

A Beginners Guide to Making Money Online

By Erwee Coetzee

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Smashwords Addition



A Beginners Guide to Making Money Online

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A Beginners Guide to Making Money Online

Introduction

This e-book was written by Erwee Coetzee, the founder and CEO of EC Business Solutions.

Born in Pretoria, South Africa, I enjoyed early childhood in a loving home with my Family, my father is a chemical engineer and mother a medical doctor (GP), they influenced my thinking quite significantly by dedicating quite a bit of effort towards teaching me what it takes to be a top performer as well as principles of positive leadership. In Primary school I enjoyed a wide range of sports including cricket, golf, tennis, chess and rugby. I was a top performer academically from the word go through hard work and focussed effort by my parents. At the age of 13 I represented the Mpumalanga Junior Chess team at the South African National Chess Championships, this was quite a nice pay-off after years of hard work and dedication behind chess boards.

I started high school at Afrikaans Hoërskool Seuns Pretoria, where I still performed well enough academically to receive the reward of studying in my room instead of in the study hall – a privilege that was only allowed for students with an average of 70% or higher from Grade 9. This is where the trouble started in my teenage years, all of a sudden I was no longer in a protected home environment, and left with the sudden sense of freedom by nobody checking up on me, which led me to experiment with Drugs and Alcohol. I was also involved with the wrong friends. By end of Grade 10 I was fully indulged in the night life activities of Pretoria, this led me to be expelled from boarding school. I moved to High School Evander in the beginning of grade 11 as a result. In High School Evander, I pulled my socks back up and started performing well in sport and academics again.

Then in Grade 12 my parents went through a heavy divorce process that shook my being to the core, this led me on a journey of using more drugs including Heroin, Crack, Dagga, LSD, Ecstasy and Crystal Meth. Again my mother would just not give up on finding me the help I needed, but being the stubborn young man that I was, I decided to run away and seek refuge in my dad's new family's house in Brackenfell, Cape Town. Being an engineer that works worldwide, I was left with a lot of freedom again, with my only perceived responsibilities being working as a door to door salesman for Aura Water in Cape Town, and studying a BCOM Entrepreneurship at UNISA. I still continued using drugs and tried to balance it out by obsessing about my studies. This way I still achieved acceptable results, but the drugs took a heavy toll on my body and soul. I eventually ended on the streets of Cape Town with just a backpack on my back.

Well as you might guess, this was the lowest point of my life and it got so bad that I just prayed and asked God to get me out of the mess. A miracle then happened and I ended up at Limpopo Regeneration Centre, a faith based rehabilitation centre, where I learned the process of changing your mindset through faith and received a sober mind as a result.

After finishing my year at Limpopo Regeneration Centre I went back to studying a BCOM Intrapreneurship at the University Of Johannesburg, with regained focus and vigour I managed to complete my degree with an average of 70%.

After completion of my studies I joined Netsurit as a Business Analyst, where I gained some valuable experience in the world of SEO and Online Marketing amongst other things. While working at Netsurit I founded EC Business Solutions, an innovative Online Marketing Company in Cape Town with a fresh approach.

Make Money Online is based on years of research and experience with getting top rankings for our clients on search engines like Google.

What you will learn from this Make Money Online e-book

- How to set up the different Google products that you will need.
- How to do effective keyword research in order to identify top opportunities in your niche.
- How to create SEO Friendly content that gets top rankings on search engines like Google.

10% of proceeds from this book will be donated to Bright Lights Orphanage Home in Somerset West, Cape Town in an attempt to help give orphans and street kids a better chance of having a better future.

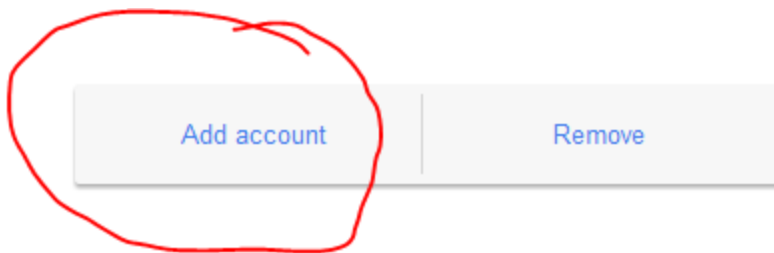
This book is dedicated to Bronwyn Coetzee, Dylan Coetzee, Hailey Coetzee and James Coetzee
(The anchors of my life and loving family)

Step 1: Set Up a Gmail Account (It's Free)

If you do not have a Gmail Account yet, you will need to create one in order to make use of Google's awesome products like Google Adwords, Analytics, Blogger, Google + and AdSense. (If you already have a Gmail account, you can skip to the next step.)



Go to Google.com and click on the sign-in button.

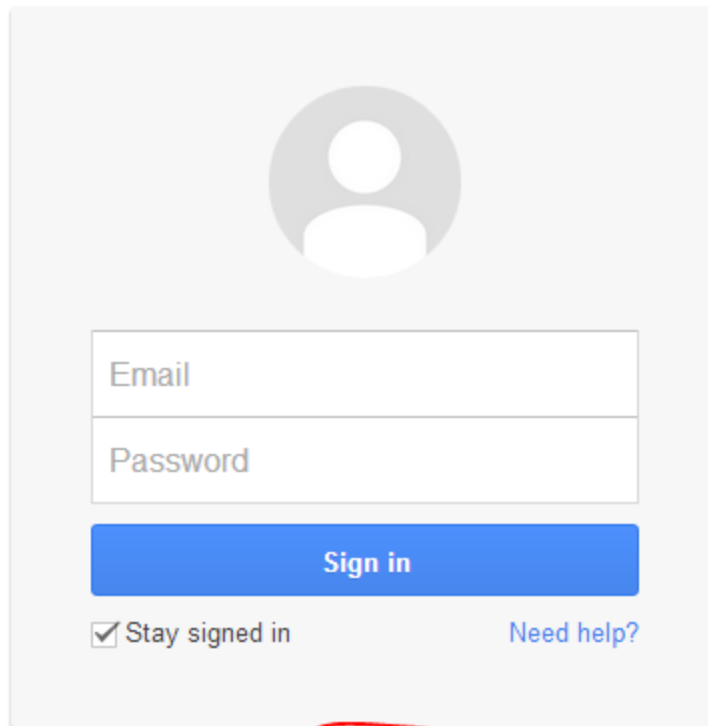


Click on Add account



One account. All of Google.

Sign in with your Google Account

A light gray rectangular box containing the sign-in interface. At the top center is a circular placeholder for a profile picture. Below it are two stacked text input fields: the top one is labeled "Email" and the bottom one is labeled "Password". Underneath the password field is a prominent blue button with the text "Sign in" in white. At the bottom left of the box is a checked checkbox followed by the text "Stay signed in". At the bottom right is a blue link that says "Need help?".

[Create an account](#)

Click on Create an Account

Create your Google Account

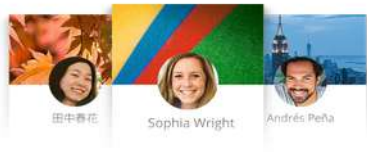
One account is all you need

A single username and password gets you into everything Google.



Make Google yours

Set up your profile and preferences just the way you like.



Take it all with you

Switch between devices, and pick up wherever you left off.

Fill in your particulars and click on Next Step.

Name
First Last

Choose your username
 @gmail.com
[I prefer to use my current email address](#)

Create a password

Confirm your password

Birthday
Month Day Year

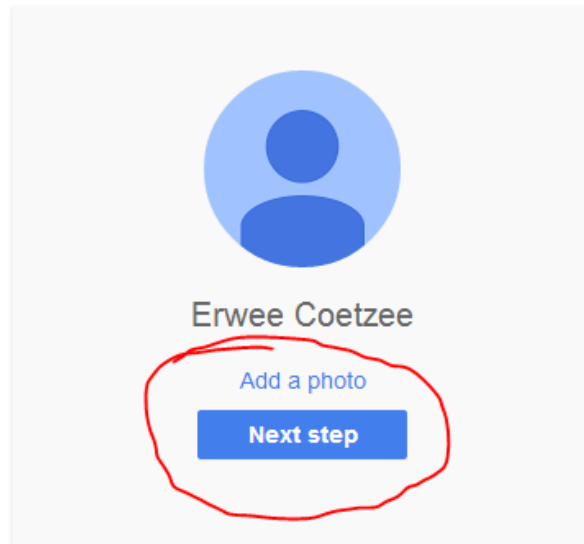
Gender
I am...

Mobile phone
 +27

Your current email address

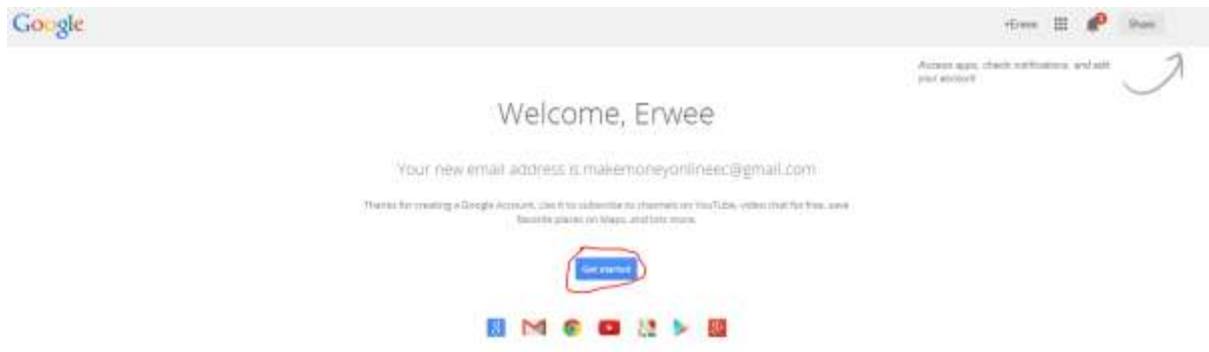
How you'll appear

Choose how you appear across Google by creating a public Google+ profile. Include a photo - you can update it at any time.



You can change your profile information at any time. [Learn more](#)

Add your photo and click on next step.



Click Get Started and you are good to go.

Step 2: Set Up Blogger Account.


Blogger is a free blogging platform by Google that is directly integrated with Google +, this is powerful because they automatically index the sites on their platforms. (I have seen some of my posts on Blogger rank 1st on Google Globally for over a year!).

Confirm Your Profile

The profile that readers will see when they view your posts is shown below. Using a Google+ Profile gives you an identity on Google properties and connects you with your readers, allowing them to share and recommend your content on the web and on Google+. If you want to use another identity such as a pseudonym, you may choose a limited Blogger Profile instead. [More information about profiles on Blogger.](#)

You will be seen as...

Your Google+ profile. [About Profiles.](#)



Erwee Coetzee
[View my complete profile](#)

Prefer to post under a different name? [Switch to a limited Blogger profile](#)

Email Notification

Feature announcements <input checked="" type="checkbox"/>	Send me feature announcements, advice and other information to help me get the most out of my blog. ?
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Click Continue to Blogger.

Erwee Coetzee's blogs

Create your blog now
You are not an author on any blogs yet, create one now to start posting! [Can't find your blog?](#)

Click on New Blog.



Blags List > Create a new blog



Title

Address

This blog address is available.

Template


Simple Dynamic Views


Picture Window Awesome Inc.

You can browse many more templates and customise your blog later.

Choose a title, address and template for your blog and click Create blog.



Click on Start Posting. At this stage your Google and Blogger accounts are set up and you can start blogging about your passion. Mine is making money online, but you can choose anything that you are passionate about. In one of the next steps I will show you how to do keyword research in order to target the best keywords that will give you the best return on investment in your niche.

Step 3: Set Up Google Adwords and Conduct Keyword Research

Google Adwords allows you to buy keywords and then feature in the ad section of their Google Search Results. This can be valuable (especially for new sites, which in our experience take about six months to get indexed and show results on Organic (free) search results.) as the paid advertising on Google will give you immediate access to the search traffic that the first page of Google enjoy.

Advertising on Google is outside the scope of this book, but www.wordstream.com/google-adwords have the information you need to get going and a free tool to test your Adwords account for areas of improvement.

In order to conduct keyword research you first need to log into Google Adwords, Type in the username and password and then click on sign in.

AdWords

Advertise your business on Google

No matter what your budget, you can display your ads on Google and our advertising network. Pay only if people click your ads.



Sign in: Google

Email
makemoneyonlineec@gmail.com

Password





[Sign in](#)

[Can't access your account?](#)
[Sign out, and sign in as a different user](#)

Welcome to AdWords!

Create your first campaign

Getting started

-  1. Choose your budget
-  2. Create your ads
-  3. Select keywords that match your ads to potential customers
-  4. Enter your billing information.

For experienced advertisers

Choose one of the following and get started with the full range of AdWords features





- Start [creating advanced campaigns](#)
- Go to [billing setup](#)
- Set up [conversion tracking](#)

Click on Tools

Welcome to AdWords!

Create your first campaign

Getting started

-  1. Choose your budget
-  2. Create your ads
-  3. Select keywords that match your ads to potential customers
-  4. Enter your billing information.

Change History

Conversions

Google Analytics

Google Merchant Center

Keyword Planner

Display Planner

Ad Preview and Diagnosis

For experienced advertisers

Choose one of the following and get started with the full range of AdWords features

- Start [creating advanced campaigns](#)
- Go to [billing setup](#)
- Set up [conversion tracking](#)

Click on Google Keyword Planner

Keyword Planner

Plan your next search campaign

What would you like to do?

- ▶ Search for new keyword and ad group ideas
- ▶ Get search volume for a list of keywords or group them into ad groups
- ▶ Get traffic estimates for a list of keywords
- ▶ Multiply keyword lists to get new keyword ideas

Click on "Search for new keyword and ad group ideas".

What would you like to do?

▼ **Search for new keyword and ad group ideas**

Enter one or more of the following:

Your product or service

For example, flowers or used cars


Your landing page


www.example.com/page


Your product category


Enter or select a product category

Targeting [?]


All locations 

English 


Google 


Negative keywords 

Date range [?]

Show avg. monthly searches for: Last 12 months 

Customize your search [?]


Keyword filters 

Keyword options 

Show broadly related ideas

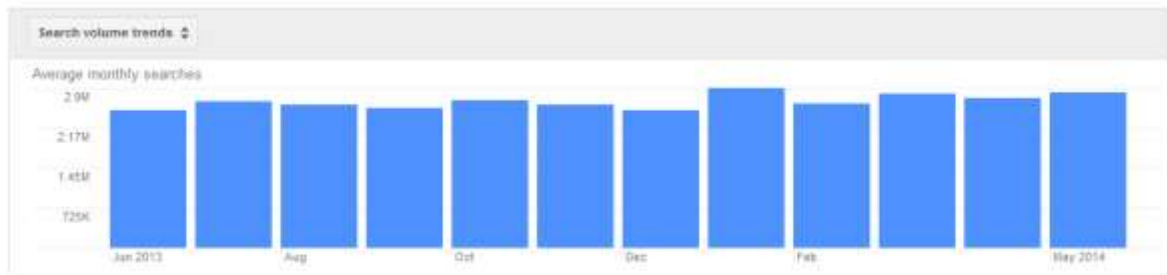
Hide keywords in my account

Hide keywords in my plan

Include/Exclude 

Get ideas

Type in your target keyword and click on “Get ideas”.



Ad group ideas **Keyword ideas** [Download](#) [Add all \(52\)](#)

Ad group (by relevance)	Keywords	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
Make Free (27)	make money online free, make money onlin...	18,050	Medium	ZAR19.96	0%	»
Home Make (26)	make money online from home, making mo...	97,030	Medium	ZAR18.22	0%	»
Make Fast (40)	make money online fast, make money fast ...	149,960	Medium	ZAR22.00	0%	»
Easy Money (30)	make money online easy, make easy mone...	100,220	Medium	ZAR27.95	0%	»
Can Make (21)	how can i make money online, can i make ...	19,360	Medium	ZAR22.36	0%	»
Best Make (15)	best way to make money online, best ways ...	19,290	Low	ZAR34.44	0%	»

Click on Keyword ideas



Ad group ideas **Keyword ideas** [Download](#) [Add all \(301\)](#)

Search terms	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
make money online	135,000	Medium	ZAR25.65	0%	»

1 - 1 of 1 keywords [«](#) [»](#)

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
make money online fast	6,600	Medium	ZAR21.62	0%	»
ways to make money online	18,100	Medium	ZAR22.92	0%	»
make money online free	6,600	Medium	ZAR20.64	0%	»

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- Epub & Mobipocket (Exclusive to V.I.P. members)

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