HOW TO MAKE
MONEY ONLINE

EARNING PASSIVE INCOME WITH YOUR SPARE TIME FROM HOME

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Introduction

There are many ways to make money online and we see many success stories out there. However, what we did not see are the failure stories of people whom did not succeed. If you have seen those, you will probably stay on your job and stop dreaming of having more money to pay your bills or go on a holiday.

In my opinion, the majority of the failures come from not understanding how to do it well enough. The reason why there are gurus out there sharing their success stories and selling courses are because these people have a deep knowledge of how to make it successful. And honestly, these people are the ones that have failed and got up on their feet again.

With enough failures, perseverance, mentorship, strategy tweaking and a bit of luck, these gurus succeeded and became whoever they are today. This is the secret to acquiring serious understanding and knowledge of whatever you want to do.

In this book, I am going to share my side of the story. I attended courses, read books, tried and failed many times. I tried many things like selling things online, placing videos in YouTube, becoming an influencer and so on. As you might have guessed it, I did not succeed in anything I tried but all these failures did make me realise something. Those business models were not what I wanted to do. With that in mind, I figured out the online business that I am willing to spend time in. I failed again of course but I am willing to pick myself up and try to find out where went wrong. I tried out other methods and see what works best. This is how I gathered the knowledge to know what is going on and be good at what I am doing.

What I shared above is the secret to how successful people make money online. There are many good methods out there but I'm going to share my method in details. My method is simply content creation like blogs or website. The avenues to earn are mainly ads and selling things or information. This may sound boring and outdated but with the information that I am sharing, you are able to apply it in anywhere. It is kind of like a universal law that was discovered through failures.

This book is written to shorten your learning curve and avoid the general pitfalls that make others fail. Once you realise these pitfalls, you will not

waste time trying to figure out what exactly went wrong when you step into one. More importantly, you will realise it and not step into one. This book will also reveal the secret to solve them all.

The three general pitfalls

Outdated methods

This may sound obvious but many do not realise it. Many of the online money making methods out there used to work but are no longer effective. A good example will be writing articles with affiliate links and submitting them to directory sites. Google's ever changing algorithm totally killed it. There are people who still makes money through this method but this can be taxing and not really worth any effort to spend your time on.

Saturation

There are methods out there that have worked in the past, now and probably still will in the future. However, if these methods are good and effective, everyone wants a share of it. It gets too competitive and anyone looking to succeed using this method will need to spend more effort and resources to make this work. Through my experience, it does not make sense to compete in a competitive market. It is just a waste of time even if you succeed. Imagine putting the same amount of time and money into something less competitive. I am sure you will have better returns.

Unknown Market

Starting something new and being a trend setter is definitely a cool thing to do but the risk is definitely too high. You will likely fail rather than succeed. The human mind is something hard to read. That is why you should compete in a tried and tested market which is guaranteed to have demand. Of course there are success stories of people creating a niche that gets them a lot of money but that is not the strategy that I want to share. My method can be duplicated by anyone and you definitely have a higher chance of succeeding than creating a new niche.

Now that you know there are the three pitfalls, you will also need to realise that there are two main challenges that anyone trying to make money online

will experience. They are basically content and traffic. Get over these two hurdles and it will be pretty much smooth sailing. Getting the right content can be a really big challenge. You may know what people want but you may not get the content right. Even if you have a great content, you will need to drive enough traffic to see your contents. Driving traffic has always been a challenge for any businesses. In fact, you need to drive not just enough traffic but you need to also drive the relevant type of traffic.

We have talked about the pitfalls and challenges. This book will address all these issues and present a system to solve them. This system is crystalized from the effort and experience of the many lessons I had and trial of their methods. I will show you what has worked for me and removed those that did not.

Chapter 1: Niche

Niche selection is the number one thing to do for any online business. A good niche will make your business thrive and prosper. A bad niche will make your journey tougher, hinder your success and likely to eventually fail. Though other factors that we will be discussing later will affect if you succeed, getting the right niche will definitely makes things easier. Therefore, careful research to get the right niche is crucial when you are trying to make money online.

What is a Niche?

A niche refers to the category of service, product or information that you as a seller are offering. When we think about a good niche, we are basically referring to a niche that many people desire. This can be a need or a want. For example, everyone needs oxygen. If oxygen is not free and you are the only one selling, you will be filthy rich. The latest edition of mobile phone is a want. There is a value for both oxygen and mobile phone. People are willing to part with their money to buy them.

Now that we know that a good niche is something that a huge population desires, let us look at the four factors that we should take note of when selecting a niche. Do note that they might sound obvious simply because they are logical. However, these are also the things that often go unnoticed and overlooked.

Competitions level

A good niche is profitable only if there are enough people buying it. Looking from another perspective, you can find a niche that is really good but if everyone knows this opportunity and wants to get in, it will be too competitive to earn decent money. You have to work harder and spend more hours just to get people to spend money for your niche. You might even need to be scheming and despicable just to climb to the top. Therefore, a low competition is definitely something that you should look out for when selecting a niche.

All that said, it does not mean that you should drop the niche if it has high competition level. Pay attention to the other factors to see if they offset or compensate for the high competition level. You will need to know if you can offer something that your competitors cannot offer. That will put you in a better position to get more attention from buyers.

On the other hand, a low level of competition might not be a good thing either. There might be little commercial value in the niche so you won't make much money. Looking at competition level solely is not the best way to decide if you should get into the niche. Rather, make your decisions based on all the four factors and you should have a good picture of the niche.

Consumer behaviour

Pay attention to the behaviour of the consumers who load keywords related to the niche into Google. What are they really interested in? Is it purely information, products, services or a mixture? It is important to have some ideas on the range of intents that consumers are interested in for a particular niche. This is a highly critical factor to note because if you target a niche that is primarily informational, your ability to convert traffic to sales for that niche may be hindered by low commercial value of informational traffic. This might not hold true for every niche but generally, advertisers are less willing to pay for traffic when it is obvious that the consumers are just looking for information and likely will not buy anything. Target niches that consumers are more willing to purchase, sign up or subscribe to a service.

Commercial value

Commercial value of a niche needs little explanation. If there's no

commercial value in the niche, it is not worth doing it unless your motive is not to earn money. Steer away from this niche at all cost even if it is your passion. So, how do we determine the commercial value of a niche? In the market, there is a tool called the Google AdWords. Google AdWords' keyword planning tool is one of the great tools to use and it can be the only tool that you need in your research for your niche. To determine if a niche has any commercial value, simply enter the keywords related to your niche and this tool will show the money advertisers, on average and pay per click data. This gives you a good idea if the niche has the potential of being profitable.

Scalability

If a niche is scalable, that basically means that it has the potential to make more money by expanding into related niches. To be honestly blunt, don't waste your time on niches that are not scalable unless you are fine with spending time and resources on small returns. The niches that you are working on should be naturally related to broader niches and also other niches. In this way, you can easily expand from one niche to other related niches easily. The last thing you want is to dominate a market so limited that any changes in consumer buying behaviour might just kill your business.

Let's look at an example. Jane started a blog on baby shoes which has the potential to be expanded into baby clothing, carriages, bottles and so on. This scalability expands her monetization potential for her online business.

However, if Jane strictly blogs about 3D printing, there is nothing much that she can expand into. In the situation whereby a new technology is able to do more and at a cheaper price than 3D printing, Jane's blog would be rendered useless almost immediately. Do not waste your time on such niches unless this niche also happens to be your passion and you are fine with just writing articles about it.

Competitors' niche positioning

Remember the school days that we aren't allowed to copy our homework and projects? The real world seems to work differently. To put it honestly, the terms market research and benchmarking are really just spying and copying your competitors. We were not taught how to copy but rather directed away from learning how to copy effectively. That is why many market researches are pretty much on the surface level which can be inaccurate for any effective analysis.

When looking at a competition level, it is definitely too easy to focus on the direct competitors. Although looking for people doing the exact same thing as yourself is important, you will also need to study the indirect niches.

Pay attention to other blogs and websites that target niches related to the niche that you are in. You need a bird's eye view of the niches and their supporting niches or you can easily overlook that there is actually an indirect niches or niches with a tremendous number of competitors who could easily scale their operations to cover your niche. For example, the niche that you are

targeting is umbrella. It is not enough that you look at the other websites talking about umbrellas. You need to also check out the sites that talk about rain coats and trench coats since they have the potential to replace umbrellas on a rainy day.

Gray areas and underserved niches areas

Gray areas and underserved niches areas are areas that are not too obvious. By studying the competitors, sometimes we might be able to identify gray or underserved areas that we can work on. For example, if your niche is on baby shoes and all your competitors are focusing on the popular and trendy brands of baby shoes, try researching on another brand that is of similar quality but overlooked. By providing a similar quality at a better price, you are providing values to your readers and they will likely convert to customers since there are no direct competitors in this brand.

We have discussed quite a bit on niches so you if you have some idea on the niches that you want to target, it is recommended that you shortlist them now.. As a general rule of thumb, it is good to shortlist to about two or three. It is important to stay focused. By having too many niches and especially if they are not related, you can easily be thrown off track. This is one of the problems that hinder people from achieving the success that they deserve.

Chapter 2: Keyword

Keyword is basically what people type to find what they want to know about. If you get your keywords wrong, the people searching to find your website will never get to find it. If the right people do not find your website, it is useless no matter how much traffic you have to your page. Imagine that you are searching for rubber gloves on the net but the site that you landed on is about rubber erasers. Would you bother to buy a piece or two of erasers before you leave the site? I seriously do not think that you will. This is how crucial it is for you to get the keyword right! In this book, we are using a reverse engineering method to find the keywords. This will ensure that the keywords are popular and relevant to the niche that you are targeting.

Competitors' keywords

To identify the right keywords, get a list of your competitors in those niches that you can find. The purpose is basically to mimic the popular and successful ones. This portion can get a little tedious so it is advisable to get a virtual assistant to help you. "Upwork" is a great website to get one. Do make sure to check the reviews and the satisfaction rate when choosing a virtual assistant. Some are really good in their jobs but some are pretty much not worth the money. You might need some trial and error to find a good one.

Once you get hold of the competitors' websites, load each of them into an online tool called Semrush.com. SEMrush is an amazing tool because it tells you the keywords that your competitors are targeting. Create a table with each competitor's URL at the top and their target keywords underneath each URL. Collate this information to come up with a massive list that sorts all the target keywords, based on the percentage of competitors targeting them. You will get a clear idea of which keywords are the most competitive in the niche that you are in.

Next, you can also identify the underserved or gray area keywords that most of your competitors are not focusing on. This may be areas of vulnerabilities that can lead to solid opportunities on your part. To find the gray keywords take a bit of guessing since they are not keywords or main keywords targeted by competitors. That is why they are gray and underserved. For example, competitors are talking mostly about "XYZ" brand and just briefly mention

about "ABC" brand. You might want to tentatively assume that "ABC" is the underserved or gray area keyword.

With the underserved or gray area keywords, load them into Google Keyword Planner and see what it says. Keep the keywords with commercial value, traffic and some level of commercial intent. Next, filter the remaining keywords using the KLT process.

"KLT stands for Know, Like and Trust. KLT is a crucial technique to selling anything online or offline. When buying something, people usually search online for reviews on the products. They will also ask friends for recommendations rather than just blindly buying them from a random shop. This is especially so if the item is of higher value.

Before you are willing to part with your money, you must first trust or believe that the product you are buying is worth the money. You need to trust the person that is selling the product to you. For you to trust, you must feel that you like a particular solution or service provider, compared to the other competing solutions or options. For you to like one method, option, brand or model, you must first feel that you know enough about the problem that you are trying to make an informed decision. The process flows like this. Start from knowing, and then you can like and finally trust. After trust, it will be a buy.

When somebody enters keywords into Google to know about a particular problem and they find that there are general methods available to solve the problem, they are in the know stage. When people already know enough about the problem and they are looking to see which particular solution they prefer, they are at the like stage. Once a person is convinced of a particular solution, they are in the trust stage. It takes minimum effort for them to be convinced to buy a particular product or service when they are in the trust stage as they likely have decided to buy.

Now, the customers out there are usually at different stages of the KLT process. The needs of a person in the know stage differ greatly from the needs of a person in the trust stage or like stage. This is an important point as the "gray area" keywords that you have scraped from your competitors through the reverse engineering process involve different intents. They are at different part of the KLT process.

To understand this clearer, let us look at a simplified example. If the niche

that you are targeting is bicycle helmet, the "know" keyword might be "Why do I need to wear a bicycle helmet?". Once people understand the reason to wear a helmet, they should be convinced that they need a helmet so they are in at the "like" stage. At this point, they might want to know what types of helmets are available so the keyword for "like" stage might be "bicycle helmets". Once they have looked through the types or even brands of the helmet, they might have some idea or decision to buy a certain design or brand of helmet. They are now in the "trust" stage so the product that you are selling or affiliating should be the brand that they have in mind. Your "trust" stage keyword should be the brand of helmets that you are promoting. Sometimes the keywords might be a little gray and not easy to segregate into the KLT keywords. This is normal and it is your decision to decide which keywords belong to which KLT stage.

Build Content

Now that you have segregated your keyword targets between know, like and trust, it is time to write the content. These keywords must have content that reflect their nature. Using "know" keywords as an example, the content you produce for these keywords must be geared towards people looking to know the general solutions for the particular problem that they have. They are more interested to find out more about the issues that they are facing rather than looking for a product to buy. Your content must be closely related to the intent of the keywords that you are writing the content for. For example, a person suffering from acne problem in the "know" stage will want to know the causes of acne and possible solutions rather than which acne cream is the best in the world. Therefore, the content and keywords should be towards acne rather than acne cream.

Conversion funnel

When setting up your website or blog, you need to lay out your content and your site navigation system to ensure that regardless of which intent your visitors come with, your system pushes them through the KLT sales process.

You should aim to grab traffic from search engines using pages targeting "know" keywords. These pages appeal to people simply looking to know stuff. Once people are on those pages and get what they are looking for, use links in those pages to plug them into interior pages. These interior pages

appeal to people tuned towards certain solutions. In another words, the minds of these people already like certain solutions and have them in mind. Once they keep clicking through these pages, we know that they like the general category of solutions that you offer. When this happens, link them to trust pages that try to convince them that the particular product or service category that you are selling is the best fit for their needs!

You might have noticed. You are basically setting up a persuasion channel where people may enter with non-specific needs and leave, feeling convinced that you have the solutions to their problems. This is generally how a high conversion rate website is like. The conversion is done through the KLT process and keywords identification is extremely important.

Another important point to take note is to use long tail keywords to map out your site's architecture. Long tail keywords are more likely to have a specific and narrow range of intent. Use these to direct people browsing through your site to this specific conversion area.

Make sure to have these long tail keywords set up in the know pages. Once people are on the pages, they will likely click on the long tail keywords that will direct them to pages that discuss certain categories of solutions if they have developed a liking or curiosity for these solutions. It is important to take note that long tail keywords must play a role in the overall architecture of your website as well as your website's navigation system. If you are on a blogging platform like WordPress to build your site, it can be quite easily done. However, if you are using HTML, you need to be very conscious of how you use the long tail keywords to guide your visitors through the content. My suggestion is that you use WordPress to cut short your time on building the website architecture. Rather, spend the time on the areas that will help to bring in the money.

Chapter 3: WordPress

As you might have guessed, I am quite biased on this since this is what I know well and have been using. I am not suggesting anything other than WordPress to you to do up your website. All that said, you are more than welcome to try the hard coding method of HTML but do note that the motive here is not to sell a best coded website. The objective is to sell the contents in the website. Therefore, why spend your time coding when you have an easy way out? Also, do note that HTML is not very sustainable. As things build up, you may soon realize that hard coded and manually created pages are taking up too much of your time. By the time you realised this, would you start afresh using WordPress or will you give up this business? That is for you to find out but I am sure it will be a terrible experience to have. There are also other blogging and website creation platform which you can easily find and try but WordPress is still my top pick. Anyway, let us stick to WordPress as this is what I am most familiar with.

Benefits of WordPress

WordPress is a pretty solid website creation platform as it is ranked top when we think about the vulnerability and security detection. The reason is nothing surprising. WordPress has millions of installed websites all over the World Wide Web. Whenever there is a problem with a particular WordPress update, the WordPress community notices it and a security patch is quickly released.

Another good point about WordPress is that it is free. You do not need to pay to use WordPress for basic usage which is pretty good enough as a start. WordPress has millions of free and paid themes available on the internet. Simply choose one that catches your attention and you can easily download and install it. Changing the look and feel of the website can be easily done with a few simple steps which I will outline some of the steps later below.

Finally, WordPress enables you to add quite a number of functionalities to your blog. By simply downloading plug-ins, you can easily change the behaviour of the website. You can add an affiliate program, you can change how content is displayed and you can even install plug-ins that enable you to attract more traffic from social media platforms like Facebook, Twitter, Pinterest and so on. You should probably be convinced by now that

WordPress is what you will use. With all these good words for WordPress, I should probably place an affiliate link for you to click to download WordPress. However, do not get me wrong as that is not my point. All I want to say is that WordPress is highly recommended for anyone who wants to build their websites easily. That is all.

Installation

This guide will focus on installing WordPress using automated installation as this is the fastest and most effective method. Manual installation is good if you know what you are doing but do remember that the focus here is to spend more time on the money making areas rather than spending time on the website creation.

Here is another good point about WordPress. Most hosting services are set up to make WordPress installation really simple and quick. Most hosting companies come with a dashboard system panel. This dashboard will lay out all the features you can activate with your hosting account WordPress. Due to its popularity, WordPress is almost ubiquitous in all standard hosting service packages.

You only need to log in to CPANEL or the specific admin panel used by your hosting service and look for the software installation script or icon. Once you click it, you will be shown a list of open source software that you can install. Personally I am using HostGator. With HostGator, you are given a selection of the different features which is quite useful. You can install message boards and also, you can install blogging tools like WordPress.

Once you have decided on your hosting service, select WordPress and type in the information required by your hosting company. They will prompt you for the name of the blog. They will also ask you to select the domain in which to install WordPress. It is very important to be clear whether you want to install WordPress on the actual direct domain or a sub-directory of that domain. Only select a subdomain or a subfolder if you are sure you have a different purpose for the main domain name.

As an example, if I register the domain name adultdiapers.com, and my intention is to set up a blog to convert traffic into buyers, there are two options available. I can either install WordPress on adultdiapers.com or I can install it on adultdiapers.com/blog. Most online businesses would install the

WordPress directly on the domain, because there are many WordPress themes out there that are flexible and powerful enough not only to feature typical front page design for businesses, but they also contain a navigation link to the page of blog for that website.

Search Engine Optimization

Search Engine Optimization or commonly known as SEO is a process of maximizing traffic to your website. The search engine traffic is free and it continues to build up over time. It is genuinely a passive asset. The other good thing about using WordPress is that you are empowered to use SEO plug-ins. Now, there is no shortage of search engine optimization plug-ins for the WordPress platform. Still, every single one of the plug-ins is not created equal. Yoast SEO is what I have been using and is familiar with. Simply go to Wordpress.org, find their plug-in directory, and search for Yoast. This is a great investment as Yoast takes you by the hand throughout the SEO process. This is why I recommend using Yoast.

Yoast basic plug-in is free. You do not have to pay a single cent or dime for it which is what people like. And it produces good SEO benefits without any money spent. However, if you like the program and is looking to level up your game, it is recommended that you invest a few dollars to unlock the premium version.

When setting up YOAST SEO, you are assisted by an SEO optimization wizard. The set up will ask you certain question to plug-in the description, title and URL system of your blog or website. These have a direct impact on how much search engine traffic you will get, especially if you are trying to include as many of your keywords into your website. Yoast allows you to breeze through that process.

Theme selection

Okay. I know no one likes to pay but when selecting a theme for your WordPress blog, it is highly recommended that you pay for a theme instead of searching through the free ones. Reason for this is that if everyone is using free themes which are pretty much looking very similar, it will be extremely hard for you to stand out from your competitors.

People who are interested in your niche have a certain expectation regarding websites that cater to that niche. If your website has a look and feel that

appeals the readers, there is a good chance that the reader will be converted to a buyer. Remember – People buy on emotion and justify with reasons. If they feel no affinity with your website, they will be gone. That is why you often find that your competitors' websites might look similar. People who are interested in the niche have a certain expectation and the successful competitors have done all the ground work of getting the formula right. Therefore by copying the top competitors, it is easier to guarantee success. Of course, I'm not saying that it is a must to copy the competitors. There are people who have successfully stepped away from the usual norm and are doing well. However, I'm pretty sure that much more have failed instead. It's much safer to follow the tried and tested if you want a better chance of getting success.

Now, you have done your research as far as keywords of your competitors go, use the reverse engineering process to select your theme. Load the competitors' domain names into the online tool – whatwpthemeisthat.com. This tool will tell you which theme your competitors are using. It is normal for a handful of your competitors' domains to not show up as WordPress themes as they might change the coding of the WordPress themes. This is fine as we are looking at the majority of the competitors themes. Once you have a clear idea of the themes that your competitors are using, you can just go with the most popular theme and then customize from there.

There will be a time that you will have a good reputation and group of followers. By the time this happens, you have to do it differently from the rest. You can be creative and different from the crowd since you are already successful. You can tune your graphics to set up a distinct graphical online brand.

Categories and navigation creation

Once you have installed the theme and have invested in customizing its header, the next step is to create a navigation system for your content. This is very important. Once again, refer to your list of reverse engineered keywords. Find long tail keywords you can use to direct your users to internal pages. It's important to pay attention to the intent behind those keywords, where there is a logical progression from people looking for information, till they know enough about an issue, to pages that help people like a particular method or category of options.

This should then direct to the pages that build trust in the particular subcategory of products and services that you are promoting. Always keep in mind the KLT conversions process when setting up your navigation system. You can usually get this done using Yoast SEO category set-up option without too much difficulty.

Chapter 4: Content

Once you have set up the website, it is time to put your focus on creating winning content. It does not matter how well the website is set up or how popular your keywords are if the content is not interesting to the audience.

This is rather similar to fishing. You can have the best rod and skill in the world but if the bait used is wrong, you will not get the fish you want. The bait in the online world is actually the content. You need to make sure that your contents are things that your audience are curious about so that it is able to make your audience hooked.

I cannot stress enough that getting the right content will decide if you are able to make any money with your website. I suppose many people will start scratching their heads now. Not everyone can write a good content even if they try really hard. Writing content is definitely not easy. However, here is the little secret about content writing - You do not need to write your own contents. The contents are in fact already written and available for you to extract. Simply reverse engineer the contents written by your competitors' that have proven to work. It is as simple as that and here is how to do it.

Step 1: Reverse engineer contents that are proven to work

The number one thing to do is to study through your competitors' websites and look for contents with indications of social media demand. Take note of how frequently the content has been liked on Facebook. Apply this analysis for all of your competitors' contents. Facebook is a pretty good indicator of how popular the particular content is on social media since it can be considered as the leader of social media. However, feel free to apply the analysis on Twitter, YouTube and any other popular social media out there in your country or region.

Next up, categorize the content based on the themes. Once you have done enough, it is not hard to notice a pattern or a trend. You should be able to identify certain topics that are guaranteed to get lots of attention, share and likes on Facebook. You should also be able to identify non hot topics that do not arouse much interest. The main thing to do is to come up with contents that are hot and omit contents that are cold.

To make things simple, there is no need to reinvent the wheel. Simply focus

on what works. This will allow you to concentrate your limited time and resources to create contents that are proven to have high demand. Social media signals are an excellent indicator for this. There are also other tools in the market that can help. You can try out buzzsumo.com to get a clearer picture of these social media signals that the content gets. The good thing about Buzzsumo is that you are able to identify the likes, shares, re-tweets and favourites a particular content gets.

Step 2: Do not copy blindly

I know I mentioned the word "copy" a few times in the book and I am probably still going to but that does not mean that you should copy your competitors blindly. Technically, what we are doing is market research. We take the good things of the competitors, digest it and make it into ours. It is a bit like food. You take a pizza recipe from Italy, twist the recipe a little to suite an American's taste and you can call it American pizza. The pizza is still pizza but the taste is different. This is what we want to achieve here when we copy.

If you create content that falls within a hot topic, your readers will definitely read the content and make their judgements based on the other contents that they have already read. It is not difficult to do a search to find many websites with exactly the same contents. What do you do when you see this? I would have closed the page thinking that I have read it already and there is no need to read more even if the theme is different. You need to spend time to copy, digest and create your content that differentiates yourself from others.

While it is important to have a content based on hot topics, you will also need to create content with your own style of uniqueness. To do this, you should use provocative headlines, focus on controversial topics and include more bite-sized content. For example, if your competitors are listing out top 10 items, you can outdo them by offering top 100 items. You can also provide more multimedia elements. If your competitors focus mainly on text, you can outdo them by including an illustration along with your text. A video will definitely help to make you stand out further. However, a point to note is that the multimedia needs to be engaging and not too complicated or you will risk losing the audience.

To summarise, the key point here is to have this question in mind: "Why

should I read your content instead of others?" I am sure that during your research on the competitors, you might have preferred a certain competitor over another. That competitor most probably has something that stood out and very likely he might be at the top in the game. Identify what makes him stand out and you will have a good idea how to differentiate yourself from your competitors.

Step 3: Format the content

A huge chunk of text can be a real turn off. In today's world, people simply do not have the time or patience to digest a dense and boring block of information. People prefer pictures, photos or summarised reports instead of pure raw information. Therefore, it is better that you format your content into bite-sized pieces so that people will bother to put in some time to start reading.

To do this, you should first convert long blog posts into smaller articles so that it is easier for readers to digest what you would like to tell them. If readers have to scroll for a long period of time, they might just easily give up on reading. The next thing to do is to create emotional triggers that push people to go from one page to the other. Remember watching a thirty minutes TV serial that makes you want to watch the next episode every time? This is basically what we want to achieve so that readers will keep going to the next page to find out more.

Do also try using multimedia to minimize reading. If you have five points to talk about in your post, try using pictures, infographics, diagrams, videos or podcast. Your readers will probably stay engaged as compared to purely text based. By making readers stay on your site, the probability of them clicking on an ad, buying stuff, entering an email address or anything that puts money into your pocket will be higher.

Lastly, you can try out using different fonts and settings. The right font can set up emotional cues and also allow readers to have an easier time reading your content. The wrong type of font will just make the reader automatically close your page almost immediately.

Interestingly, there is no standard format to make readers stay on your page. You have to fine tune your website to see what works better. By getting the right niche, keywords and contents is winning part of the battle already.

However, the fine tuning will make your website even better and increase the potential of making more money. Do put in some time to study the results made by the changes. Change one thing at a time to allow yourself to know what works and what not. Allow for some time like a month to see the results of the change. Do re-visit your competitors to understand them better and see if you can make more changes to your format by studying theirs.

Step 4: Select the right graphics

As discussed previously, graphical elements is a major aspect to making your posts more interesting to read. You should also post in purely graphical terms. Instead of simply posting texts with some multimedia contents, you can try posting your contents in multimedia forms.

All that said, text is still an important aspect to providing information online. In the case that text are necessary which is actually quite common, make sure to include multimedia like infographics, videos, charts and diagrams. As a matter of fact, anything outside of text will be good.

When you do this, you are not only breaking the monotony of your website content, but you also expand the distribution channels for your content. For example, some social media platforms like Pinterest allow infographics to be used. Videos can be shared in YouTube, Vimeo and other video sharing site. Diagrams and slideshows can be shared on slide sharing sites like SlideShare. When you do this enough, you will increase your online traffic through different sources. Traffic is crucial as it increases the chances of you earning money. As the saying goes, sales is a number game. The more exposure your website gets, the more you earn. Let us look at an example. If the conversion rate for your site is about one percent, that means that one person will pay you after a hundred people have visited. However, if you can increase the traffic to ten thousand visitors, that means that a hundred people will pay you. It is as simple as that.

Step 5: Push your readers to read your content

As humans, we are lazy and cautious by nature which means we need a lot of pushing before we will take any action. Therefore, it is a must that you set up programs to push readers to read your content. Think about the last time you read an article that you searched online. It is likely that you are seeking to

gain some knowledge to solve a problem. At the very least, you are curious about something. This is the tactic that we use to push the reader to read.

Search engines love question based content. It's easier to get indexed when your content addresses specific questions that point to specific needs. Another great avenue as we all know will be through social media. Social media sharing is an easier route because you can simply take bite-sized pieces of content and tweet on short episodes basis. In this way, when people look for content on Twitter, they are more likely to bring up your content.

Finally, you are addressing directly to the needs of your target audience so there is definitely a higher likelihood that you can connect with those needs. The more you address to their concerns, the better they will like and trust your content. When this happens, they are likely to take anything that you recommend.

Regardless of what you do, you need to answer the questions that you build your content around. Do not beat around the bush and leave your readers wondering what is going on without solving their problems. It is important to deliver what you promised. In this way, you can push your readers down your content pages and finally convert them to be a customer or at least sign up for your mailing list. Once, they are in your mailing list, it shows that they have interest in what you have to offer. Such readers have a good chance to be converted to customers at a later stage.

Chapter 5: Traffic

By this point of time, you should have set up a website that has a distinctive competitive edge. Most of the competitors are doing things the standard way. If the twenty eighty rule holds, likely eighty percent of the competitors out there fail. Only twenty percent of them will do well and earn most of the money. The eighty percent of the people are selecting topics and creating contents based on what they think is profitable. Such websites are set up to fail.

By applying reverse engineering to your competitors' websites and paying attention to specific signals like social media popularity, you will be in the position to set up a website that has a better chance of succeeding. However, there is still one missing piece of the puzzle to being successful.

As mentioned previously, there are two main problems that the online entrepreneur must solve. They are content and traffic. If you find yourself struggling to succeed, it is very likely that you have inadequately addressed one or both of these two problems. We have spoken much about content. Let us take a look at addressing the traffic issue.

Traffic generation

For any online or offline businesses to succeed, there is a rule that you need to follow – You need to know how to generate or send traffic to your business. Traffic generation is actually quite straightforward. Any website that enables you to put a link that leads to an external website is a potential traffic source.

It does not matter if we are talking about Twitter, Facebook, Pinterest or any other form of media that gets lots of traffic. If you are able to put a link there that goes to your website, you are definitely in business. That is the general concept of traffic generation. It is all about directing traffic going to one site to go to your site. Regardless if the site of origin is a search engine, social media or some other blogs, the essence of online traffic generation is simply about getting traffic from one place to another.

The internet is basically a massive cluster of websites linked to one another. This is exactly what the World Wide Web is. If you click on a link, you simply go from a website to another. Any website that allows you to build

links is a potential traffic source. This traffic can be direct or indirect. Direct traffic is straightforward and easy to understand. When you put a link and somebody clicks on it, he or she goes from that site to your site. Indirect traffic involves engaging in activities in such a way that a third party website would then drive traffic to you. A classic example of this is search engine optimization or commonly known as SEO. By simply rearranging content and selecting content and navigation items on your website, you increase the likelihood of search engines like Google or Yahoo sending traffic to your site. This is what we call indirect traffic.

Be it direct traffic or indirect traffic generation, we are only interested in generating lots of traffic which means we should use both types of traffic generation to get traffic to our sites.

Free and paid traffic

We discussed about traffic generation. Let us discuss about the traffic itself. There are basically two types of traffic – paid traffic and free traffic. Paid traffic involves you spending part of your limited resources to drive traffic to your website. This might deter many people especially those that are just starting out but depending on your niche and what you have set up, paid traffic may be the better option. By paying, you free up your time and effort to drive traffic to your website. If you prefer having free traffic, you will need to do everything by yourself. This might really take up a lot of your time and effort which might not really be worth it.

The great advantage of paid traffic is that you get a lot of traffic immediately. This is important as you need time to convert your readers to customers. The longer you take to convert them, the earlier you will get out of business. Therefore, you need to get traffic fast and massive. Another point to note is that you need the traffic for you to analyse if what you are doing is right. Take for instance, you tweaked a small part of your site to check if this will help you convert more customers. However, if there is no traffic, you will not have enough data and statistics to understand if the tweak is effective. You will not be able to make the right decisions if you do not have the right information on hand. With paid traffic, you will get that burst of flowing traffic you need.

Once you have fine-tuned your site to optimize and convert your traffic, you will be in a better position to make money. You will also have a pool of ready customer base to support you. When that happens, you can stop your paid traffic and change your focus to free traffic generation. It is all up to you.

List of traffic sources

We have discussed about traffic. Below is a list of traffic sources for your reference. This will help you to set up a traffic plan so that you can maximize your returns on investment for your business capital.

Social media

I believe this needs little explanation. Social media is definitely a good traffic source platform. Facebook, Twitter, Pinterest and other platforms that enable people to share content with one another has potentially exponential reach.

Even if you content has a small following on Facebook, your followers are able to share your content. And if your content is shared by popular people or influencers, your content will get a lot of attention.

To unlock the social media's full potential, craft your traffic generation strategy to take full advantage of the content preferences on social media platforms. Do note that different social media platforms have a distinct preference for certain types of content. Therefore, do analyse your success rate so as to maximize your effort.

Solo ads

Solo ads are advertisements placed on newsletters that target specific markets. The members of these newsletters signed up specifically to be updated with the industry specific information. You can try advertising using solo ads to sell affiliate products and services. You can also use solo ads to build your own list so that you have your own target captive members. Considering how targeted solo ads are, this is definitely one of the most profitable forms of paid promotion. However, it is also one of the most costly options. You need to know how to play the solo ads traffic generation properly or risk losing a lot of money quickly.

Search engines

SEO or Search Engine Optimisation is the name given to the activity that attempts to improve search engine rankings. There's a reason why the SEO industry is a multi-million-dollar industry. While you can easily acquire the basics of SEO but to benefit from it, you need to become an expert or engage one. SEO is a time consuming process which takes months to build and get ranked up. To make things worse, Google continuously changes its algorithms so that no one knows exactly how to rise in ranks. Techniques that used to work a few years ago are rendered outdated and ineffective now. However, this activity can be free if you have the expertise and time to work on it.

Paid ads

A paid ad is a generic term that covers anything from banner ads to text link ads and also anything in between. There are many types of paid ads from

many different sources. It is all too easy to be confused about it and gets trapped into thinking that just because you are paying more money, you will automatically be provided with a high conversion rate. That's not how this whole thing works. A cheap ad might give you more traffic than a premium ad. The best bet is still to try out constant experimentation. Create a chart to measure the returns of your ads so that you can keep track on which ad works the best for your niche.

Blog comments

Blog commenting is often lowly regarded. However if done properly, blog commenting is actually a good avenue to help you generate traffic to your website. It also helps to optimize your KLT strategy as far as your content and conversion are concerned. There are ways to comment and sometimes things might be a little sensitive. However, the rule of thumb is to always provide helpful information for others to show that you are knowledgeable in your niche. People will notice you and have trust in what you say. You will be the first person to be in their mind when they have problems in your niche area. That is when you can direct the traffic to your website and convert them to customers.

Guest blog posts

Another traffic generation method that often gets dismissed is guest blog posting. Publishing guest posts on other people's blogs can help you drive targeted traffic to your own site. It just depends on how you do it and what content you use.

Here's a little secret to share. Targeting is crucial. If you intentionally target the right blogs and send them the right content, you probably will get some positive results. Guest blogging is best done when you have some reputation or if you have a very engaging style of writing that can capture readers' attention. Else, do not try to do a guest blog during your first attempt.

There are many ways to drive traffic to your site but the main ones have been described as above. You can also get your friends to write a post about your website and put a link of yours on theirs. This is another good way to drive traffic especially if your friends already have a group of followers with them.

In the virtual world, it is hard to give trust to websites without credentials. With more people talking about your website, people will definitely have more confidence in what you have to offer. Do not restrict yourself only to the methods suggested. Open up your mind and try out new things that you think is possible. It is only through trying then you will understand how driving traffic really works.

Conclusion

We have discussed a lot and by now, you should have an idea of how this thing works. Allow me to let you in on one last issue and that is to maintain your website.

As a start, your delivery of content should be smooth. That means that when people visit your website, they will see your content clearly and quickly. This gives readers an impression that you have a solid online brand. The next portion of maintenance is predictability. People from anywhere on the planet should be able to load your website quickly and to the right content. When people perceive your website as predictable in terms of delivery, they will more likely prefer to go to your website over your competitors' that are less predictable.

If your website operates in a very unpredictable or erratic way, people will be turned off by it. They have better things to do rather than wasting their time to try to visit an unstable website. Selecting the right hosting company is very important in terms of maintaining your website. The right company ensures that your content is available anytime, anywhere. You can try HostGator if you have no idea which is a good one.

The next point of site maintenance is to ensure that there are no security issues. For WordPress, this problem can be easily solved. If you set up WordPress to send you email notifications the moment the new theme or plug-in version is released, your website will be updated and the site will experience minimum security issues. Remember that trust is very important in the virtual world. If your website has security issues, it is as good as telling people that you are unreliable. The conversion rate will definitely be much lower if this happens.

Lastly, it is really important that your site is updated. The last thing readers want is to read outdated information. Updating the site frequently makes people think that you are always staying relevant to your niche. They know that you are still there to provide assistance to people who need help. As you might have guessed, this is again about building trust in your audience. I am sure you have heard news about people buying packages for a service but the shop wound up before the customers could finish the packages. The same goes for your website. If you do not update your website, what do you think

your audience may think? Likely, they will form this idea that you are not active anymore and you might not be able to provide any help when required. They will wonder if you will ever respond if they post a question. There are competitors out there and if they can do this better than you, you will be out of business very quickly.

Author's Note

Thank you again for downloading this book!

I hope this book was able to help you to understand how to make money online better.

Finally, if you enjoyed this book, then I'd like to ask you for a favour to leave an honest review for this book on Amazon so that other readers can decide if this is the book that will be applicable for them. Very much appreciated!

Thank you, good luck and all the best!

Best Regards,

Tony Donavan