

Tools and Resources to Monetize Your Website or Blog



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About Leslie Truex



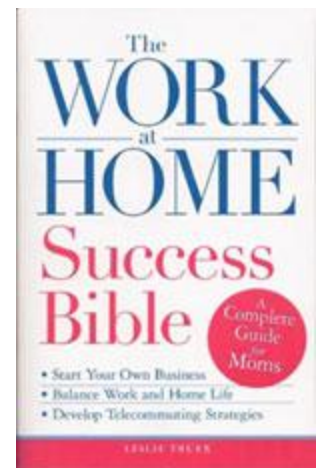
Leslie Truex, also known as The Pajama Mama, truly knows how to combine comfort with making a living. For over a decade she has been working at home, often in her pajamas, and helping others do the same.

In 1998, Leslie started sharing her real life experiences and tips to other work-at-home wannabes through her website [Work-At-Home Success](#). Today the website has over 100,000 visitors a month, and has been recognized by telework and small business associations as a quality resource for work-at-home information.

She has been interviewed by The Daily Buzz, CNN.com, Women's Day Magazine, Redbook, Today's Parent and in a host of other media outlets. She is a guest writer for Lenovo's Big Insights and Guidance site. Her articles appear all over the Internet and many more resources quote or mention Leslie's website in their articles.

Her book, [The Work-At-Home Success Bible](#) was published in 2009 by Adams Media.

You can learn more about Leslie at her site: [LeslieTruex.com](#)



Monetize Your Website

As you search the Internet for work-at-home options, no doubt you come across many different "automatic systems" and "secrets" on how to make money online. Many of them involve using websites or blogs and monetization resources such as affiliate programs. This is in fact a viable way to make money online, but there is nothing automatic or secret about how it's done. Like any work-at-home venture, making money through monetized websites or blogs takes planning, work, evaluation and more work.

This report will provide you with several important ideas as well as tools and resources you can use to get started. It doesn't go into these activities in depth nor does it cover every detail. But does provide an overview of what is important and tips on getting started. I have provided resources that cover affiliate marketing and making money with blogs in more detail should you decide delve much further into website monetization.

Here's what you'll find

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Where the Money is...

Work-at-home statistics tend to be pretty dismal. Success in affiliate and related type marketing isn't much different. Most people make very little money if anything at all. But what the stats fail to mention is how often failure isn't in the method, but in the execution. Many people get roped into the idea that once they set up a website or blog, and submit it to a search engine, the money should be coming in. It doesn't work like that. Launching the site and submitting to search engines is just the first few steps. The "job" in affiliate marketing isn't building the site, its marketing it, because the money comes from having visitors.



TAKE NOTE >>> Making money from websites and blogs is less about the monetization methods, and more about traffic.

You can have the best monetization resources, but if no one is visiting the site, you won't make money. So here are some quick tips and resources to make sure you have the traffic needed to earn income from a monetized site.

1. Provide unique quality content that fits the mission or topic of the site. This keeps people coming back. It's also a function used by search engines to rank your site.
2. Optimize the site for search engines (SEO). It's become a bit like rocket science, but using basic SEO techniques will improve your ranking in the search engines and therefore increase potential traffic. Good website/blog SEO includes a compelling meta title tag and description in the header.
3. Create a marketing plan. You can't rely on search engines to drive traffic to your site. While many people may start their search on a search engine, many times they ultimately find what they need through the articles and other resources they find. Getting yourself known around the Internet increases your website exposure and well as your search engine ranking. Your marketing plan should include things that will not only bring traffic directly to your site, but that the search engines will like as well. This includes article writing (you can

submit your best site content to other sites and article directories), press releases, advertising, and joint ventures.

4. Monitor your results. Study your traffic using Google Analytics, the web stats tools that come with your hosting service, or a statistic plugin for Wordpress (if that's what you're using). Use the information to determine what sites are sending people to yours. What keywords are being used to search and find your site in the search engines? What pages are the most popular? You also want to track affiliate results. Which programs are getting the most clicks? Why is that? Is it placement? Program? Type of ad (text vs. banner)? Many of the programs will allow to create a special tracking code so can know which ads are working where.
5. Build a list. Many people do nothing but browse when they visit a site. To increase the chance of making a sale, provide a list or newsletter. This will give you the chance to make offers to that visitor in the future. Be sure your emails aren't only offers or they'll unsubscribe. Instead focus on informative articles or tips with an ad or two. To encourage visitors to subscribe, offer them a free report or other incentive.

Tools

Web Hosting: [HostGator](#)

Domain: [Godaddy](#)

List Service: [Aweber](#)

Private Label/Master Reprint Materials – [NicheEmpires](#) If you don't have the time or desire to write your own free reports, articles etc, this is a great resource to get TONS of them. Plus many you can repackage and sell to keep 100% of the profits. Or just use some of them to help you in your business.

Free Publicity – [Help a Reporter Out](#) – Great for getting interviewed for blogs, articles, podcasts, radio and sometimes even TV. Through this resource I've been in Redbook and Women's World Magazines!

Traffic Results and Evaluation: [Google Analytics](#) (use the Google Analytics plug-in if you're using Wordpress)

Article Submission: Sign up for [Ezine Articles](#) for free to submit your articles. Yahoo Groups has many article directories you can submit your articles to as well. I use [DistributeYourArticles.com](#). Or [Unique Article Wizard](#) is very good, but more expensive.

Monetization Resources

Below are a few resources you can use to start making money from your site. This list is NOT exhaustive It's very easy to get overwhelmed in signing up, choosing, posting, and managing various monetization resources, so I've limited the list to a few resources that are best for beginners or are the easiest to use. Some you can sign up and use right away, others will need to approve your site. There may be some, such as the paid review sites, that will require you show the site's success either by having a set number of blog posts, traffic numbers, or page rank.

Affiliate Networks

[Clickbank](#)

[Commission Junction](#)

[LinkShare](#)

[PayDotCom](#)

[Shareasale](#)

Cost-Per-Action (CPA)

[Copeac](#)

[PepperJamNetwork](#)

[WebSponsors](#)

Contextual Ads

[AdBrite](#)

[Google AdSense](#)

[Kontera](#)

[Text Link Ads](#)

Paid Reviews

[Blogvertise](#)

[Review Me](#)

[Sponsored Reviews](#)

Learn More...

I never recommend a product I haven't used or checked out. I have seen all these and found them to provide very good information about making online. They include information about choosing a site topic and building a site, as well as marketing, which is the key to online success.

[Super Affiliate Handbook](#) - If you'd like to make money in affiliate marketing, this book is one of the best for its price. Lots of great tips to and easy to follow instructions.

[Affiliatenaire](#) - This is an emailed course from the great Jimmy D. Brown. Very thorough providing step-by-step help on making money through affiliate programs.

[Niche Blogging](#) - This is a membership site that will teach you step-by-tiny-step how to pick a topic, create a blog, and make money from it. It was put together by a woman who paid off over \$70,000 of debt using blogs.

Visit my new site, [Make the Connection Marketing](#) which provides free information and resources to solo-preneurs on how to market effectively yet affordably.