Make Money With Your Own Website: From First Click to Cash-Collecting Powerhouse

Written by [Matt Rhodes of the High-Income Alliance](#)

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Introduction

Thank you and congratulations on your purchase of Make Money With Your Own Website: From First Click to Cash-Collecting Powerhouse. I want to sincerely thank you for taking the time to read this mini-book.

My name is Matt Rhodes, and over my past 15 years working for myself online, I've built out thousands of webpages across dozens of websites that have brought in millions of dollars of sales for myself and my partners.

This mini-book is **not** "all-inclusive" of all the ways to start getting web traffic or to monetize your efforts. Far from it. There are new ways to cash in from your web traffic coming up almost daily.

Instead, it's merely a rundown and a summary of what has worked well for me, what my colleagues and friends (many who perform even better than I do!) have done, and what tools and resources I recommend for you. Please consider it a jumping off point for doing your own research and for sparking ideas, as there is truly no "one-size-fits-all" solution.

What Topic Will Your Website Focus On?

This mini-book will assume that you already have an idea of what idea and topics that you want to build your website around. If you don't have an idea yet, don't worry. Not only will this book

help inspire you, there are a couple of different approaches you can take when building your websites, but the smartest path is to always take a **long-term approach**.

First, you can pick a topic or subject matter that you're **passionate** about. The upside to picking a topic you're passionate about for your website is that you are far more likely to "stick" with your website over the long-term, rather than abandoning it when you have another idea or in the face of adversity. The downside is the limited profit potential and reduced monetization opportunities, unless you happen to be heavily interested or invested in lucrative subject matter.

(Don't get me wrong. It's possible to earn at least some cash with nearly any topic, but you'll generally earn more by focusing on where the money "already is.")

The other school of thought is to focus your efforts on **highly lucrative** topics. The main topics that are in perpetual demand (with lots of money and customers already flowing around) are health, wealth and self-improvement. The thought here is that you'll become more passionate about the subject matter later, which naturally happens when you're pulling in cash.

If you haven't already chosen a topic, fear not. You'll likely get some inspiration as you read and as you do research with the keyword tools that we'll show you later.

With that in mind, let me tell you upfront…

There Is No Single "Magic" Secret

Please don't allow yourself to fall into the trap of thinking there is one "best system" or if you knew "one more secret," that it would change everything. I've seen far too many smart people fall into this trap.

The "big secret"... is that there is **no** single one big secret that magically works. Instead, it's a collection of *several secrets* that you combine together. It takes a smart plan and consistent execution to build a website and then turn it into a cash-collecting powerhouse.

The best way to approach this process is to understand that it's very similar to a giant puzzle, where you can continue to add new pieces to your puzzle to increase your results. These puzzle pieces come in the form of new ways to get traffic to your website, combined with new ways to monetize the traffic that you're getting.

But If I Was Forced, Here's The #1 Secret

If I was held up at gunpoint and the assailant forced me to reveal the biggest, best secret I have, I suppose I would say that the absolute smartest thing you can do with your web traffic is to *"build a list."* In short, that means getting your web traffic visitors to opt-in to a web submission form (usually in exchange for some sort of free gift or bribe) and allow you to e-mail them.

E-mail marketing is still, even as I type this, the most effective form of direct communication with your traffic, customers, clients, and so forth. You can use e-mail to sell your own products, to compound your website traffic (the more traffic you get, and the better your visitor retention, the better you will organically rank…and the more you can charge for ads on your website) or to sell other people's stuff for a commission.

There's a reason that all the major social networks still e-mail you like crazy, even though they have their own platforms they use to communicate - because e-mail works. And with e-mail, you don't need to rely on anyone else's systems. (Even if you get "deplatformed" by one e-mail service provider, you can take your database of e-mail leads to another service. Just remember to backup your lists regularly.)

I cannot stress enough how important an e-mail list will be to you, your website, and your business. So, be sure you plan on it.

With that in mind, let's talk about some of the basics of setting up your website, getting traffic to your website and then turning it into a Cash-Collecting Powerhouse…

First Website Setup

You'll need 3 things to get started with your website:

- **Web Hosting:** this hosts your website.

- **A Domain Name:** this is the address that someone can type in to reach your website.

- **A Content Management System:** this is the system used to display and manage your website.

If you're using an "all-inclusive" solution such as Shopify (which also has a shopping cart built-in, primarily used to sell products) then you won't need web hosting, and you can often register your web domain directly through them as well.

It's a little cheaper to do it all yourself vs. going with an all-inclusive solution, but obviously, there is more management. If you want to do it yourself, register a domain name through a cheap provider (we use our own resource, www.host1099.com) and then point your DNS records to the nameservers of your web hosting provider.

There are countless web providers that work just fine: [HostGator](#), [BlueHost](#), [a2Hosting](#), the list goes on. You can get away with cheap shared web hosting just fine, but we do suggest you opt for a plan that allows you to host unlimited domains, as you can host multiple websites from a single hosting account.

Each of these platforms has instructions for connecting your domain to your web hosting, and most even offer 1 free domain when you setup your account, so that makes it even easier.

Once your web host and domain name are setup, you can setup a content management system. The best choice, far and away, is Wordpress. It's free, easy-to-setup and manage, and you can install it directly to your website from the cPanel of your web hosting provider.

Once it's setup, you can easily manage the theme of your website, build pages of your website, manipulate the look-and-feel, and do just about anything you want with it.

Notes on Choosing a Domain Name

There are a few things to consider when choosing a domain name:

Most importantly - is the name available with a .com or .net extension? (Use a tool such as InstantDomainSearch.com to find out.)

- What does the name mean?

- What does the name sound like?

- Is the name easy to remember?

- Is the name relevant to your business?

- Will the name be contested?

When choosing a domain name for your website, it is also important to consider the SEO implications of your choice. A domain name that is optimized for search engine rankings will be more likely to bring in organic visitors from across the web.

There are many factors to consider when selecting a domain name, but the most important factor is to make sure the name is relevant to your business. Here are some tips to help you choose a domain name that is optimized for SEO:

1. Filter your search by keyword. When you are choosing a domain name, it is important to consider the keywords that are relevant to your business. Try to find a domain name that is keyword rich and contains at least 1 keyword relevant to the industry you're targeting.

2. Keep the length of the name short. A domain name that is too long may not be ranked as high by search engines. Try to keep the domain name length under 20 characters to ensure better search engine ranking.

3. Make sure the name is easy to remember. Choose a name that is easy for your customers and visitors to remember, as the more return visitors you have, the better you will rank.

4 . Only choose a domain name that is appropriate for your business. Don't choose a domain name that is inappropriate for your business. For example, don't choose a name that is similar to a well-known brand.

Once you've settled on your target industry and your domain name, then it's time to start planning for web traffic and monetization…

Choose the Right Mix of Traffic Generation Strategies

The first step is to choose the right mix of strategies for boosting your website's traffic. There are a number of different methods available, and you'll need to find one that fits your website and goals.

Some of the most common strategies include:

- SEO: SEO is the process of optimizing a website to increase its ranking in search engine results pages (SERP). One of the most common and effective SEO techniques is keyword research. It is important to identify the keywords that are most important to your target market and to target those keywords specifically. We like using the free version of [Wordtracker](#) and [Google's Keyword Tool](#).

In order to rank higher in the search engine results pages, your website must be well-written, informative, and load quickly. Here are some quick tips to help you boost website traffic with SEO, although it is far from being all-inclusive:

1. Write Well

Your website's content must be well-written in order to rank higher in the search engine results pages. This means you need to spend time crafting each and every word, and make sure your

content is both informative and engaging. Use keywords throughout your content, especially the exact keyword phrase you're targeting in the first 50 words of the content, and make sure you're including examples that your target audience can relate to.

2. Incentivize Readers

Give your readers content that's valuable and interesting, offering them something in return. This could include free resources, discounts, or even exclusive access to your content. This will get them on your e-mail list and allow you to get them to come back to your website.

3. Load Fast, Link Often

Make sure your website loads quickly. This means using optimized coding and layout, as well as fast server speeds. This will ensure your website is easy to navigate, and users will have a smooth experience when visiting. Linking internally between pages, using the exact keyword phrases that you are targeting as the linking text, can have a substantial effect in SEO. Linking to other authoritative websites can help, as well as attracting backlinks.

Finally, it is important to monitor and adjust your SEO efforts as necessary in order to achieve the best results. Regularly reviewing your website's SEO performance can help you to optimize your approach and improve your website's ranking in the search engine results pages.

- **PPC**: Paid search is a form of advertising that allows you to place ads on search engines in order to bring people to your website. PPC (pay per click) advertising can be a great way to target people who are looking for the product or service that you offer, but most importantly, spending enough money on PPC can cause the search engines to "reevaluate" your search engine rankings for the keywords you target.

PPC advertising can be a costly investment, though. You'll need to factor in the cost of ads, as well as the cost of clicking on those ads. You'll also need to account for the potential cost of lost sales due to people clicking on your ads but never visiting your website.

There are a number of factors to consider when deciding whether or not to invest in PPC advertising. These include the size of your business, the type of product or service that you offer, and the competition that you face. If it's right for you, there are a number of tips that you can use to increase your chances of success.

1. Design effective ads. The first step in any paid search campaign is to design effective ads. Ad design is critical, because it determines how people will actually interact with your ad. Make sure that your ads are interesting and compelling, and that they reflect the kind of brand that you want to create. Ensure they are targeting the correct type of visitor who is most likely to actually buy something, not just freebie seekers who won't earn you an ROI.

2. Choose the right keywords. You need to identify keywords that are relevant to your website and business and that people are likely to search for. You can use a keyword research tool to help you find the right keywords that are most appropriate.

3. Set budgets. Setting a smart budget is essential when it comes to paid search advertising. You need to know how much you're willing to spend on ads, as well as how many ads you'll need to run in order to achieve your goal. It is widely known that setting a high-budget at first to maximize clicks and exposure, then reducing your CPC (cost-per-click) over time can be most effective in optimizing your

4. Make sure your ads are targeted. Once you've selected the right keywords, you need to make sure that your ads are targeted to the right people. The more highly targeted your ads are, the less you'll spend on extraneous clicks that won't contribute to your bottom line.

5. Monitor results. Once you've started running your paid search ads, it's important to monitor results. Make sure the clicks you get are useful and contribute to your bottom line.

When using PPC, it is wise to have some sort of monetization already in place to help you earn an immediate return on the clicks you are purchasing. We'll talk about ways to do this later.

- **Social Media**: This involves using social media (such as Facebook, Twitter, LinkedIn, TikTok, YouTube, etc.) to attract attention from potential customers. Here are some tips on how to attract visitors to your social media page with social media:

1. Make sure your social media page is updated regularly. Make sure your posts are relevant to your audience and include a mix of images, videos, and quotes. This will keep your page interesting and engaging.

2. Share interesting content on your social media page. This could be anything from blog posts to photos of your customers or team in action.

3. Use hashtags and current events to promote your website and products. Use hashtags, post about special offers, and let people know about special events or new products.

4. Connect with your audience. Follow people who are relevant to your industry and engage with them.

5. Use social media to drive traffic to your website. If you have valuable content that people might want to see, make sure you share it on social media.

- **Article Marketing**: This involves writing good content and sharing it with other websites and bloggers, who can then share it with their followers. We'll talk more about this under the "Promote Your Content" section here shortly.

Create Amazing Content

Once you've chosen a strategy, the next step is to create amazing content. This content should be valuable and helpful, and it should be interesting and entertaining to your audience. Without compelling, interesting, and engaging content, your site will likely fail. Content is king, and without great blog content, you will quickly lose followers, web traffic, and ultimately, your business.

Here are some tips to help you write amazing content:

1. Start with a strong idea. Before you start writing, make sure you have a strong idea of what you want to write about. If you can't clearly envision what you want to write about, it will be much more difficult to produce quality content.

2. Be personal. Make sure your blog content is interesting, engaging, and easy to read. Be personal and talk about things that are relevant to your target audience.

3. Research the topic. Before you write anything, make sure you have done your research. Know the latest trends, know the background information, and be sure to cite your sources.

4. Write for the reader. When you write, be sure to write in a way that is easy for the average reader to understand. Use clear, concise language, and avoid overly technical language.

5. Stay consistent. Be sure to write a consistent amount of blog content each week. This will help to keep your readers interested and motivated.

6. Test and iterate. Always be testing and iterating on your content. Be sure to ask your readers what they think, and then try to incorporate their feedback into your content.

7. Take advantage of social media. Blogging is a great way to communicate your ideas to a wider audience. Take advantage of social media platforms like Twitter and Facebook to help promote your blog content.

8. Be creative. Don't be afraid to experiment with different formats and styles. Be creative and think outside the box. Observe feedback and adjust.

9. Keep it fresh. It is important to keep your blog content fresh. regularly update your blog with new, interesting, and engaging content. This will keep your readers coming back for more.

10. Aim high. Don't be afraid to aim high when it comes to your blog content, as longer pieces tend to perform best in the search engines. Be sure to write with a purpose, and focus on delivering the best possible content to your readers.

Promote Your Content

Once you've created amazing content and promoted it well, you'll start to see your website's traffic increase. However, there are a few things you can do to further boost your traffic.

-Continue to create amazing content. Consistency is key.

-Share your content on social media. Sharing it builds backlinks and attracts more visitors.

-Guest post on other websites. Write unique pieces but use chunks of your most successful content to speed up your production.

-Create videos and podcasts. Use the content you've written and put it into different mediums.

-Get involved in discussions on forums and blogs. This is a great way to find topics to write about, and also to promote your site.

-Write guest articles for other magazines and newspapers. The more organizations you can write for, the more backlinks you'll get, the better you'll rank, and the more traffic you'll get to your website. Plus you'll get a good dose of authority and credibility by writing for top-tier publications.

-Create an ebook. Take your posts or write all-new content and publish them to places like Amazon Kindle and other eBook marketplaces to expand your readership.

-Start a blog. On top of regular SEO optimized posts, consider making more "personal" posts in a blog type format.

Again, this list is far from being all-inclusive, but following these tips alone will be extremely beneficial in growing your natural traffic sources.

Convert Visitors into Customers

Getting "web visitors" isn't enough. You really need to convert those visitors into customers. This means optimizing your website so that it's easy for visitors to convert themselves into buyers when you go to monetize your website.

-Make your website easy to use. The clearer and more direct you are, the better you'll be able to direct your customers to take the actions you want to take without overwhelming them.

-Design your website carefully. If you want to sell products on your website, for instance, or if you want to collect e-mail leads (as he highly suggest you do), be sure to design your website in a way to draw the eye to get your users to take the action you want.

-Make sure your content is valuable and helpful. If you fill your website with junk content, even if you get visitors, you'll turn them off and you won't be able to convert them into cash.

-Add compelling offers and discounts. The offers you present on your website should be highly relevant to what your audience would want, and be compelling.

-Create an effective "product first" search engine optimization strategy. You can get additional SEO traffic by targeting product-specific keywords, model numbers and so on.

-Provide customer support and promptly respond to comments that are e-mailed to you or posted to your website. The more of a connection your customers feel to you, the more likely they will respond to offers you present to them.

How to Understand and Value Your Web Traffic

Your website's traffic sources can be classified into three main categories: organic traffic, paid traffic, and referral traffic.

Organic traffic comes from people visiting your website because they are interested in what you have to offer. This type of traffic is the most valuable and sustainable, since it comes from people who are searching for information on your topic.

Paid traffic comes from people who have been specifically assigned to visit your website by an advertiser. This type of traffic is usually more expensive than organic traffic, but it can be more reliable.

Referral traffic comes from people who have been referred to your website by a friend or acquaintance. This type of traffic is usually less valuable than the other two, but it can be more immediate, and in some rare cases it can convert better.

To identify your website's traffic sources, you first need to assess how active your website is. This can be done by looking at how many people are visiting your site on a daily basis, as well as how long they stay on the site. You can also look at how many pages are being viewed, and how many unique visitors are visiting each page.

There are a number of ways that you can identify which traffic sources are driving the most traffic to your website.

One way is to use Google Analytics to track which keywords are driving the most traffic to your website. You can also use a tool such as Ahrefs to track which pages on your website are getting the most traffic. You can also use a tool such as Webtrends to track which countries are the most interested in your website. Each of these methods can provide you with different insights into which traffic sources are driving the most traffic to your website.

When someone visits your website, they're represented by a "session ID." This session ID is unique to each individual visitor and is used to track the visitor's movements around the website. When a visitor completes a desired action on your website, such as clicking on an ad or filling out a form, you can capture this event and use it to generate ad revenue or charge your users for access to premium content or services.

Identifying your website's unique traffic sources is a critical part of creating a successful online business. Not only will it help you gauge how well you're doing, but it will also give you a better understanding of how to improve your website's overall traffic.

With all this in mind, let's talk about ways to monetize your website…

Monetizing Your Website with Pay-Per-Click Advertising

There are several types of pay per click advertising that you can display on your website. [Google Adsense](link) is the best and most popular platform for collecting pay-per-click commissions on ad blocks. You simply paste the HTML code block on your website where you want the ads to display and Google will automatically populate the blocks with the best ads.

Generally speaking, the larger the ad block, the larger your potential earnings from that ad block. Google dynamically sizes your available ads based on the size of the block available.

These ad blocks can include text ads, banner ads, and video ads. Each has its own advantages and disadvantages, so you need to decide which are best to display on your site.

Text ads are the lowest payout option, and they also generally have the lowest click-through rates. This is because text ads are less prominent.

Banner ads are the second best-paying option, and they tend to have higher click-through rates. This is because people are more likely to click on a banner ad if they are animated and targeted.

Video ads have the highest click-through rates, and they also have the highest payout. They are the hardest to get to display on your website, but they'll offer large payouts if you are able to

get them displayed.

There are other platforms that work as well to display ads, such as Bing ads, Yahoo ads, but one of the most popular types of ads to display are native ads.

Monetizing Your Website with Native Advertising

Native ads are a type of digital advertising that are designed to look and feel like regular content on a website. Native ads are typically displayed next to or within content that is produced by or for the advertiser. They are usually displayed near the top or bottom of a web page, and are designed to mimic the look and feel of the website's content. The idea is that the user will be more likely to stay on the page and see the rest of the adverts, because they are engaging with content that they are already familiar with.

Like normal pay-per-click ads, native ads can be text, images or video ads, but rather than advertising a good or service, native advertisements usually are advertising a piece of "similar" content in the context of the type of material being published on the page.

There are several different Native advertising publishers, such as [Taboola](), [Dianomi](), and several others. A few things you need to know to start monetizing your web traffic with native advertising:

1. Know your audience: Native advertising is most effective when it's targeted to a specific audience. This means you need to know your target market and how to resonate with them.

2. Find the right partner: Native advertising isn't easy to sell or implement on your own, so you'll need to find a partner company who has the expertise and resources to help you implement it successfully and who can sell the ads for you. In addition, certain native advertising publishers only publish certain types of ads in certain industries (for example, financial only ads.)

3. Have a plan: Native advertising isn't just about putting ads on your site – you need to have a plan for how you'll measure success and make sure you're getting the most out of your ad blocks. Track which ad blocks are making the most money, and track your placements.

With these tips in mind, you can start to monetize your web traffic with native advertising. Here are a few examples of strategies you can try to maximize your effectiveness:

1. Publish high-quality content: Native ads are often seen as a way to supplement editorial content. If you have high-quality content that's relevant to your audience, they may be more likely to click through your ads, and you'll be more likely to be approved by native advertising networks.

2. Place native ads in relevant places: It is often best to incorporate the ads at the end of articles, in the sidebar and above the fold. Be sure not to incorporate too many ads or you'll have the opposite of the intended effect.

3. Use engaging design: Make your ads look like part of your site, with features (such as animations, if possible) that make them stand out while still fitting within your website.

There are many ways to monetize your web traffic with native advertising, so experiment to see what works best for your site.

Monetizing Your Website with Sponsorships and Sponsored Posts

There are a few things website publishers need to know before they start offering sponsorships.

First, they need to figure out what kind of sponsorships are best for their website. There are a number of different types of sponsorships, and website publishers need to figure out which one is best for their website. Should it just be a sponsored post, where the advertiser pays you to write the post, and the post is then published on your website? Or will it be an entire website "takeover," where the sponsor's branding is incorporated across every page on the site?

Second, website publishers need to figure out how much they should charge for a sponsorship. They need to consider the website's target market, the cost of the sponsorship, and the number of sponsorships that will be offered. The more comprehensive the sponsorship, the more that should be charged.

Third, website publishers need to figure out how to contact potential sponsors. They need to create a sponsorship package that includes information about the website, the traffic you're getting, the sponsor's product or service, and the terms of the sponsorship.

Fourth, website publishers need to create a marketing campaign to promote the sponsorship package. They should show how they are targeting the sponsor's target market and create a marketing plan that includes different options, including the budget, the timeline, and the goals of the campaign relative to the publishers. This strategy should include things like target demographics, creative ideas, and budget estimates.

And finally, website publishers need to track their sponsorships to see how effective they are. They should track the number of visitors who visit the sponsor's website as a result of the sponsorship, the amount of money that was spent on the sponsorship, and the target market

that was reached. If it was a successful run, try to get a testimonial and referrals for future partnerships, or offer discounts to extend or re-launch sponsorships in the future.

Monetizing Your Website Through Product Placements

Similar to sponsorships, you can also monetize your website through product placements. The most common way is for companies to directly pay website operators to have their products displayed on their website. This can be done through a fee for listing the product, or a percentage of the sale price of the product (though this would typically be considered an affiliate partnership), or a mix of the two.

These product placements often only occur for a **brief period of time.** It can be done through ads, sponsorships, or product placement in blog posts, articles, or videos. Another common way to offer product placements to advertisers is to give away products as a prize in a contest or as a reward for completing a task on the website. (This is a great way to promote the product while also increasing value and engagement from your visitors.)

Often a company will sponsor a blog post or article. This can be done by paying a fee to have the product featured, or through a giveaway where the blogger or website owner gets the product free in exchange for adding it to the post. This type of advertising allows brands to remain in the background and still appear on the website. This is a good option for brands who want to maintain a low profile and avoid negative publicity.

There are a few things to keep in mind when implementing product placement on your website. **First,** make sure that the products you choose are relevant to your website's content and audience. **Second,** make sure that the products you choose are of good quality and likely to be popular and relevant with your visitors. **Finally,** be sure to be transparent and specify which products are incorporated using product placement.

Monetizing website traffic through product placement can be a powerful tool for increasing your online presence and generating revenue. The more sponsorships and product placements you engage in, the more likely it is that you organically attract new sponsors, and you'll be able to command a higher price. By strategically inserting products and services into your website content, you can increase visitor engagement, drive more sales and boost your bottom line.

Monetizing Your Website Through Affiliate Marketing

Affiliate Marketing is a powerful marketing tool that can be used to monetize your website traffic. Affiliate Marketing is a process where website owners enter an agreement to get paid a commission (typically a percentage of sales) by the publisher or vendor when a referred customer completes a sale through the vendor website.

There are a number of different affiliate networks that can be used to monetize your website traffic. The most popular affiliate networks are [ClickBank](#), [Amazon Associates](#), and [Commission Junction](#). For internet marketing specific products and software, the [JVZoo](#) and [WarriorPlus](#) network at the most popular. Each network has its own set of requirements and rewards, and many products offered on these networks often pay out different advertising percentages.

The most important part of affiliate marketing is finding the right affiliate networks for your website. The affiliate networks have different requirements for the websites that are affiliated with them. The most important requirement (for Amazon and some CJ affiliates in particular) is that the website must be hosted on a server that is located in the United States or Canada.

Once you have the affiliate links set up on your website, the next step is to create content that is relevant to your target audience. As you should already know, it is important to remember that your website's content must be original. You cannot simply copy and paste content from other sources, especially if you want to generate organic traffic to your site.

When a potential customer clicks on an affiliate's link and makes a purchase, the affiliate earns a commission on the sale. All you have to do is set up an affiliate program and share the links to the products and services you recommend.

There are a lot of great affiliate programs out there, and it's not hard to find one that's right for you. You can often directly find affiliate programs by doing a Google search for "[product or industry or niche] affiliate program."

Once you find an affiliate program that's right for you, the next step is to sign up for an account. You'll typically need to provide your name, address, your email address, and the website that is targeting the people you want to promote the program to.

Once you have an account, the next thing you need to do is set up your affiliate links. You can do this by creating a custom tracking link or by using an existing link provided by the vendor.

When someone clicks on your affiliate link and makes a purchase, you'll receive a commission on the sale. The commission will vary depending on the product or service that you're recommending, but it's usually around 3 to 5% for physical products, all the way up to 50% or more for digital products.

Each affiliate program is different, and many vendors often affiliate programs, so it's important to do your research to determine which products are the best fit for your website.

Monetizing Your Website Through Email Advertising Campaigns

As we've mentioned previously, E-Mail Marketing and building a list is by far the most important thing you can do for growing your business long-term, because you get to continue to "re-use" the traffic you get again and again.

There are a few things you'll need to get started with email marketing. First, you'll need an email address to send e-mails from, usually tied to your website domain. Avoid using a free e-mail address such as a Gmail address.

Next, you'll need a list of customer lead e-mail addresses. This is generated from customers who use an opt-in form and agree to give you their e-mail in exchange for some sort of freebie.

Second, you'll need a way to send emails to your customers. You can use an email service like [MailChimp](), [AWeber]() or [GetResponse](), or you can use a custom email service.

Once you have your email address and email service, you'll need to create an autoresponder campaign. A campaign is a series of emails that you send to your customers at a set interval after they join your list.

Some of the most popular email marketing services include MailChimp, AWeber, and GetResponse. Each has its own advantages and disadvantages, so it's important to evaluate them before deciding which one to use.

MailChimp is a free email marketing service (for the initial set of contacts you acquire) that's easy to use. It has a wide range of features, including customizable email templates, automated sending, and A/B testing. They tend to be the most strict about what e-mails you can send.

AWeber is a paid email marketing service that offers a variety of features, including integrations with Twitter, Facebook, and Google Analytics. It also has a wide range of templates and integrations, so it can be customized to suit your business. Aweber has a long-standing reputation and good e-mail deliverability.

GetResponse is another paid email marketing service that offers a range of features, including automated sending, email tracking, and detailed tracking. It also has a wide range of integrations, so it can be customized to suit your business.

Creating an email marketing campaign that targets your ideal audience and generates leads and sales is a very effective way to increase your web visibility and improve your business.

Here's what to do:

1. Define your target audience.

Before you begin your email marketing campaign, you first need to define your target audience. This will help you determine which features and content your email marketing campaigns should include and target. You should also analyze your competitors and their email marketing campaigns in order to identify what content and features are most popular with your target audience. (This can also give you ideas of what kind of products you may be able to promote as an affiliate.)

2. Plan your content.

Once you have determined your target audience, you need to plan your content. This will help you to craft effective and persuasive email marketing campaigns that will attract your target audience. You should also consider tailoring your content to each individual reader, which will help to increase your email marketing campaign's chances of success.

3. Create compelling emails and autoresponder campaigns.

To be successful with email marketing, you need to create compelling e-mails and campaigns that capture the attention of your target audience. You should also use compelling visuals and compression techniques to ensure that your email campaigns are easy to read and contain clear call-to-actions.

4. Optimize your campaigns.

To increase the chances of success for your email marketing campaigns, you should optimize them for delivery and engagement. You should also use tracking and reporting tools to monitor your campaigns and make adjustments as needed. You'll want to adjust your settings and incorporate DKIM to increase deliverability (this setup process differs based on which e-mail provider you are using.)

5. Measure the results.

After you have implemented your email marketing campaign, you need to measure the results. This will help you to determine whether or not your campaigns are successful and how you can improve them. You should also use analytics to measure the effectiveness of your email marketing campaigns and determine how best to reach your target audience.

With an e-mail autoresponder, you can not only promote new posts on your website, you can directly promote your own products and affiliate offers.

Monetizing Website Traffic with Job Placement Referrals

One great way to monetize your web traffic is through job placement referrals. By referring high-quality candidates to sponsor's companies, you can potentially receive a commission for each qualified applicant you refer. This can be a great way to supplement your website income, without sacrificing valuable ad blocks on your website.

There are a few things you'll need to consider before implementing this strategy. First, it's important to make sure that your job postings are targeted correctly. You'll want to include keywords and content that are relevant to your industry and target companies that you think would be a good match for your sponsor company. Additionally, you'll get better results if the company you're working with sets up a referral system that rewards qualified candidates. This can be done through a bonus program, a commission on the sale of the job, or a combination of the two.

There are a number of tools and techniques you can use to increase the chances of success with this type of marketing. Social media "job platforms" like LinkedIn can be very useful, as they allow you to reach a wide range of potential web visitors who might also make good candidates. You can also use search engine optimization (SEO) to increase your website's ranking and make it more likely that people will find the job postings you're referring.

When potential employees browse your website, they may see your job postings and be interested in applying. If you have the right search engine optimization (SEO) techniques in place, your website traffic may even increase as a result. Here are a few things to keep in mind when placing company job postings on your website:

1. Make sure the job postings are relevant to your website's audience.

If you're a website that specializes in pet care, for example, make sure your job postings are focused on pet care related topics and comapnies. If your website specializes in home improvement, make sure your job postings are focused on home improvement related topics.

2. Don't over-advertise your job postings.

If you place too many job postings on your website, you may alienate or overwhelm potential candidates. Limit your job postings to two or three per page, and make sure each listing is well written and easy to read.

3. Make sure your job postings are easy to add to your website.

Job postings are constantly changing, so make sure it is easy to add company job postings to your website. Make sure your job postings are easy to add by using a template or customizing an existing job posting.

4. Use keywords in your job postings.

When you add keywords to your sponsored job postings, you'll help your website rank for the jobs to help potential candidates find your job postings when they're browsing for related keywords. You can use meta tags and other SEO techniques to help your website's job postings rank higher in search engine results.

Monetizing Website Traffic with Giving Away Free Resources

One option is to monetize your web traffic and to increase visitor retention is to offer your visitors bonus materials. This can be a wide variety of materials, such as a guide that explains how to use your product or affiliate products in more detail, a list of Frequently Asked Questions about your product or affiliate products, or a video tutorial that demonstrates how to use your product or affiliate product in a specific situation.

By giving away useful resources, you can attract new visitors who will be more likely to buy your products or services after seeing how useful your information and website is. (It's also a great way to get them to join your e-mail list.)

Some of the most common free resources that website owners can offer are e-books, articles, courses, templates and software. When choosing which type of resource to give away, it is important to consider the target audience and what they might need. For example, if you are a software developer, offering free source code samples might be the best option. On the other hand, if you are a business owner, free e-books on marketing might be more effective.

Once you have decided on the type of resource that you want to offer, create a marketing plan to maximize its effectiveness. For example, if you are giving away an e-book, make sure to create a marketing strategy that includes social media sharing, website ads and product launches to draw attention to your e-book.

Focus on giving away valuable resources that your audience will find useful. This might include ebooks, videos, articles, etc. Another important thing to keep in mind is how you'll distribute your content . In most cases, you should distribute your content through platforms like blogs, articles, or videos, but you may also want to make it exclusive to your e-mail list.

Finally, it's important to make sure that you're allowing your content to go "viral" and be used by others. In many cases, you should grant permission to other individuals and organizations to use your content. This will help you strengthen your relationship with your audience, and it will also increase the chances that your content will be more widely distributed.

One of the best free resources to give away is free e-books, e-courses or e-tutorials. You can also offer free weekly e-mail newsletters, or even daily e-mail newsletters. You can also offer free webinars, webinars on specific topics, or webinars that are focused on a particular type of business. These are a great way to promote affiliate products.

Monetizing Your Traffic with Webinars

With webinars, you can reach a wide audience of potential customers, and you can also monetize your webinar traffic through ticket sales, sponsorships, product sales, affiliate product sales, and online advertising. We broadcast weekly webinars and know how valuable and lucrative they can be, both for the people who attend them, and for ourselves as webinar promoters.

While there are many webinar-specific platforms, you can offer webinars for free (or invite-only if you are offering private access) via streaming services such as YouTube, Twitch, Facebook, and other social media platforms.

Before you launch a webinar, you'll need to do some planning.

The first and most important step in planning a webinar is to identify your goals. What do you want to achieve with the webinar? Is it to increase webinar attendance, to generate leads, to increase brand awareness, or to teach a new skill? Once you have identified your goals, it is important to think about the type of audience you would like to reach. Who are your potential participants? Are you looking to attract a global audience? Are you targeting businesses or individuals? Once you have determined your target audience, it is important to create a content plan and determine the format of the webinar. Are you offering a presentation or would you like to have participants submit their questions in advance?

First, decide what you want to cover. You might want to focus on a specific topic, or you might want to offer a series of webinars on different topics. You can bring in speakers to allow them to talk about their expertise (it's a great way to network with others) or present your own instructional tutorials.

Second, decide how you want to promote your webinars. Once you have determined the format and the content, it is important to design a marketing strategy. Who will benefit from attending the webinar and how will you reach them? Once you have determined your marketing strategy, it is important to create a budget and plan for event organization and execution. You

can use traditional marketing tools, such as online banner ads and email marketing, or you can use new technologies, such as live streaming platforms and social media platforms. You can advertise it directly on your website, of course, but don't pass up the opportunity to maximize your exposure.

Last, decide how you'll get paid by your webinar attendees. You can charge them a fee, or you can offer them free access to your content before the webinar starts to get as many people live as possible.

Once you've made all of your decisions, it's time to launch your webinar. You'll need to create a landing page for your webinars, and you'll need to prepare the training content for your webinars.

You'll need to create a series of slides that will be used during the webinar, and you'll need to create a script. You'll also need to choose a live streaming platform, and you'll need to create marketing materials, such as banners and ads.

Webinars can be a great way to increase your website's traffic and monetize your webinar traffic. Before you launch a webinar, make sure to do some planning and promotion.

When designing a webinar funnel, you will need to consider a number of key factors. These factors include the type of content that you will be offering, the format of the event, and the monetization strategy that you will be using.

You can use a number of different metrics to measure the success of your campaign. These metrics include engagement rates, conversion rates, and revenue growth rates.

There are a few things that you can do to optimize your webinars in order to maximize engagement. First, make sure that the topics of your webinars are interesting and relevant to your audience. Second, make sure that the content of your webinars is well-written and intelligently explained. Finally, make sure that the webinars are paced well and that each session is short enough to be easily digestible.

Including prompts for engagement from people watching your webinars, getting them to answer questions or otherwise acknowledge that they're listening can be a big help. One of the best ways to keep people engaged is to make it interactive. This can be done through Q&A sessions, polls, and guest speakers. Allow your audience to ask questions and share their thoughts on the subject matter. They will appreciate it and be more likely to return.

One of the most lucrative things you can sell on a webinar is access to a membership site…

Monetize Your Traffic Through a Paid Membership Site

A membership site is a type of website or a part of a website that allows visitors to access content and services for a monthly or annual fee. The vast majority of membership site owners generate revenue through the sale of memberships, premium content, and/or products.

There are a number of factors to consider when deciding whether or not to implement a membership site. Some of the key considerations include:

-*How big is your audience?* If you have a large audience, you may be able to sell memberships based on volume at a lower price, but if your audience is small, you may want to focus on a higher-priced membership that offers more 1-on-1 engagement.

-*What type of content do your visitors want?* For higher-cost memberships, it make make more sense to offer more direct coaching, while for lower-cost memberships, you may simply want to offer some private posts or downloads.

-*How much money are you willing to spend to generate traffic and revenue?* Even though you are monetizing your website, you will want to be able to spend money to advertise your membership site. You want your offers to be "self-liquidating," which means that you spend $1 on advertising to get at least $1 worth of membership fees in return (though this is most likely to happen over the long-term and not immediately.)

-*What type of technology do you have available to you?* If you go with Wordpress to develop your website as we suggest, there are many options for protecting your membership site and pages on your website, such as [Wishlist Member](#), [aMemberPro](#), and many others.

-*How much time do you have to build and maintain your membership site?* You can save money by adding new content yourself, but if you're able, it may make sense to outsource the process of creating new content for members to others.

Once you have answered these questions, you can begin to develop a membership site strategy. Here are some tips to help you get started:

-*Think about the types of memberships that you can offer.* You can offer memberships that allow visitors to access your content and services, or you can offer memberships that give visitors access to specific features or products on your website.

-*Develop a membership site landing page to promote your membership site.* This page should include information about the membership options available, as well as information about how to

become a member. Free or discounted upfront trials tend to work great to attract members.

-Plan and create content that is relevant to your audience. This content should be designed to drive new sales to your membership site.

-Enable auto-subscription features and tracking codes to enable members to be automatically notified when new content or updates are available to help boost retention.

-Configure your membership site to accept payments through PayPal, with credit cards, or other payment processors. Clickbank, WarriorPlus, JVzoo and others are all great options.

-Monitor your membership site traffic and revenue to ensure that you are achieving desired results, especially compared to ad spend.

-Update your membership site regularly to ensure that it is providing new content to users.

There are many different ways that you can monetize your web traffic with a membership site. The most popular way is to sell a member a subscription to your site. You can also sell memberships to specific content areas on your site, or for specific periods of time. You can not only sell memberships to individual users, you can also sell memberships to groups of people, or to companies.

You can offer a free trial membership to your site to boost your signup rates, and offer a discount to members who renew their memberships regularly or in advance (for example, for several months or a years at a time.) You can also offer a subscription service that includes all the latest updates to your site for a set price, or you can offer a subscription service that includes limited access to your site with advertisements.

You can also offer a membership site as a paid addition to unlock blog posts, request engagement, and otherwise make it more personal. You can charge a one-time fee for the addition, or you can charge a monthly fee. You can also charge a set price for a subscription to all the latest updates to your site before anyone else can get access, or you can charge a set price for a subscription to specific content areas (or authors) on your blog.

Monetize Your Website with eBook/PDF Downloads

There are numerous ways to monetize your web traffic by selling eBook downloads. One option is to simply compile your posts, and then sell them as an eBook directly through your website.

You can also list your eBook on various eBook marketplaces, such as Amazon, Barnes & Noble, and Apple's iBookstore. These marketplaces allow you to sell your eBooks to a wider audience

than you would be able to sell them through your website. Some of the most popular third-party eBook marketplaces are Amazon Kindle, Apple iBookstore, and Kobo.

You can also sell eBooks through apps on your smartphone or tablet. This is an especially popular option for authors and publishers who want to sell their eBooks direct to consumers without having to go through a third-party eBook marketplace.

Whatever avenue you choose to monetize your web traffic, make sure you have a solid strategy and plan for promoting and selling your eBooks. It generally makes sense to take a multi-faceted approach, by promoting your eBooks on your website, in social media, and through various eBook marketplaces all at once. (Keep in mind certain programs, such as Kindle Select, require you to offer exclusivity to your eBook on their marketplace.)

Monetize Your Website with eCommerce Advertising

Selling eCommerce products or advertising can be a great way to drive more traffic to your site and make more money. There are a number of different ways to monetize your traffic with eCommerce advertising - it all depends on your business and what you're selling.

You can integrate a store into your Wordpress site with a plugin such as WooCommerce and use it to sell physical products, or digital products such as eBooks.

Here are a few ideas for monetizing your traffic with eCommerce advertising:

1. Offer free shipping on all orders: This is one of the most common ways to monetize your traffic for physical products. By offering free shipping, you're likely to bring in a lot of customers who are looking for a way to save money. You can also offer free shipping on specific items in your inventory or above a certain dollar amount spent.

2. Offer discount codes: Another way to monetize your traffic with eCommerce advertising is to offer discount codes. By giving your customers the opportunity to get discounts on their orders, you're likely to bring in a lot of new customers. Coupon codes are a particularly great way to make customers feel like they're getting a discount.

3. Place ads on your site: Another way to monetize your traffic with eCommerce advertising is to place ads on your site with physical affiliate products, such as those offered by the Amazon Associates Program. By placing these ads on your site, you can generate a lot of affiliate revenue and make your eCommerce store feel bigger than it actually is.

How To Improve Retention of Your Web Visitors

If you want to keep your website visitors for a longer period of time, you need to continue to give them something of value in exchange for their time. You can do this by providing valuable information, providing engaging content, or offering a unique experience.

One way to keep website visitors coming back is to create fresh content on a regular basis. To keep your website visitors for a longer period of time, you should try to provide valuable information. This can be in the form of detailed explanations of complex topics, helpful tips, or interesting stories. You can also offer clever features that your visitors can use to improve their lives. This means creating new articles, blog posts, videos or photos that are both informative and entertaining.

Create engaging and interesting content that is relevant to the interests of your audience, and make it easy for website visitors to find and access this content. You can make content more engaging and interesting by using infographics, photos and videos. These types of content can generate a lot of interest and drive traffic to your website. Plus, they can help to keep your audience engaged and informed.

Another key factor that can influence the retention of website visitors is the design and layout of your website. Make sure that your website is easy to navigate and that all of the content is easy to find. This will help your audience to find and access the information that they need quickly, and cement in their mind where they should be looking when they return to your website.

Once you know what kind of content your audience wants, start brainstorming as many content ideas as possible. Write down everything that comes to mind, then try to narrow it down to a couple of ideas that will most immediately capture your audience's attention.

Generally speaking, the more high-quality content you can publish, the better. Make sure that each piece of content is well written and engaging, and that it provides valuable information your audience will find useful.

Improving Retention of Your Visitors Through Your E-Mails

As we've discussed many times, one of the most effective ways to keep your website visitors coming back is to create email content that is interesting, valuable and engaging. By writing content that is interesting, you'll keep your readers' attention and keep them wondering about what new information is coming next.

With the value you provide, you'll help your readers understand why it's worth reading your email and help you convert more leads into customers over the long-term. And by being engaging, you'll keep your readers hooked on your email and interested long-term in what you have to offer.

To create an email campaign that is effective and keeps your website visitors coming back, follow these tips:

1. Keep your email messages short and to the point. It's important to keep your email messages to a minimum so that your readers have time to read everything. This will reduce the chances that they'll delete your email or ignore it.

2. Be interesting and arouse curiosity. One of the most important things that you can do to keep your readers' attention is to make them interesting. By only including interesting content, you'll keep your readers interested in what you have to say and help you convert more leads into customers.

3. Use images and video. When it comes to keeping your readers' attention, nothing is more effective than images and video. By incorporating images and videos into your email messages, you'll keep your readers engaged and want to know what's coming next. It can also help boost videos of videos you publish, for example.

4. Use humor. Humor can be a great way to keep your readers engaged and amused, if appropriate for your niche. By using humor, you'll not only keep your readers entertained, but you'll also likely convert more leads into customers.

5. Use fresh content. It's important to keep your email messages fresh and up-to-date. By using fresh content, you'll keep your readers engaged and interested in what you have to say.

6. Use "you" and customer-focused language in your e-mails. This will help you connect with your readers and make them feel like you're talking to them as individuals.

7. Use strong call-to-action slogans. One of the most important things that you can do to increase your website's retention and to promote products you're selling is to use strong call-to-action slogans. By using catchy and engaging slogans, you'll help your readers take the necessary steps to convert them from leads into customers.

But e-mail isn't the only way to help you improve retention.

Using Social Media to Keep Visitors Coming Back

Building an effective social media campaign to keep visitors coming back to your website is essential for any business. By following a few basic principles, you can create a campaign that engages and captivates your audience, leads them to your site, and keeps them coming back.

Many of the same principles that apply to e-mail content also apply to social media content.

1. Keep your social media content interesting and engaging. If your content is boring or unoriginal, your visitors are likely to bounce away. You need to be creative and think of ways to spice up your posts and make them more interesting to your followers. For example, you can create video content, share interesting tidbits about your business, or feature guest bloggers who are knowledgeable about the topics you cover.

2. Make sure your social media posts are interactive. Always try to include a question or a call to action at the end of your posts. This will help you encourage your followers to share your content, comment on it, or even shop on your website for the products or services you offer.

3. Keep your social media account updated and fresh. Be sure to post new content frequently and keep your followers updated on your company's latest developments. This will help keep them interested in your brand and likely to return later on.

When starting a social media campaign, it's important to define your goals. Are you looking to increase website traffic, build brand awareness, or reach new customers? Once you know your goal, you can begin to plan your strategy.

A key element of any social media campaign is outreach. You need to build relationships with influential individuals in your target audience, and then offer them valuable content that are connected to specific hashtags that are related to your industry. This can be done through Facebook pages, Twitter followers, email subscribers, TikTok and YouTube videos, and so on.

Finally, you need to monitor your campaigns closely. It's important to track the number of visitors, the amount of engagement (likes, shares, comments), and the success of your branding and marketing efforts. If you're tracking these metrics regularly, you'll be able to adjust your strategy as needed, posting more of the content that works to attract and retain your audience, and reducing the content that doesn't work.

Don't be afraid to experiment with new things, but always focus on what works!

Congratulations!

Just by reading through this guide, you're already substantially closer to achieving your goals of profiting from your own website and from the visitors that come to your website.

We strongly suggest that you re-read this guide one more time, taking notes on everything you discover as you go through it, and allowing your mind to flow as you brainstorm new potential ideas that can help you profit.

What new products can you create?
What new services can you offer?
How can you implement social media and e-mail into what you're doing?
What kind of content would be smart for you to post?
What keywords and hashtags should you be targeting?
Who can you partner with to achieve your goals?
What kind of information could you offer on a webinar?
What products or services can you refer to as an affiliate to be profitable?
Where can you post to promote your website as part of a routine to help your business?

Remember, this IS a business, and you will need to follow these tips consistently to grow.

What we've covered in this book is only the beginning. To help you get started as quickly as possible, we've put together a free bonus package as a thank you for reading this guide that will help you accelerate your results…

Here are just a handful of the **free downloads you get as a thank you for reading this book**… [Click here for access to the free "Thank You" bonus package]

"How To Grow From $0 to $1 Million Per Year in Sales" - This instructional guide reveals some of the most lucrative skills you need to get your business growing fast. (Normally $9.95)

"How To Quick Launch Your Business with PLR" - Private Label Rights (PLR) content is our one of biggest "secret weapons," because it allows us to sell content that others make as our own. This report shows you how we do it, and where to find PLR to use for yourself. (Normally sells for $14.95)

"How To Create Your Own High-Ticket Offers" - If you're launching a business, it's smart to offer your own products and services. It's even smarter to offer high-dollar offers to your customers that can earn you $250+ or more per sale. This guide reveals how to setup those offers quickly, even as a total beginner. (Normally $29.95)

That's not all. We'll send you other great surprises, too, including a hefty discount to our insider's club that goes far beyond what we've already discussed in this short book, and access to our weekly VIP webinars.

Just go here to grab your bonus package and we'll send you all of the surprises we have in store for you. Thanks again so much for reading and being with us - we can't wait to show you even more of our top secrets for growing your business and websites!