## **Social Media Marketing**

Social media marketing is a relatively new trend but it has quickly taken off in recent years. These days, social networking sites are all the rage and innovative website owners were quick to grasp the potential of these networks when it comes to online marketing. Millions of people around the world now have accounts in popular social networking sites like Facebook and Twitter. This means that if you can divert even a tiny fraction of the total traffic these sites get to your own site, then you can easily increase your revenues ten-fold.

If you want to conduct a social media marketing campaign, then the first thing that you will have to do is to sign up for an account at the top social networks on the Net. Once you have finished signing up for your account, you will need to complete your profile. Make sure to provide the URLs to the site you are trying to market. After then, you can start adding friends or you can start following people on Facebook or Twitter. The more people you add the better. You can use your profile page to post updates regarding new products you are offering or you can simply update the people on your network regarding any new updates to your blog.

If done correctly, social media networking can expand the reach of your website to unprecedented levels. Many people check their social networks more often than they check their emails. This is especially true for the younger generations. Like list building, social media marketing is a great way of reaching out to your target audience. Aside from this, social networks are also a great way of expanding your reach. If people like your site, they can easily share this discovery with all of their friends or followers. Many of the newer successful websites have increased their traffic to thousands of hits per day by using social media marketing alone.

To Your Success!

Alex Major  
[www.NicheEmpires.com](http://www.NicheEmpires.com)