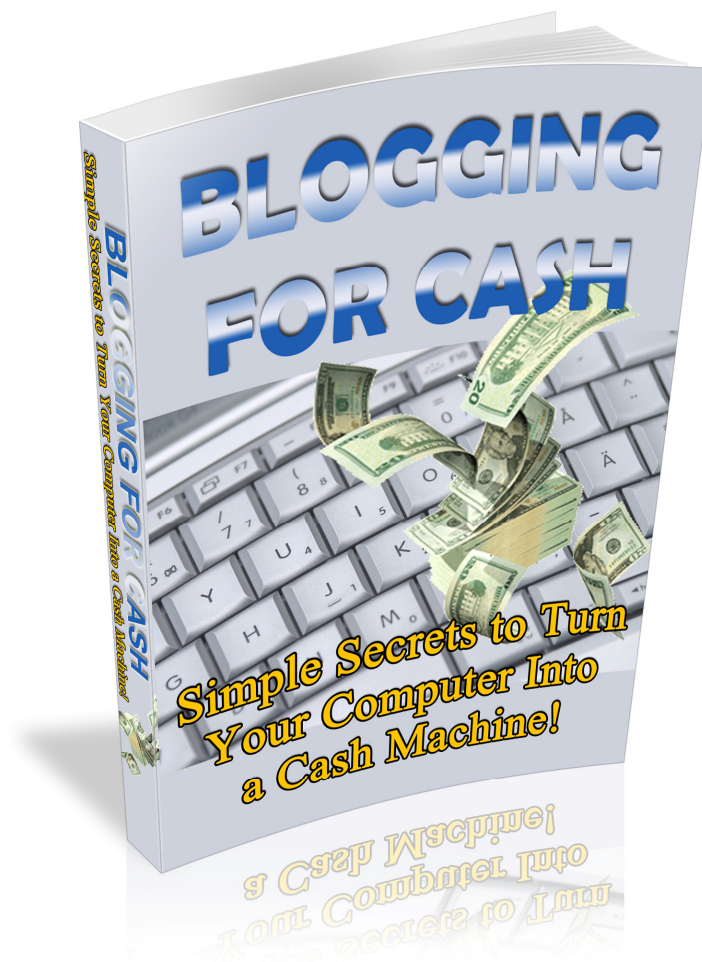


Blogging for Cash

Simple Secrets to Turn your Computer
into a Cash Machine!



Presented By The Online Academy
[Blog Profit Academy](#)

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Chapter 1

Creating a Popular Blog

If you want to make money through blogging, creating a popular blog is the key to success. If your blog receives very little traffic, you will not have much success monetizing it. No matter which method you use to make money from your blog, you will find the most success if you have a large readership. Because of this, making your blog popular and growing readership should be one of your primary concerns.

There are many ways to make your blog more popular. The first thing you should consider is who your audience is and who you are writing for. You should always write about something that interests you, and that will interest others. You may think that your new kitten is the greatest thing since sliced bread, but there are probably not very many other people who want to read a blog about it. It is best to find a niche audience that is large enough to support a wide readership but not too vague.



One of the great things about blogging is that you do not have to be a professional writer to have a popular blog. You do have to obey common grammatical rules and at least be able to put together coherent sentences, but you do not have to be a highly skilled writer.

Blog readers are looking for interesting, relevant topics to read, not the next work of Shakespeare. Make sure what you write is interesting, edgy, or even controversial. Popular blogs are never boring and add value to reader's lives either through information or entertainment. Make sure your blog adds something of value to your reader's life otherwise you will not develop a large fan base.



Making your blog popular is a lot like driving traffic to a website. You can use many of the same techniques to drive traffic to your blog. Finding places to link back to your blog is a good way to drive traffic. Social sites such as Myspace, Facebook, and YouTube provide lots of opportunities for this. You can also use social bookmarking sites such as Reddit, StumbleUpon, and Digg to promote your blog. Blogging on a popular blog site such as Wordpress and Blogger are also good ways to make your blog more popular as these blogging sites help to bring in traffic for your blog.

Whether you blog on a blogging network or you have an independently hosted blog, you need to make sure your blog is designed well. It is true that content is king and if a blog has great content it may receive lots of traffic even though it is ugly, having a

well designed blog that is not ugly or annoying will help to drive repeat traffic. You want your blog to look unique, but not too unique. Keep with internet formalities such as blue links and use large font for headings.

You should break your post up into small paragraphs each with a headline if possible as internet readers tend to scan the screen looking for relevant information rather than reading everything word for word. Make sure your colors do not contrast too harshly and that the text is easy to read. Using good design will make your blog aesthetically pleasing and make readers more likely to come back and remain on your page.



No matter where your blog is hosted, you should try to get it indexed by all the major search engines. Some forms of blog monetization require that your blog be indexed by search engines before they will allow you to participate in your program. The higher ranked your blog is, the more visitors you will receive and the more popular your blog will become.

All forms of monetization for your blog require readers to work successfully. Before you try to implement your monetization strategies, make sure your blog has enough readers to make your efforts work. If there is no one to click your ads, visit your affiliate sites, or read your reviews, you do not stand much of a chance of making money.

Chapter 2

Using AdSense in Your Blog

Now that you know how to make your blog popular, it is time to profit from it. One of the best ways to monetize your blog is AdSense, and this advertising program will work with just about any blog and if you receive enough traffic, it can be very lucrative.

AdSense puts relevant ads on your blog after you sign up and insert a few lines of code into your blog; this requires some basic HTML knowledge and a blog that allows you to modify the HTML. Don't be intimidated, it is easy to do. The good thing about AdSense is that the ads are displayed based on the content of your blog, so readers only see ads that will likely appeal to them, increasing the chances that they will click on them.

AdSense operates by pairing relevant ads with your content. As long as your blog has enough content to support a few text ads, you will be able to run a few non intrusive ads along the side of your blog. You will need to have a blog that allows you to add a few lines of HTML code into your blog in order to use AdSense. If your blog is hosted independently, chances are you will be able to make the necessary modifications. If you blog on a network or on another site, you will have to check to see if it is compatible with AdSense, many are.

To get started with AdSense, go to www.adsense.com and sign up. It is free to use AdSense and if you have an existing Google

account you can use it as your AdSense account as well. Signing up with AdSense is free, but you must provide tax information and report your earnings.



You then choose what type of ads you want displayed on your blog. You have the choice of text ads that run along the top, side, or bottom of your blog or graphic ads that display an ad with a picture on your blog, either in a size like a banner ad or in a smaller size.

AdSense is a cost per click advertising program, which means that every time that a visitor clicks on an ad in your blog you get paid. Google does not disclose exactly how much you make for each click before you sign up, but you can track your daily, weekly and monthly earnings once you have started running AdSense and calculate how much you are making per click.

If you do not have a large readership base, most types of monetization on your blog will probably not be successful and AdSense is no exception. The more people you have clicking your ads, the more money you make. Earnings will vary widely depending on how many visitors you receive and if your blog is very popular you can make a good income from AdSense alone.

Chapter 3

Other Advertising Options

There are plenty of other advertising options if you do not want to go with AdSense. A search for “AdSense alternatives” will net you a long list of other advertising opportunities.

Some work in much the same way as AdSense, others provide inline ads or banners. You should try a few different advertising programs to see which one works the best for your blog.

Some advertising opportunities are similar to AdSense and display text ads; others display contextual ads, the double underline words in the body of your text, and others work with graphic ads. Here is a list of other advertising sources for your blog, any of which may be the perfect advertising solution for you.

Clicksor – This advertising solution serves contextual ads within the body of your blog. These ads are simply words that are underlined twice and when clicked, send users to the sponsor’s website.

TargetPoint – Cost per click ads that display ads relevant to your content. They claim to pay out 50% of click revenue and offer many customizable features.

Adbrite – They have a few different advertising options including text ads, banner ads, inline ads, and full page ads.

Chitika – This advertising option is designed specifically for blogs and there are different advertising programs to choose from including text ads, inline ads, and graphic ads. Most of them operate on a cost per click basis.

Veoda – They also have different ad options including text, graphical, flash and inline ads. The good thing about Veoda is that they do not require a minimum number of visitors to sign up and do not require tax information which is good for small blogs that are just starting out.

Kontera – This is another inline advertising source where ads are placed as highlighted words that display a message when they are hovered over.

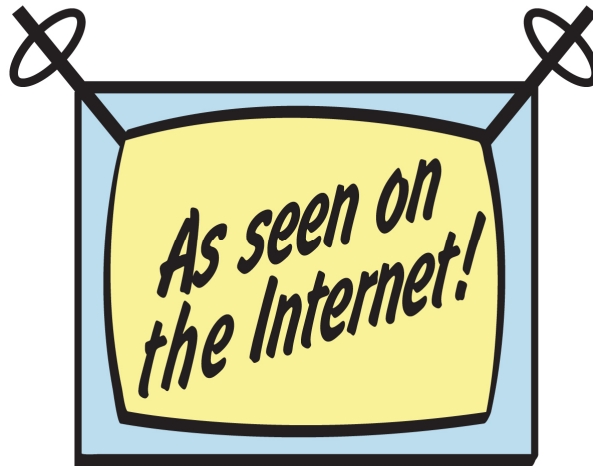
Text Link Ads – This site allows purchasers to buy text ads on blogs for a fixed monthly fee. The more popular your blog is, the more your ads will cost and the more money you will make.

Affiliate Sensor – This advertising solution combines the best of text ads with affiliate marketing. You earn revenue through Clickbank, an affiliate marketing program, without having to market directly in your blog. Text ads are placed, matched to your content, on your blog that link to Clickbank products.

AllFeeds – You can display a variety of ads through AllFeeds, from contextual ads, popaway ads, and text links. You can also display news and whether right from your blog with this service.

Bidvertiser – You only display ads from the highest bidder with this advertising solution and you can block ads that you do not want to appear on your site. The payout level is set relatively low at just \$10.

As you can see, there are plenty of other advertising solutions for your blog, and there are plenty more out there besides the ones mentioned here. You can always sell ad space directly, to companies or businesses that are related to your blog topic.



There are a few things you should remember before placing ads on your blog, however. Unobtrusive ads will seldom drive traffic away, but too many tacky ads will cause visitors to leave. You want to find a good balance where you can earn income but not chase off visitors. Make sure your ads are relevant and not annoying. Make sure that they do not take up too much space or become the focal point of your blog.

Chapter 4

Affiliate Marketing

If you do not want to run ads on your blog, or you are looking for an additional way to monetize your blog, affiliate marketing is a

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