



A practical guide to generating revenue online...

Tropical PC Solutions is a computer business based in south Florida, USA. We have been working with computers (locally and online) for years now. In our travels we have found a number of ways to generate extra revenue online. Many of these techniques will work for anyone who is willing to put in the effort. That's right, *effort*...Nothing of value in this world is free. You will have to work at your goals in order to achieve them.

With that being said...let's get started working and earning money! In this book we will walk you from the most basic of points to more advanced techniques. There are six chapters full of diagrams and raw information. *If you follow the advice found therein you will begin to watch your earnings grow.* You won't get rich overnight, but you can realistically establish an online business that makes you money.

Whether you are looking for some part time extra cash to help supplement your existing job or you are looking to quit your day job and work from home full time; this book will help you achieve your goal.

We truly hope you use this information pro-actively and see for yourself that this is a viable option available to you and anyone else. We were *shocked* to see how much we have made doing simple little things and can't understand why more people aren't actually doing it themselves! That is one reason we decided to write this book. If you spend a couple of months (part-time) applying what it says, you will certainly find success in your online venture(s).

Now, let's start making money!

Table of Contents

- Chapter I. [*From Concept to Reality*](#). In this chapter I will take you from a basic idea to helping you establish this idea within a real world environment.
- Chapter II. [*Establishing a Web Presence*](#). In this chapter I will begin to establish your online presence. I will walk you through the necessary steps involved in order to make this simple for you.
- Chapter III. [*SEO and How to Obtain Free Traffic*](#). In this chapter I will begin to market your online presence. Without traffic your sunk, but luckily there are a number of ways to boost your traffic and increase your potential for sales and cash generated through ad revenue.
- Chapter IV. [*Converting Traffic into Revenue*](#). In this chapter I will show you how to turn that traffic you have been working on into actual revenue.
- Chapter V. [*Advertising...Help Your Revenue Match Your Projections*](#). In this chapter I will show you the ins and outs to online advertising and how to keep your earnings margin above your projections.
- Chapter VI. [*Updates and Extras*](#). In this chapter we will discuss some new ideas and information that is sure to raise your traffic and revenue! Also, an overview of the steps listed throughout this manual.
- [*References*](#): A complete list of all cited external resources.

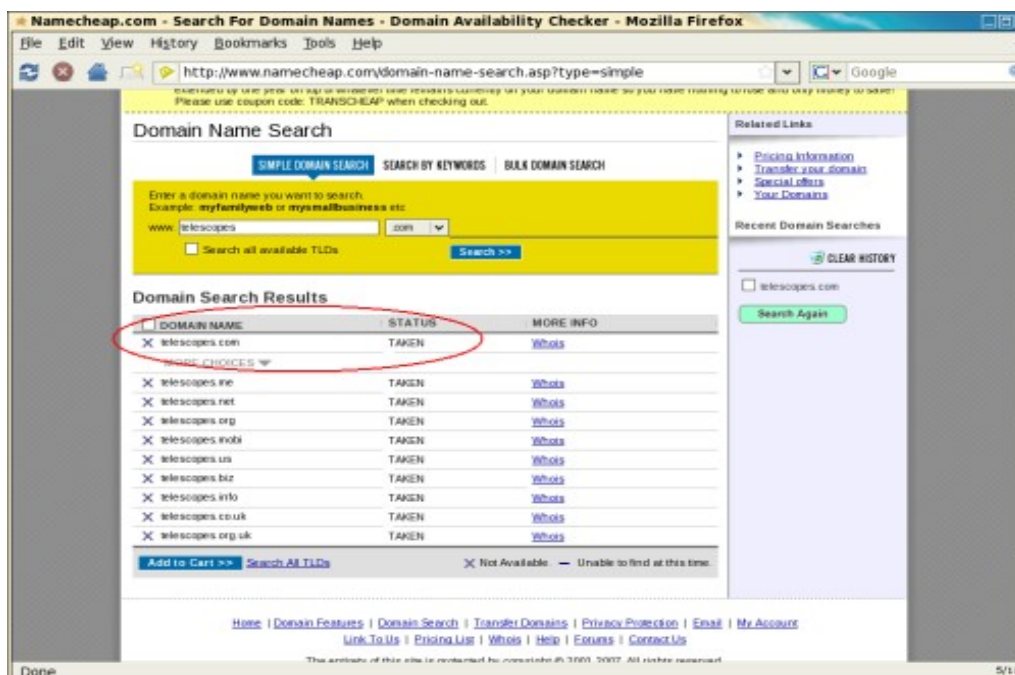
Chapter One

So you want to make money online. Since you're now reading this you have made a positive first step! There are many ways to make money online, and in this book I will focus on a few various techniques that we have found to be straight forward and fairly simple to set up. I have decided to organize this information in a way that will allow you to read this book cover to cover, and so you can reference the material at a later date. For starters it is important to read the material step by step and follow along in your real world setting. Now, Let's get started...

In order to establish an online presence there are two things you first must decide on, your niche and domain name. Your niche is essentially the topic you choose to build your reputation around. Now, generally it is best to build your online business around a topic you actually enjoy! The whole process will simply be more enjoyable to you overall. If you are just looking to make a buck and you really don't care which niche you choose then you are still in good company. Many people go online and look for the most profitable niches and build their business around those (more about this later). So, in order to move any further you will need to choose a niche.

Once you have chosen your niche you need to get a domain name. Getting a domain name is not something you want to do in a hurry, you are going to want to think about the name. Does it relate the idea of your niche? Does it contain valuable keywords? For instance, if you want to build an online business related to telescopes you should try to include that word in your domain name, example: www.telescopes.com. When searching for domain names keep in mind that many are already taken. If you insist on a .com (as supposed to .net or .org) name you might have to hunt for awhile until you find one you like.

Searching for domain names at NameCheap.



So the first two steps you need to take are to choose your niche, then after you have chosen a niche you need to register a domain name. We have used [NameCheap](#) for years and have found their services to be great, and as their name suggests, their prices are really good! If you have another company you chose to register a name through (or if you already have your domain name) that is fine. If you don't have another preference then use the above link to go to NameCheap and get your new domain name! Your domain name will do more than give you an official online address, you can make custom email addresses too! So, if you choose [www.telescopes.com](#) as your domain name then your email will be [anythingYouWant@telescopes.com](#).

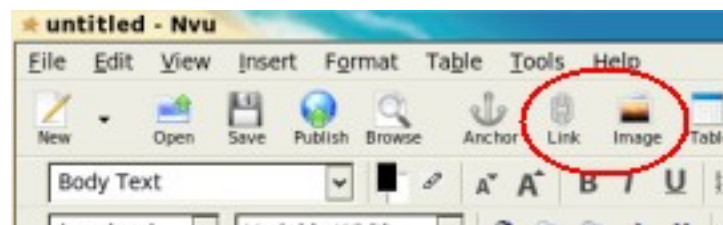
Great! You now have a niche and a domain name...Now what? Well, now that you are ready to get going on your eBusiness it is time to learn a few basics to the internet. There are three topics you will need to understand before we move on...

- Creating Content. You need to know how to make content in order to have a *visible* presence.
- Hosting. Where do you put your content? Don't worry, I'll walk you through it.
- FTP (File transfer protocol). Don't worry, it sounds scary but is the same as sending an email!

Those three topics are what keeps 80% of people from going any further, and it is ashame because it really isn't very difficult. Once you have a decent understanding of the next three topics you will be on your way!

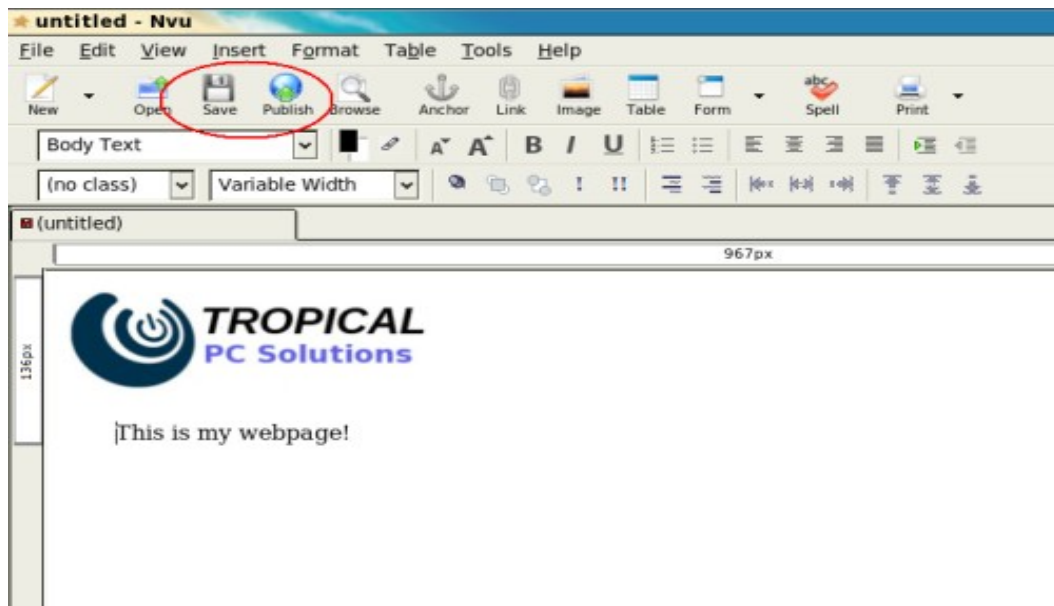
Online content = traffic and traffic = revenue. You have to understand the basics to making content. No, you don't need to learn to write program code but you will need a good HTML editor. I *highly* recommend Nvu. Nvu has the WYSIWYG (what you see is what you get) feature. You can get Nvu at [downloads.com](#) by [clicking here](#). Also, Nvu is available for both Windows® and Linux. Even if you just plan on selling goods through Ebay® you really need to understand the following topics! Knowing how to create content will help you drive a great deal of *free traffic* to your products!

Don't quit now! Use the above link and get a copy of Nvu, open it up and make some content. For starters look for the image button:



Press the button and chose an image (click choose file), then click 'ok'. Now press 'enter' on your keyboard. Now, type something...you just made a web document. Whew, that was tough huh! Make sure to name your file "index.html" (more about this later).

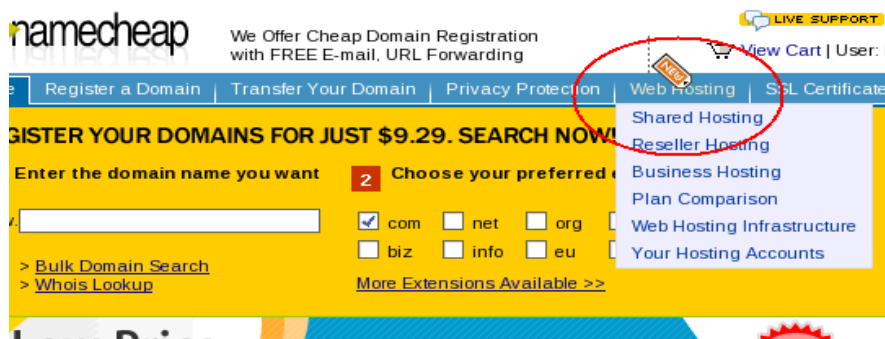
Once you have your content save it by pressing the 'save' button:



We will go over various aspects of Nvu later in this book but really, you should just spend a little bit of time messing around with it and getting familiar with it's most visible features. For instance, the "Link" button will allow you to add hyperlinks to other websites.

The second topic you absolutely should be familiar with is *hosting*. Once you know how to make content you're going to need some place to host it. Remember when you registered for your domain name? That company is called the register. You "registered" the domain name with/through them. Now the next item on our to-do list is to set up a hosting account somewhere.

I *strongly* recommend [NameCheap](#) for all your domain/hosting needs. They have the most reasonable prices around. Monthly rates starting at under \$3!



You can (of course) choose whom ever you like for hosting but make sure they offer cPanel. Cpanel is a tool that gives you all kinds of information and control over your domain name and web space. Your web space is the storage space the hosting company gives you and is located on their server. You will be given (or can choose) a user name and password for your cPanel access.



cPanel will tell you quite a bit about your visitors and your overall performance. It also gives you the option to add domains and completely manage your email accounts. Different hosting companies give their users different cPanel options but any decent host should offer a lot of cPanel goodies. We will cover cPanel and some of its basic features throughout this book; however, you will undoubtedly need to spend a little time checking out all your cPanel options and see exactly what it does for you.

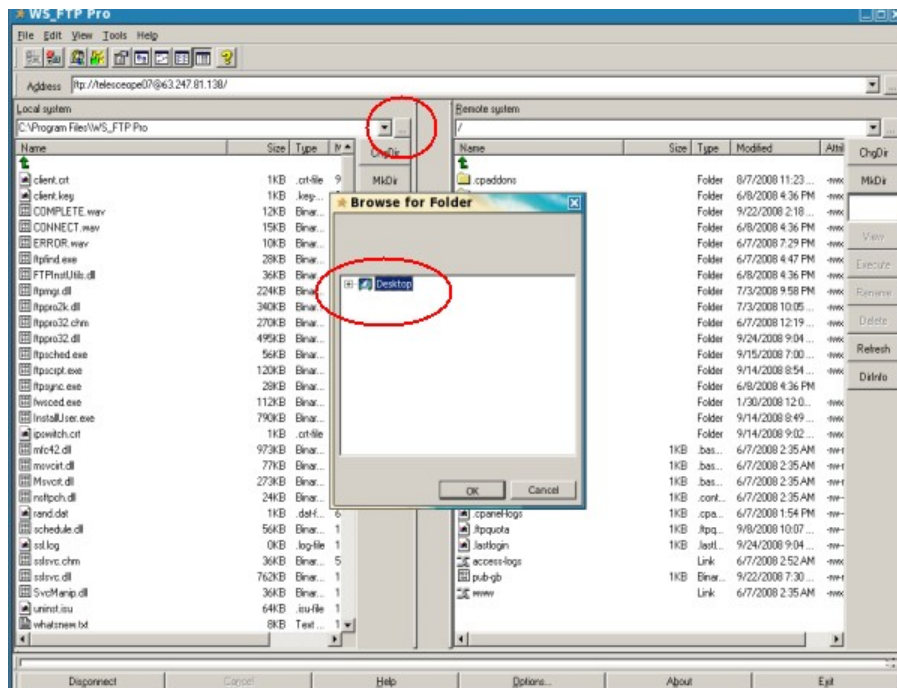
Now that you have your hosting account all set up you will need to get your hosting companies DNS (domain name server) server address. Don't get spooked by the tech terms, you don't need to know what it all means. You simply call/email your new hosting company and tell them you just set up an account and you need to know the DNS address you will be entering at your register. They will give you an address which will probably look something like: ns15.namecheap.com. After you get the DNS address you log into your register and change the DNS to the address given to you by your host. Basically, you are just telling your register where to 'point' your domain name. You want your domain name to 'point' to your content (which is hosted by your hosting company). You can contact both your host and register for any details to completing these tasks. These are very common issues and they are very experienced in helping.

- FTP Address - `ftp://telescope07@telescopes.com` OR an IP address, example: `23.54.67.124`
- User Name - Your user name given to you by your host (or chosen by you via cPanel).
- Password - The password you are to use to log into your FTP (probably same as cPanel login)

The screenshot displays the WS_FTP Pro 7.04 application window. The main interface is partially obscured by a 'Connection' dialog box. The dialog box has a menu bar (File, Edit, View, Help) and a toolbar. It is divided into two main sections: 'Host Info' and 'Firewall'. The 'Host Info' section contains fields for 'Host Name' (63.247.81.138), 'User ID' (telescope01), 'Password' (password), 'Account' (), and 'Firewall' (NONE). There are checkboxes for 'Anonymous', 'Save Password', 'Save Account', 'Passive Mode' (checked), and 'Secure SSL'. The 'Firewall' section shows a tree view of 'Configured Sites' with 'NAMECHEAP' selected. At the bottom of the dialog are 'Save', 'Advanced Properties...', 'Connect', and 'Cancel' buttons. The background shows the main WS_FTP Pro interface with a menu bar, toolbar, and a file list on the left pane.

After you log in you will see your hosted space on the right. Your local computer is on the left. I usually recommend placing files on your desktop while working with them. Earlier when we made that content using the Nvu program I suggested you save the file to your desktop. Now, you will see why. Since you have logged you can see your hosted space on the right.

Go to the left window and choose "Desktop" from the drop down list.



This will show you the files on your local desktop. Once you have located your content (made earlier using Nvu) on your desktop, simply "drag and drop" it into your hosting space. If you made sure you named the file "index.html" your web content is now available online! If you open your web browser (Internet explorer or Firefox etc...) and enter your domain name, www.telescopes.com, you will see your content! You now have a real world online presence!

Let's go over what steps we have taken in this chapter:

- Get your domain name (We recommend [NameCheap](#) - under \$10 yearly as of Sept. 08)
- Obtain hosting service (We recommend [NameCheap](#) - under \$3 monthly as of Sept. 08)
- Making web content (Using [Nvu](#))
- How to FTP your content files onto your host (Using [wsFTP](#))

By now you should have a domain name and know how to make basic content. You also should be familiar with how to FTP your content to your host.

Now, go and take a well deserved coffee break :)

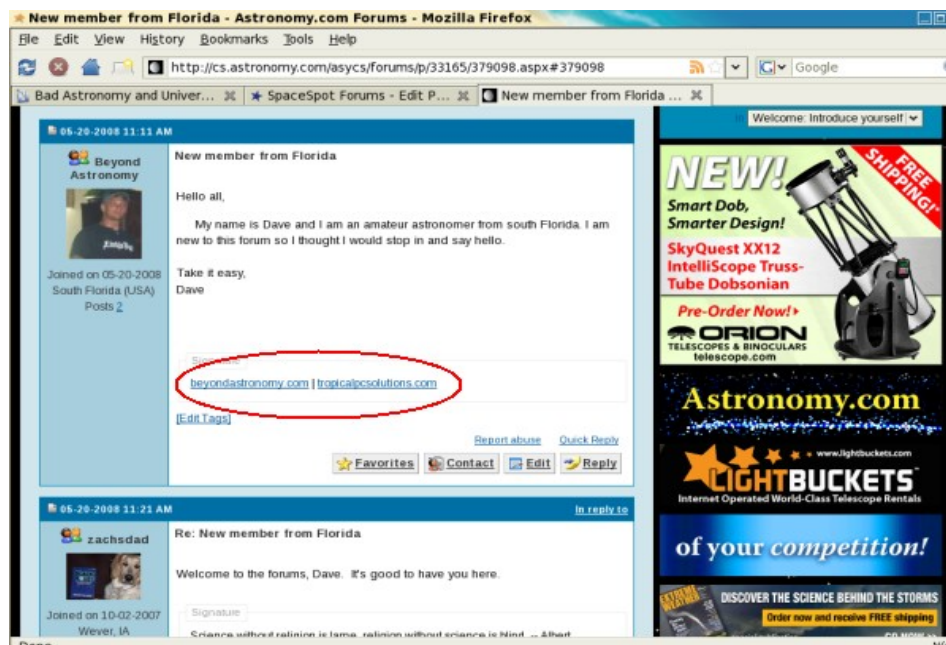
Chapter Two

Now that you have an actual online presence you have completed the first hurdle to making money online. This is where traffic comes in handy, as long as you continue to get just three visitors a day you won't generate much revenue. Getting traffic is so important I have decided to split the information into two chapters. This chapter and the next are largely devoted to helping you understand various ways to getting free traffic.

Before we get into the details of traffic one important aspect to consider is *content*! To use a popular eQuote, "content is king". All the traffic in the world won't help much if your content is boring or incomplete. You should be quite familiar with the Nvu program and how to make web based content. As you begin to learn to build interesting and compelling content you can still begin to establish your online presence. The two topics I will discuss here will certainly help you establish an online reputation. Remember to always be helpful and professional when dealing with others online, especially in a business capacity!

- Forums. Meet others in online communities who share similar interests. Forums are also a place to advertise your websites in your signature.
- Blogging. Give your visitors something to read while you build your content. Also, use your blog to update readers to new products available on your website via email newsletters etc...

So, right now you should find at least three popular forums that are related to your niche. The example I am using for this book is loosely based on telescopes so I would look for astronomy based forums. This is best accomplished by using [Google's search engine](#). Find some of the top forums in your niche and sign up. It's always good to drop a line to let other members know who you are. Remember, many forums allow you to add your website address to your signature.



When participating in forums it is important to keep in mind that they are more like communities at times with many regular posters and most forums have a moderator or two to help stop malicious or spammer activity. Some forums have rules stating that you must post ten times before you can add your website address to your signature, so be sure to read the forum FAQ section. Adding your website address to your signature helps in various ways.

- People reading your posts will click on your links and could potentially be a customer or help you generate ad revenue.
- Search engines, such as Google and Yahoo will find those links and see that external sources are linking to your content. The search engines will begin to assume your content is worth while and will start to position your website higher in its search listings (more about this later).

Always be helpful in the forums and sound professional. At least once a week you should sit down and try to help a few people at these forums. In time, those links (in your signature) will begin to add up. The more posts you make, the more you advertise your own website or product. This can lead to a great deal of free traffic. So, as of now you should also be a member of at least three popular forums.

Another positive side effect of posting to forums is the back-links. All those links pointing to your website can help your search engine rankings. We will talk more about SEO (search engine optimization) in the next chapter but we will touch on a basic idea or two here. To keep it simple think of it like this; you have your website, www.telescopes.com, now the more back-links the search engines find (from other websites) linking back to your content, the more important it will assume your content is. Then they will place your website higher in its search results. This, ultimately, will lead to higher traffic and more money.

The second thing you can do to help establish your online presence is to start blogging! I'm sure you have heard a great deal about blogs lately. It seems like everyone is blogging, but many bloggers are missing out on tremendous revenue if their primary content is their blog. Your blog is a tool, a tool you use to help advertise your website and products etc... Before we get into blogging you should get one! Go to www.blogger.com and create your first blog. You should name your blog what your domain is if possible. Example: If your domain (website) name is www.telescopes.com call your blog telescopes.blogspot.com. Once you have your blog set up you can begin to use it to increase traffic and sales. Blogs are helpful in various ways:

- They create back-links to your actual website content.
- Readers can subscribe to your blog using RSS (really simple syndication). Return visitors equal higher traffic and potential for sales / ad revenue.
- Blogs give you the option to easily set up an email newsletter(s) for your readers. Your newsletters can make you money (via ad revenue) even if the readers don't revisit your blog.

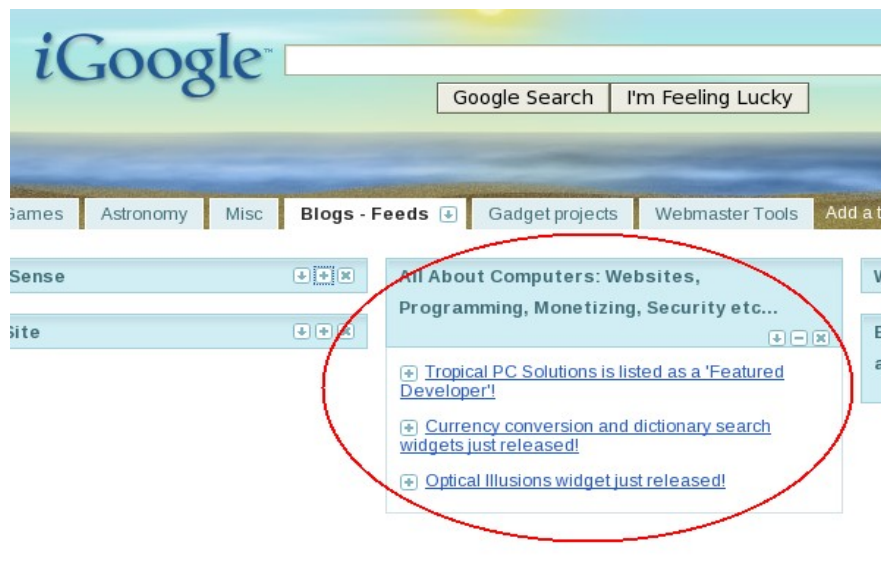
We have already gone over the concept of back-links so we won't re-invent the wheel here! It is important to know that blogger.com (blogspot.com) is owned by Google. It is fairly safe to assume that Google places a higher priority on their own products. I have noticed posts from our blog showing up in

the Google search results within two days of being published! It can take weeks or even months to get a website crawled and listed. There are other places to set up a blog but we highly recommend www.blogger.com for beginners. Now that you have your blog set up you can begin to publish various content. make sure to always use your blog to link back to your website (domain name).

Blogs offer your readers the option to subscribe to your postings. This is generally done via RSS. To subscribe to a blog using RSS click on the RSS button within your browser:

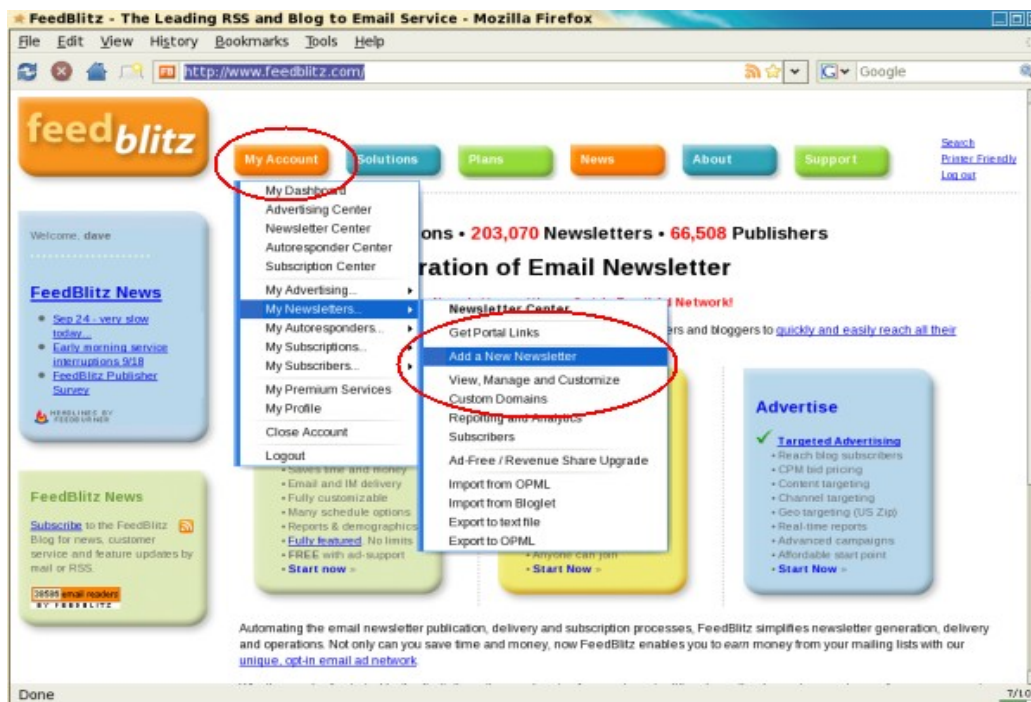


Your readers can also add your RSS posts to their iGoogle page via a web based widget (more about widgets and gadgets later).



Another way blogs can help you advertise your product or services is via newsletters. Email newsletters are great for maintaining a solid customer base. Your visitors can subscribe to your newsletter and anytime you update your blog your newsletter subscribers will get email updates. So anytime you have a new product to sell or information you want to release you post it to your blog.

We recommend [FeedBlitz](#) for your newsletter services. We have used them and have found their services to be outstanding. To set up a newsletter go to FeedBlitz and sign up for an account. Once you have signed up for your account you will want to create a newsletter.

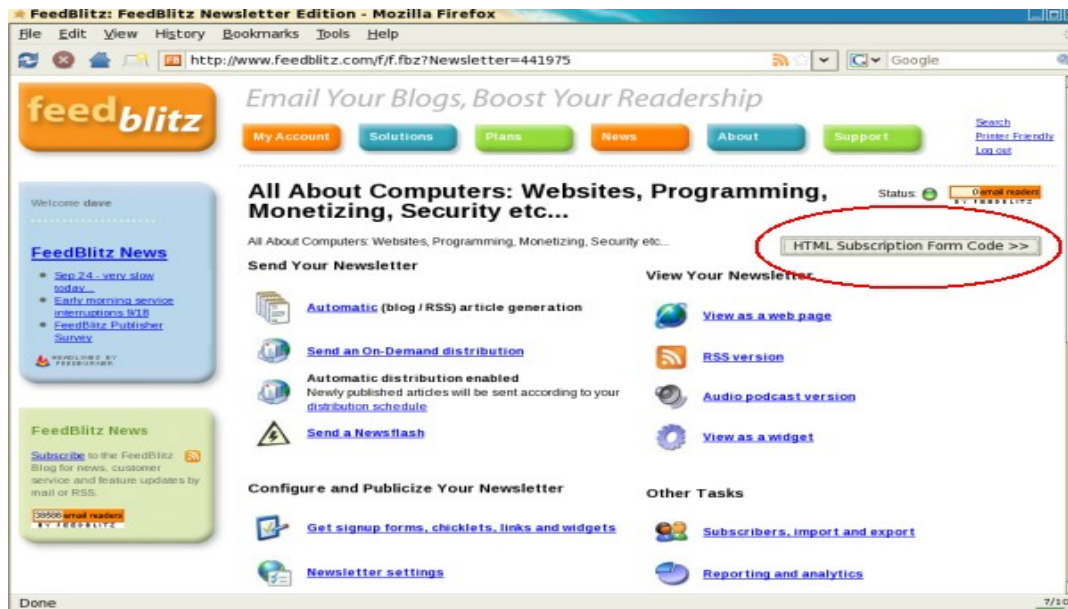


You will need your RSS feed address in order to tell FeedBlitz where to look for your content. For instance ours is <http://tropicalpcsolutions.blogspot.com/feeds/posts/default>. Generally your feed will be <http://YOURBLOG.blogspot.com/feeds/posts/default>. This is the URL (address) that FeedBlitz is looking for. Once you have set up your newsletter you can begin to customize it to suit your needs/likes. This is great because it gives you an option to see who has subscribed to your newsletter and other information that helps you market your products.

You will certainly want to test your newsletter settings by signing up for your own newsletter and then posting a blog. By default Feedblitz will mail out your blog postings once a night. So if you write four posts a day, each night your newsletter will go out with four posts worth of information (and ads, more about this later).

Once you have your newsletter set up you will want to add a button to your website and blog to allow others to easily sign up. Now, you don't have to know any code but you will have to know how to put some in your webpage or blog. Don't worry it's fairly simple and I will show you how

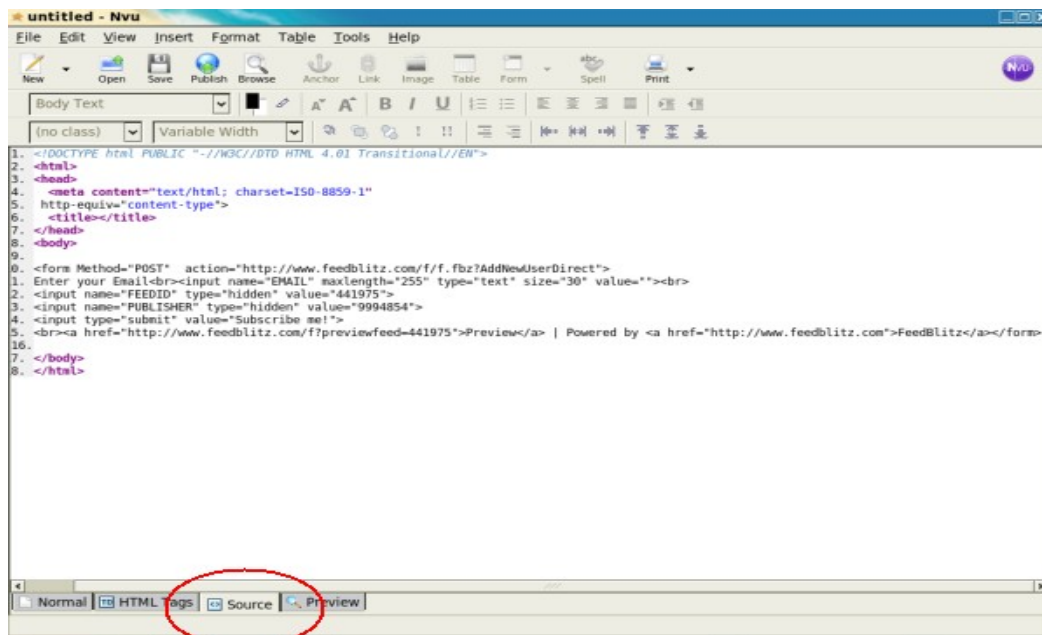
To add your newsletter button to your website follow these steps: First, get the necessary code from FeedBlitz. Log in and go to your newsletter section. Choose your newsletter from the drop down list . Once your newsletter page is open click the HTML form button:



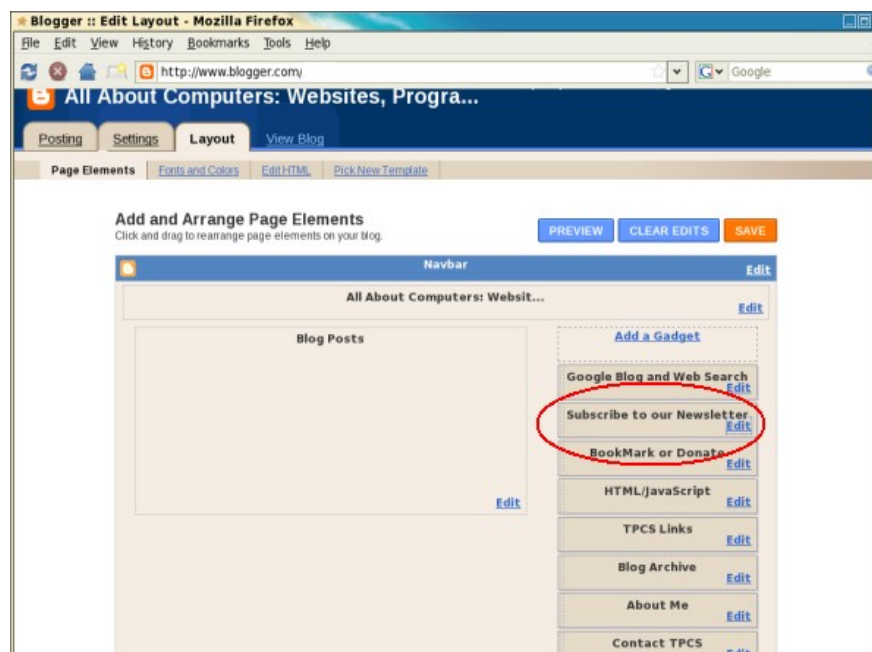
The code you get will look something like:

```
<form Method="POST" action="http://www.feedblitz.com/f/f.fbz?AddNewUserDirect">
Enter your Email<br><input name="EMAIL" maxlength="255" type="text" size="30"
value=""><br>
<input name="FEEDID" type="hidden" value="44195">
<input name="PUBLISHER" type="hidden" value="999454">
<input type="submit" value="Subscribe me!"><br><a href="http://www.feedblitz.com/f?
previewfeed=44195">Preview</a> | Powered by <a
href="http://www.feedblitz.com">FeedBlitz</a></form>
```

You don't need to know what it means, but you will have to know how to add that to your content (website/blog). To add this code to your content simply copy and paste it into your Nvu editor or Blogger editor. To copy this code into your Nvu editor simply click the "Source" tab in the Nvu program (see image on next page). After you click the source tab you will see the HTML skeleton. That is the basic code that makes up an HTML document. The main thing to know here is that there is two main sections within an HTML document. The *head* and *body*. The head is where you place informative information about your website i.e. META tags etc...(more about this later). The body is where you place your content. So make sure you paste your feedBlitz code between the `<body>` and `</body>` tags.

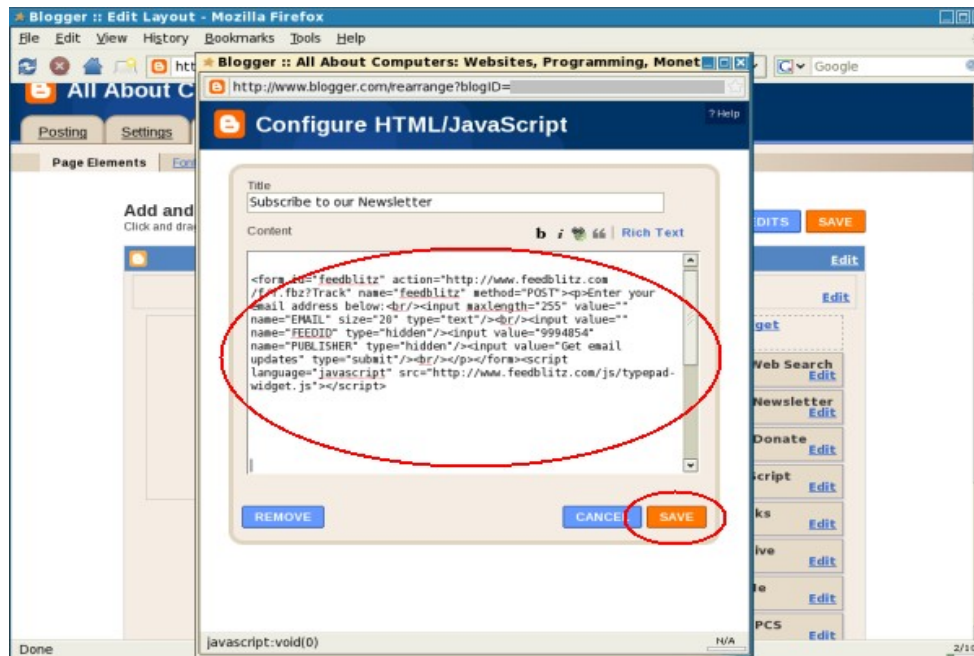


The principle is the same in order to place your newsletter code into your blog. From your blogger dashboard, click "Layout", then you click "Add a gadget". Choose HTML gadget. Now, you should see your gadget on the left panel, name it something descriptive.



Once you have your gadget in place you are ready to add your code to it. To do this simply click on "Edit" and a window will appear, insert your code in this window (see image on next page).

To add your newsletter gadget (widget) to your blog just insert the code into the gadget window, then press "Save":



So, you have added a newsletter sign-up form to your website and/or blog. Now you can begin to establish subscribers and potential return customers!

Let's go over what steps we have taken in this chapter:

- Forums (Join the most popular forums related to your niche and add your website and blog address to your signature. Helping others helps you, so be helpful!)
- Blogging (We recommend blogger.com)
- Email Newsletter (We recommend [FeedBlitz](http://FeedBlitz.com). To see an example of our online based newsletter [click here](#). A great feature of the FeedBlitz newsletters is the audio feature. Your visitors can click a button and listen to your information!)

Before you move on to the next chapter make sure you have these things in place. You should have an account at (at least) three popular forums related to your niche. Be active in these forums, your signature is advertising your websites and products! You should also have an account at blogger.com and be familiar with how to make a post. The last item we discussed in this chapter was how to set up your email newsletter so people on your website or blog can easily sign up for updates.

Now, go take a well deserved coffee break :)

Chapter Three

This chapter is really a continuation of the last. In this chapter we will discuss a few important factors to obtaining free traffic. The term you will hear over and over again in this chapter is SEO. SEO stands for search engine optimization and it means just that. You can make small modifications to your web content that will make it easier for Google and Yahoo to properly list it in their search results. In short, you optimize your content for the search engines.

There are many, many factors involved with SEO, so many in fact that it is impossible to discuss them all here, so I will focus on the most important.

- META tags (description, title and keywords) A "tag" is information enclosed between < and > symbols.
- Headers and Bold text
- Keyword to content percentage.
- Sitemaps (interior link pages)
- Search Engine Results Placement (SERPS)

As I previously stated, you don't need to know any code but you will need to know how to add a line or two of code to your content. You can make your content visually using the Nvu "Normal" view. To add a line or two of code (you will also have to know how to do this in order to add your advertising codes into your content. More about this later) to your content click on the Nvu "Source" tab as described above (see image). Remember, when dealing with HTML documents there are two areas in which you can add code, the head and body. the head section is where informative stuff goes and the body is where your main content goes.

The first topic I would like to go over in this chapter is META tags. META tags add descriptive information to your content that is useful for search engines. There are many META tags available but the most important are: TITLE, DESCRIPTION, KEYWORDS and ROBOTS.

- TITLE. The title tag tells the search engines what the title of your document is. You should always try to include a keyword or two in your title. An example title tag for our telescopes.com example site might look like:

```
<META name="TITLE" content="My telescope website" />
```

* ALL web documents should have these tags. This is also VERY important when you start inserting advertising code (more on this later).

- DESCRIPTION. The description tag tells the search engine what your page is about. Also, try to include various keywords in your description. An example description tag might look like:

```
<META name="DESCRIPTION" content="My telescope website, where  
astronomy enthusiasts buy and sell telescopes." />
```

- **KEYWORDS.** The keyword tag tells the search engines what search terms your page should show up for. In other words, if you go to Google.com and search for "astronomy telescopes" you want your telescope.com website to show up in the results. So on your website you would enter the keywords you want people to use to find you. Example:

```
<META name="KEYWORDS" content="telescope, astronomy, space, hubble" />
```

- **ROBOTS.** let me first explain what a robot is. The search engines like Google and Yahoo have programs that go around and search the web. They call these programs robots (sometimes they are referred to as spiders). The robots tag tells the search engines how to treat your content. Do you want the robots to follow your links? Do you want the robots to index your page in their directories? This can be important if you have a page that you DON'T want listed! The standard robot tag is as follows"

```
<META name="ROBOTS" content="All,Follow,Index" />
```

This tells the search engines that all robots should index (store) your web content in their directories. the follow part tells them to follow any links your page may contain. maybe you build a number of pages, one for sales, one for support, one for ordering etc...you will want to link these pages to each other (more about this later). If you DON'T want the search engines to index your page change the tag to read:

```
<META name="ROBOTS" content="All,Follow,NoIndex" />
```

So what we need to do now is add a couple of META tags to your content using Nvu. So take the below tags and fill in the necessary information:

```
<meta name="title" content="YOUR INFO HERE" />
```

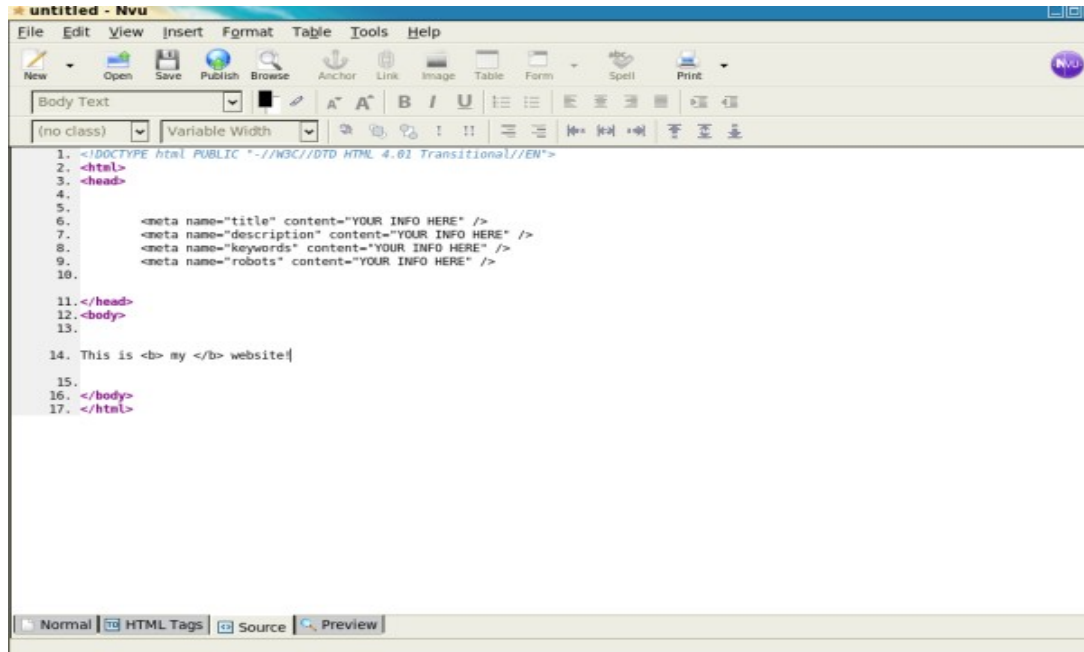
```
<meta name="description" content="YOUR INFO HERE" />
```

```
<meta name="keywords" content="YOUR INFO HERE" />
```

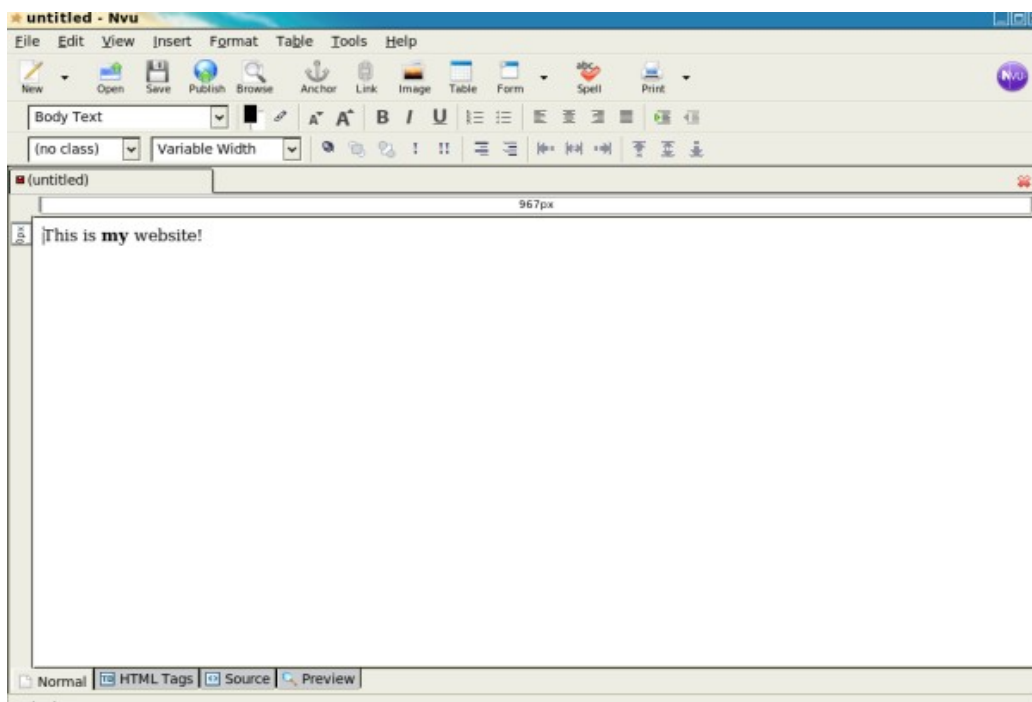
```
<meta name="robots" content="YOUR INFO HERE" />
```

After you open your Nvu program and have filled in the information in the above tags you will copy and paste the tags into your Nvu "Source" window. make sure to add these tags to the *head* section of your document (see image on next page).

Other important tags to consider are the *header* tag and *bold* tag. Search engines tend to give more weight to text wrapped in header tags `<h1> stuff here </h1>` and bold tags ` stuff here `. You want to think carefully about how you build your content. It is important to use your META keywords within the body of your document. it is even better to include a keyword or two within header tags and bold tags. This tells the search engines that 'this content is really about these keywords'. So when you are building your content, occasionally switch over to the "Source" tab and enclose special phrases with the ` phrase here ` tag.



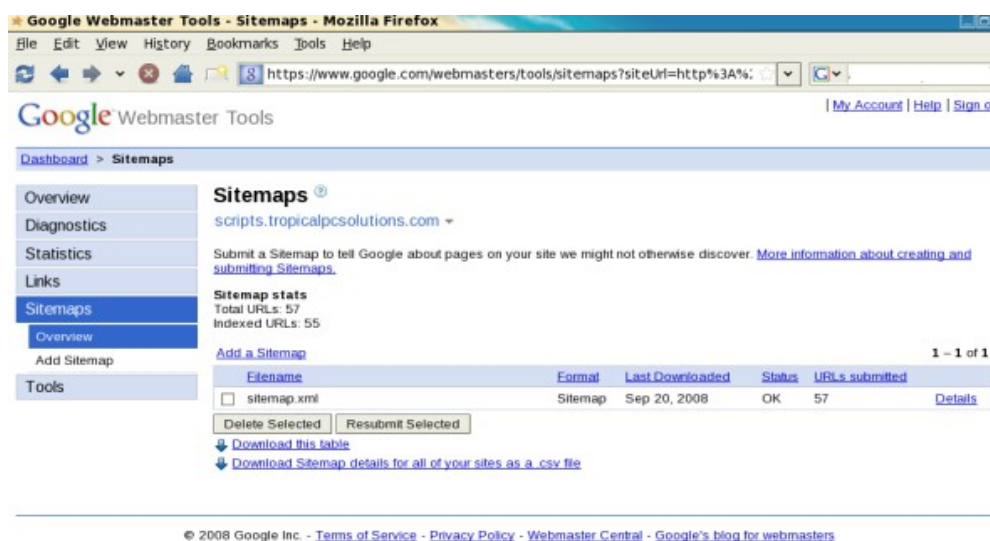
Once you have added the META tags to your page you won't see them when you click the "Normal" tab again and go back into visual mode. These tags are just for search engines. You will use the bold and header tags within the body of your document to highlight certain key phrases. Once you are done adding your bold tags go back to "Normal" mode to see your results:



Now that you know how to get the attention of the search engines you might have the natural tendency to over-do it! Be very careful not to over-do your keyword density. The search engines will penalize you for keyword cramming/spamming. In the following section we will discuss keyword density and what it means to you.

OK, you have your content and META tags in place, you have made sure to include a keyword or two within your META title and description tag. You also have made sure to include some keywords wrapped in a header tag or bold tag within the body of your document. That's a good start! Just don't over-do it! By over-doing it I mean, create content primarily of keywords. Some webmasters try to find ways to trick the search engines and they have come up with all kinds of tricks. These tricks will get you banned from major engines so stay away from them at all costs! One mistake that can easily happen is your tendency to over-use keywords within your body's content. Generally speaking, you don't want your keyword density to be above 10% of the total page content. There are many sites online that will analyze your web content and tell you various things such as keyword density etc... Search Google to find these sites by [clicking here](#).

Another helpful file to have available to you is a *sitemap*. A standard sitemap is an XML file that has links to all your internal pages. Our earlier description used the example of a website that has a sales page, support page, contact page etc...Your sitemap will have links to all of your pages. You will then tell Google about your sitemap and Google will use this file to index all of your pages. A useful tool for handling these matters is Google Webmaster Tools. Using Google webmaster tools you can easily monitor your sitemaps:

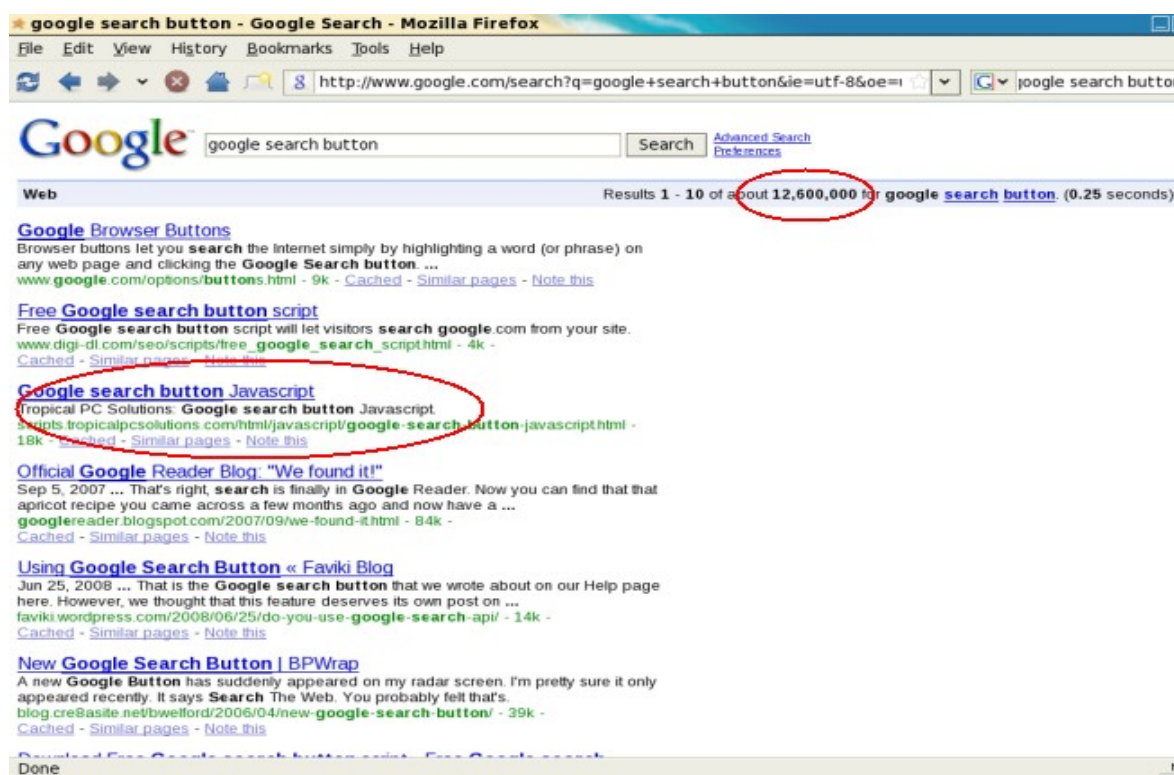


To create your XML sitemap [click here](#). This site offers a service that will allow you to give them your website address and they will search your site and create a Google friendly sitemap for you. You simply upload (transfer the file using FTP) that sitemap.xml file to your host. and tell Google about it via their webmaster tools.

The final topic I want to touch on in this chapter is SERPs. This basically has to do with your placement within a search engines results. There are other factors involved to placing well with Google. First off, you *must* have the proper META tags in place and good content. In addition to these simple steps You should also use a keyword or two in the name of the actual document. Example:

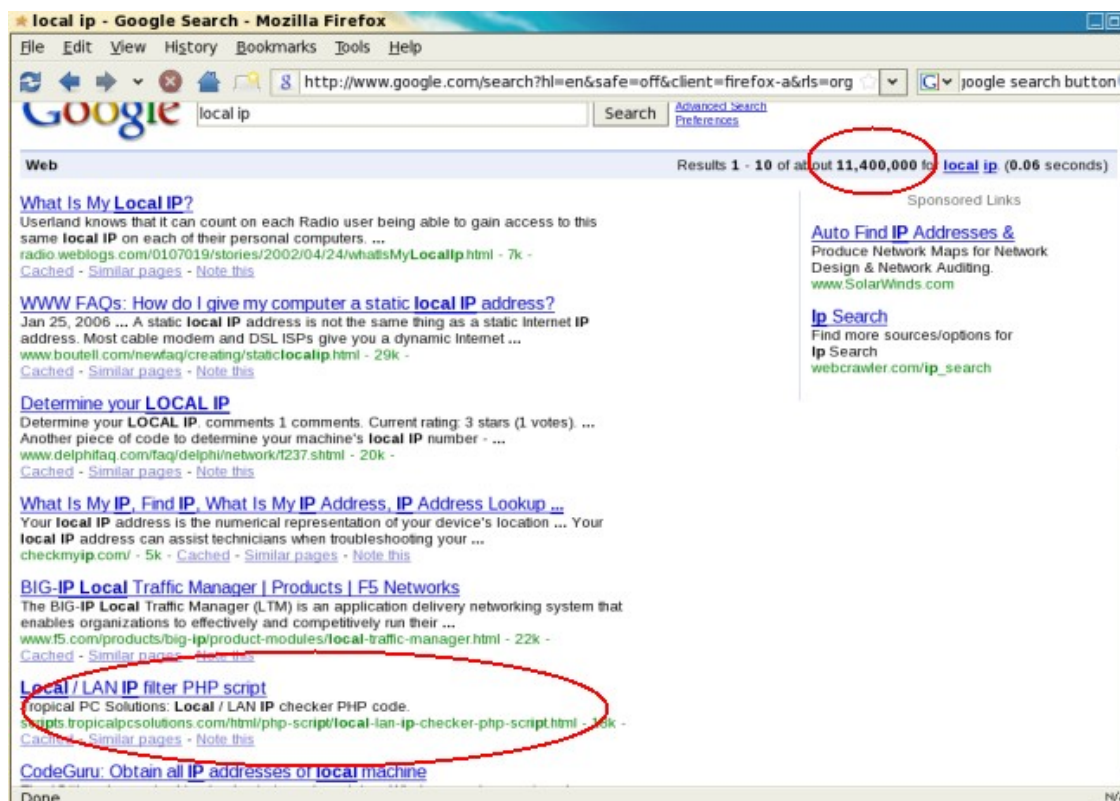
Our example site is telescopes.com and we have a page we built to sell telescopes. We should probably name this page something like *telescope-sales.html*. So, the entire URL (address) to your page would be: www.telescopes.com/telescope-sales.html

This helps Google determine your page's content is relevant to the keywords you chose. Below are a few screenshots of some keywords we have placed well with (notice the address of the page listed. You will notice the search terms I used highlighted when they appear within the TITLE, DESCRIPTION and url (address) of the page:



The above screenshot shows our placement for the search term "Google search button" as of Sept 2008. Out of 12.5 million pages containing this term we are placed at number 3. This is simply a product of SEO work. I paid nothing in order to get these results! Advertising has its place (we'll discuss this more later), but now you need to learn how to get free traffic!

In the next screenshot (see next page) pay particular attention to how the words (keywords) I used in my search are highlighted within the pages URL etc...



My search consisted of two words, "local" and "ip". Now notice how these words are used in my pages TITLE (Local/Lan IP filter PHP script). This title came from my META tag I added to my content. Do you notice how the words are also highlighted in the description and url...This is very important to consider when building and naming your content if you want good placement with Google and free traffic!

Let's go over what steps we have taken in this chapter. Go over these topics until you understand them well:

- META tags (description, title and keywords) These are very important!
- Headers and bold text. Get used to using (not over using) these tags!
- Keyword to content percentage. (Don't over-load your content with keywords)
- Sitemaps (Interior links page. Get your sitemap [here](#))
- Search Engine Results Placement (SERPS)
- Naming your content pages using descriptive keywords.

Now, go take a well deserved coffee break :)

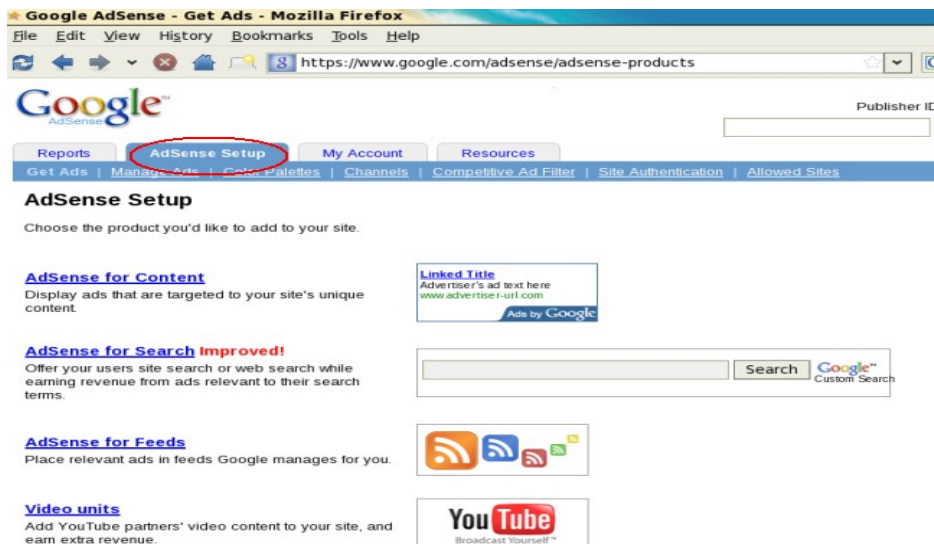
Chapter Four

Finally! We are going to start learning how to make money! Now that you have an established web presence and you know how to generate content and traffic let's turn that traffic into cash! There are many ways to make money online but here we will go over the easiest to establish. Ad revenue! Running ads on your content is by far one of the easiest ways to make money online. This is the closest thing to "money for nothing" that you will ever find in legitimate circles. There are three main companies I will recommend for you to use as your future ad networks.

- [Google AdSense](#)
- [Adbrite](#)
- [Bidvertiser](#)

Let me start by saying that in the eMarketing world, there are two groups of people, those who advertise their services/products and those who publish those ads on their websites/blogs etc... The former are called "advertisers" the latter are called "publishers". We will explore both sides here, but for now we will stick to being a publisher. That means you can get paid by displaying other peoples ads on your content. In order to get some of this free money you need to sign up for accounts at the above mentioned sites. I will walk you through the process so let's get started!

First let's go to the above sites and set up an account. We'll start with Google. Open your browser and go to the [Google AdSense website](#). Once you have an account at Google you can begin to create ads to place on your website or blog (or other web based content i.e. widgets...more on this later). One of the tough points about the Google AdSense program is the \$100 minimum payouts. You will have to wait for your earnings to reach \$100 before Google will issue you a payment. This can be tough for a brand new publisher who is just starting to generate traffic. But over all, Google is the main ad network out there and we have been a part of their program for some time now. When you log into Google AdSense click on the "Manage Ads" tab:



There is a lot of choice you have when designing your ads. You can customize the background color, text color etc... Once you have created your ad you will get a piece of code to place into your web content (much like the FeedBlitz email newsletter code). Make sure to name your ad something descriptive. Your code will look something like this:

```
<script type="text/javascript"><!--
google_ad_client = "pub-1234567890";
/* AD NAME HERE */
google_ad_slot = "1234567890";
google_ad_width = 160;
google_ad_height = 600;
//-->
</script>
<script type="text/javascript"
src="http://pagead2.googlesyndication.com/pagead/show_ads.js">
</script>
```

You will add this code to your content via the "Source" tab in Nvu. You will place this code into the body section of your page where ever you want the ad to appear.

Google is most likely going to be your main ad network as far as being a publisher is concerned. but it is never a good idea to "place all your eggs in one basket." It is a good practice to be diversified when it comes to money. There are two other ad networks I will highly recommend you use in addition to Google AdSense. The first of these two is [AdBrite](#).



Adbrite has some good features that is sure to be appreciated by a new publisher. For starters they offer minimum payouts of \$5. That is pretty hard to beat! We have received our monthly payouts from Adbrite on a regular basis and very promptly. We highly recommend you go to Adbrite website by clicking [here](#) and sign up for a "publisher" account to get started making money!

Adbrite has some cool features that Google (currently) doesn't support. For one, Adbrite offers inline ads. I personally like these but only use them on some projects, such as our [blog](#). They are the underlined words that pop up a little ad window when you mouse over them.

The next ad network you should join is [Bidvertiser](#). Bidvertiser also has a very low minimum payout of \$10 to your [Paypal®](#) account. If you don't have a Paypal account you should get one as soon as possible. Your Paypal account will come in very handy when it comes to conducting an online business as it can be used to both, make payments and accept payments for goods or services rendered.



Another great feature of Bidvertiser is that you can choose what ads appear on your site and how much you want to make per click. First go to Bidvertiser by clicking [here](#), once you have an account there you choose what ads you want to appear on your web content:

Bidvertiser: Tropical PC Solutions Filter: Approved Show Ads			
#	Ad	Current Status	Approve / Decline
1	I can stand apple.com Anti-apple movement, Apple hates unit. icanstandapple.com (Max Bid : \$2.76)	Approved	<input checked="" type="radio"/> Approve <input type="radio"/> Decline
2	You Want Your Site Read ? Join our unique traffic exchange, Your site is read, not just viewed. beconworld.com (Max Bid : \$1.99)	Approved	<input checked="" type="radio"/> Approve <input type="radio"/> Decline
3	Googles Secrets Revealed Get Instant Traffic To Your Website How To Get Top Rankings In 48 Hours VieGoogleSearch.net Geo-targeting (*) : UNITED STATES, CANADA, UNITED KINGDOM, AUSTRALIA (Max Bid : \$1.21)	Approved	<input checked="" type="radio"/> Approve <input type="radio"/> Decline
4	Discover Googles Secrets Dominate A Keyword Every Time ! Instant Traffic Without Adwords VieGoogleSearch.net Geo-targeting (*) : CANADA, UNITED STATES (Max Bid : \$1.21)	Approved	<input checked="" type="radio"/> Approve <input type="radio"/> Decline
5	Network Marketing Success Make More Sales Than You Ever Thought Possible! Free Training. VieTeam.com Geo-targeting (*) : UNITED STATES, CANADA, AUSTRALIA, DENMARK, UNITED KINGDOM (Max Bid : \$1.00)	Approved	<input checked="" type="radio"/> Approve <input type="radio"/> Decline

You see, you can choose to *approve* or *decline* the ads that are available. You can simply allow only ads that pay over \$1 per click. This is a great option from Bidvertiser! There are many other ad networks but for starters get familiar with these three. In time, once you learn the ropes, you will be involved with all kinds of affiliations!

So allow us to go over the topics discussed in this chapter:

- [Google Adsense](#) - Primary ad network
- Insert your ad into your web content using [Nvu](#)
- [Adbrite](#) - Secondary ad network
- [Bidvertiser](#) - Secondary ad network

By now, you should have an account at all three ad networks and be familiar with how to insert the ad code into your web content using Nvu. This process is the same as inserting the email newsletter code by FeedBlitz.

Keep in mind, this is just to get you started as a publisher. If you have web content i.e. website, blog etc... you should be displaying ads. These are the easiest ad networks to start using. In the next chapter we will look at things from the advertisers point of view. Whether you have a service to sell or a product you want to move on eBay, the next chapter will help you get started.

Now, go take a well deserved coffee break :)

Chapter Five

So you're starting to make a little money. In fact you've seen steady growth over the past 60-90 days so you can begin to make realistic projections for future earnings. This is an exciting time for those new to making money online...IT'S REAL!!!! The topics I want to discuss in this chapter are:

- Earnings / growth projections
- eBay - [Promoting your auctions](#).
- Advertising with [Google Adwords](#)
- Advertising with [Adbrite](#)
- Advertising with [Bidvertiser](#)
- Selling your products using [Google Checkout](#) and [Paypal](#)

Now that you have begun to make money, you want to create some consistent, predictable growth. You should be able to start making future earnings projections within a few months of getting started. Your earnings projections are your predictions (guesses) based on past performance.



History Bookmarks Tools Help		
https://www.google.com/adsense/reports-payment		
Balance at end of April ?		
May 23	Payment issued - details	(
May 31	Earnings (May 1 - May 31) - details	\$481.97
Balance at end of May ?		
Jun 23	Payment issued - details	(
Jun 30	Earnings (Jun 1 - Jun 30) - details	\$885.71
Balance at end of June ?		
Jul 24	Payment issued - details	(
Jul 31	Earnings (Jul 1 - Jul 31) - details	\$1,327.49
Balance at end of July ?		
Aug 26	Payment issued - details	(
Aug 31	Earnings (Aug 1 - Aug 31) - details	\$1,693.28
Balance at end of August ?		

As you can see in the above example, shortly after getting started, you should be able to predict future growth. In the example above, the pattern of growth is \$400 monthly. So, each month you should expect your earnings to grow, but you also want consistency. These early results were a product of the free traffic we obtained using the previously mentioned steps and tips found in this manual. To take things to the next level and to start making real money you need to start advertising your product or service.

So you want to make some real money? Advertising is the single most effective way to increase your traffic and sales. It can be a scary move to step into the world of paid advertising. Up until this point you have only had to spend \$13 for your domain name and a month of hosting, and you should quickly recoup that! But advertising is a different world altogether. There are three main ad networks I recommend you begin to advertise your products on. For starters we will begin with Google Adwords.

Let's say you have a product to sell, perhaps you sell telescopes through a manufacture. So you build your content, upload/transfer that content to your host. You have blogged about it and added the links to your products to your forum signatures, along with making helpful posts. Your traffic is steadily going up, your sales are increasing...this is great! But in order to take things to the next level you must advertise, advertise, advertise, and Google is a major platform in which to advertise with. when you first sign up for your Adwords account you will want to choose the "starter account". Once you have chosen the starter account you can begin to design your ads:


2. Write your ad ?

What site will your ad link to?
Users who click your ad will be sent to this web page.

http:// www.telescopes.com/sales.html

Example: <http://www.AdWordsExample.com/products/item.htm>

What will your ad say?
All text ads contain a title, two lines of descriptive text, and a display URL. Make sure to include information that will help customers understand your business.
[The five keys to powerful ads](#) | [Editorial Guidelines](#)



Explore the heavens!

At telescopes.com you can get a great deal on brandname telescopes

www.telescopes.com

This is how your ad will look.

Explore the heavens! 25 max

At telescopes.com you can get a 35 max

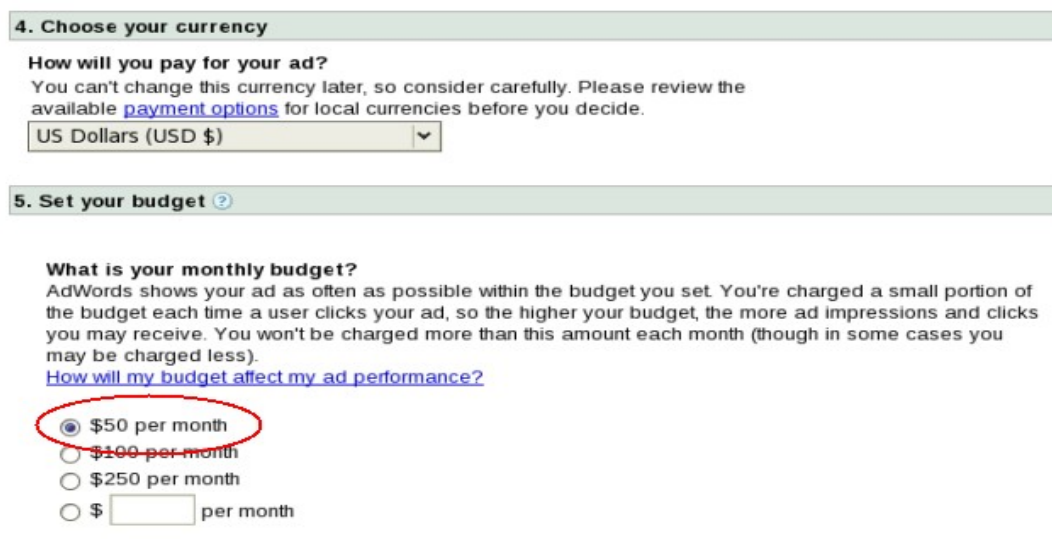
great deal on brandname telescopes 35 max

www.telescopes.com
[\[edit\]](#)

In the above example we are making an ad to help sell telescopes. You can decide what you want it to say. This is an important step you must not rush through. Think about what would get *your* attention.

After you have decided on how to describe your product you will need to decide on your monthly budget. You see, on average, you should spend \$5 a day on advertising in order to make turn a real profit. What I recommend is to take *one day's* worth of AdSense revenue and use it as your monthly Adwords budget. So if your AdSense earnings are \$90 daily you would set a \$90 monthly budget. This would be approximately \$3 dollars a day. Now, let's say you are willing to pay \$.05 (five cents) per click then you would get 60 visitors a day who found your product by click on your Adwords ad. Now, those 60 daily visitors are going to turn into 1800 people who clicked your ad that month. The majority of these people are already interested in your product because they clicked your ad so sales levels have the potential for being quite good. Your profit depends on the price of the product you are selling.

You will most assuredly adjust your figures as you begin to be able to make reliable projections based on your prior performance. For starters let's set a \$50 monthly budget:



4. Choose your currency

How will you pay for your ad?
You can't change this currency later, so consider carefully. Please review the available [payment options](#) for local currencies before you decide.

US Dollars (USD \$) ▼

5. Set your budget ?

What is your monthly budget?
AdWords shows your ad as often as possible within the budget you set. You're charged a small portion of the budget each time a user clicks your ad, so the higher your budget, the more ad impressions and clicks you may receive. You won't be charged more than this amount each month (though in some cases you may be charged less).
[How will my budget affect my ad performance?](#)

☒ \$50 per month
☐ \$100 per month
☐ \$250 per month
☐ \$ per month

Now that you have ads running out there, you need to really start watching your traffic and sales levels very closely and adjust your figures accordingly. Now that you are an official advertiser you need to extend your reach as much as possible. I would seriously recommend you sign up for an advertiser account at the following ad networks.



Adbrite is one of leading ad networks for both publishers and advertisers alike. If you are serious about building your online presence then you should get busy advertising! To sign up for an Adbrite advertiser account [click here](#). Adbrite also lets you set the price you are willing to pay for traffic. You should always base this price on a percentage of expected sales.

One interesting feature of Adbrite is their market place. You can see the sites you want to advertise on and check out there stats. You can tell what the sites traffic levels are and where there traffic is coming from etc. This is very handy for advertisers who have particular demographics they are selling to.

The next ad network that caters to both publishers and advertisers is Bidvertiser. Bidvertiser operates much the same as Adbrite but they offer some features and promotions that neither Google nor Adbrite offer.

Bidvertiser has two great features that help them stand out. One is they give you \$20 in free advertising with no strings attached! So if you are new to paid advertising then this will allow you to get familiar with the process before spending any money. it's a great offer for new advertisers. To get \$20 in free advertising [click here](#). Once you are familiar with how the system works, you should start to add funds to your advertising accounts.



Now I want to discuss [eBay](#)®. Many people make decent cash working through eBay. eBay is a great platform in which to buy and sell goods. many folks have an eBay store that they use to conduct online business and many others simply auction goods and products in order to turn a profit. Well, if you are big into eBay you should check out the great offer from Bidvertiser. They will help you promote your eBay auctions and they will even give you \$20 worth of free advertising just for signing up! If you would be interested in some free eBay advertising [click here](#).



Now, you have everything in place, your traffic is good, your potential for sales is looking great. Now all you need is access to a service that will handle all the purchasing details. There are many services you can use to handle purchases. I will recommend two that are free and very reputable. You can always purchase a commercial account with these companies if your sales require it, but for starters just sign up for a free personal account at both:

- [Google Checkout](#)
- [PayPal](#)

Both of these sites offer a great free service to those just starting out in the sales business. If you have a product to sell, you need to get an account at both Google checkout and Paypal. Once they have verified your address and other information you can begin to accept orders online!

Now, go take a well deserved coffee break :)

Chapter Six

In this chapter I will discuss a major source of free traffic. This one tip could *double* your traffic for free! I am not exaggerating either. Every now and then something comes along and takes the web world by storm. As it turns out, a niche has been developing that is allowing web designers and bloggers to obtain massive traffic and the potential to have others advertise for you. This niche is widget development.

Widgets are small webpage based content that is wrapped up into a portable container (xml file). Widgets are also known as gadgets, as in the [iGoogle](#) gadgets. Anyone can take this container and place it within their web content. In a sense, anyone who ads one of your widgets to their website or blog is showing your content to their visitors. This means you get to enjoy their traffic too. Not only do you get to enjoy their traffic, if you have placed ads (made with Google AdSense, AdBrite etc...) on this content you will be sure to watch your AdSense earnings skyrocket! Think about it...you make a widget and place an ad in it, then you submit that widget to all the popular directories. Let's say within 60-90 days 500 people have installed your widget on their webpage or blog. Then you now have 500 people running your ads for you, and on their content too! It's an amazing concept that is still overlooked by many who haven't yet caught the widget wave.

Once you are familiar with how to make basic web content then you must look into making widgets/gadgets too! It's the same concept but a bit trickier to get going with. I use GGE (Google Gadget Editor) to initially build the widget. You will need the necessary XML code to get started. You can use the below code as a template for all your widgets:

```
<?xml version="1.0" encoding="UTF-8"?>
<Module>
<ModulePrefs title="YOUR WIDGET TITLE"
    title_url="WEBSITE ADDRESS YOU WANT WIDGET TO LINK TO"
    height="385"
    width="280"
    author="YOUR NAME"
    author_email="YOUR@EMAIL.COM"
    screenshot="PATH TO IMAGE OF WIDGET"
    thumbnail="PATH TO SMALL IMAGE OF WIDGET"
    description="DESCRIPTION OF WIDGET"
    author_link="YOUR WEBSITE ADDRESS"
    category="WIDGET CATEGORY HERE"
/>
<UserPref
    name="MY_WIDGET"
    default_value="0"
    datatype="hidden"/>
    <Content type="url" href="HTTP://WWW.YOURSITE.COM/WIDGET.HTML" />
</Module>
```

Now, that may look scary but all you have to do is fill in your information where you see ALL CAPS. Keep in mind that all "paths" should be absolute. Example: if your screenshot image is located at www.yoursite.com/images/widget.jpg then your screenshot path should be:

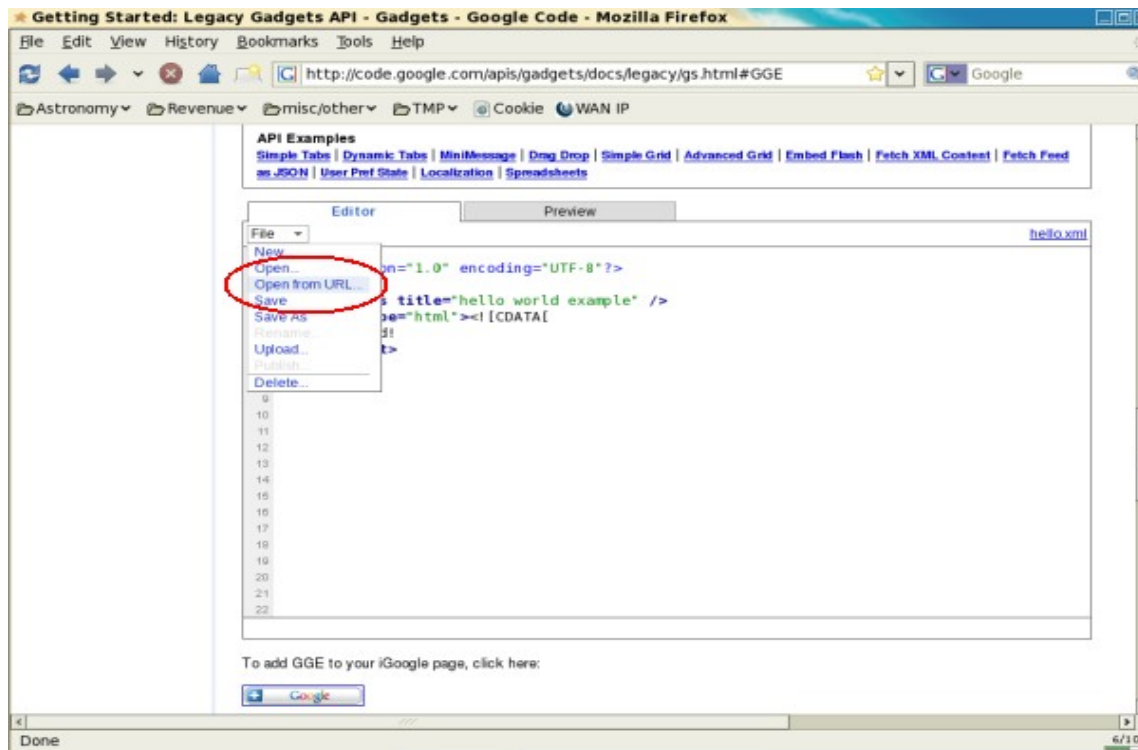
```
screenshot="http://www.yoursite.com/images/widget.jpg"
```

Now the important part is the content url:

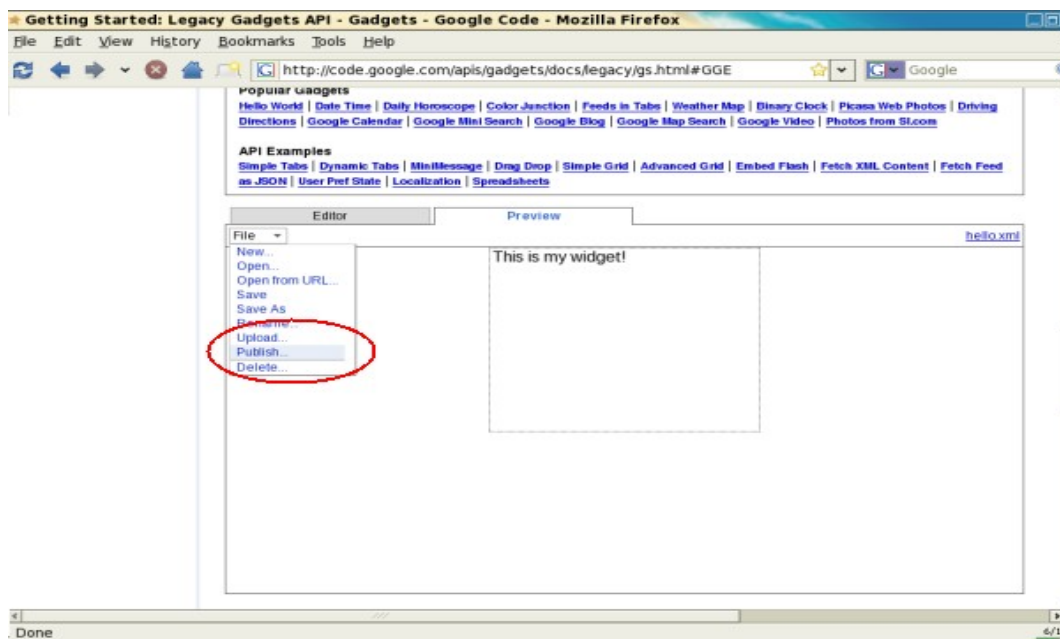
```
<Content type="url" href="HTTP://WWW.YOURSITE.COM/WIDGET.HTML" />
```

This is the location of the content you want to build your widget around. You see, your XML widget file really is just a container for your web content. Note, widget development can get very involved when you introduce the Open Social platform; what I am doing here is showing you how to create portable containers for your content that other people will publish on their sites.

Once you have your widget code ready you will need access to GGE. To access the Google Gadget Editor [click here](#). In the drop down menu choose "Open from URL".



Now, you should transfer/upload your files to your host first because you will need the URL (address) of your XML file to enter into the GGE. Once you load your XML file into the GGE you will see your widget code in the window. Press the "Preview" tab to actually see your widget. Now, remember, you can change the widget content anytime by changing the content in your HTML file on your server.



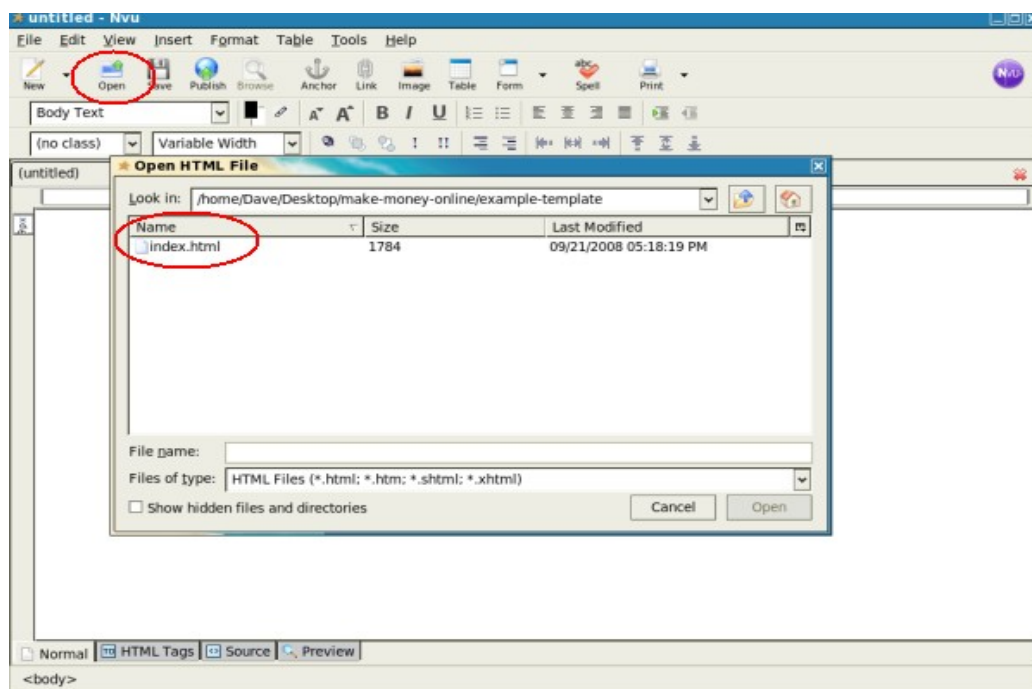
Once you get your widget the way you like it, you need to save the widget by click "Save" in the GGE drop down menu. Once the widget has been saved it may be published. So, click "Publish" in the drop down menu and you will be given three options:

- Add to iGoogle page
- Publish to iGoogle directory
- Add to a webpage

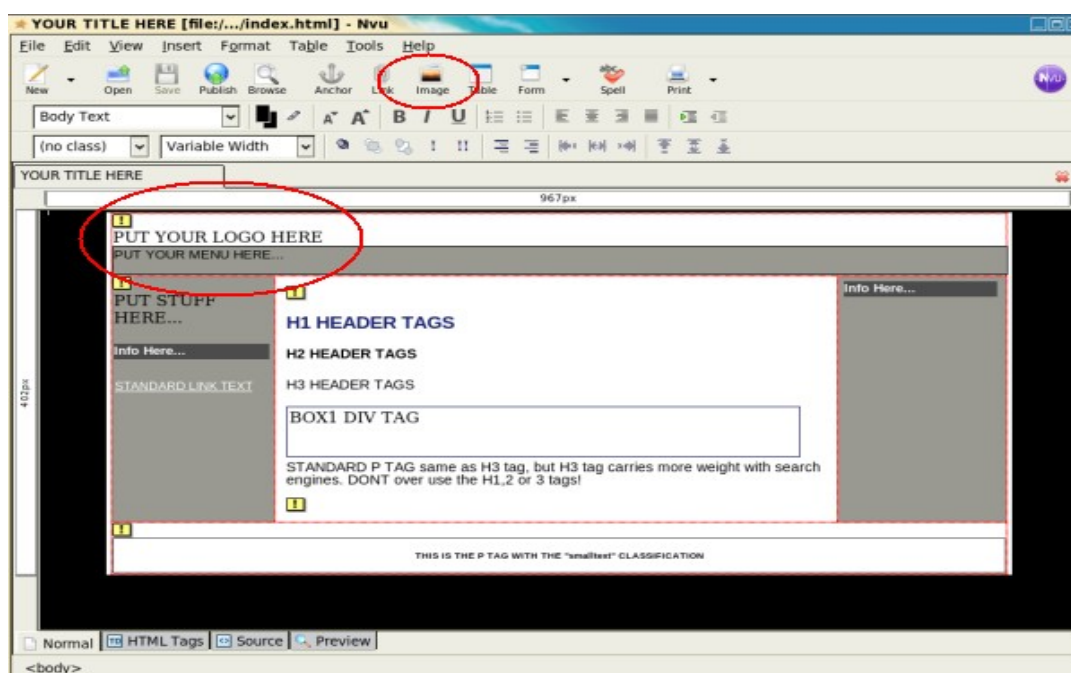
Now, you can do all three if you like, but I usually place the widget on my iGoogle page just to see how it looks and works. If I like it, I will publish to the iGoogle directory. Now, (potentially) millions can find it and hopefully thousands will use it! You can also choose to publish to a webpage. You see, you (and anyone else) can take this program (which runs on your server and has your ads in it) and put it on their website...Are you ready for tons of free traffic???

To help you get started we have also included an example HTML template. For a detailed explanation of the CSS file and how to make changes to the template, please see the companion manual to this one, *How To Easily Build Web Content That Actually Gets Traffic*.

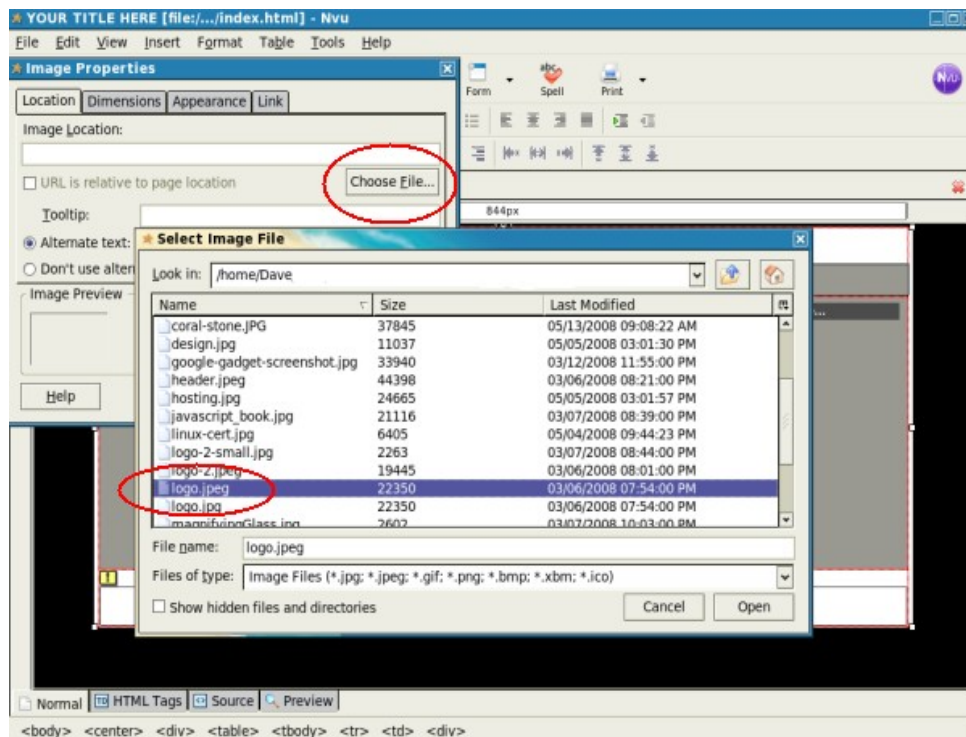
To get started building with the provided template, open up your Nvu program and click the "Open" button (see image on next page). When you click this button a box will appear asking you to locate the file you want to open. Go to the provided template file named *index.html*. It's located in the "example-template" folder.



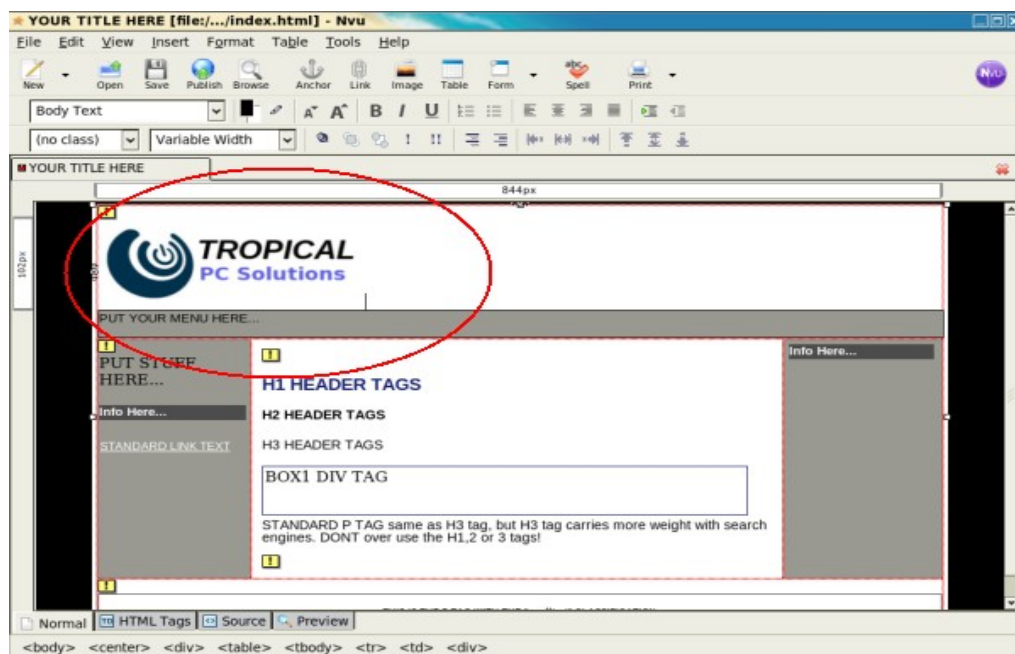
Once you have loaded the index.html file you will see the template we use here at Tropical PC Solutions. Now, to add your logo, erase the text "put your logo here" and click on the "image" button:



Now, once you have opened the "Image Properties" window, click on "Choose File". Now, locate the image you want to use and then click "Open":



This will load your image into the logo section as you see below:



If you have followed and actively participated in the steps as we covered them then you are now on your way to making some decent cash online! Remember, you are not trying to get rich overnight! That is a fantasy...you are trying to set up a steady source of income that still eaves you the time necessary to work at your job or handle other matters.

Your online business is like a machine. You work on it and work on it, and it starts to build momentum. Like a train moving along the tracks, you can stop working and this machine will still move forward on the momentum you have created. This is what people are referring to when they say, you can get paid to do nothing. Technically speaking it's true...once you have built, hosted, and advertised your content! You can take a week off, or a month off and your web content will keep making you steady money!

Now, go take a well deserved coffee break :)

A list of the steps and concepts in this manual:

Alright! Let's refresh what we've learned and get our thoughts in order.

- Choose your niche
- Obtain a domain name from NameCheap
- Obtain hosting services from NameCheap
- Obtain *Nvu* (HTML editor) from downloads.com
- Obtain *wsFTP* (FTP program) from downloads.com
- Learn to make basic content and transfer that content to your host.
- Sign up at forums related to your niche
- Add your website address (URL) to your signature and make helpful posts often
- Start blogging at blogger.com. Use you blog to create backlinks to your site and to have a platform for email newsletters
- Set up an email newsletter at FeedBlitz.
- Add email newsletter sign up forms to your web content (site and blog)
- How to insert META tags (description, title and keywords)
- Why to use header and bold text tags <h1> and
- Keyword to content percentage. (Don't over-load your content with keywords)
- How to create a sitemap for Google.
- How to rank well in the Search Engine Results Placement (SERPS)
- Name your content pages using descriptive keywords. (Only the main page is called index.html)
- Make money by placing ads from Google Adsense, Adbrite and Bidvertiser in your content
- Study your traffic and revenue growth rates...focus on what does well
- Promote your eBay auctions
- Advertise your product on Google Adwords, Adbrite and Bidvertiser
- Use Google Checkout and Paypal to handle online purchases
- Get massive free traffic from widgets and gadgets
- How to make and publish widgets/gadgets
- How to get started with the freely provided web template

References

A comprehensive list of all cited external resources:

Domains and content:

- [NameCheap - Domains and hosting](#)
- [wsFTP - FTP software](#)
- [Nvu - HTML editor](#)

Blogs, sitemaps and Newsletters:

- [Blogger \(blogspot\)](#)
- [FeedBlitz](#)
- [Make XML Sitemaps](#)
- [TPCS online newsletter](#)

Ad networks for publishers:

- [Google AdSense](#)
- [Publish ads from Adbrite](#)
- [Publish ads from Bidvertiser](#)

Ad networks for advertising and eBay promotions:

- [eBay promotions:](#)
- [Google Adwords](#)
- [Advertise with Bidvertiser](#)
- [Advertise with Adbrite](#)

Selling your product / payment services:

- [Google Checkout](#)
- [PayPal](#)