

Generating Income from Your Web Site: An Analysis

This analysis has been created for the sole purpose of generating residual or passive income from a web site or sites without putting a great deal of effort into it and getting a lot more income out of it than what has been put in. The other purpose is to push traffic to the primary website that should increase the number of clients Helpful Computer Consulting currently has.

[Passive/ residual income](#) can be generated using [direct sales](#) of products and services as well as taking advantage of the numerous affiliate and advertisement programs that are available. The initial goal is to generate at least \$200.00 from residual income techniques that take full advantage of the following nine key areas.

Key Areas:

1. **Landing & Squeeze Pages**
2. **Taking advantage of Amazon.com, LinkShare and Other Affiliate Programs**
3. **Generating Income from Articles, eZines, Blogs, & Free PDF Books**
4. **Google AdSense**
5. **Google Analytics**
6. **Search Engine Marketing & Optimization Tips**
7. **Using Tag Clouds & Packing Keywords Into Your Content**
8. **Generating Traffic to Your Site Using MySpace, Twitter, Facebook, LinkedIn & Others**
9. **Email Campaigns & Newsletters: Keeping in Touch With Your Clients**

I. Landing & Squeeze Pages

Links for this section:

- <http://www.generating-residual-income.com/index.html>
- <http://www.toprankblog.com/2007/09/ten-tips-for-lead-generation-landing-pages/>
- <http://www.onlinebusinesshelp.net/5655/squeeze-page-video-connect-with-your-visitors-and-generate-leads/>
- <http://ezinearticles.com/?Generating-Free-Traffic-Using-Traffic-Exchanges&id=829701>
- **Example of sites that use Amazon.com to generate income:**
<http://www.tumde.com/>

Q. What is a Landing Page?

A. A landing page is any page on a website where traffic is sent specifically to prompt a certain action or result. Think of a golf course... a landing page is the putting green that you drive the ball (prospect) to. Once on the green, the goal is to get the ball into the hole. Likewise, the goal of the copy and design of a landing page is to get the prospect to take your desired action. (<http://www.copyblogger.com/landing-pages/>)

Q. What is a Squeeze Page?

A. A squeeze page or opt-in page is used by marketers to get visitors to subscribe to a newsletter or email list. Newsletters offer a whole range of income generating options if done correctly and regularly. I take a look at newsletters in section 9 of this report.

II. Taking advantage of Amazon.com, LinkShare and Other Affiliate Programs

Links for this section:

- <http://www.affiliatewebsitesnow.com/>
- http://www.amazon.com/gp/seller-account/mm-landing.html/ref=footer_seeall?ie=UTF8&ld=AZSOAviewallMakeM



Affiliate marketing can be the most profitable of all the ways to generate residual income online. By setting up an affiliate marketing program, such as one with [Amazon.com](http://www.amazon.com), you stand a chance to earn a great deal of cash provided you set up your landing pages appropriately and carefully using lots of text-based content to describe the product or service you are promoting. The diagram to your left demonstrates this very well.

Affiliate Managers or Brokers such as [LinkShare](http://www.linkshare.com) can also help you, as an affiliate. You do not have to go through the process of contacting businesses independently. They list the businesses under contract, explain their sales policies, the commissions offered, and provide you with code for Banners and Text Ads to place on your website. They also collect your commissions, combine your earnings, collect your relevant tax information (W-9s), and issue payment directly to your bank account or by check. You get to decide which you prefer.

III. Generating Income from Articles, eZines, Blogs, & Free PDF Books

Links for this section:

- <http://ezinearticles.com/?Generating-Income-From-Articles&id=893152>
- v

Writing good unique content on the subject that relates to your website provides the fastest way to promote your website or affiliate landing page and create income. By writing good clear precise English on your websites subject. While writing your document it would be important to consider the **keyword density**, try to aim to get a keyword density of around **4 - 6%** this will enhance the chances of your article producing good **SEO**. Producing an article with good **SEO** characteristics will be more attractive to those who download it and distribute it.

Some article websites allow you to post links within the content itself however most do not if you can you can generate good anchor text links to your site. Your article needs to have the following key elements within it to secure a good download results and therefore more exposure to your website. **Your content should contain relevant information on your product or service as a minimum.** Your article should contain the keywords that are used in your websites **Meta tags** as this clearly makes a stronger more valuable link to your site. Making your article title to include as many key words as possible and still be readable is also important.

Think about the market that you are entering as you have to put keywords in for the people searching for unique quality information make sure that your article is submitted to the right category as well as this makes sure that your article is not rejected on the grounds of being submitted incorrectly. Make sure you understand the content providers' sites terms and conditions in regards to submission as you want to take the maximum advantage of submitting by adding as many links as possible to your site or affiliate site landing page. To get the best possible promotion from your article you need to think about the sites that you are submitting to. The article

sites need to have a good [Google PR Value](#) even though some sites have the no-follow string so the link strength is not as good. By having your article submitted to good **Google PR** sites will lift your sites ranking by giving it a good strong back link.

You must use your resource box carefully by making sure you have good anchor text type links to your site, the anchor text should match your keywords and also try to use different anchor text for different content providers sites that you submit to. By using different anchor text links in your resource box you are making sure that you have not got duplicate content. Article writing should present clear advantages to the reader and make them want to enquire about more of your product or service that you are promoting. You should also log in to the sites from time to time to view your article stats and see how many downloads or requests your content has and how many click throughs that your work has produced. **By carefully monitoring this you can tune your work and your website submissions to maximize you income generated.** Make sure that your articles are only getting submitted to the content provider sites that are getting sufficient traffic to produce good requests. Always review what subjects are popular and see if you can write something on a similar subject to attract more downloads. This way you can pick up on recent trends to help you generate more income to your website or affiliate.

IV. Google AdSense

Links for this section:

- <http://www.affiliatewebsitenow.com/affiliate.html>
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This section of this analysis is devoted to Google AdSense, and for good reason. You need to set-up a Google account if you do not currently have one. **Google rules the Internet!** That doesn't mean they are always the top choice for what they offer, but they offer a ton. AdSense allows you to allow Google to allow their advertisers to advertise on your website. That means income for you! Google will allow you to set-up one free e-mail account. Most Internet vendors recommend a Google e-mail account to conduct business. We recommend you do that using your business name. It is not always recommended to set up a Google AdWords account since this is a paid service, once your online presence starts to create significant revenue then it maybe a good idea to add this service.

AdSense is a great way to monetize your web properties; however there may be certain instances where you don't want to, or can't run AdSense on your site. This can be for a number of reasons; perhaps your account has been banned, perhaps your site's content does not fit the guidelines of what is acceptable content for AdSense. Maybe you just feel you can make more money with an AdSense alternative.

There are several choices available for those seeking an alternative to AdSense. Yahoo Publisher Network, also known as YPN, is probably the closest alternative to AdSense in terms of format and potential earnings. ClickBank ad modules are another alternative; however since they primarily promote digital products, they are not a good choice for everyone. Chitika ads are good for shopping sites and sites that discuss or promote physical products. Kontera, Kanoodle, AdBrite, SearchFeed, and the new Miva/ FindWhat ads are also good alternatives for those who can't, or don't want to run AdSense on their sites.

V. Google Analytics (GA)

Links for this section:

- http://en.wikipedia.org/wiki/Google_Analytics
- <http://www.google.com/analytics/>

Google Analytics (GA) is a free service offered by Google that generates detailed statistics about the visitors to a website. Its main highlight is that the product is aimed at marketers as opposed to webmasters and technologists from which the industry of [web analytics](#) originally grew. It is the most widely used website statistics service, currently in use at around 57% of the 10,000 most popular websites. GA can track visitors from all [referrers](#), including [search engines](#), display advertising, [pay-per-click](#) networks, [email marketing](#) and digital collateral such as links within [PDF](#) documents.

Integrated with [AdWords](#), users can review online campaigns by tracking landing page quality and [conversions](#) (goals). Goals might include sales, lead generation, viewing a specific page, or downloading a particular file. These can also be monetized. By using GA, marketers can determine which ads are performing, and which are not, providing the information to optimise or cull campaigns.

GA's approach is to show high level dashboard-type data for the casual user, and more in-depth data further into the report set. Through the use of GA analysis, poor performing pages can be identified using techniques such as funnel visualization, where visitors came from (referrers), how long they stayed and their geographical position. It also provides more advanced features, including custom visitor segmentation. Users can officially add up to 50 site profiles. Each profile generally corresponds to one website. It is limited to sites which have a traffic of fewer than 5 million pageviews per month (roughly 2 pageviews per second), unless the site is linked to an AdWords campaign.

VI. Search Engine Marketing & Optimization Tips

Links for this section:

- <http://www.google.com/support/webmasters/bin/answer.py?hl=en&answer=35291>
- <http://www.searchenginejournal.com/55-quick-seo-tips-even-your-mother-would-love/6760/>
- http://webdevelopersjournal.com/articles/search_strategies_tips.html
- <http://www.seochat.com/> (lots of tools and articles on the subject)

This is a huge area and would take up many books let alone pages of information so I will leave that to the links above, explore them carefully, good SEO is the key to getting listed well on Google, Bing, Yahoo, MSN, and others. Also, as a side note, you should also explore [metalinguage](#) inside tags, such as the “rel” attribute in link tags (see tag clouds below), the value of which should be “tag”, [webots](#) understand this language and indeed are optimized for it. The “rel” attribute is being expended extensively with HTML 5, here is a link explaining this further: <http://wiki.whatwg.org/wiki/RelExtensions>

VII. Using Tag Clouds & Packing Keywords In to Your Content

Links for this section:

- <http://www.seoroadmap.com/>
- http://en.wikipedia.org/wiki/Tag_cloud

Tag or keyword clouds are used a great deal on blogs and on photo sites like [Flickr](#), in fact, WordPress incorporates them right into all their sites. But they can also be used on affiliate landing pages, in shopping carts, and in many other locations. Essentially a **tag cloud** or **word cloud** (or **weighted list** in visual design) is a visual depiction of user-generated [tags](#), or simply the word content of a site, typically used to describe the content of web sites. Tags are usually single words and are normally listed alphabetically, and the importance of a tag is shown with font size or color. Thus, it is possible to find a tag alphabetically and by popularity. The tags are usually hyperlinks that lead to a collection of items that are associated with a tag. By creating a tag cloud you appeal to real people or users visually but it's the underlying code that reveals their true power and potential, it's this metalanguage (described in section 7) that tells webots what to do with the information and thus it makes it even easier for search engines to find your content, driving traffic to your web site.

VIII. Generating Traffic to Your Site Using MySpace, Twitter, Facebook, LinkedIn & Others

Links for this section:

- http://www.ehow.com/how_4475403_traffic-website-through-social-networking.html
- http://www.ehow.com/how_4522838_generate-traffic-website.html

There are lots of social networking sites on the web, the hottest right now being Twitter and Facebook. These sites can get thousands of hits a day and they all have the capability of generating tons of traffic to your website business. The links above to the **eHow** articles are excellent and there are lots more articles on that website that will help you out.

In addition, joining communities like [eHow](#) and [LinkedIn](#) can also help generate revenue by generating traffic to your website business or affiliate landing pages.

Now with shopping carts like [CartFly](#) and [PayPal](#) you can sell your products and services anywhere.

Q. What is CartFly?

A. Most people of heard of PayPal but not CartFly. CartFly is the newest shopping cart that is perhaps the best one of all. Cartfly is the newest way to sell your products online. No setup fees. No annual fees. No listing fees. Cartfly gives everyone the opportunity to easily create portable storefronts that can live across an unlimited number websites, social networks, blogs, and personal websites.

- Pick your store name: www.YOURSTORENAME.cartfly.com
 - Customize the look of your store.
 - Manage product pictures, descriptions and prices.
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IX. Email Campaigns & Newsletters: Keeping in Touch With Your Clients

Links for this section:

- http://www.ehow.com/how_2227852_traffic-these-two-email-techniques.html
- <http://www.1stwebdesigner.com/design/client-tactics-maintaining-existing-clients/>
- <http://www.campaignmonitor.com/resources/>

➤ http://www.ehow.com/how_5076887_build-optin-email-list.html

Statistically it is seven times easier to maintain an existing client than is to go out and get a new one. On a common sense level, it just makes for a good business strategy to try to maintain as many existing clients as possible. By keeping in touch with existing clients via a newsletter or email campaign or a combination of the two, you can not only keep your existing business but generate new business by offering discounted products or services or coupons through your campaign.

Q. Worried about HTML based email?

A. Make sure you always use a template that has absolute URLs to all images and links (images need to be uploaded to a website) and always provide the option to have text-based or HTML newsletters. In addition there are programs available that can help you monitor who has what for email clients such as [CampaignMonitor](#) and many others.

There are lots of services out there to help you with your email marketing campaigns, here is a helpful link to get your started: <http://email-marketing-service-review.toptenreviews.com/>

Or, if you prefer to do it your own way, check out [PHPlist](#), a free program you can download and install onto your web server, many hosting companies also offer it in your [cPanel](#) such as [Hostgator](#).
