

Getting Started with Making Money Online



Build a “Tiny Site.” A tiny site is a blog with a few (4-6) posts on it in a specific niche. To get an extra bump in the search engines, put the blog on a keyword-rich domain. [Micro-Niche Finder](#) is a great tool to help you find niches and keywords. It really will be your best investment.

Note: the research that goes into this step is likely the most important step in the process. When you find a hungry niche that buys and keywords that are easy to dominate, then you are golden.

Tiny sites can follow the [Google Sniper method](#), but selling the sites takes it the next step to put the fastest money possible into your pocket.



2) Write articles, put them on [EzineArticles.com](#), and link them back to your site. That will drive traffic back to the website, and you'd ideally structure your articles to rank high in the search engines for other less competitive search terms. If you don't know how to do this, see [BumMarketingMethod.com](#). At the end of your article, include a link back to your website so that people can find your Tiny Site. This will help you develop a stream of consistent visitors to your site.

3) Build links to your Tiny Site. Your articles will give you a jump start with this, and having your keyword in the domain will make link building twice as effective. Set up <http://www.onlywire.com>, there are 30 or so bookmark sites that you can back link to with the push of one button, but it does take a little time to initially set up. You must submit your site to [Use Digg.com](#), [Delicious.com](#), [Stumbleupon.com](#) and/or [SocialPoster.com](#) to bookmark each of your posts, and then ping the URLs of your bookmarks at www.Pingomatic.com.



Blogger™


Blogging <http://www.blogger.com> and making blog comments, press releases, social profile links, and forum posts are all great ways to get links to your site. Just be sure to include your keyword in the keyword in the link so that the search engines give you credit for it.

When you have articles driving traffic to your site, and when your site begins to rank on the search engines for its main keyword, you'll have long-term free traffic come from multiple sources. If you're on the first page of Google for your main search terms, you'll be getting more than enough traffic to monetize and sell. And even if you never grace Google, your articles will drive traffic over time. The next step, then, is to monetize that traffic.

4) Monetize your site. There are a few ways to do this:

- Google AdSense – the simplest and most reliable way to run ads on your site is through Google’s own advertising network. Their payout isn’t the best, but it is an industry standard that buyers like to see, and it can be installed in a few seconds.

- AdBrite – If you don’t have a Google AdSense account, it can be difficult to get one, because they have cracked down over the last year. AdBrite advertising is a reputable alternative.

 - Clickbank – The most popular affiliate resource, Clickbank has an information product for just about everything, and payouts are high. Your sales may be sparse, but that extra \$30 per sale on top of your advertising revenue is nice.

- Text link ads – SEOs will pay to have a text link ad on your site, and there are networks that will broker them for you. TextLinkAds.com is the most well-known, but they’re very picky about who they accept. TextlinkBrokers.com is another option.

- CPA Networks – Run a Google search for “your niche + cpa network” and you’ll find cost-per-action networks that will pay you when someone signs up for a newsletter or even just enters their zip code (called a ‘zip submit’). Advertise some simple CPA offers, and they’ll add to your bottom line.

If one monetization vehicle doesn’t work out, then swap it for another. Remember, you don’t have to build up much steam before you can sell the site to an investor who will scale it from there. When a website is making \$20 - \$50 a month, it’s ready to be sold for a lump sum.

Every once in a while, you’ll build a site that really takes off, or that you really enjoy building, and those are the ones that you’ll grow into your Tycoon sites that make \$1,000 a month or more. Then you can worry about scaling your sites to have mailing lists, deep search engine optimization, and selling more products.

To recap, you need the following:

- 1) A niche that buys.
- 2) Keywords those are easy to conquer.
- 3) A small blog on a keyword rich domain with a few posts.
- 4) A traffic and monetization strategy.

Contrary to what most gurus will preach, you don’t need to immediately go out and build a website that replaces your current income - and even if you *needed* to, it’s several steps ahead of where most people currently are. However, the ability to sell sites for a few hundred, a thousand, and two thousand bucks a pop is life changing for most.

And the good news is that your sites don't need to be making ANYTHING for you to get started. But it's by far better if you monetize the traffic that's coming to your websites with advertising revenue or affiliate revenue. As soon as your site is making a few bucks a month, it can be sold to put a nice chunk of money in your pocket.