

Why Writing an Information Website of Your Own Is the Very Best Way to Make Money Online

by Rebecca Matter



AMERICAN WRITERS & ARTISTS INC.

Copyright © 2009 by American Writers & Artists Inc.

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic, or mechanical, including photocopying, recording, or by any information storage and retrieval system, without permission in writing from the publisher.

Published by:

American Writers & Artists Inc.

245 NE 4th Avenue, Suite 102

Delray Beach, FL 33483

Phone: 561-278-5557 Fax: 561-278-5929

Website: www.awaionline.com

Our Ability to Make Money Online from Home Is an Extraordinary Gift

In the offline world, it is a risky proposition to start even the smallest business.

You need to invest in your start-up, find clients or customers, deliver or ship your services and products and so on.

With the arrival of the Web came a way to make money that is virtually risk-free.

You really can work in your pajamas and, if you want, you can create a business that doesn't involve delivering services or products, or even dealing with clients.

However, almost from the day the Internet first came into our homes, we have all been bombarded with countless scams about making money online.

Which is a shame, because there really are some legitimate ways to make a decent income online.

And of all of those legitimate models for making money online, the most reliable and most certain is to start writing your own information websites.

That's what this Guide is about.

Read on and you'll see why and how writing your own websites can be your ticket to long-term wealth and security.

AWAI

April 2009

What Exactly is an Information Website?

An information website generally contains content relating to a particular topic.

For instance, if you are into cooking vegetarian food, a Google search will find you some information websites that include hundreds of recipes and cooking tips.

Or you might be fascinated with gardening, and a search will find you plenty of websites that include hundreds or even thousands of pages of information relating to gardening.

In addition to these specialized information websites, there are also huge information websites run by large companies.

CNN.com, for example, is an information website.

As is Yahoo!.

But quality information sites don't have to be huge, and nor do they have to be created by large companies.

There are plenty of individuals who slowly build up the number of pages on their own information-sharing websites.

The topic might be green tea, kids' parties, furniture restoration, extreme sports, growing organic vegetables, scrapbooking, digital photography, knitting, travelling in Africa, dog training and so on.

In fact, there is an almost limitless supply of topics about which websites can be written.

And while big sites like CNN and Yahoo! have to cover thousands of topics, your site can become the trusted authority on just one topic.

That's what this is about – building a loyal readership of readers who trust you as being a credible, reliable source of information on one, specialized topic.

You may not be able to compete with Yahoo! as a source of information on a thousand different topic areas. But once you have written the first fifty pages of your own website, they won't be able to compete with you as a specialist in the single topic you choose.

How Can You Make Money with an Information Website?

As an example, let's say you have a real interest in doing yoga. And let's say you do a little research online to try to find some in-depth information on this topic.

Undoubtedly, you'll find some sites that talk about yoga. But maybe you'll find a gap. You'll see that although plenty of sites have some information on this topic, no one site stands out as an outstanding source of quality information.

So you start planning, creating and writing a website of your own.

You break the topic area into different subjects, like yoga for men and yoga for women. You look at yoga for people who are pregnant, yoga for athletes, and yoga for children. You look at yoga mats, training DVDs, books and yoga clothing.

Once you start digging you find that you can put together dozens and then hundreds of pages on this subject.

You'll then add a forum or blog to your website, so that your readers can submit their own content, which grows your website even faster, without much more effort from you.

With a growing body of content, you'll not only be loved by your readers but will also be noticed by Google and the other major search engines. The number of visitors to your site will grow and grow, and before you know it, you'll be receiving over a thousand visitors a day.

Then, with tens of thousands of people coming to your site each month, you'll be in a strong position to start making some money.

How? There are many ways, but let's look at two of the top ones.

To start, you can include contextual ads on your content pages. Whenever someone clicks on the ad, you'll get paid by the ad service, the most popular of which is Google AdSense.

You can also look for companies which sell yoga products and see if they have an affiliate program.

For instance, you can join the Amazon affiliate program and then include links from your site to yoga product pages on theirs.

Keep in mind, this is passive income. Once you place the ads or links on your pages there is nothing further to do. You don't have to deal with customers, process payments or ship products.

You simply keep creating quality content, include those ads and affiliate links on each page and then watch the money flow in every month.

Your job is simply to create more and more quality pages. Fill the information gaps and genuinely help your readers.

The larger your website grows, the more visitors you will receive, and the more money you will make.

It's really that simple.

Alternatives to Making Money Online With Information Websites

People try to make money online many different ways. But none of them have the strengths

and longevity of an information website.

Let's look at some of the alternatives ...

1. Writing e-books and selling them online.



If you have been looking for ways to make money online you may have considered writing and selling e-books.

An e-book can be a great way to make some money, so long as you can reach enough people who want to buy it. The “gurus” out there talk about how they make tens of thousands of dollars from their e-books in a single day. Well, they can do that because they have huge lists and then get their buddies to sell it to the people on their lists as well.

But for someone wanting to make some money from home part-time, writing and publishing an e-book can take a lot of time for not a very significant return. You have to write the e-book itself, then write the sales page.

And then what? How do you get people to visit the sales page?

And if you do get people to come to your sales page and buy your e-book, how long will people keep coming?

E-books, like regular books, tend to peak early in their sales cycle and then decline. So if you want to make e-book publishing a part of your long-term income plan, then you'll need to write new books and new sales pages on a regular basis.

Ask any professional in the information-publishing business and they'll tell you they have to keep publishing new material. Write and promote. Write and promote. It's hard work!

2. Using pay-per-click to generate sales and income.

Some people make money online by creating small sales websites and then driving traffic to them through pay-per-click advertising (PPC).

They might be selling their own products or services, or directing visitors forward to merchants with whom they have affiliate relationships.

One way or another, they have to pay for every visitor. With PPC, you pay for everyone who clicks on the ad that brings them to your site. Even if you do a great job writing enticing ads and pay just a few cents for each visitor, it's still costing you money.

In addition, playing the PPC game takes up quite a bit of time. You have to keep testing your ads, keep an eye on the prices and make adjustments when new competitors start bidding on your favorite keywords.

And what happens when you want to go away on vacation for a couple of weeks? Who is

going to be watching your PPC ad campaign for you?

As with writing e-books, you can certainly make money by generating Internet traffic with PPC. But it will always cost you money, and you always have to have your eyes open and pay attention to your campaign.

3. Other ways to make money online.

You can create a virtual store of products and have them shipped by another company whenever you make a sale, avoiding the cost of carrying your own inventory of products.

Or you can deliver an information-based service and deliver it through a subscription or membership website.

And there are other models you can work with too.

But none of them offer the simplicity of making money with a simple information site. They all demand more attention. They all carry additional levels of responsibility and commitment. And they all take more time out of your day-to-day life.

Six Reasons Publishing Your Own Information Website Is Such a Smart Way to Make Money Online

If you want to make money with a website, there are six solid reasons why you should create a content-based website.

Reason #1 – Every page you write will make you money indefinitely.

The problem with writing e-books and their corresponding sales pages is that as soon as you stop actively promoting them, they cease to pay you back for your efforts. Or if they do, it will be at a very low level.

However, when you write an information website that makes money through contextual advertising and affiliate commissions, each page you write will continue to generate revenues for many years to come.

A single content page on your site may not make you much money each month, but when you add up the revenues from a hundred or five hundred pages the figures add up quickly. Now multiply the monthly revenues by twelve and you get a sizable annual revenue. Now think about that website being online and growing, year after year.

The page you write today will still be earning you money in five years.

Write once ... and earn indefinitely.

Reason #2 – The traffic to your site will be free.

A carefully constructed and well written content site will attract traffic through the major search engines.

You don't pay a penny. You have no PPC costs. This is free, organic traffic coming in from Google, Yahoo!, MSN and other search engines and directories.

The more pages you write, and the more carefully you optimize each page for particular keywords and phrases, the more traffic you will receive.

For sure, your free, organic traffic will not amount to much during the first weeks and months following the launch of your site. But over time, the numbers will grow and keep growing.

By building your site and business on free traffic, you don't have any costs to subtract from the revenues you earn. Other than your time and the tiny hosting costs for your website, every penny you make is profit. It's yours.

And when you are making money through contextual advertising and affiliate commissions, you don't even have payment processing costs to worry about.

Other than about \$10 a month in hosting, everything else is free.

Reason #3 – There is no selling.

When you write an information website you don't do any selling. You don't write pages that are trying to sell a product or service. Basically, you are writing editorial. You are sharing useful information. And it's about a subject you enjoy! Sometimes you are writing product or service reviews.

But the selling part is done by the sites you direct people to ... either through contextual ads or affiliate links.

Your job as the writer and editor of a content-rich website is to deliver useful, interesting and engaging information. Leave the selling to the people at the sites you direct your visitors to.

And you don't even need to pitch your website to join affiliate programs either. Acceptance is usually automatic. Lots of people don't like to sell, but are happy writing editorial-style content about a topic that interests them.

Reason #4 – No technical skills required.

Writing a content site is dead simple. If you can use a word-processing program you can use the same skills to write and format your website pages.

There are dozens of hosting companies that provide simple templates you can use.

Just set up the look and feel of your site, add category navigation tabs and then add pages as if you were creating word-processing documents.

These online hosting services enable you to create links with a couple of clicks and add photos or other images just as simply.

You don't need to know any HTML or know what CSS means.

That said, if you want to create something more sophisticated you can. If you want to learn some coding skills, go for it. But you don't need to.

Other ways to make money online, like writing and creating e-books do require more technical skills and knowledge ... from the design of your e-book to the installation of payment processing.

The beauty of creating a content-rich information site is that anyone who can use a word-processing program like Microsoft Word can build a website.

Reason #5 – You set your own schedule.

You don't have any bosses or clients or customers writing to you or calling you. You can write your website at your own pace. There are no rules, no set schedules.

If you need to take a break for a few days or weeks, that's fine.

Certainly, you will want to try to generate new pages for your site at a decent pace. After all, the faster you build your site, the sooner you'll start making a decent amount of money.

But this is a business and income model that allows you enormous flexibility. You are never tied to your desk. You never HAVE to be there in order to deal with customer service issues, suppliers or anything else.

Remember, this is a truly passive way to make money.

And if you do need to take a few weeks off from your website, it won't have a negative impact on your site traffic or your income. It is good to grow your site on a regular basis, but you also have the flexibility to step back as and when you need or want to. Your site will continue to make money even while you take time off.

Reason #6 – You are building a long-term asset.

In the world of investment, one often invests either to generate a regular income or to achieve capital growth.

With an information website you can achieve both.

After a few months, your website will start to generate income. But at the same time, you are building a long-term capital asset. And the more consistently

you add new pages to your site, the better you will do.

Almost every page you add will make you some money. And they will continue to make money for the foreseeable future.

After a couple of years, your site could be making you \$4,000 a month or more. That's about \$50,000 a year.

Not bad for what is essentially a hobby website you have been creating in your spare time!

After a few more years, you might decide to stick with the monthly income, or you might decide to sell the site.

A website like this will typically sell for two or three times its annual revenues. With an annual income of \$50,000, that translates to a sale price of \$100,000 or \$150,000.

Why would you ever sell a website that makes you \$50,000 a year? Well, maybe over the years you have built three or four of these sites. And you'll be in a position to sell just one of them and spend the money in any way you want. (Sell one and have the other two generate over \$10,000 in income for you each month.)

Could you do this with an e-book business model or by driving traffic to a sales site with PPC ads? Not really. The creation and growth of a content-rich information website not only generates a handsome monthly income but also creates a true asset.

And yes, you can create sites like these in your spare time ... all while writing about a topic you really enjoy.

So What's the Catch? Why Doesn't Everyone Do this?

There is no catch.

And the reason why everyone doesn't do this is because they are impatient. They don't have the patience to build something of real value.

Too many people – almost everyone – are looking to get rich quick. They want to see a return NOW. They don't persevere. They give up too soon. They don't have the stubborn streak required.

If there is a catch to this business model, it's one of perception. Many people feel that it takes too long.

Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

