



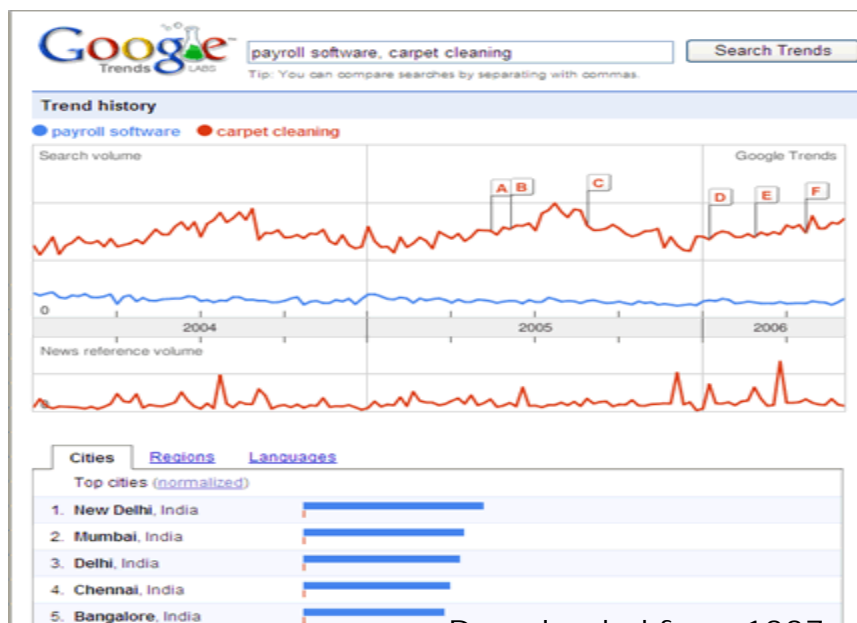
## Learning the Basics of Monetizing a Website

This E-book is going to go over the basics of creating a website and monetizing it. I'm going to go over obtaining a website, finding a niche, and getting your website out to your intended audience. I'm going to take you through the steps that I took in making profit from my niche, and how you can do the same. If you follow these steps you will be raking in enough money to work from home. This is my full time job, and I hope you guys have as much success as I have. This really isn't an easy method per say, but if you put enough effort into it you will be rewarded greatly. We're going to start with finding a niche that can make you some money.

### Finding a Profitable Niche

What is a niche? A niche is a topic of interest that you will be basing your website around. You're going to want to look on Google Trends for words that are often searched, yet don't have much competition. By competition I simply mean that there aren't many websites that have the search terms that you are going to base your site around. You should pick something that you yourself are interested in so you are having fun at the same time.

So go to Google Trends and make an account, you're going to need to say that you're over the age of 18 or it won't let you create one. Start searching for words or phrases that you are interested in, for example.. skateboard tricks, meditation techniques, banana bread recipes, whatever. It doesn't matter what you search, as long as you are interested in it. You can search multiple words or phrases at once by separating them by commas. Just keep searching until you find a keyword or phrase that is searched a lot, but doesn't have many sites pertaining to it. This may take a while, but finding an original niche is what's going to make you money. If you think you've found a good niche, search your phrase in Google and there should be 200,000 results or less if you want to get your page ranked quickly.



## Creating Your Website

Now that you have found your niche and made sure it is original, you're going to want to create a website. Now you can go with a blog such as Blogger or Blogspot, but this is going to be much harder to get visitors to, so I would suggest creating a .com URL. This is going to cost you probably around \$10 a year, so it's not like you're putting a huge dent in your pocket and you can easily make that back. If you decide to go with a .com domain, which I would highly recommend, you are also going to need to pay for hosting. For hosting I would recommend going through HostGator, as there are many coupon codes online to get a month of hosting for \$0.01.

Once your website is online, you're going to want to start posting articles that pertain to your niche. In order for your website to show up in Google, you're going to want to have your keyword placed throughout your site. This is called SEO, or Search Engine Optimization. There are tutorials you can find all over online if you'd like to learn more, but I'm going to go over the basics. In order to be successful with SEO, you're going to want to include your keywords in the following places.

1. In each article's heading, try to get it at the beginning. For example if your niche is “growing marijuana”, then title your article something like “Growing Marijuana Has Never Been Easier” or some shit like that, you get the point.
2. In the page title.
3. In the page URL. Ex: example.com/growing-marijuana-has-never..
4. In the actual article, try to put your keyword or phrase in the article at least 5-10 times. Don't put it every other word, but put it throughout your articles often.
5. In the meta description, which is the short description that shows up when the page is Googled.
6. Make sure that every article has an image in it, and the keyword is in the alt tags. Which is the description of the image for the blind, disabled, etc. It will just add a little more SEO to your site.

If you followed my advice and opened a .com domain, then I would suggest adding Wordpress to your site. You can learn how to do that by watching this video: [Here](#). After Wordpress is added, I would suggest adding the plug-in to help you with SEO. Go to Wordpress and search the plug-ins for: Yoast SEO, and add the first one that pops up. This will show you how well you did at optimizing your article for search engines.

Focus Keyword:



Whatever your keyword or phrase is.

Your focus keyword was found in:

Article Heading: **Yes (1)**

Page title: **Yes (1)**

Page URL: **Yes (1)**

Content: **Yes (6)**

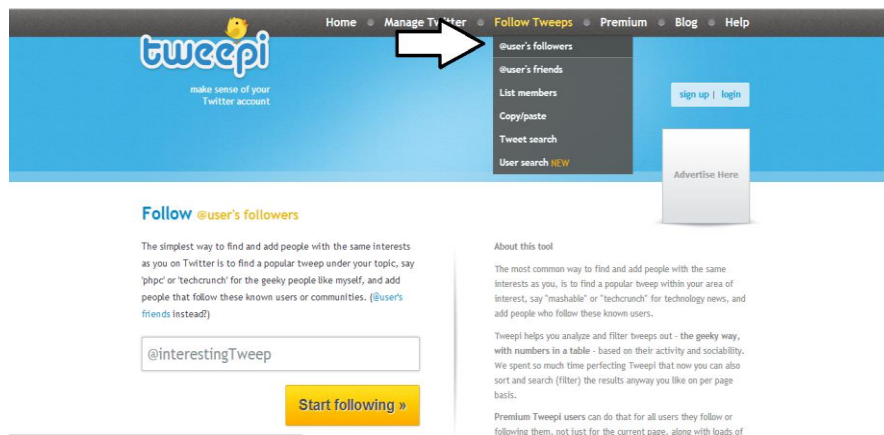
Meta description: **Yes (1)**

## Spreading Your Website/Getting Original Traffic

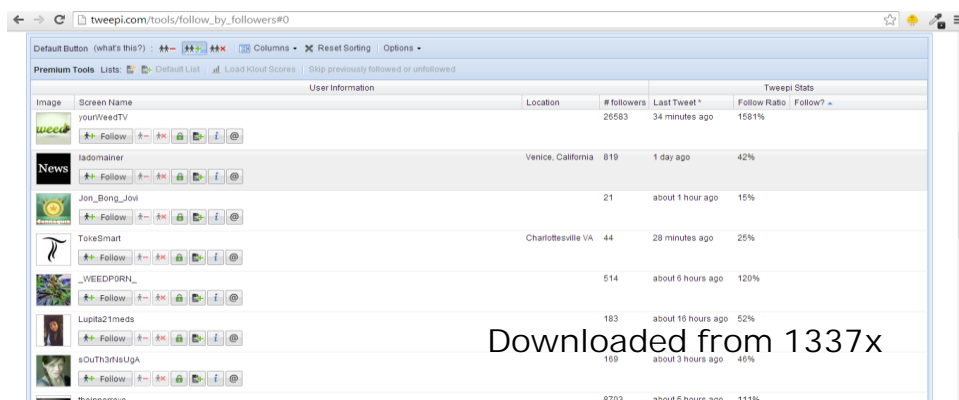
The best way to get your website out to your intended audience is through social media. Before moving on I would suggest making an account on the following media sites with your website name:

1. Twitter
2. Facebook
3. Instagram
4. Tumblr

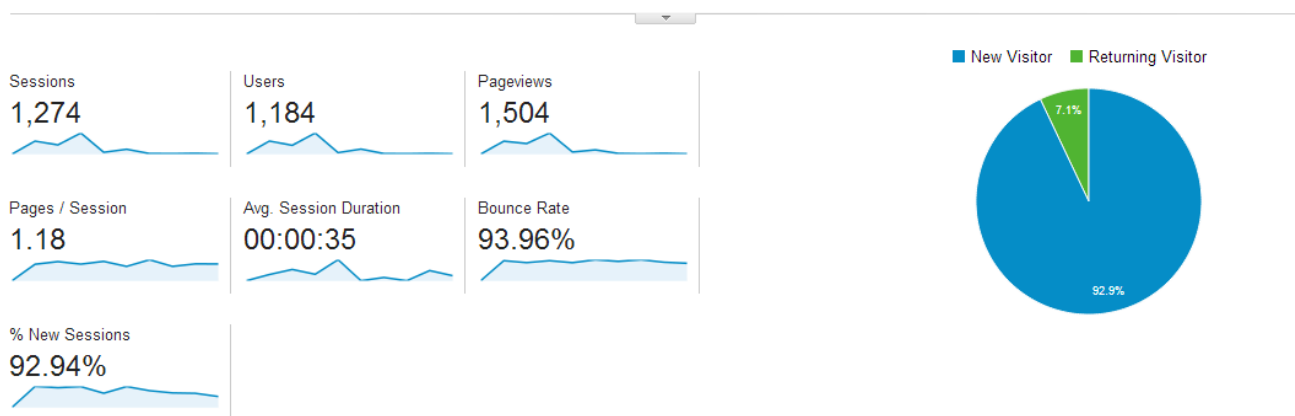
These are the only websites that I personally use, but if you have experience with other social media sites then go ahead and use them.. It's not going to hurt. In order to get original Twitter followers you're going to want to use the site Tweepi.com. Go ahead and log on with your Twitter, and go to the “@user's followers” under the “Follow Tweeps” page along the top.



Now you're going to go to Twitter and find other pages that have a similar audience to yours. For example if your website is about growing weed then find pages with stoner followers by searching for Twitter pages for “weed”, “stoners”, etc. Now go back to Tweepi, and enter the page's username into the “@interestingTweep” bar, and hit start following. If you have Google Chrome I would download the extension “Tweepi Select All”. When you start hit start following you will be shown a list of the user's followers and some information about them. I personally have their location, number of followers, last tweet, and follow ratio shown. When you get here just hit the Tweepi Select All button in the top right of the browser and it will add everyone on the page. Just keep going through the pages and adding every person. I would only add 1,000 people a day if I were you, and this will result in about 600 followers a day or more in you're lucky.



Make sure all of your social media sites are linked to your website, and your website has links to all of your social media sites. You're going to want to message every single follower you get. I would send something along the lines of: "Thanks for the follow! Please visit my website to learn how you can start growing marijuana @ yourwebsite.com." Make sure you respond your followers messages, tweets, favorites, etc. You want people to enjoy your page and what you have to offer if you want them to stick around. Tweet regularly about things pertaining to your niche, and make sure to tweet a link to each and every article you post on your site. Within 1 day I already was receiving over a thousand visitors on my site. In order to monitor your visitors, you're going to need a Google Analytics account. Analytics will allow you to monitor where your visitors live, what kind of device they were on, the pages they visited, etc. Here are the stats from the visitors from my first night with my most recent niche just using Twitter. After a day go back to Tweepi and you can mass unfollow all of the people that followed you the day before. This will allow you to keep your followers, but maintain a low follow count.



In order to get Facebook followers you're going to want to do the same thing. Just go to pages that are similar to yours and add people / post on their page. Make sure your website is on your page, and message the users just like with Twitter.

### **Monetizing Your Site**

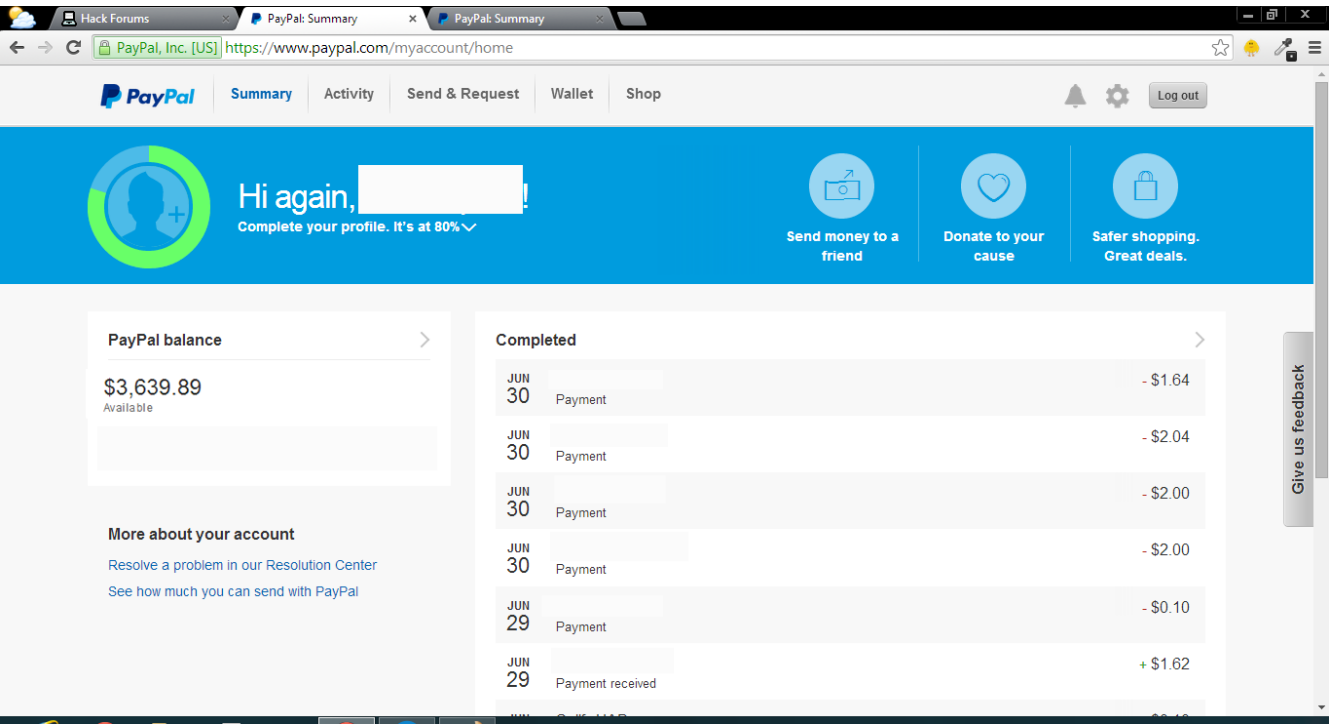
Once you have a steady stream of followers and traffic to your site you're good to start monetizing your site. The first thing you're going to want to do is post Adf.ly or Adfoc.us links all throughout your site. On every article just pick one word of every sentence and link it to a PPC site and direct it to the Wikipedia definition of the word. I find that I get a couple hundred clicks a day which adds up in the long run, especially if you have multiple niches.

The next thing you're going to want to do is sign up for Google AdSense and Amazon Affiliates. Google AdSense is a site that will pay you to advertise on your website, and you will get paid based on the amount of traffic to your site and the number of people who click on your ads. When you become an Amazon Affiliate, you will get paid for every person that purchases an item that is advertised on your site. On my site I advertise e-books that pertain to my niche, and items that I think my audience would be interested in. This is going to be up to you, and thinking outside the box is what's going to

earn you more money. Keeping a steady flow of people visiting your site will keep you earning money with your links, ads, and affiliates.

**The Aftermath**

As long as you stay consistent with gathering followers and advertising your site you can easily pull in as much as a part time job, or even a full time job if you put in enough effort. This is going to be a lot of work, but you can start raking in big money if your site gets to the first page of Google. Once you earn \$5 from your site, I would recommend using an SEO service on Fiverr to rank your website. They are very talented, and will typically get your site ranked within a couple weeks. This is just the basics of starting and monetizing your site, but I will be writing more E-Books in the near future.



Peace everyone, and good luck with earnings!