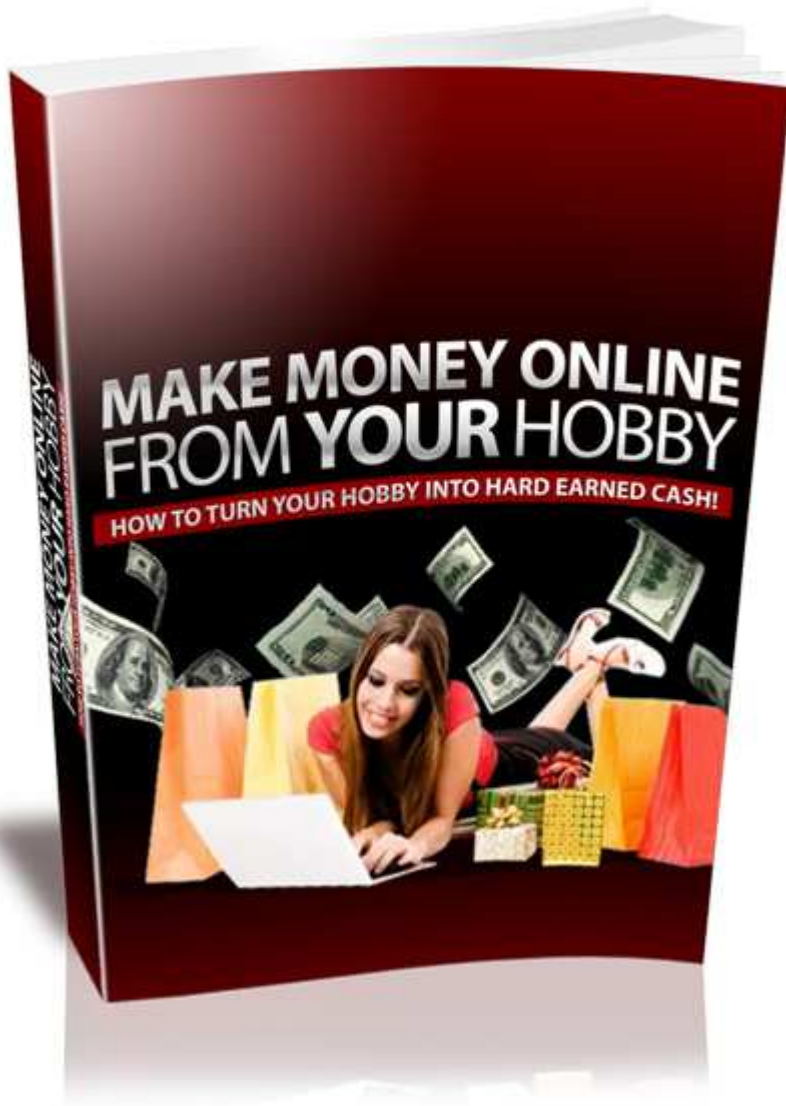


Make Quick Money Writing From Home Online

(Your answer to: make money from home online, make money writing online, make quick money online and make money online!)



by “Smokey” T. Johnson

Please Note: Don't be afraid of the mention of "writing" above. This ebook will show you how to succeed while writing virtually nothing yourself if that's what you want!

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Introduction

Long ago in the early days of the “world wide web” people used to believe the saying “If you build it, they will come”, today, unfortunately that statement doesn’t hold up at all when it comes to make money from home online. You can build it, but you will have to drive the traffic to it, otherwise, your site will simply sit there on your hosting quietly minding it’s own business, desperately waiting for Google, Yahoo or some other search engine to find it out there all Lonely and Lost.

So just what can we do to get that laser targeted traffic to our little lost site, all is not lost, and there are plenty of ways to drive that traffic to our sites, with a little bit of consistent and steady work you’ll soon see those visitor figures increasing from single numbers a day to hundreds per day.

If you want your site to succeed, you **need** that traffic. Even if you are short on time, or you are new to having a presence on the Internet, or perhaps you don’t even have any technical skills, there should be at least one method in this e-book that you can choose to use and start to see an increase in visitors to your site.

We’ve got listed the known ways to drive traffic to your site for no cost other than your time and determination to get that footfall.

Let's take a look at what we can do.

Table of Contents

Part 1

INTRODUCTION	3
OPTIMISE YOUR SITE FOR THE SEARCH ENGINES	5
SITE MAPS AND THEIR IMPORTANCE	8
MANUALLY CREATE YOUR SITE MAP.	9
SITE MAP GENERATORS	9
SEARCH ENGINE SUBMISSION	10
FREQUENTLY UPDATE YOUR CONTENT	11
START A SELF HOSTED BLOG	13
KEYWORDS USE THEM WISELY	14
GET LINKS FROM OTHER SITES IN YOUR NICHE	15
GUEST BLOGGING.....	16
FORUM POSTING	18
GET YOUR SITE LISTED IN THE DIRECTORIES.....	19
PROMOTE YOUR WEBSITE USING FREE CLASSIFIED ADS.....	20
ARTICLE MARKETING	21
USING OTHER PEOPLES ARTICLES FOR YOUR CONTENT	24
GOING VIRAL.....	25
GIVEAWAYS AND FREE TRAFFIC.....	27
ADD SWAPS	ERROR! BOOKMARK NOT DEFINED.
OTHER RESOURCES YOU CAN USE	ERROR! BOOKMARK NOT DEFINED.
TRAFFIC EXCHANGES	ERROR! BOOKMARK NOT DEFINED.
SAFE LISTS	ERROR! BOOKMARK NOT DEFINED.
<u>Part 2</u>	31
(All about building your all important mailing list)	

[Making Quick Money Writing From Home Online](#) (Your answer to: make money from home online, make money writing online, make quick money online and make money online)

Optimise Your Site for the Search Engines

The most basic thing you can do is to make sure that when the search engines visit your site, they know what your site is about. So how do we tell them?

We use our tags correctly. All pages of your site should contain the following information for the spiders to read.

1. The title Tag
2. The Meta Keywords tag
3. The Meta Description tag.

All of these bits of information are listed at the top of your page and contained within the <head> section of the page.

When you build your site using any WYSIWYG editor make sure you add the Meta description tag and the Meta keyword tag section to the header as most of the editors do not do this automatically.

Here is a new page source view in Kompozer, note the required tags are missing !!!.

```
<html>
<head>
<meta content="text/html; charset=ISO-8859-1" http-equiv="content-type">
<title></title>
</head>
<body>
<br>
</body>
</html>
```

Let's look at how an optimised make money from home online page source view should look like.

If our site is promoting let's say Learning to play the Guitar, I've just Googled "learn to play guitar" and the top site, listed number one on the first page gives me this.

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
<html>
<head>
<META HTTP-EQUIV="Content-Type" CONTENT="text/html; charset=UTF-8">
<title>Learn How to Play Guitar | Learn Guitar Online | Free Beginner
Guitar Lessons | Learning Guitar Player</title>
<meta NAME="Keywords" Content="guitar lessons, free guitar lessons,
learn guitar, how to play guitar, guitar, play guitar, learn how to
play guitar, beginner guitar lessons, learning guitar, guitar player
, learning guitar online, learn to play guitar">
<meta NAME="Description" Content="Learn how to play guitar online at
Guitar Player World.com with free guitar lessons and resources. Learn
guitar and get free beginner guitar lessons for learning guitar
online.">
```

Look how clever they have been with their page title.

```
<title>Learn How to Play Guitar | Learn Guitar Online | Free Beginner
Guitar Lessons | Learning Guitar Player </title>
```

They have chosen their "keywords" precisely too, there are just 12 of them, and they are highly targeted towards the nature of the site.

Take a look at the section <meta NAME="keywords" Content=

The description of their site page is precise and not how cleverly they have even added their site web address into the description section.

The search engine knows exactly what the site is about, and who it is targeted to and it's no wonder it's on page one.

Unfortunately, the site isn't number one on Yahoo, Using the same search term at Yahoo, the top unsponsored site shows this information in their tags.

```
<HEAD>
  <TITLE>Free Guitar Lessons - Beginner Guitar Lesson One - A Free Online Guide to Teach You How to Play
  Guitar From Scratch</TITLE>
  <meta name="keywords" content="guitar lesson how to play guitar lesson one beginner getting started
  learning guitar lesson online free chords scale tuning learn guitar">
  <meta name="description" content="An online guide, containing free guitar lessons to help you play play
  guitar. Pull out that old guitar in the basement, and you can start learning within minutes.">
```

Again we can see they have very cleverly used their <title> tag to be as descriptive as possible.

Their keywords and description are again specific and highly targeted to their niche. Make money from home online would be no different.

Using Alta Vista search engine for the same phrase "learn to play Guitar" this same site is again top of the search engine listing and it has achieved 2nd ranking on the first page of Google.

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What can we learn from this?

Use the title tag: don't just call your page index or sales page or something really short, think about your title what exactly is your site is about?

<TITLE>Free Guitar Lessons – Beginner Guitar Lesson One – A Free Online Guide to Teach You How to Play Guitar From Scratch</TITLE>

Use your keywords responsibly, be precise and to the point, do not use more than 25, and make sure your description does just that, describes in a quick statement exactly what the site is about.

H1, H2 and H3 Tags are important too.

Most search engines also pay attention to what you have inside your header tags. Search engine crawlers look for these to determine the relevance of your page too. Ensure that the H1, H2 and H3 tags are relevant and targeted to the content on your site; try to have only one

keyword in each Header line.

Alt Tags are important too.

An Alt tag is a html tag that gives a description to an image. Make sure that your Alt tags are descriptive and accurate: you should never ever stuff your keywords into an alt tag.

The only purpose of an alt tag is to provide a text description of what the image is.

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Site Maps and their Importance

Site maps serve two distinct purposes, one to help your visitors navigate through the various sections of your site and the other to provide search engines with a quick way to find and index every page on your site.

A static sitemap of all the web pages on your site greatly improves the chance that all of your site will get indexed by the search engines. A site map page is the best page to submit to the search engines manually because it will include a list of all the pages on your site.

All of your site map links should be in plain text and point to every page within your site with descriptive words that make it easy for both your visitors and the search engine spiders to understand. The term “make money from home online”, for example, would stand up alright by itself. Site maps are essential as an optimization technique and should always be linked to from your index page or home page and

your site menu.

There are two ways to build your site map, manually, or using a site map creation tool.

Manually create your site map.

It is easy to create a sitemap manually by using what is known as a nested list structure. You can create one by using your WYSIWYG editor or manually using notepad.

The only drawback with creating your site map manually is that every time you change your site, either adding or deleting pages, you will have to manually alter your site map to keep it relevant and up to date.

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Site map generators


There are many sitemap generators available for you to use, some free and some paid for. Using a site map generator is quicker and easier than manually creating your own.

One free and easy to use one is located here at

<http://www.sitemapdoc.com>

You can use this site to create a brand new site map, edit an existing one, check you keywords and lots more things too. Simply follow the on screen instructions and the site will create your sitemap for you.

SitemapDoc - XML Sitemap Generator and Editor

[Create New Sitemap](#)
[Edit Existing Sitemap](#)
[Google SERP Rank Checker](#)
[Keyword Analyzer](#)

[Place Page QR Codes](#)
[Geo Sitemap KML Gen](#)

[Sitemap Generator](#) Create a sitemap the quick and easy way. Download a free trial today! www.inspyde.com
[Google Analytics](#) Web Analytics From Google. Sophisticated, Easy, Free! www.Google.com/Analytics

Include HTML Map + RSS
 Check Images

[Ads by Google](#)
[Site Map Generator](#)
[Generate SiteMap](#)
[XML SiteMap Creator](#)
[XML Tools](#)

Enter the base URL of your site and click The page will refresh (after a while) with a list of the pages from your site. Any pages that could not be loaded will be flagged. (Uncheck these entries) Uncheck pages you do not want to include.

Want More Hits To Your Website?
Increase Your Traffic

This online sitemap generator will produce a site map for any site with less than 500 pages. This only works for static html sites. If your website is built using wordpress then there really are some excellent plug-ins to make your site map with too.

Always ensure that your site map is kept up to date.

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Search Engine Submission

Do not waste your life trying to submit your site to every search engine out there. Apparently there are at present more than 420 active search engines out there on the web. If submission to each one took 20 minutes, it would take you 140 hours of solid non stop submission. (That is nearly a week with no sleep!)

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