

A Website Model That Makes Money

July 27, 2023

I would like to share with you a simple strategy in creating income with your own website. This is just one method out of millions you could create for yourself. Remember, the internet provides no limits. This is one example that does work for me and may give you an insight into a nice website model, that you may like to put into action for yourself. Affiliate marketing and/or sales of any kind on the internet, requires a real commitment as I am sure you already realize. The internet is really one of the greatest training grounds in the world for sales. You can try and fail many times, until you find a system and approach that will work for you. But the commitment that you show in meeting this challenge will be a lesson that you will always remember. Success is always achieved in whatever you do, through hard work. There is no easy path to success but when you achieve the success you are after, there is no greater feeling. So lets begin. In this example I will give you the exact profit breakdowns.

I treat all of my affiliate products as purely residual income, much like AdSense. AdSense itself generates cash for me on this website on average around \$2 per day. I also use various other companies affiliate products which generate around \$200 per month. Also, within the website I sell e-book informational products which I own the full resale rights for, which generate around \$700 per month. Here lies the answer to making money online regardless of what you sell. The products that generate the most income are the ones that you will own yourself. Certainly I should be making more from the affiliate info products that I sell. However, I lose commissions through simple affiliate url tampering. Commissions that are stolen or lost are a real pain. You can try every method in the book to protect your affiliate codes but after the hard work is all

done you still lose that income. The people who sell the original affiliate product know this, which is mostly why a high percentage of the sales price is offered to an affiliate to begin with. When they realize that a high percentage of sales will give them all the profit. The reasons why people change affiliate product codes etc, could run into pages. Lets just say it is inevitable. This is the reason why I treat all my affiliate based products as purely residual income.

As you can see in my example clearly where the highest return on investment lies. It's in the products that you actually own. You can purchase resale rights for info products easily and it is very inexpensive, most products are available for under \$50. Or, if you have the time and patience to search the internet, you can find amazing e-books that have free resell rights and the information they contain is very valuable. You will find these types of treasures occasionally and the lights will start flashing in your eyes when you do. The information that you have just discovered is of value and that is a real key to success. This is why I strongly emphasize the importance of this one principle. Only sell products that you feel strongly about and you know that will be of great value to the person who may purchase it. That includes products you have bought the resale rights for or a free product you have discovered with resale rights.

If you sell strong products with real informational value consistently you will succeed. Your customers will return quite simply because they know where the value of the information they seek is the greatest, ...on your website! Always remember to put yourself in your visitors shoes. Ask yourself the question? Would you buy the products you are selling? Answer this question with a "yes" and you will be on the path to online success!

Become an Expert at Something

July 27, 2023

Establishing yourself as an expert in your field will help you gain both recognition and respect. Luckily, that recognition and respect transfers directly to your company. If people trust that you truly know what you are talking about, they will feel good about investing in your product.

A website is the best place to start. Build a professional looking site with sound and informative content and you'll have a source of expert information to direct customers to. Remember that it is okay to give away some of your precious knowledge free of charge. Offer the customer something useful up front and they will label you as a legitimate source to go to for whatever your company may offer.

Article marketing is an especially effective method to achieve that expert status because it gives you the ability to distribute a small number of articles to a huge number of content-rich sites. The more places your name pops up, the more people will be exposed to your site and product.

Another way to show your expertise is through online forums, blogs, and social networks. This is a bit more casual than article writing. It allows you to remain in the first person and talk candidly with interested people. The conversational tone used in such settings will put many potential customers at ease.

Not only will they view you as an expert, they'll also feel connected to you as a real human being. Also, such places give customers the opportunity to ask questions and give you the opportunity to back up your product in the face of criticism.

Find the right places to gain recognition. Put yourself out there and command respect through that exposure. Highlight your achievements and successes. Branding yourself as an expert is all about getting other people to recognize something about you that you already know.

Use Adwords To Drive Targeted Traffic

July 27, 2023

The biggest well known secret in generating wealth in the internet based business or e-commerce is Traffic. Everybody knows it; every site wants it and every site needs it. The point of websites is to be visited and viewed. Many elaborate designs, money and countless hours of developing a site to make them beautiful and attractive are utilized. Without traffic, it is for naught.

With traffic comes a potential customer which basically means sales which in turn means profit. While many sites have collapsed in the past with the downturn of many internet based business, many smaller sites have generated good money by concentrating on a certain niche and some subniches.

This is a reason why e-commerce site laser target certain groups of people and drive them to their site to showcase their sites and products. Precision marketing is essential so that you could count on all the traffic on your site as potential customers.

Using Money to Make Money

It's a common business notion that if you want to make money,

you have to spend money. One good way of spending money for business gain is through advertising. Advertising brings in the people because through advertising, they know that there is such a company or product in existence. With the right type of advertising, you can see the spurt of traffic growth to your site. With a high volume of traffic, even if only a small portion or percentage turns out to be buying customers it is still a good average of profit generating income.

Right now, there is no other advertising scheme that would be worth every cent than using Google's Adwords. The surge in popularity of Google's Adwords is very evident as you can see so many sites sporting this ad scheme.

In using Google's Adwords, you pay a certain fee depending on the number of keywords your ad is keyword sensitive to. Each time a person does a search in Google, the keyword or keywords use generate ads in the side of Google which are generated by the keywords they have assigned for their ads.

This method laser targets the traffic a site wants for their site. This also ensures that you are readily visible in the first page of a search result. Paying Google for this ad scheme ensures that your target group of people sees your ads. You drive your laser targeted traffic to your site which provides for their needs and wants. You can also be sure that you can meet their demands and needs.

Aside from Google, you can also be featured in their other search networks, these includes sites like, AskJeeves, AOL Search and Netscape. These sites also show Adwords ads that react to searches done by visitors. There are also content networks, non-search engine sites that feature Google Adwords, which will also carry your ads. But this is subjected to the niche the site features. Your chosen keywords will determine which content network shall feature your ad. The frequency of your ad shall also be determined by your allowed budget.

Targeting your Traffic

To get a good number or estimate of the traffic to buying customer ratio it is good to laser target your traffic. Knowing that your traffic are all potential customers and are interested in your products and company provides you with a more accurate statistics. This will show you how effective your utilizing of Google Adwords is.

Drive laser targeted traffic to your site by using keywords or keyword phrases for your Goggle Adwords that pertains to your company and to your products. There are many online internet tools that can help you in choosing keywords and keyword phrases that are currently in demand that could help drive laser targeted traffic to your site.

With your Google Adwords ad, you are ensured that every click to your ad is a potential customer that is precisely looking pr interested in what you have to offer. Make sure that your Google Adwords ad has the right keywords so that you can drive you're laser targeted traffic to your site.

Using Google Adwords to help boost the drive to increase laser targeted traffic will prove to be very beneficial as many other companies can attest to. The benefits are high with the cost relatively justifiable.

Use a Tell-A-Friend Script to Drive Traffic

July 27, 2023

More and more webmasters have the recurring dilemma on how to increase the flow of traffic in the websites. During the past

few years many methods that been developed to solve this predicament. While most of them would work there are those that would not make even a small impact.

One of the methods that have spawned many success stories in driving traffic into websites is viral marketing. Viral marketing makes use of the tendency of a person to share something to find informative, entertaining or amazing.

Many companies bank on this behavior to spread their products and increase the popularity of their company or their website. Viral marketing makes use of many mediums in enticing this behavior. It might be in the form of an interesting story, an addicting flash game, an amusing video and many others that may catch a person's fancy.

This ingenious form of marketing is typically low cost and is a wonderful tool for any company to utilize. The benefit greatly overshadows the cost or efforts to initialize this marketing scheme. Any website would greatly benefit that viral marketing.

Tell-A-Friend Script

One of the easiest methods in viral marketing is using a tell a friend script. This is a simple programming script that you can attach to the programming of your website. Generally, tell a friends script are installed in pages where a media is placed so that a person can easily send the media to any of his friends or his family members.

The basic concept of a tell a friend script is a script wherein a person may input his name, e-mail address, the recipient's e-mail address and send the media to the intended recipient much like an e-mail with an attachment. As the recipient receives the e-mail he wouldn't think of the mail a spam mail because he would see the sender's name as someone he or she knows and trust.

Tell a friend script eliminates greatly the chances of being blocked because they use the information inputted by the sender. This allows for wider spreading of this marketing method. It can be quite sneaky but it is very effective.

With the e-mail sent and opened the sent media will either be read, viewed or played. Also along with the mail would be a brief description of the company or site that sponsors the media sent. This allows for the introduction of either the site, company name or its products. The along with it is another tell a friend script.

Then the process begins again. As more people use the tell a friend script, more and more people will know of the existence of the sponsoring company or site. People who read the ads inside the mail who liked what they see would go and click on the link and visit the site. This drives traffic into the site resulting to great number of potential customers.

Tell-A-Friend Script Availability

A tell a friend script is very simple and does not require a complicated method of programming. In fact, you can copy paste a script and simply put it on an intended page. Finding one is even simpler. All you have to do is go to a search engine and type in the search box "tell a friend script" then press enter or click go.

In the search results page you will see many links that will direct you to a site where you can get a tell a friend script. It would just be a simple matter of looking and searching for the script and copying it to your intended web page.

With a tell a friend script viral marketing strategy you can drive traffic into your site which could potentially spell profits. This is a simple harmless script that offers great benefits for low cost paired with great creativity and foresight.

It is imperative that you have patience in using a tell a friend script. If your chosen media doesn't get the mileage that is expected of it, it may take some time before it gets spread or shared. But surely many people will see your ads and there is great probability that they will visit your site increasing your traffic flow.

Surefire Ways To Increase Your Traffic

July 27, 2023

Internet. Business. Profit. To fully integrate all of these words into a successful merging you will need another word. Traffic. Every article you will find about making your site or company successful would always include the importance of generating traffic.

So, we all know that in the core of it all, traffic is the most essential thing to a successful internet based business company. Aside from ensuring that you have a great product to sell, and you have your company's internal organization well taken care of, it would be time to get to the nitty gritty of things, generating traffic.

If you already have a site and you want think that you're not getting the traffic that you're supposed to be getting, then its time to reconsider. If you are contending in these very competitive business, you should always be a step ahead of your competition, increasing your traffic flow should have been done starting yesterday.

Timing is essential, that's an old adage known to everyone. But with generating traffic, you should always be on your toes

and be a day ahead of everyone. Never think of today and tomorrow as a starting point for making your site traffic laden, it should always have been yesterday.

To help you out in generating more traffic for your site, here are some seven surefire ways to increase your traffic starting from yesterday.

1) Invest in good advertising with search engines

Google's Adwords and Yahoo's Overture provide great advertising schemes that are very truly popular and assures great traffic. Although with this surefire way to increase your traffic would cost some money. While some would shy away from spending money to increase traffic, it is imperative in this case to do so because Adwords and Overture is the top surefire way to increase your traffic.

You could see for yourself the success this search engine advertising methods have reaped rewards for so many companies. Lots of site feature these advertising system and many have signed on to reap the benefits. Do not be left behind. Every penny is worth it with using Google and Yahoo's advertising.

2) Exchange or Trade Links with other sites

With exchanging links with other sites, both of you will benefit from the efforts both of you do to enhance your sites traffic. When one site features another sites link, they could provide one another with the traffic one site generates. The efforts are doubly beneficial because it would seem like both of you are working to generate more traffic. The more links traded with more sites the more traffic could be expected.

3) Use Viral Marketing

Viral marketing allows you to spread the word about your company and product without any costs or if ever low costs only. This is a marketing method that can be quite sneaky; you

can attach your company's name, product or link to a certain media such as a funny video, entertaining game, an interesting article or a gossip or buzz. With this method, people get infected with the creativity and entertainment of the medium that they will pass it on to many people.

4) Search and use proper keywords or keyword phrases for your sites content

Search engines look for certain keywords that they would show in their results page. In doing so, having the right keyword and keyword phrase is a high requirement in ranking in high in search engine results. You could write your own content or you could hire someone to do it for you.

5) Write Articles that can lead traffic to your site

Submit articles to sites that would contain the same subject that your site deals in. If you sell car parts write press releases and articles about cars and car parts. Attach your sites description and services at the end of the article as well as the link.

6) Join forums and form online communities

Capture a market and show your expertise and credibility. When you found a good foundation for your site, people will trust you and your site and will pass on to many people their trust. Traffic will certainly increase because they know that you can provide what they need.

7) Offer newsletters

If many people know what you are about and your existence is shared with many others, you will find a loyal traffic that can provide you with more traffic by recommendation. If you arouse the curiosity of your customers they would be pushed to help you with your traffic.

Why You Gotta Use SEO

July 27, 2023

E-commerce is a cut throat business. You have to arm yourself with the proper know-how and the tools to make your site a cut above the rest. Each day, more and more sites are clambering to optimize their rankings in websites and if you lose your guard, you may just get trampled on and be left in the abyss filled with so many failed e-commerce sites.

Search Engine Optimization or SEO is a term widely used today by many e-commerce sites. For the past few years and the next ten years or so, search engines would be the most widely used internet tool to find the sites that they need to go to or the product or information they need.

Most people that use search engines use only the ten top search results in the first page. Making it to the first page, more so to the top three is a barometer of a sites success in search engine optimization. You will get a higher ratio of probability in being clicked on when you rank high. The more traffic for your site, the more business you rake in.

But, it is essential to grab a hold of that spot or make your ranking even better. As I aforementioned, each day is a new day for all e-commerce sites to make them selves rank higher using search engine optimization. It is imperative to make your site better and better everyday.

So just what is search engine optimization and do you have to use it? The answer to why you have to use it is an easy one. You need search engine optimization to be number one, or maybe at least make your site income generating.

With search engine optimization you can get the benefit of

generating a high traffic volume. Let's just say you get only a turn out of successful sales with 10 to 20 percent of your traffic. If you get a hundred hits or more a day, you get a good turn out of sales already. If you get only twenty to ten hits a day, you only get one or two if not any at all.

So once again, what is search engine optimization? Search engine optimization is utilizing tools and methods in making your site top ranking in the results of search engines. Getting yourself in the first page and better yet in the top half of the page will ensure that your site will generate public awareness of your site's existence and subsequently generate more traffic, traffic that could lead to potential income and business.

Search engine optimization requires a lot of work to be fully realized. There are many aspects you have to change in your site or add as well to get search engine optimization. These will include getting lots of information about the keyword phrases that are popular in regards to your sites niche or theme.

You may also need to rewrite your sites contents so that you could get the right keyword phrases in your site without making it too commercial but light and informative. There are certain rules and guidelines to be followed with making your site's content applicable and conducive to search engine optimization.

You will also need to collaborate with many other sites so that you could get link exchanges and page transfers. The more inbound and outbound traffics generated by sites among others are one of the components search engines uses to rank sites.

Try to search the internet for many useful help. Tips, guidelines and methods for search engine optimization are plenty to be found. Read many articles that can help you optimize your site in search engine results. The more

knowledge and information you gather the better. This will all help you in getting those high rankings. This may require a little time and effort in your part but the benefits will be astounding.

If you can part with some money, there are many sites in the internet that can help you in search engine optimization. There are many sites that help in tracking keyword phrases that can help your site. There are also some content writers that have lots of experience in making good keyword laden content for your sites that have good quality.

Act now and see the benefits garner with search engine optimization. All of these will result to better traffic and more business for your site and company.