

# HOW TO MAKE MONEY ONLINE

*THE WAY IN WHICH YOU CAN MAKE MONEY ONLINE*

*HERE IS FOUR WAY TO MAKE MONEY*



1. Blogging. In blogging, the bloggers just have to write about something they are passionate about. Some write about food and restaurant reviews, and they are known as food bloggers. These food bloggers usually end up in restaurants having free full course meals and still get paid for it including travel expenses. The hardest part of being a blogger is attracting visitors to the blog. Once it is done the rest is a breeze. The blogger also earns from the advertisements that are present on the blog. Every time a visitor of the blog clicks an advertisement, the blogger receives payment. Some bloggers also creates an e-book about something, and they sell it through their blog. These are the reasons why blogging is one of the best ways to make money online.

2. Game developer or tester. Nowadays, the video game industry is worth billions and the games keep popping up every day. Needless to say, this industry needs developers and testers that need to find the bugs that are in the game so that the game would be as perfect as possible before releasing it into the market. This job would be a piece of cake for job hunters with passion for video games. Playing a

game before releasing it into the market and getting paid for it business and pleasure in one that can be treated as one of the best ways to make money online.

3. Affiliate marketing. Affiliate marketers serve as an online bridge between a seller and a buyer. They advertise a product made by other people or company in their site, whenever a person makes a purchase through their link. They earn a commission. The hardest part of this job is similar to blogging. Affiliate marketers must know how to generate traffic into their website and find companies that are willing to place an advertisement on the site. After that, the rest is easy, and the affiliate marketer has an online passive income. This makes affiliate marketing one of the best ways to make money online. [click here](#)

4. Drop shipping. Drop shipping is similar in concept with affiliate marketing, but you do not advertise the seller. Drop shippers engage in selling items that they do not have but have contacts with suppliers who do sell the items. Once they made a sell to a customer, drop shippers purchase items from their suppliers and direct the shipment to the customer. This concept eliminates the hassle of manufacturing and inventory and, therefore, drop shipping can be considered as one of the best ways to make money online. [For affiliate marketing click here](#)

## **AFFILIATE MARKETING**

The affiliate marketing programs provide an easy and effortless technique to earn some more income through the Online. What makes affiliate marketing a popular technique to generate income online? Well, it is an easy way by which you can develop partnership with internet suppliers and individual webmasters to sell their goods and services on your website on commission payment basis.

This is a win-win situation for the online suppliers as well as for the online. As a website or weblog owner, you can benefit from putting up advertiser ads and

hyperlinks for attractive commission payment. The suppliers also benefit greatly by increasing the visitors generated by hyperlinks, ads and blogs that are posted on diverse affiliate sites. In e-commerce, it is difficult for promoters to get effective without the help of other blog or website owners.

The attention span of the online viewers is much less than the viewers of traditional print or advertising media, hence the entrepreneurs must leave no stone unturned to targeted visitors their commercial website. Hence, they allow the various online marketers on the Online to post their ads and advertising hyperlinks on their web page, and send as much visitors as possible. This not only helps in raising the visibility of the goods and services offered by the suppliers, but those who advertise the hyperlinks on their web page also get paid for each effective sale. [Know more ckick here](#)

As we know that it is challenging to get the attention of the web viewers, the suppliers rely on the affiliate marketing programs to reach out to their potential viewers and grab a better share of the online purchasing market. Shopping online has gained a lot of popularity in the last decade. Today, the consumers believe in smart purchasing and they are no more interested to stand in long queues at the gas pump or face the irritating sales people in the departmental stores. Instead, they like the anytime, anywhere accessibility of the world wide web vendors and like purchasing from the comfort of their home.

To run an effective online strategy, you must first build a good network of people who are willing to cooperate with each other for mutual benefits. When the promoters paste the vendor's items hyperlinks or ads on their web page, they get paid only when a visitor clicks on the hyperlinks or ads. Just one click on the merchant link or logo will take the interested customers to the home page of the vendor's website. After visiting the vendor's website, the customer may browse through the different product categories and then decide to buy. For each effective sale, the advertiser gets a portion of the cash as commission payment.

What makes affiliate marketing such a lucrative technique to generate income online is that there are numerous applications for the promoters to select from. You may select to become an online affiliate member for numerous goods and services ranging from computers and automobiles to television and exercise machines. So, select the program that suits your website or web page and start generating revenue online.



## **GOOGLE KEYWORD PLANNER**

So, you want your webpage to appear at the top of Google results. Yea, we all want that, it means lots of free traffic! However, it's not an easy task. There are a lot of variables involved. One of them, is the amount of pages that have the same keywords as yours. In other words, the more pages targeting your keyword phrases, the harder it will for your article to appear on the first page of Google results. Therefore, a good keyword research is your key to success.

Unfortunately, the best keyword research tools out there are costly for those that are just starting their online business. In this article I will show you how to research keywords using Google's Keyword Planner and evaluate the competition using Google's search box.

### Getting the Real Numbers

When you Google something, the search engine is not capable of displaying all the results in one page. Even if it did, it would be very uncomfortable for you to

scroll through so many results. We usually look at the first results and ignore the rest, unless we can't find the answer that we are looking for. In that case, we either look further down, or refine our search terms. But I'm pretty sure that you would not read every single one of the 102,234 results available! That is why everybody is competing for the first spots, otherwise their page will be buried where nobody will ever find it.

Google faces a big challenge, that is, to decide what pages are more relevant to the user. If Google starts to display garbage to their users, soon, nobody would use Google anymore. I think that Google is doing a wonderful job sorting out the content and showing the most relevant and authoritative ones. Of course I would love to have my page listed No. 1, but I think it's fair that a better, more relevant one occupies that place.

Sorry, I love to talk. Let's see what happens when we do a Google search. I'm going to choose a keyword phrase that I think will give me very few results: "how to draw monkey faces". I'll enter the phrase in the Google search box to see what I get. Notice that I'm writing the phrase with quotation marks, because I want to find pages that contain that exact phrase. At the top of the page there you can find the following information:

About 1,500 results (0.53 seconds)

I really don't think that there are 1,500 pages containing the exact phrase "how to draw monkey faces". This is just a very bad estimate given to you,

because the search engine is not going to go through every single page to give you the exact count. At the bottom of the page of this particular example, there are only 3 pages, which means that there are less than 30 results available. That is because each page has 10 results,  $3 \times 10 = 30$ .

You can confirm this behavior by going to the last page. Now, you can see, the following information appears at the top of the page:

Page 3 of 22 results (0.41 seconds)

Wow, only 22 results. As you can see, it would be fairly easy to write a page that gets the No. 1 spot because there are very few competing pages for this particular keyword. Of course, you would have to check if there are people searching for this phrase, otherwise, it wouldn't be worth the effort. More often than not we have more than 10 pages of results. It would take a long time to find the very last page to find the exact count. But here is a shortcut. Write the following code in the URL box (not the Google search box):

Notice the plus signs between words. The `&start` parameter tells Google display results starting from the 990th item. Because there are less than 990 results, Google will give you the very last page with the exact count of results on top. Google never displays more than 1000 results. And this is how you would check competition for that particular keyword.

Manual keyword research step by step

So, now you may be wondering how to apply this technique in a real world situation. Just follow these simple steps:

Get keyword ideas from Ad-words Keyword Planner tool. It's free and very easy to use. Go to ad-words > Tools > Keyword Planner > Search for new keyword and ad group ideas. After you get your results, go to the Keyword Ideas tab. Choose keywords that have between 50 to 300 monthly searches if you are a beginner.

Using the code provided above, get the exact count of results for each keyword you found with Keyword Planner. Stay with keywords that are below 100 results, in other words 10 pages.

These numbers may seem too low for some marketers. A lot of people don't care about keywords with low traffic. But think about it, it's better to rank No. 1 on several keywords than not having traffic at all. Of course, you would need to target many of those low competing phrases. If you are starting out, this is the best way to achieve success. You would find that a bunch of little successes here and there will keep you motivated. Frustration and failure at the beginning is what makes internet marketers quit. When you get better at it, you can go for more difficult keywords.

## **DIGITAL MARKETING**

The most initial screening lies in operational efficiency of the agency. Marketers go for figuring out efficiency of a digital marketing firm in bringing their deliverables on the track. Only few people are investing time and resource without being aware of what they require. Always remember directly jumping on board without forecasting and researching real-time results as well as key points may cost a lot. The main focus is that a digital marketing agency is to draw results.

Firstly pen down some concrete reason why you want to pick a particular firm and as soon as you get more number of valid reasons the more effective the firm is. In the end, make sure you have some undeniable strong reason for choosing that firm.

Set Objectives:

During selection process don't forget to set goals, define objectives and do auditing of them with passage of time along with some changes or new formula for your business promotion and branding. Your checklists may include to-do lists from the hired firms end, be it sales pipeline, records for track issues, real time change manifest, and a clear understanding of digital marketing strategy, tactics and outputs. Remember the basic thumb rule there must be an active participation of your firm all the phases of consumer buying cycle.

SEO Impact Assessment

Just hiring SEO and increasing search traffic won't fetch you expected results because users seeks for

handful concrete reasons instead of purchasing. Agency like ADG Online Solutions accomplish search optimization process with consolidated guidelines will impact prospects to buy products. As leading online marketing agency ADG also works proactively to empower SEO in such a way that makes your content viral result in enhanced exchange of word of mouth. Digital marketing agency must have potential to compel people to share content on their network.

### Concentrate on Strengths

Recognizing your core strength is most harmonious and requisite factors to succeed execution of your marketing strategy. Yes you heard right!! For instance, the variety of content you are posting on your site is highly relevant but the way you are posting is not correct. The web designer in your team knows the correct way of researching the right targeted keyword but for any reason he/she is not able to implement this in action. Make effective utilization of in-house resource which costs nothing.

### Know How Risk-Free it is?

An ideal digital marketing agency works in such a way that it does not result in business risks. It is highly mandatory to cross check the past history of the agent you hired Cross examine the customer feedback and their opinions. Deeply analyze about process that digital marketing firm follows. [Go here](#)

So you hired an agency that doesn't mean you stop auditing the SEO process. But this is the time you should monitor every step they put ahead because a sudden leap in the process means you're going to

expect changes big -- either fruitful or fruitless.  
Bottom Line: Before you employ a digital marketing service make sure you check all the possible impacts and carefully consider the above listed checklists. May be your business require different strategy but the key to get right results is considering the basic requirements and key points that give greater impact.

## **SOCIAL MEDIA MARKETING**

Social Media marketing has emerged in the online marketing scene only a decade ago. Social media has come a step forward from where it was initially. It is wonderful to see the entire world as a close knit family communicating with each other without any geographical distinction.



This has resulted in the emergence of many Ottawa SEO companies that provide good marketing opportunities to utilize the large network of people. SEO has become a powerful source for popularizing social media in Ottawa. Another important tool is social media optimization and it is very effective. The key to enhance marketing in the sphere of social media is to interact and keep the consumers and the clients in the close vicinity.

There are strategies implied by Ottawa SEO experts that make the webpage popular amongst people after this it is the responsibility of the business owner to put forward their services and ideas in front of other users. It is to be kept in mind that all the users are not interested in all the websites that pop up on their computer screens. Thus they simply ignore these sites. As a result, whatever money is spent on the social media marketing strategies goes futile. Here is the need of target audience that makes the entire process of marketing successful. Every company has a set of target audience that utilizes the services and products and in return let the supplier earn profit. A steady cash flow is the dream of every businessman and it is for purpose only they spend huge amount of money on hiring SEO and online marketing experts to serve the purpose.

Social media in Ottawa is catching up fast and is an important component of the strategies of online marketing companies. Considering it to be one of the most effective ways of marketing, companies are devoting a lot of time in chalking out definite plans to make their marketing strategies successful. A

concrete and systematic approach helps to stay focused on the goal. Social media marketing is not only about finding the target audience but it also implies a thorough market research and analysis. There are certain categories in which the marketing experts work on:

Competitors- Look at the strategies that your competitors are implying for the marketing of their products. Try to find out how are they using social media for their own benefit?

Goal- You have to set definite goals for yourself and devise short term plans to achieve these goals. The action plans for reaching these goals will make the task look simpler. [Check here](#)

Purpose- When talking to SEO or marketing experts it is very important to explain to them what your actual purpose for marketing is. It will make it easier for the experts to devise a congenial strategy that will help you realize your goal soon.

Optimize- Optimizing your website or webpage is another important tool in this sphere. You have to merge various platforms together and link them up to save your time.

There are many more strategies that Ottawa SEO companies are devising through social media in Ottawa to make the marketing plan successful.

## WEB HOSTING

The expansion of internet technologies has opened new business opportunities for people. In reseller web hosting, the account owners host the website on behalf of third parties by using their allotted hard drive space and bandwidth. In this process the reseller generates a good profit as they buy the web host's services at a wholesale price and sell them to customers at a retail price. The most interesting part is that to become a reseller, one doesn't need to spend from their pocket to set up server equipment and also doesn't need to know a lot about how to manage hardware, software or do trouble shooting. In this, the reseller uses the hosting company's services, infrastructure and equipment to operate the components of a web host operation. The person who resells may either rent a dedicated server from a hosting company or may resell the hosting services. In the second situation, the reseller is allowed to sell a certain amount of disk space and bandwidth to their own customers without renting a server from a web host company. To manage the reseller business and the hosting accounts on the server, the reseller generally uses dedicated reseller control panel.

Web hosting resellers are categorized as follows:

**As a Sales Agent:** The resellers may act as sales agents where they advertise the hosting services and products.

This type of reselling the product and service typically comes under affiliate marketing. While the customer directly buys the product or service from the hosting company, the person reselling the product gets the commission on the basis of referrals, i.e. when the customer mentions their name or their unique id while buying the service.

**As the Marketers:** In this type of reselling, the account holder advertises and markets the services and products on behalf of the hosting company with which they are associated with. Unlike the earlier method, here the reseller directly sells the service to the end customer. However, the company handles all the fulfillment and support processes.

**Resellers Rebrand Services and Products:** Here the reseller rebrands the services and products of the hosting company, and handle all sales and support process. In a nut shell, the account holder acts as the actual owner of the hosting company from which they buy the hosting at a wholesale price. The customer buys the web space from the account holder and contacts them for all the support needed.

With the increasing demand for quality hosting services, the reseller hosting services is also getting momentum. One may find a bundle of companies offering server hosting services to its B2B and B2C customers; however, to become a web server reseller one must first research well about different companies

and then chose the best from the lot. Cost is considered to be imperative while choosing such companies. Though people rush to the cheapest one to get maximum profit, other factors such as online support, quality of service and efficiency of the server should also be considered while getting into web hosting reseller business.[For more click here](#)



## GOOGLE SNIPER

Google Sniper is becoming quite significantly well-liked within the market place today since it offers innumerable added benefits to its users. You'll be able to add wings for your on line enterprise within a proficient manner by means of this advanced on line advertising software package. You'll be able to also accelerate your on the internet revenue by way of this software package. Very well, I'd prefer to let you know that Google sniper is comprised with a lot of functions and advanced applications. You are able to just use this application for expanding your on the net business enterprise. I'm certain that you simply will be in a position to take your on the net company to a brand new height with advanced and effective applications of Google Sniper. Now, I will let you know every one of the optimistic elements of Google Sniper. Be sure which you spend appropriate awareness towards this write-up. It might be of wonderful support to you.

You'll want to be extremely a great deal cautious whilst working with Google Sniper. Several specialist marketers, who like to produce speedy dollars by site creation, use this software package. You have to purchase this item as quickly as you possibly can if you'd like to take your on-line organization to a brand new height. You'll find various alternatives inside the market place to pick from and also you should constantly take your choice in line with your general requirements and specifications. You should by no means limit your solutions in this regard. If you're

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