

# WELCOME

**DAY 90/100**

## DIGITAL MASTERY CHALLENGE

**DATE: OCTOBER 19, 2020, MONDAY**

**TIME: 06:00 PM (AST)**

**LIVE FROM DOHA, QATAR**

# HOW TO MAKE MONEY BLOGGING IN 2020





**To make life-  
changing  
money from  
your blog as  
fast as  
possible**

YOU NEED  
TO START  
THINKING  
LIKE A  
CEO



# Developing systems to scale your blog like a startup, *not a hobby.*



***Most of the  
bloggers are failing  
to make money  
fast as possible***

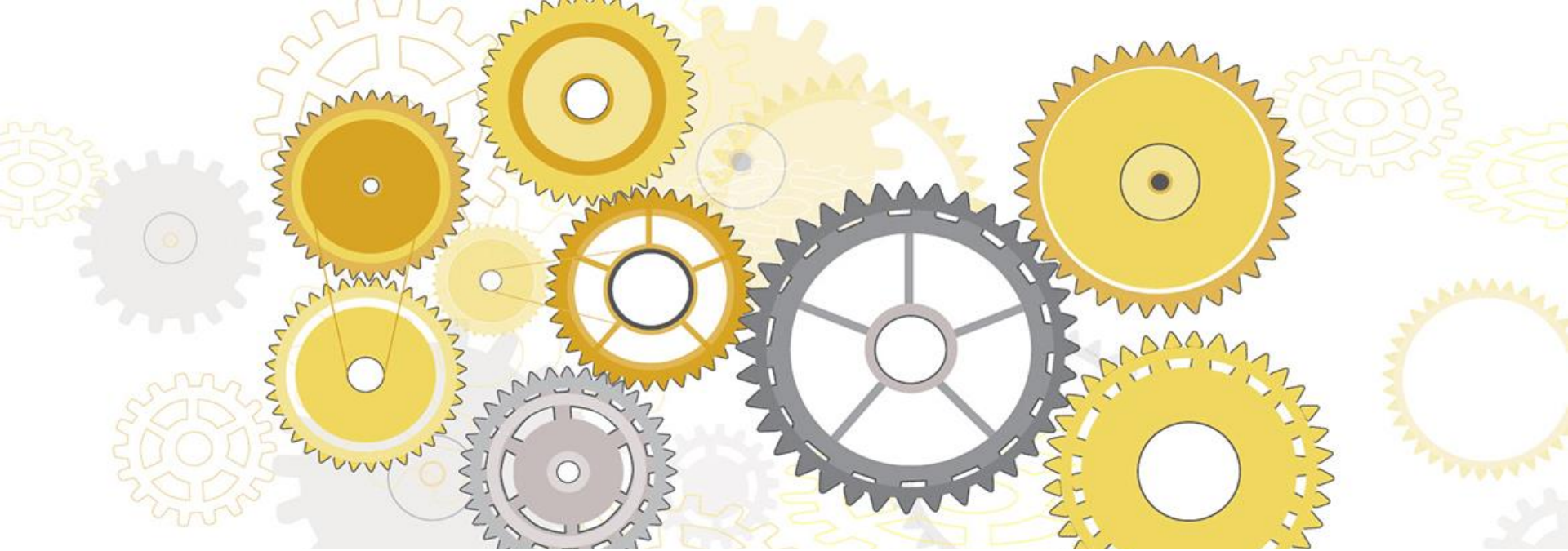


Why?

***They are  
more focused  
on writing!***







***You need to focus less on writing and more on **creating systems** to scale your blog at startup speed.***

**Remember,  
you're a  
business  
owner, not  
just a blogger.**



LET'S GET

STARTED

---



# HOW TO MAKE MONEY BLOGGING IN 2020





***Before anything else, you need to learn how to start a blog***

A collection of colorful, glossy buttons with various domain names like .biz, .info, .net, .com, .edu, .eu, and .org. The buttons are scattered on a wooden surface. A black text box is overlaid on the center of the image.

**The first step is getting web hosting and a domain name.**

**Choose Your Blog's Niche Based on Market Factors, Not Your Passions.**



**There's a reason that 95% of bloggers fail, and it's not why you think.**





***The current myth is that bloggers fail because they aren't "passionate enough."***



Do Google search  
“why bloggers  
fail,” and you get  
the same answer  
from the **#1 result:**



# BLOGGERS FAIL



*because they aren't  
passionate enough!*

*The real reason  
bloggers fail is  
the same reason  
that any business  
fails: **it's not  
profitable.***



*A blog is not just for  
passion but it must  
also be profitable.*



*However, if I wrote an endless amount of  
blog posts about one of these topics  
without making any money, I'd burn out  
100% of the time.*



100% 



75% 



50% 




25% 



0% 



Additionally, some bloggers claim, ***“I’m not in it for the money”*** or, ***“It’s just a hobby.”***

A woman with voluminous curly hair is sitting at a desk in a modern office or home workspace. She is wearing a brown cardigan over a striped shirt. She is looking at a laptop screen with a thoughtful and pleasant expression, resting her chin on her hand. The background features a dark shelving unit with various items, including a plant and books. The lighting is soft and focused on her.

**Hobby bloggers are just new bloggers that don't know how to make money yet.**



**In any creative digital field  
– whether it's design, web  
development, photography,  
copywriting, or video  
editing**

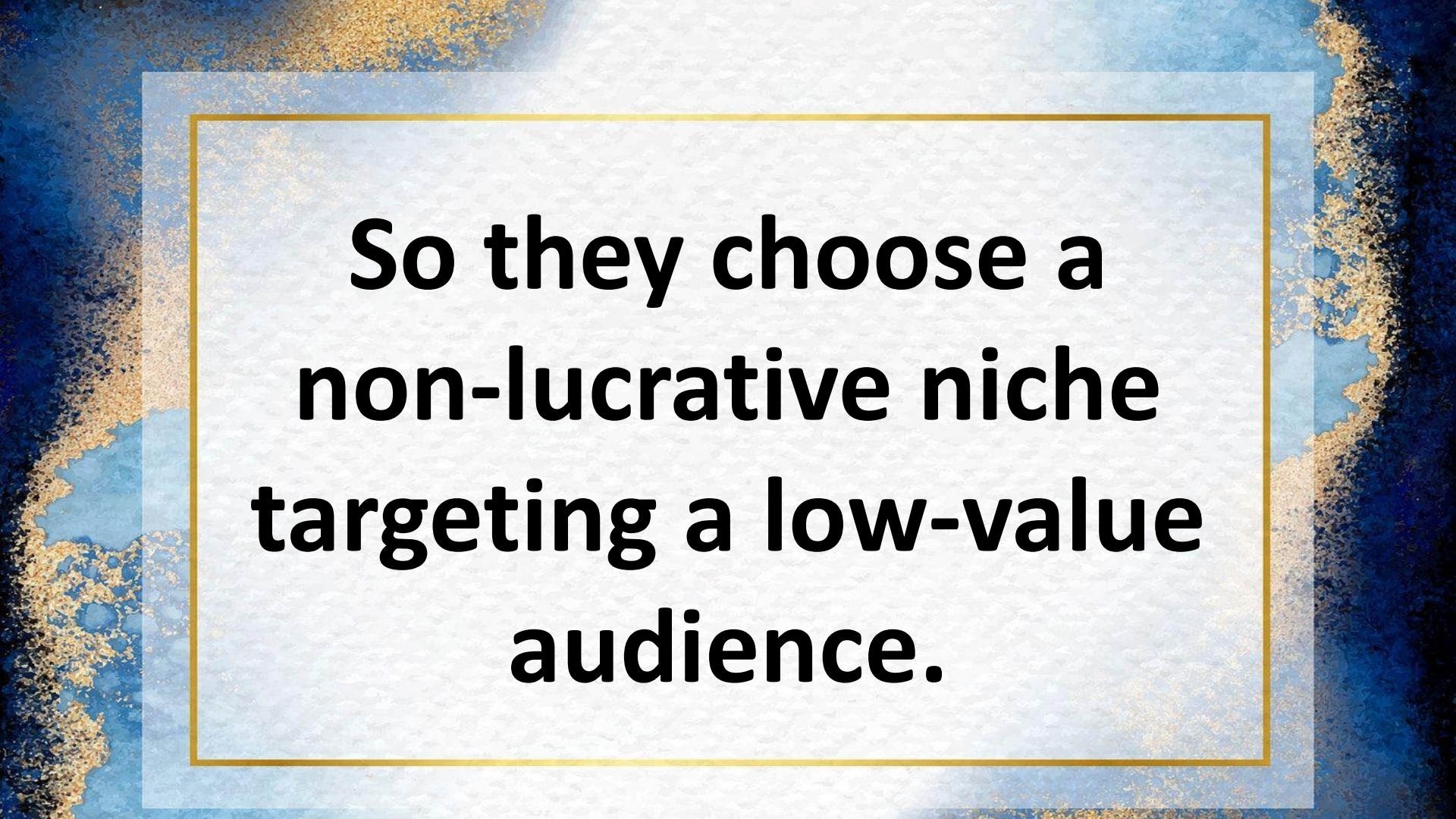


***There are beginners and experts.***





**In my opinion Bloggers fail because they can't transition from blogger to business owner.**



**So they choose a  
non-lucrative niche  
targeting a low-value  
audience.**



***New bloggers forget to leverage networking and connections to their strategic advantage***

***And they don't have enough  
market demand***

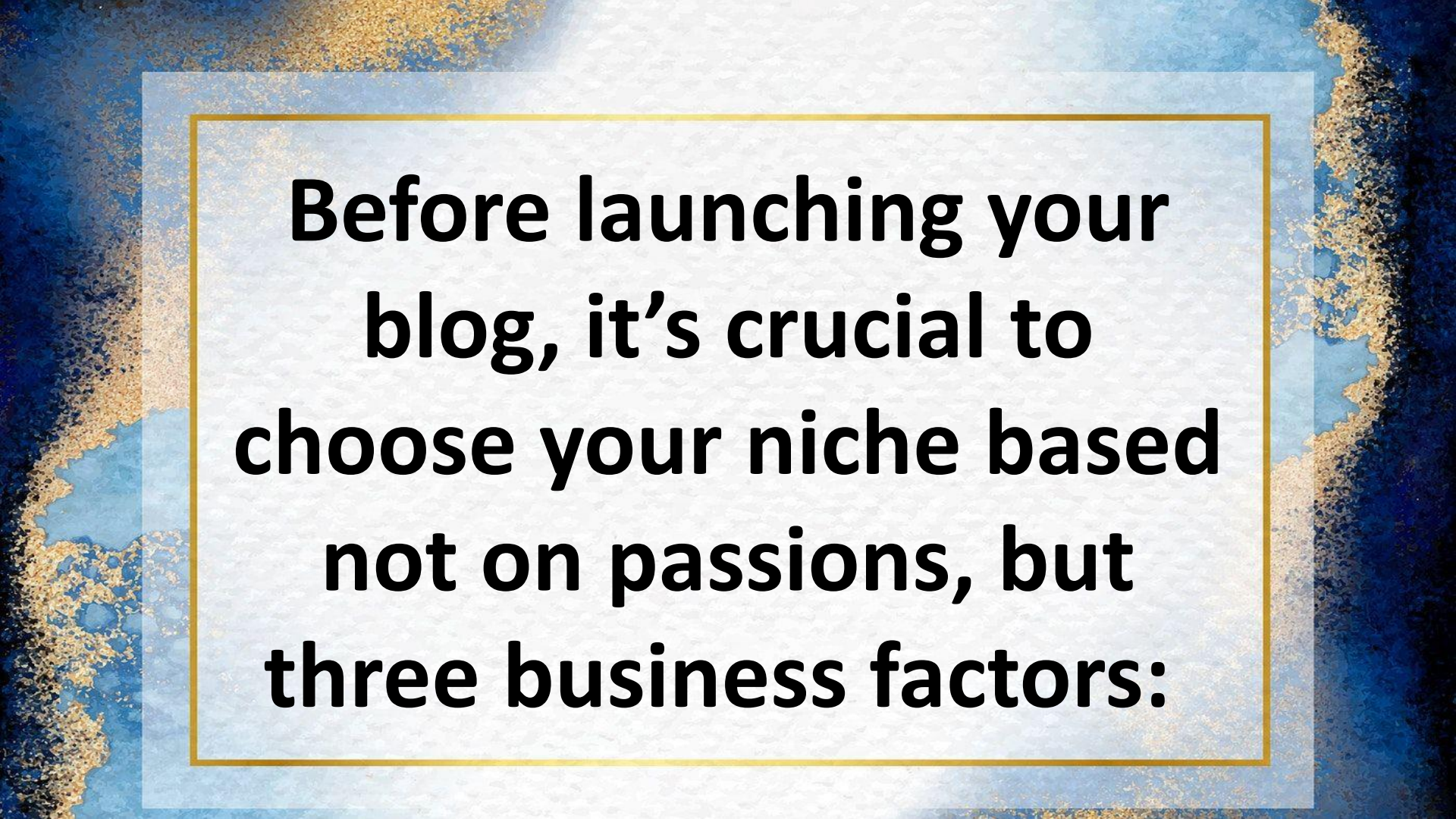


**to scale traffic.**

*Now...*  
*I want you*



**TO  
SUCCEED.**



**Before launching your  
blog, it's crucial to  
choose your niche based  
not on passions, but  
three business factors:**





**AUDIENCE BUDGET POTENTIAL**



# PROFESSIONAL LEVERAGE

A grayscale image of a puzzle with one piece missing, creating a dark void. The puzzle pieces are interlocking and have a slightly textured surface. The missing piece is located in the upper-left quadrant of the image.

**MARKET DEMAND**



# 1. AUDIENCE BUDGET POTENTIAL

**To offer a valuable product on your blog, you need to solve a pain point for your audience.**





**As a blogger, you  
should deeply  
understand your  
audience's challenges**



**So that you can offer  
the most in-demand  
solution.**



**Start by looking at niches where you're a member of the target audience yourself.**



***What is the #1  
most  
important  
factor when  
choosing your  
blog's niche?***





***How much  
your  
audience is  
willing to  
spend.***

**it's that simple.**

LET'S BREAK IT

DOWN

A circular graphic with a dashed border, resembling a gauge or a seal. Inside the circle, the text "33%" is written in a bold, sans-serif font. The circle is positioned between the words "DOWN" and "DOWN" in the second line of text.

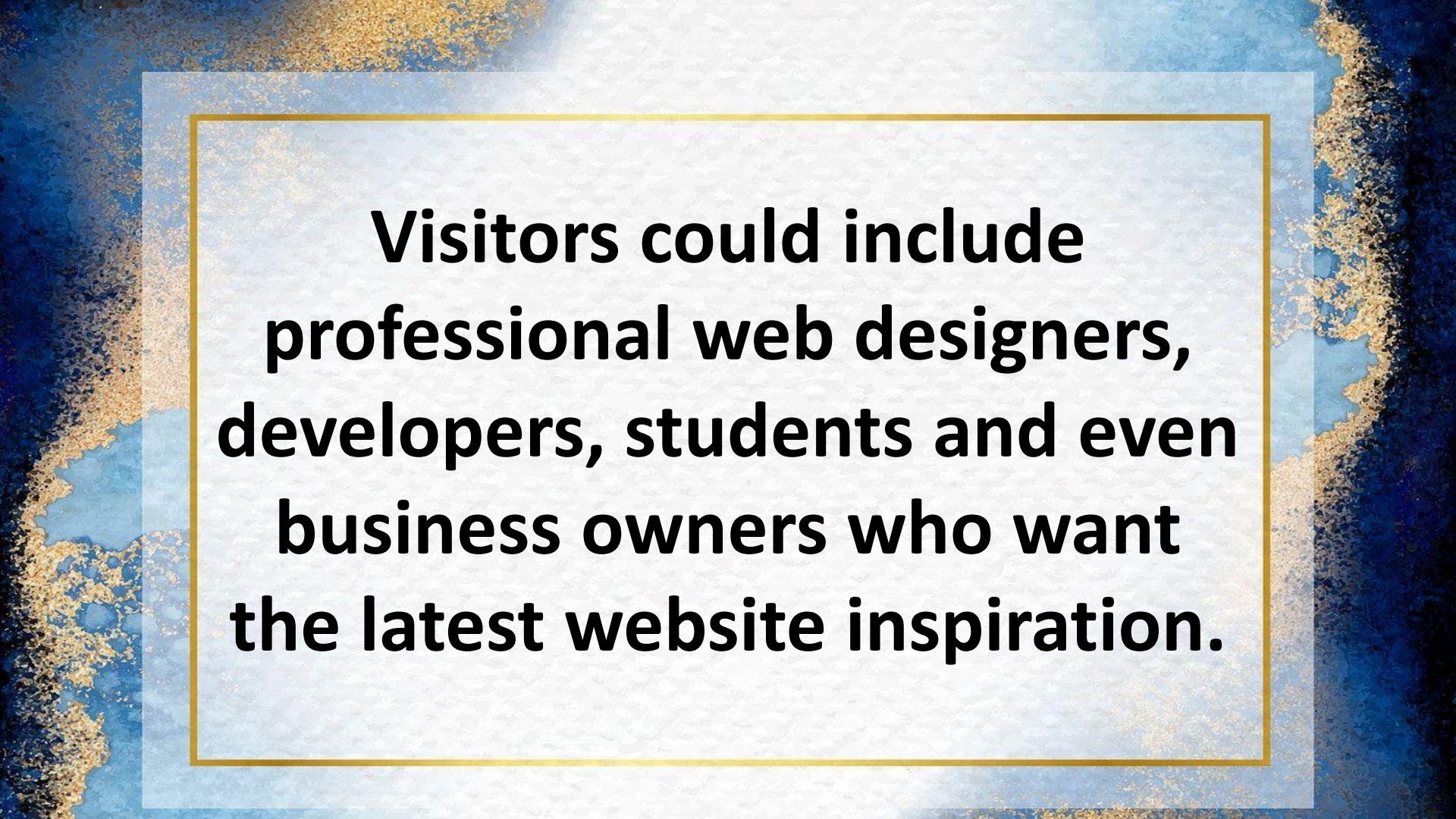
33%



**So in this example, let's  
say you're planning to  
start a blog in the web  
design niche.**

A woman with her hair in a bun is sitting on a wooden crate in a field, reading a large, thick book. She is wearing a white cardigan over a plaid shirt and blue jeans. In the foreground, there are several stacks of books of various sizes and colors. The background is a soft-focus landscape with tall grasses and some red foliage, suggesting an autumn setting. The overall lighting is warm and golden, typical of late afternoon or early morning.

*Your blog topics  
may pull in  
different readers.*



**Visitors could include professional web designers, developers, students and even business owners who want the latest website inspiration.**



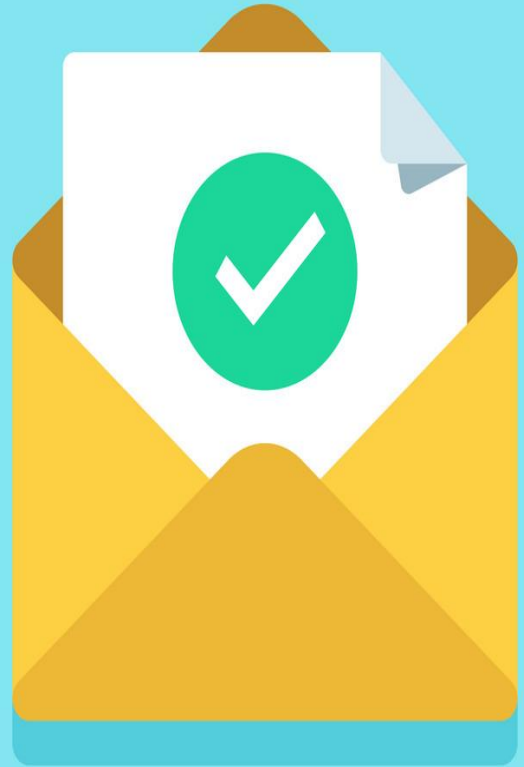
**To monetize this niche, you  
would create a new blog  
and move your readers  
down the sales funnel:**



First, you'd  
create  
content to  
attract an  
audience



**Then you'd build  
out a web design  
"freebie" to get  
email opt-ins**



**Next, you could use affiliate marketing to promote home decor brands**



**Finally, you would offer your  
email subscribers a \$300  
online course (with a money-  
back guarantee) about 10  
Expert web Design.**

**NOTHING IS WRONG**  
with this approach –



**This tends to be what  
most bloggers do**

**It can earn  
some passive  
income after a  
couple of years  
of building your  
audience.**





***But is it a lucrative audience?***





**College  
students, and a  
few  
professionals  
with an  
average salary?**





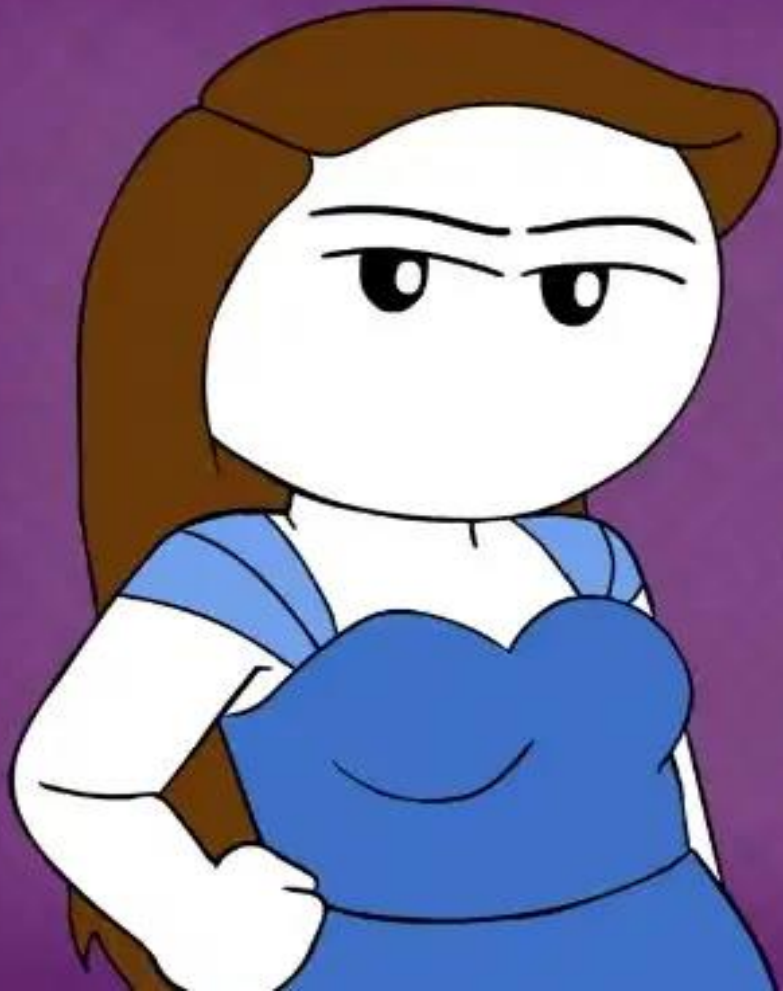
**HERE'S THE SECRET:**

**By changing just  
one word in  
your niche, you  
can increase  
your blog's  
income  
potential by  
200x.**



**All you do is change  
“Web design” to  
“retail web design.”**



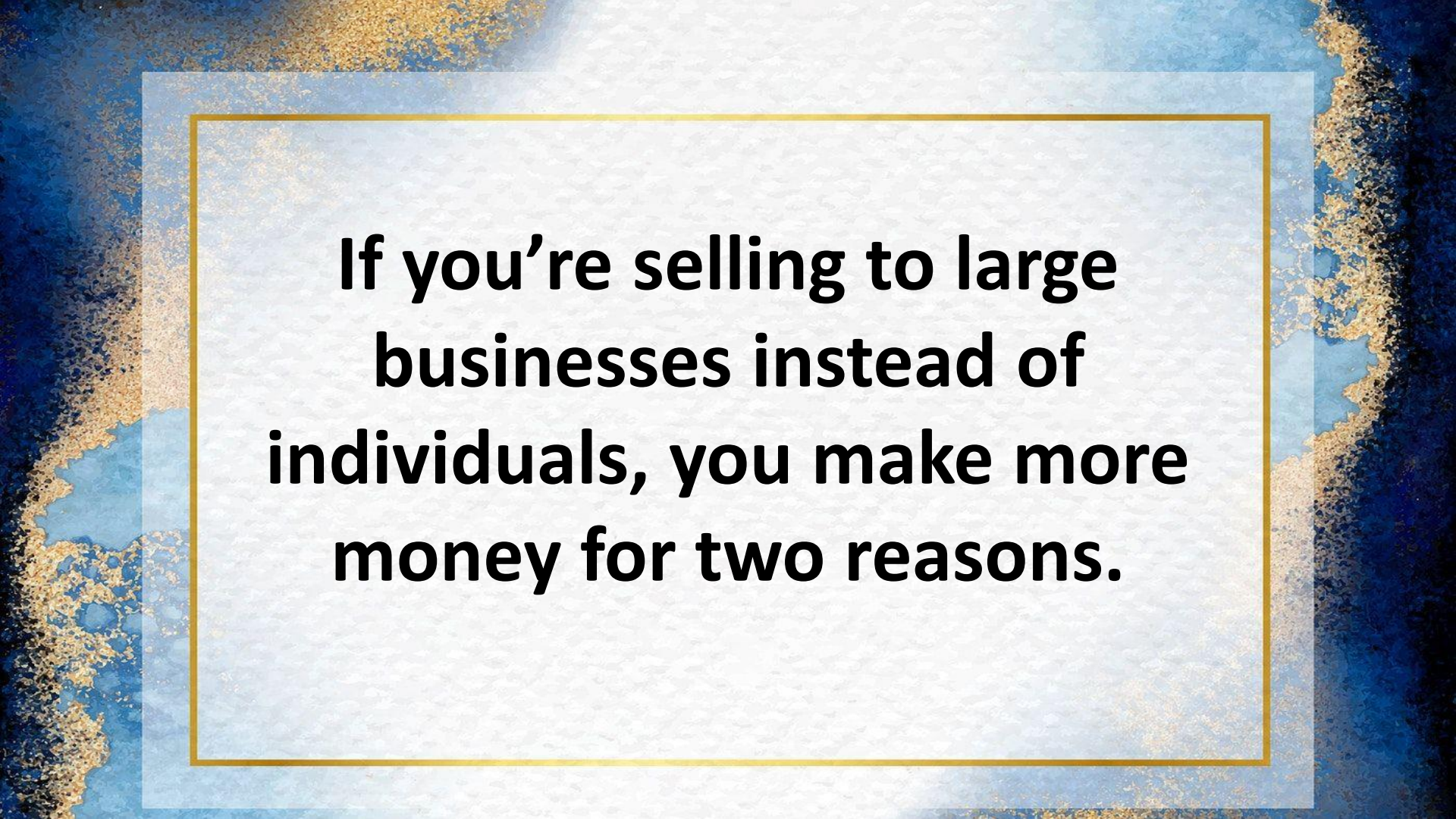


**LET ME  
EXPLAIN**

**By adding a B2B component,  
you just shifted your audience  
from individuals to businesses  
and increased your blog's  
income potential by 200x.**

*Think about it this way.*





**If you're selling to large  
businesses instead of  
individuals, you make more  
money for two reasons.**



**The first is that they have more funds available.**

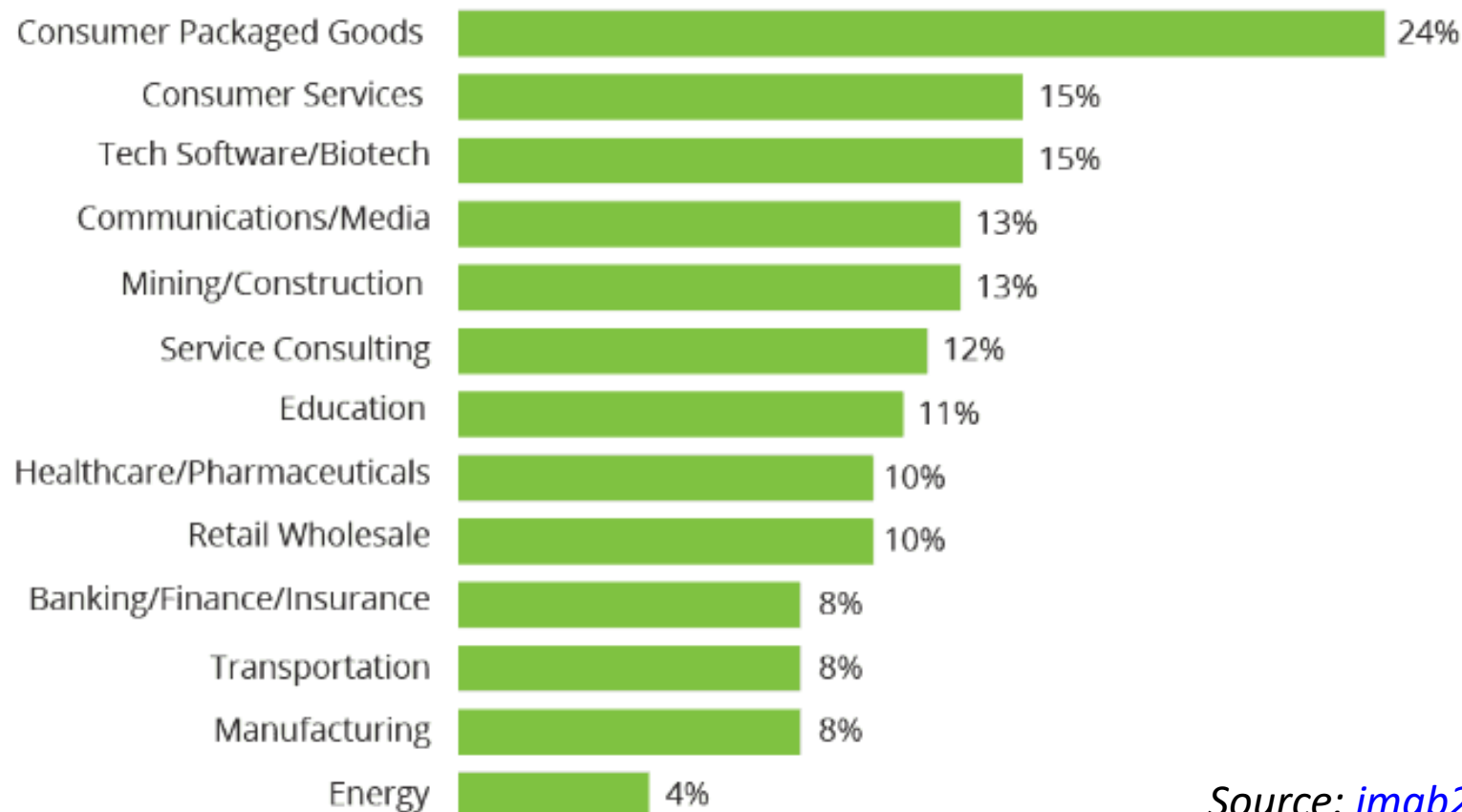


**Second, it's not  
coming out of  
their own pocket.**



## Figure 1: Marketing Budgets By Industry

Marketing accounts for what percentage of your overall budget?



Source: [imab2b.com](http://imab2b.com)

**The beautiful thing about this approach is that your blog launch, content strategy, and sales funnel are almost the same for both the B2C “web design” and B2B “retail web design” niches.**



**After you build your  
professional brand, you  
become known as a B2B  
design expert.**

**ie, while choosing your niche,  
rather than worrying about  
your passions and getting  
thousands of passive, low-  
value site visitors, focus on  
closing 2-3 high-value clients.**

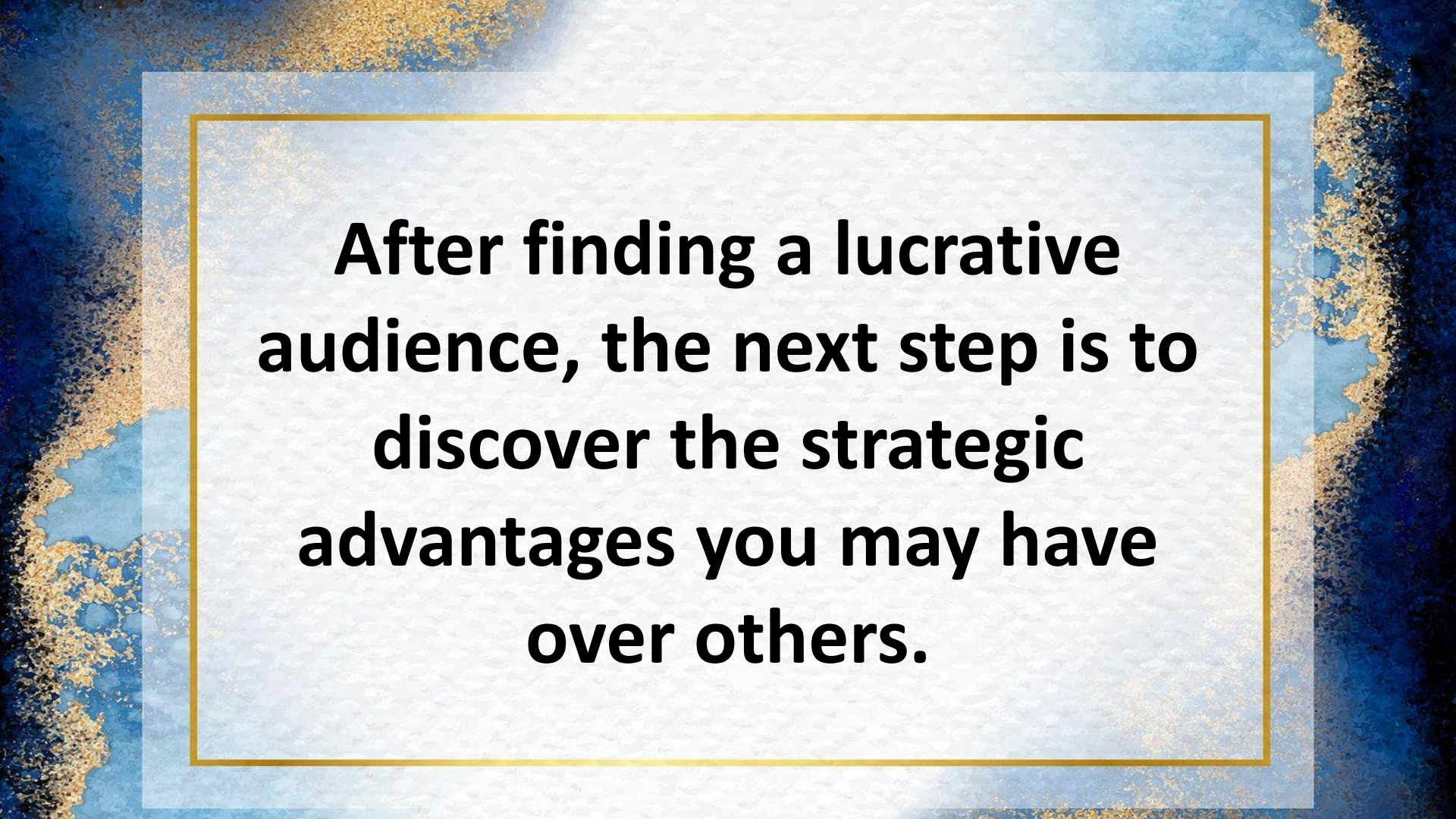
**You move on with  
this approach**



The image features a blue-tinted background showing the silhouettes of several people walking across a bridge or a modern walkway. The background is a city skyline with various skyscrapers, and a bright light source, likely the sun, is positioned behind the figures, creating a lens flare effect. The overall scene is captured in a way that emphasizes movement and urban life.

**2. Use Your Professional Leverage to Choose Your Blog's Niche.**





**After finding a lucrative audience, the next step is to discover the strategic advantages you may have over others.**

**ASK  
YOURSELF**

**1.  
2.**





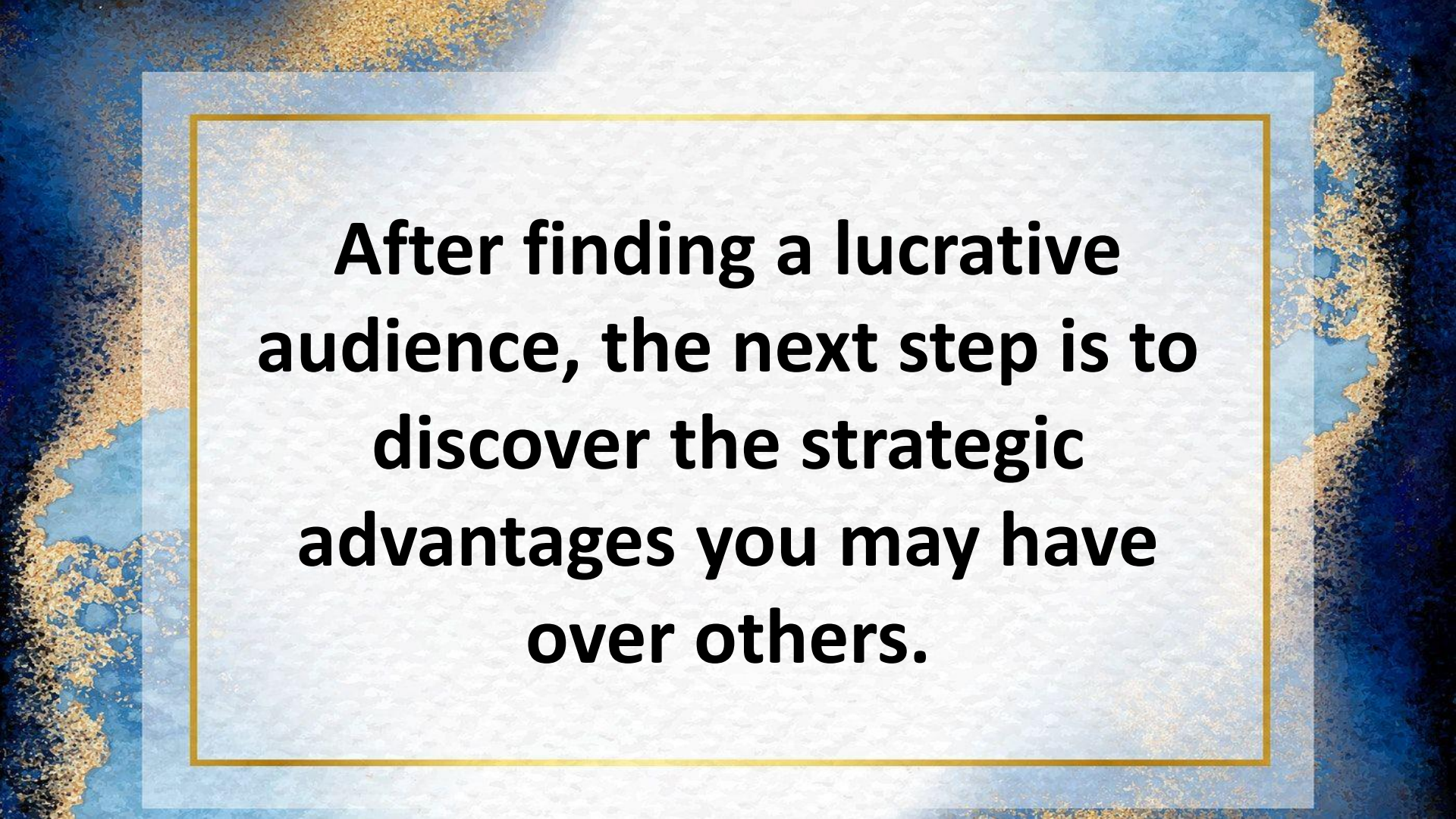
***What is my current level of professional experience?***



**What connections do I have in my industry?**

A top-down view of a workspace on a dark, weathered wooden desk. On the left, a white laptop is open, showing its keyboard and trackpad. To its right is a yellow spiral-bound notepad. In the bottom right corner, there is a white mug filled with dark coffee. A silver pen lies on the desk near the mug. A semi-transparent white banner with black text is overlaid across the center of the image.

**Can I leverage this experience  
into a profitable blog?**



**After finding a lucrative audience, the next step is to discover the strategic advantages you may have over others.**



**If I could pitch any website in the world to contribute a guest post, who would take me seriously from the start?**

To build a truly successful  
blog, you first **need to**  
**build influence.**





**And to build  
authority, you  
need to step  
outside of your  
comfort zone and  
leverage your  
connections**



**You will also be  
performing a lot of  
outreach**



***to make new  
connections.***

**Outreach includes building relationships so you can guest post on authoritative sites in your niche.**



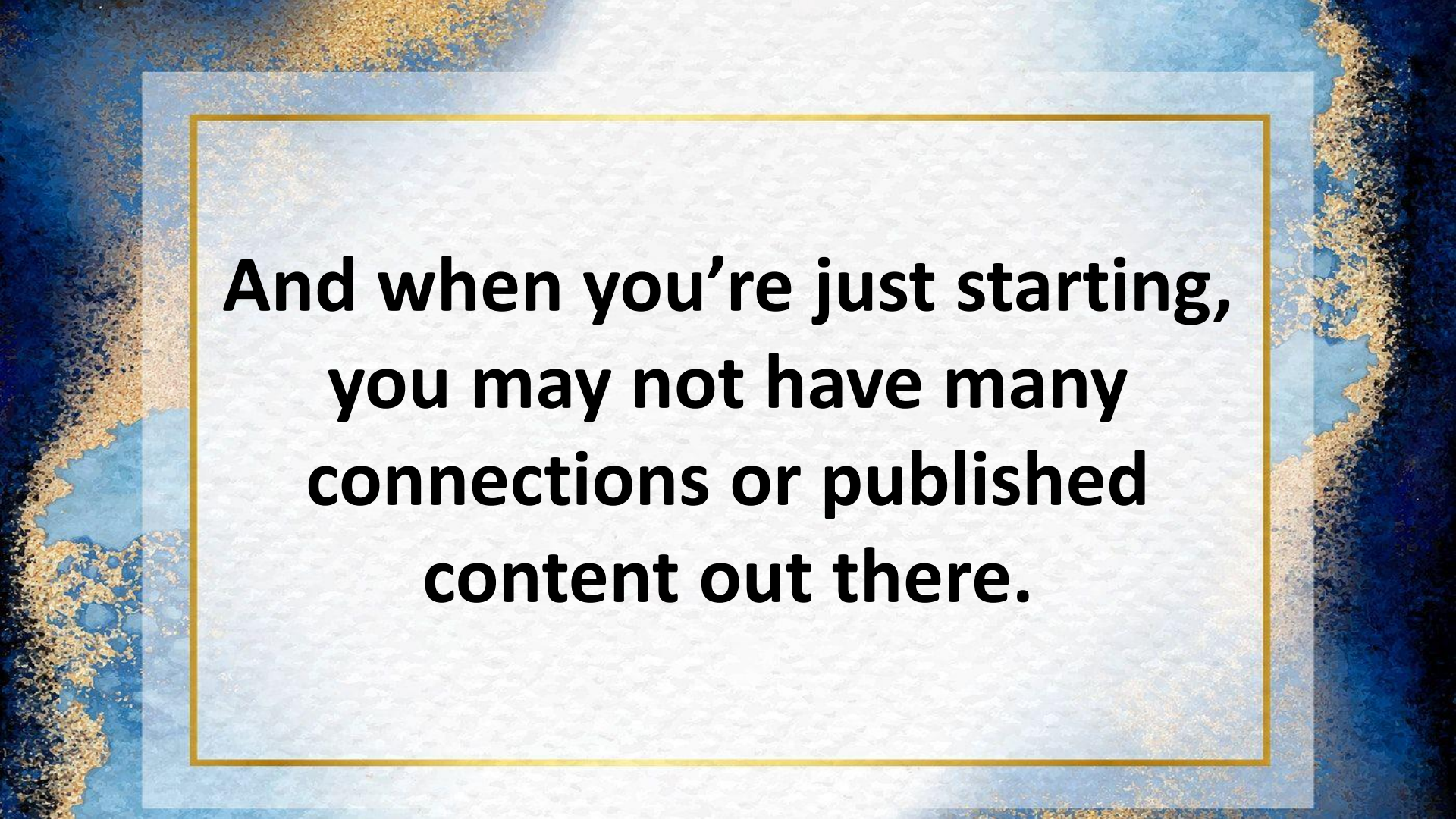
**These posts give you get relevant, high Domain Authority (DA) backlinks for SEO, which is still one of the best ways to rise in the Google search rankings.**



**And according to recent Internet statistics,  
Google process 3.5 billion searches per day – or  
over 40,000 every second.**

**There's plenty of traffic  
to go around.**





**And when you're just starting,  
you may not have many  
connections or published  
content out there.**

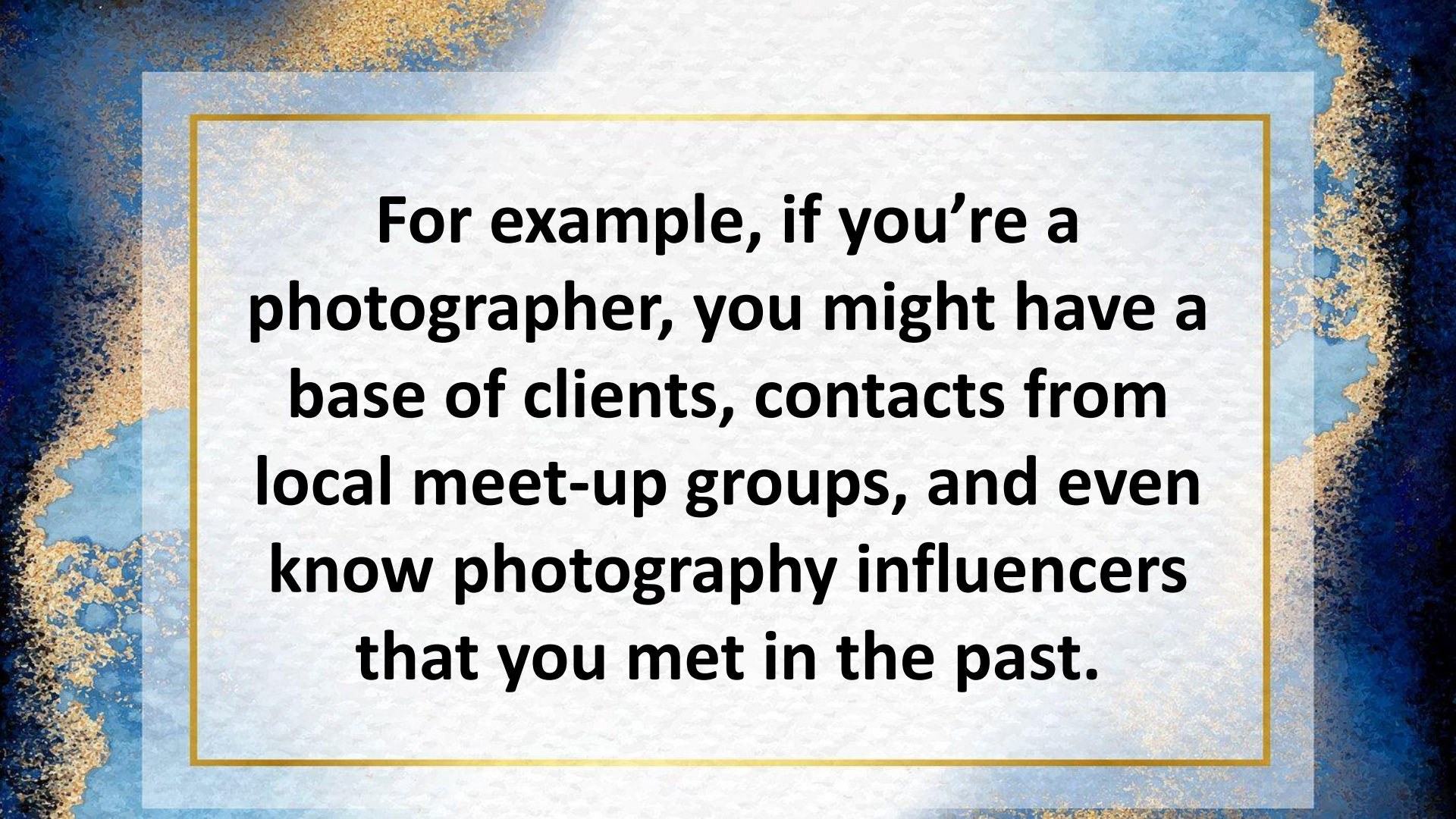


You might say:  
***“Why would anyone  
feature me?”***



**Leveraging your  
background helps  
tremendously.**





**For example, if you're a photographer, you might have a base of clients, contacts from local meet-up groups, and even know photography influencers that you met in the past.**

**If you can leverage these contacts in the future, you can accelerate the growth of your blog.**

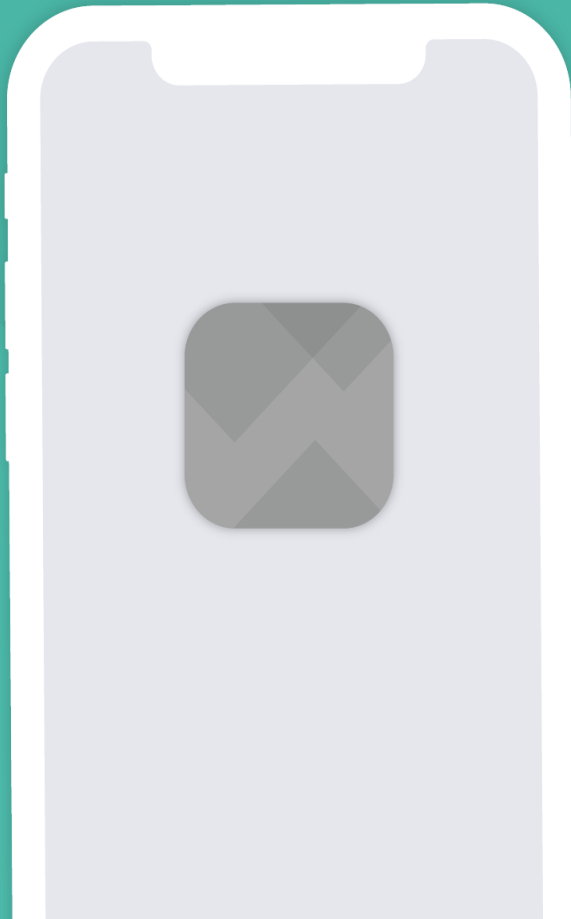




**3. YOUR NICHE NEEDS  
MARKET DEMAND.**

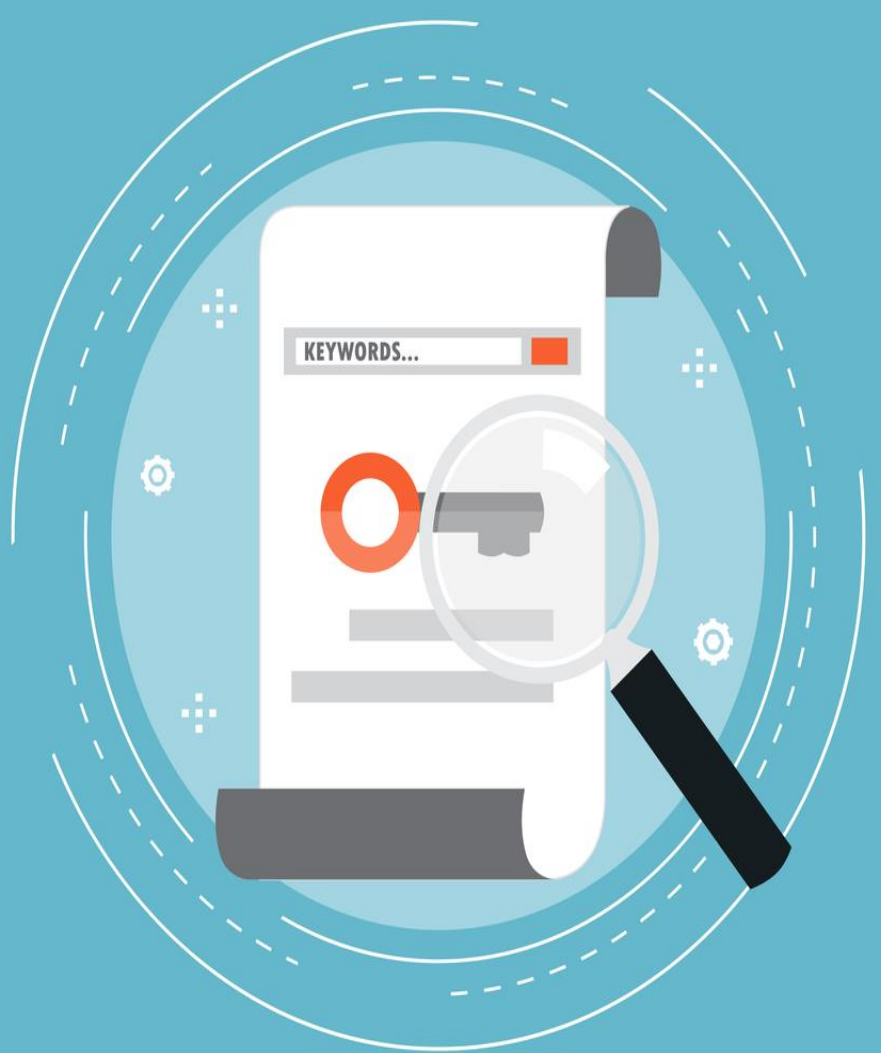



**Before you get started, you need to do some research and see if people search for the topics you want to write about – and they are monetizable.**



**The two main types  
of monetizable  
keywords are  
“best” list posts and  
“how-to” guides.**

**These two main  
types of  
keywords have  
the most affiliate  
marketing  
revenue  
potential.**





For example, in  
the case of the  
“best” list  
posts:



**In travel, this could be  
“best travel insurance” or  
“best travel backpack.”**

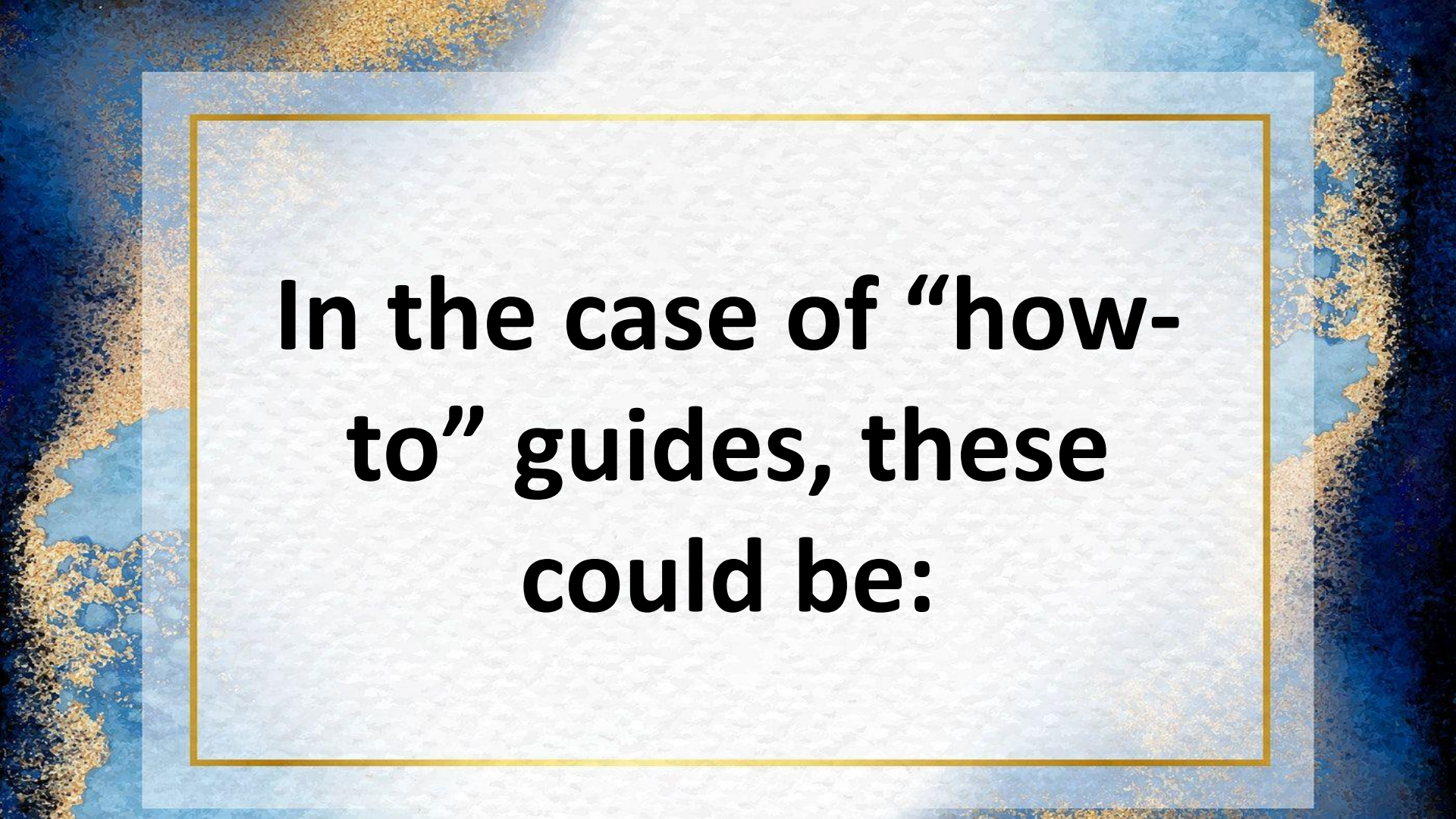


The background features a world map with a grid overlay, a city skyline at night, and various financial charts including a candlestick chart and a line graph with a large upward-pointing arrow. In the top right corner, there is a text element: "Index ▲ 1.56 ▼ 0.78".

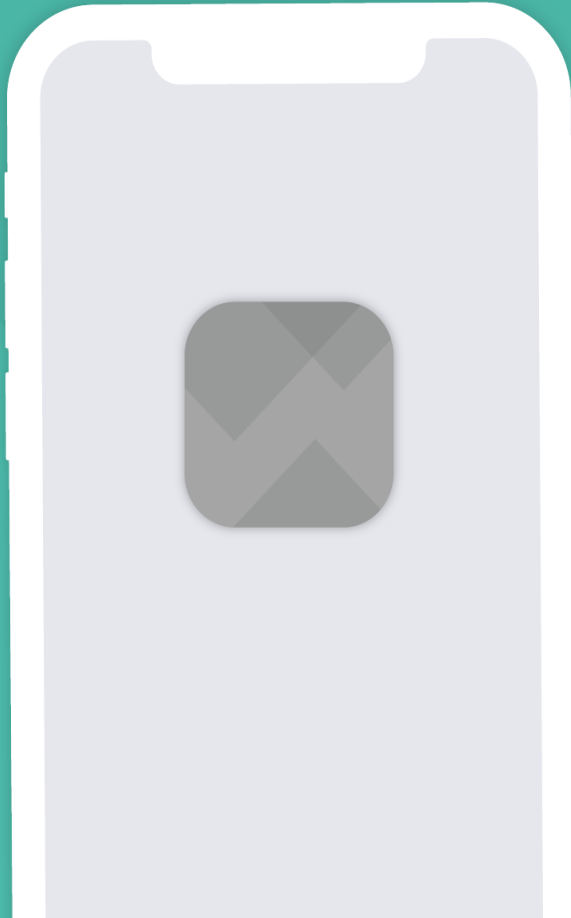
**In finance, it could be “best savings accounts” or “best financial agencies.”**



**In tech, it could be “best VR headset”  
or “best mobile phones.”**



**In the case of “how-to” guides, these could be:**

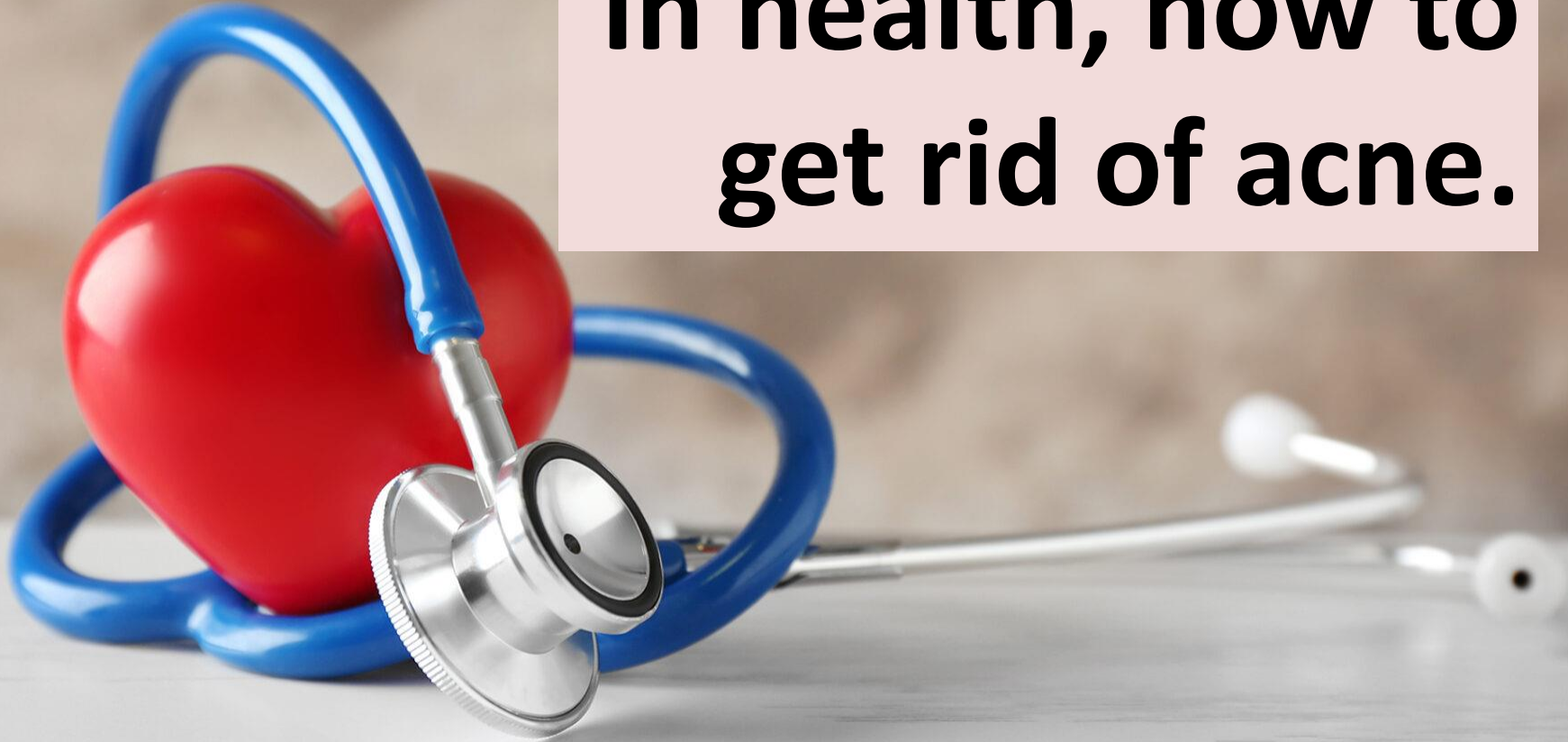


**In marketing,  
how to make  
a website.**

# IN LIFESTYLE, HOW TO DECORATE YOUR BEDROOM.



**In health, how to  
get rid of acne.**





**These how-to guides  
are long-form  
tutorials packed with  
high-quality content.**



**These are also good  
for adding affiliate  
links.**

**Once you understand your leverage and passions, take your chosen niche, and come up with the top 10 keywords to target.**



**Next, use a keyword research tool like Google Keyword Planner or (free tools) and enter your keywords.**



**Here are some strategies to keep in mind when it comes to keyword research.**

**If your top 5 keywords have search volumes of at least 5,000, this shows that there is interest in these topics.**

**After that, look at the keyword difficulty score (a number from 0 to 100 on how difficult it will be to rank for the keyword).**

**Shoot for target  
keywords with over  
2,000 monthly searches  
and under a 50 difficulty  
score**



**Look for the Domain Rating (DR) of the first page results and the SERP position history.**





**If the top 10 results all have a DR over 70, your new blog with a DR of 0 is not going to get on page one, thus getting no traffic.**

**However, if you see a website with a DR under 50 on page one, that's a good indication that you can outrank them over time with quality content.**



**To recap, when researching your blog's market demand, shoot for topics that have keywords with:**





**2,000+ MONTHLY  
SEARCHES**



**A keyword difficulty  
score under 50**



**The first page of Google has at least one site with a DR under 50**



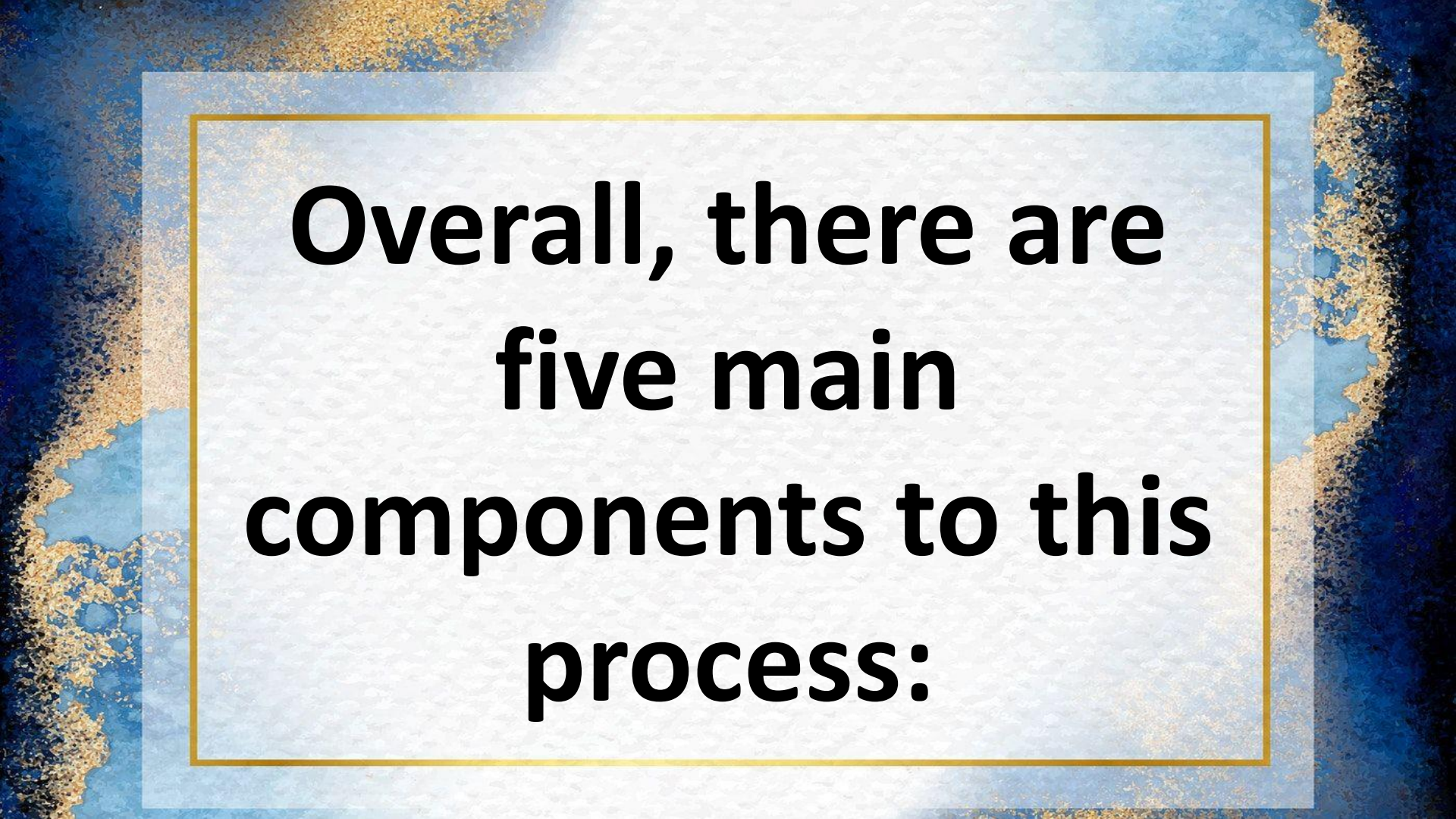
**To summarize, focus less on writing and more on keyword research – every single blog post needs to target one keyword.**

**To get writing help,  
Instead of writing  
every single first  
draft yourself, you  
can use a service  
like Fiverr to find  
freelance writers.**





**There are plenty of writers that provide blog post writing services so that you can spend your time editing, publishing, and link building.**



**Overall, there are  
five main  
components to this  
process:**

The image features three vertical grayscale panels. The left panel shows a close-up of a plant with large, dark leaves. The middle panel shows a brick wall with a circular pattern of bricks. The right panel shows a globe of the Earth, focusing on the continents of North and South America. The word "OUTREACH" is written in white, uppercase, sans-serif font across the center of these panels.

OUTREACH

A top-down view of a desk with various items. In the top left is a white coffee cup with a saucer containing a frothy beverage. To its right is a smartphone with a black screen. Below the coffee is a spiral-bound notebook with a dark cover that has white text: 'TOUR DE PARIS', 'MUSÉE DU LOUVRE', 'CHÂTEAU DE VERSAILLES', and 'HÔTEL DE VILLE'. A black pen lies on the notebook. The background is a light-colored wooden surface. Two tan-colored banners are overlaid on the image. The top banner contains the word 'Guest' in large, bold, black letters. The bottom banner contains the word 'Post!' in large, bold, white letters.

**Guest**

**Post!**



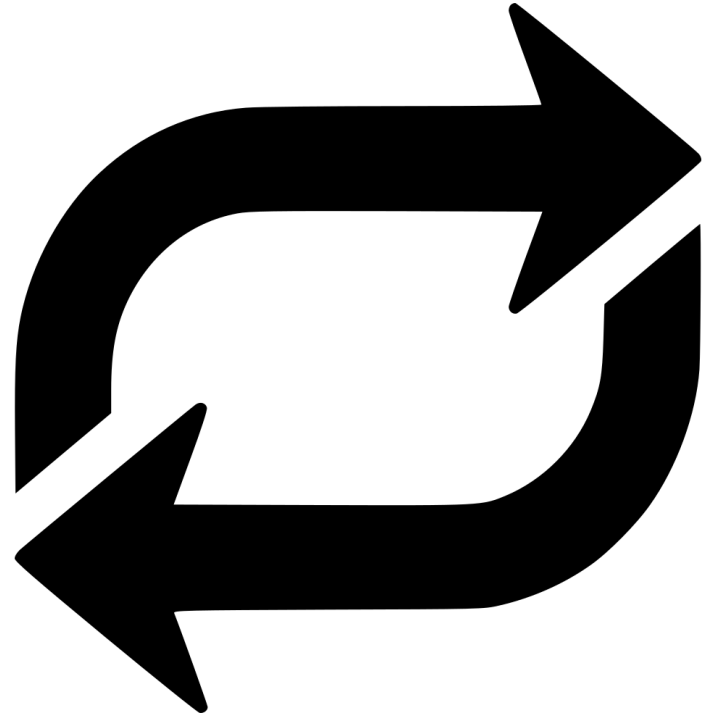
**OUTSOURCE**



Backlink



**REPEAT**



**indefinitely**




**Let's start monetizing.**





# **1. Relationships Are Your Foundation.**

The background features a light blue and white marbled texture. It is decorated with several large, detailed blue leaves with prominent veins, positioned in the corners. Strands of gold glitter are scattered across the scene, particularly on the left side. A thin, light blue rectangular border frames the central text area.

**Before you start building relationships with other bloggers and influencers in your niche, you have to understand one central theme.**



*You have to provide value to others.*

**Ask yourself:** *what value are you providing in the relationship?*



**The first step in  
pitching is  
understanding  
your value and  
what you can  
do to help.**





**This  
information  
will be vital in  
your initial  
email  
outreach  
strategy.**

# **FIRST, CREATE A TARGETED LIST OF SITES**





The image shows a laptop screen with a dictionary entry for the word 'blog'. The word 'blog' is prominently displayed in a large, bold, black font. Below it, the phonetic pronunciation is given as ''blɒg, 'blæg'. To the right of the pronunciation are several related terms: 'follow', 'connect', 'media', 'comment', 'networking', 'new', 'information', 'marketing', and 'like'. Each of these terms is enclosed in a dark grey rectangular box. At the bottom of the screen, a definition is provided: 'a Web site that contains online personal reflections, comments, and often hyperlinks provided by the writer; also the contents of such a site'. The laptop is placed on a wooden desk, and various office supplies like a ruler, a pen, and a pencil holder are visible in the background.

# blog

'blɒg, 'blæg

**follow** connect • media

comment **like**

networking • new • information • marketing

• a Web site that contains online personal reflections, comments, and often hyperlinks provided by the writer; also the contents of such a site

- Once you understand the value you can provide, it's time to start building your blog outreach list.



- This list should be a simple spreadsheet with five columns: Website, Name, Email Address, Status, etc.

| Website | Name | Email | Status |
|---------|------|-------|--------|
|         |      |       |        |
|         |      |       |        |

- Look up the target blog's monthly site visitors and Domain Authority (DA) by plugging their URL into an SEO tool like Ahrefs.





- Once you've pared down your list of blogs based on the criteria above **It's time to find the right person to contact.**

# First, use LinkedIn.





CONTENT MANAGER



Home



My Network



Jobs



Messaging

People ▾

2nd ▾

Locations ▾

Current companies ▾

All Filters

Clear 1

[Master's in Applied Stats](#) - Train for High-demand, High-paying Positions in Statistics & D

Showing 12,518 results



**Grace LaTour** • 2nd

Actively Seeking New Opportunities  
Greater Denver Area

Connect

- Start by filtering your search results by the blog's company page, then within the company, **search for people by using terms like: "Content Manager," "SEO Manager," "Editor," or simply, "Content."**

- **After you find 2-3 potential contacts, connect with them on LinkedIn.**





- **2nd degree LinkedIn connections are better than 3rd – and if you have a mutual contact, even better.**



- **Don't spend too much time on your connection message either, often your text gets buried or comes off as spammy.**




- Once you've reached out on LinkedIn, use an email tool like **Hunter.io** to scan the blog for email addresses.





**Find Email Address of  
Any Domain or Professional**

- 
- **Even if you can't find the contact's exact email address, Hunter.io shows your email structure, such as :**

**firstname@blog.com or firstname.lastname@blog.com.**

adm.qa

Find email addresses

Most common pattern: {first}.{last}@adm.com

2 email addresses

i o@adm.qa ●

3 sources ▾

e nts@adm.qa ●

1 source ▾

Sign up to uncover the email addresses, get the full results, search filters, CSV downloads and more. Get **50 free searches/month**.

[Create a free account](#)

**Add this contact information into your spreadsheet.**



## 2. Start Relationships & Pitch Guest Posts at the Same Time.





- **Once you have a list of 50-100 potential contacts and have reached out on LinkedIn, it's time to start your email outreach.**

**You can scale your  
guest blogging  
strategy by using an  
email template to  
start the relationship  
while asking to guest  
post at the same  
time.**





# Google for sample guest post email templates





**Use the content  
and start emailing**

A close-up, shallow depth-of-field photograph of a person's hands typing on a laptop keyboard. The person is wearing a grey long-sleeved shirt. The laptop screen is visible on the left, showing a document editor interface with a menu bar (File, Edit, View, Insert, Format, Tools, Help) and a toolbar. The background is a blurred office environment with another person's hands visible in the distance. The text "There are four main criteria for the perfect guest blogging topic pitch:" is overlaid in large, bold, black font at the top of the image.

**There are four main criteria for the perfect guest blogging topic pitch:**



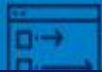
- **Your content doesn't exist on their site yet. When you have a topic idea, go to Google and search "site:blog.com topic" to scan their blog to check if it already exists.**



Search Volume



Relevancy



Keyword



Searchability

- **Your topic and target keywords have SEO value. Go back to Ahrefs and input the blog's URL. View which organic keywords are driving the most traffic**



- **The topic matches your expertise. You should be able to write intelligently about the subject and use the guest blog to build more influence in your niche.**





- **The topic matches the audience's interests., Check their editorial guidelines, look into how they write their blog posts, and try to match their blog's style.**



**Once your topic is accepted, you can move onto the heart of your guest blogging strategy.**





## **3. The Importance of Guest Blogging.**



- **Guest posting on high DA sites still greatly impacts a new blog's SEO**



- **With 65% of marketers saying that link building is the toughest SEO tactic to master, it can also be the most rewarding.**




- **Add statistics, infographics, and case studies to making linking easier.**

- **However, the content quality of your guest posts is important.**

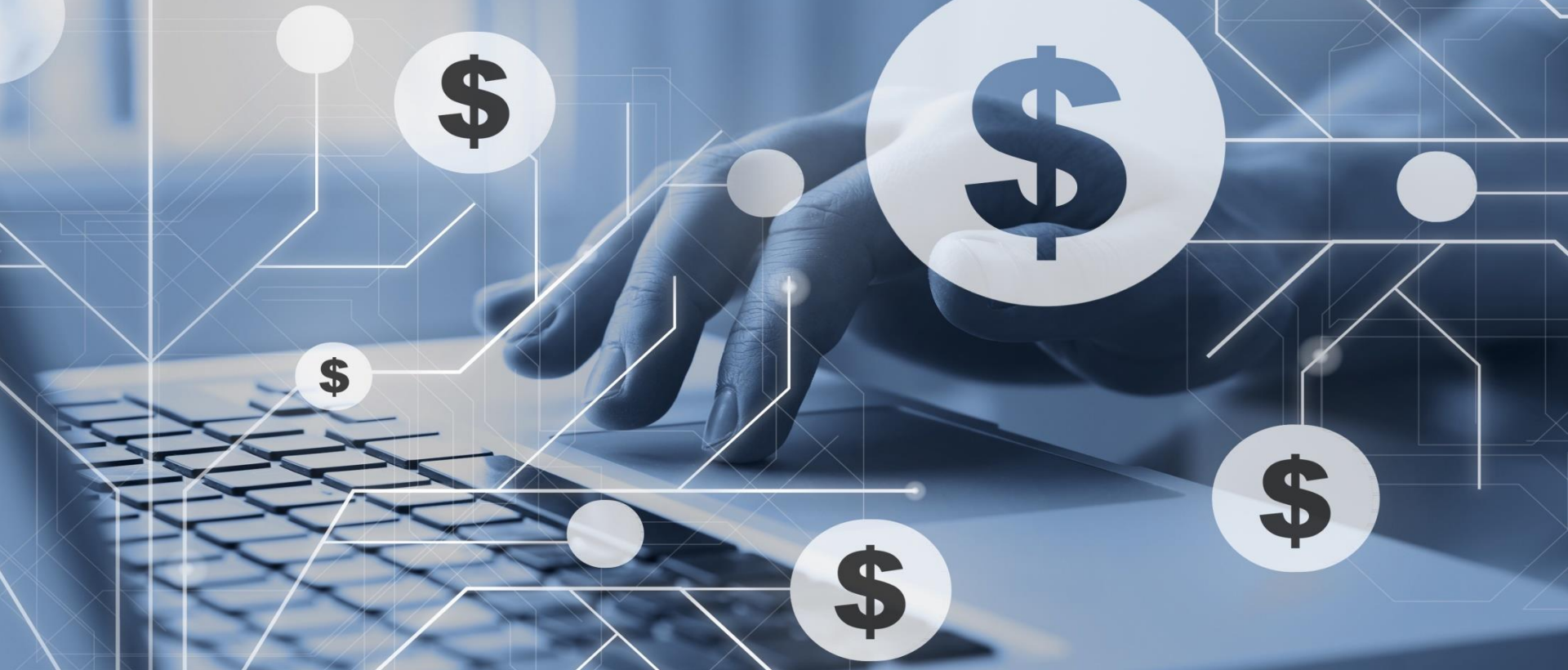


- **Make sure to properly use headings, paragraph text, and links to your content.**



- 
- **Follow the guest post guidelines closely and use one of the best grammar checker tools if you want to improve the quality of your writing.**





### **3. How to Monetize Your Blog the Right Way.**



- **There are a lot of options when it comes to making money blogging**



- **Affiliate marketing**
- **Ads**
- **Online courses**
- **One-on-one coaching**
- **Consulting**
- **Sponsored posts**
- **Selling physical products, etc.**





- **Some of these income streams require more traffic than others.**

- **That's why it's essential to plan your future revenue-driving strategy with the right forms of monetization at the right points in your blog's lifecycle.**





- **If you just created a new travel blog, it doesn't make sense to put ads all over your site.**

- **Those tactics require hundreds of thousands of monthly visitors to make good money.**



- **Generating affiliate marketing revenue can also require thousands of visitors to make a single sale.**



# Plan Your Future Blog Monetization Timeline

**MONTH 1**



**MONTH 12**



**There are four distinct areas of focus:**





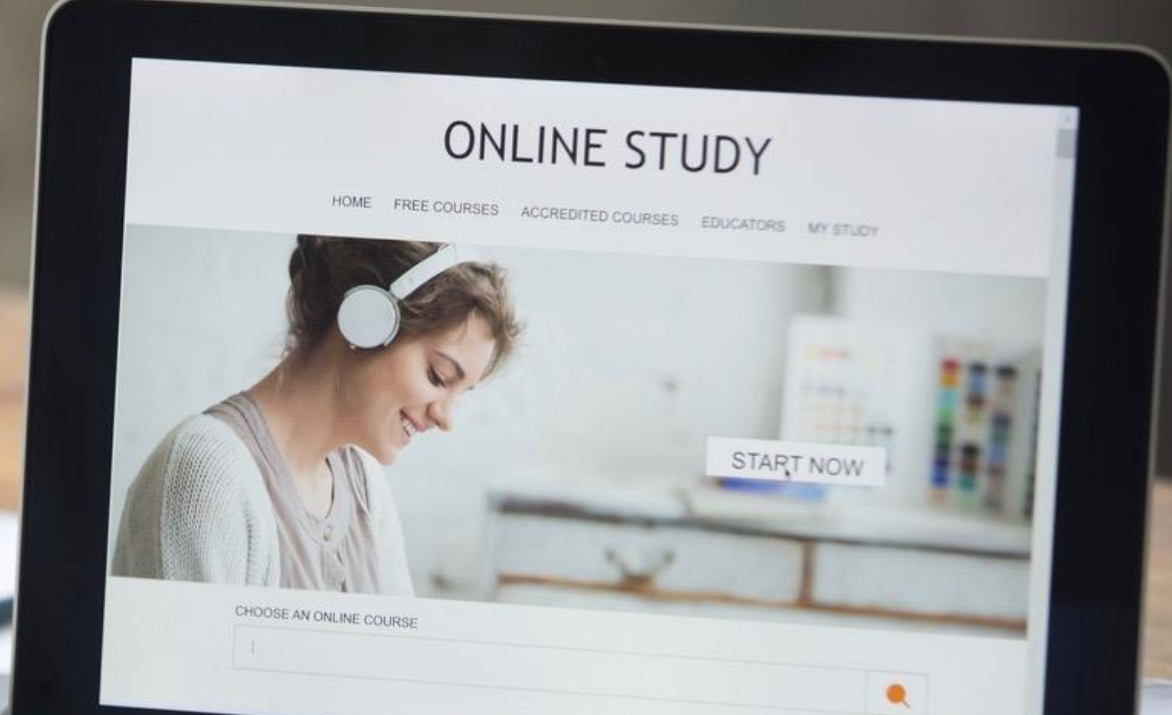
**1-90 days:  
High-end consulting  
(0-1,000 monthly  
site visitors)**

- **90-180 days: Affiliate marketing (1,000-2,500 monthly site visitors)**



# AFFILIATE MARKETING





- **180-365 days: Your first online course (5,000+ monthly site visitors)**



- **365 days and beyond: Course memberships (10,000+ monthly site visitors)**

- However, if you're building relationships and treating your blog like a business, you can land high-end clients from day one.



# 4. Master Your Blog's Sales Funnel



**SALES**



- **Your sales funnel will be comprised of 5 primary areas leading users down the path to your end goal of a high-end consulting offer with price.**





- **To scale up traffic, you can focus on lower-priced offers like online courses, affiliate products, sponsored posts, and digital downloads.**

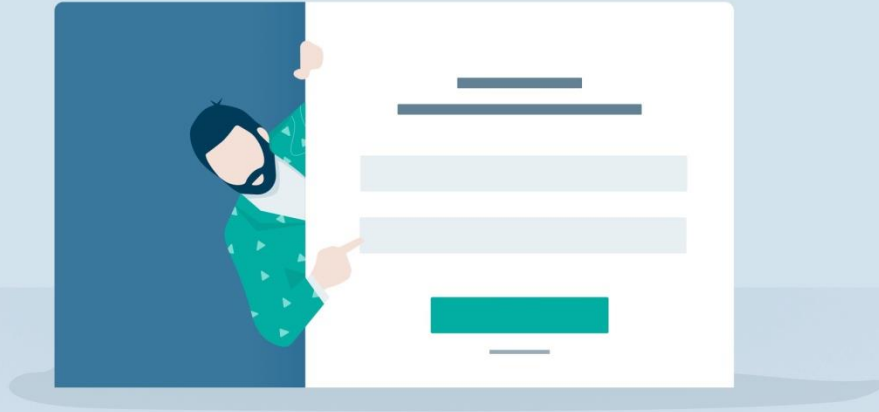
**Here are the five funnel steps**





- **A user reads your high-quality blog content related to your high-end offer**

- **They opt-in for your email list for a one-page “freebie” offer**



- **Optional: Add a lower-priced offer around \$50-200 to build trust (we will add this down the line)**

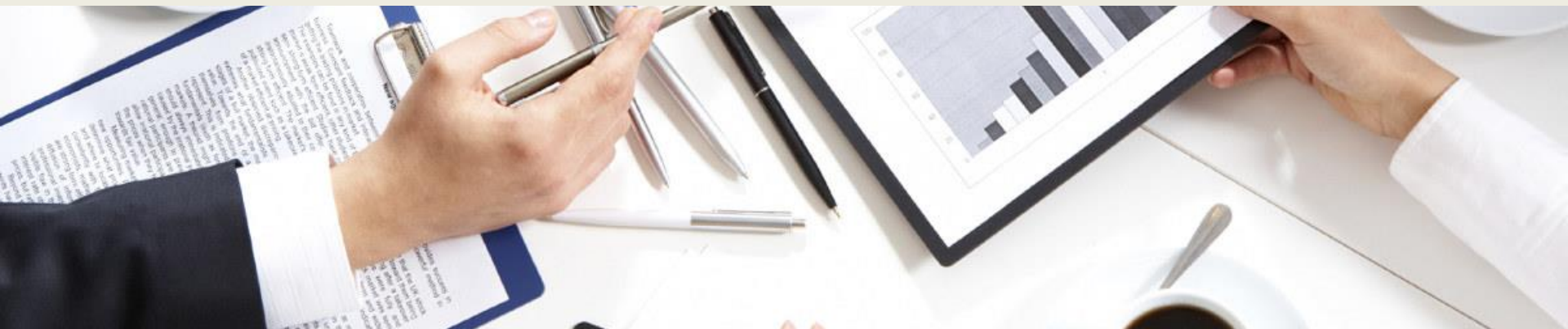


- **Sent automated welcome email and that tells a story and take them to set a meeting with you!**





- **Finally, your ideal B2B clients set a meeting with you and pay for your high-end consulting offer**





# 5. Master Your High-End Consulting Offer





- **From day one, your goal to make money blogging should be driving traffic to your consulting page.**



- **This page needs to be in your top-level navigation, and include keyword research around the terms that your high-end business clients type into Google.**



- **Make sure the page has a professional picture of you and easy ways to contact you.**



- **Your Home page, Start Here page, About page, and blog posts should strategically link to your Consulting page.**



# 6. Use The Magic Email Formula



- **When building your sales funnel, you need to use email marketing software coupled with an on-site email opt-in tool to generate the most email subscribers.**



- **Remember, simple text emails will generate the most revenue for your blog.**





- **Focus on email marketing and reach out to maximum number of people**



# Before you start you should be equipped with



|      |       |   |        |
|------|-------|---|--------|
| CTMX | 0.45  | ▲ | +0.45  |
| FTR  | -0.23 | ▼ | -2.34% |
| CSCO | -1.01 | ▼ | -1.89% |
| CHK  | 0.02  | ▲ | +0.21  |
| AAPL | +2.59 |   |        |
| PRTG | -0.01 |   |        |
| AMZN |       |   |        |
| TSLA |       |   |        |
| AVGO | 0.87  |   |        |
| SIRI | -0.65 |   |        |



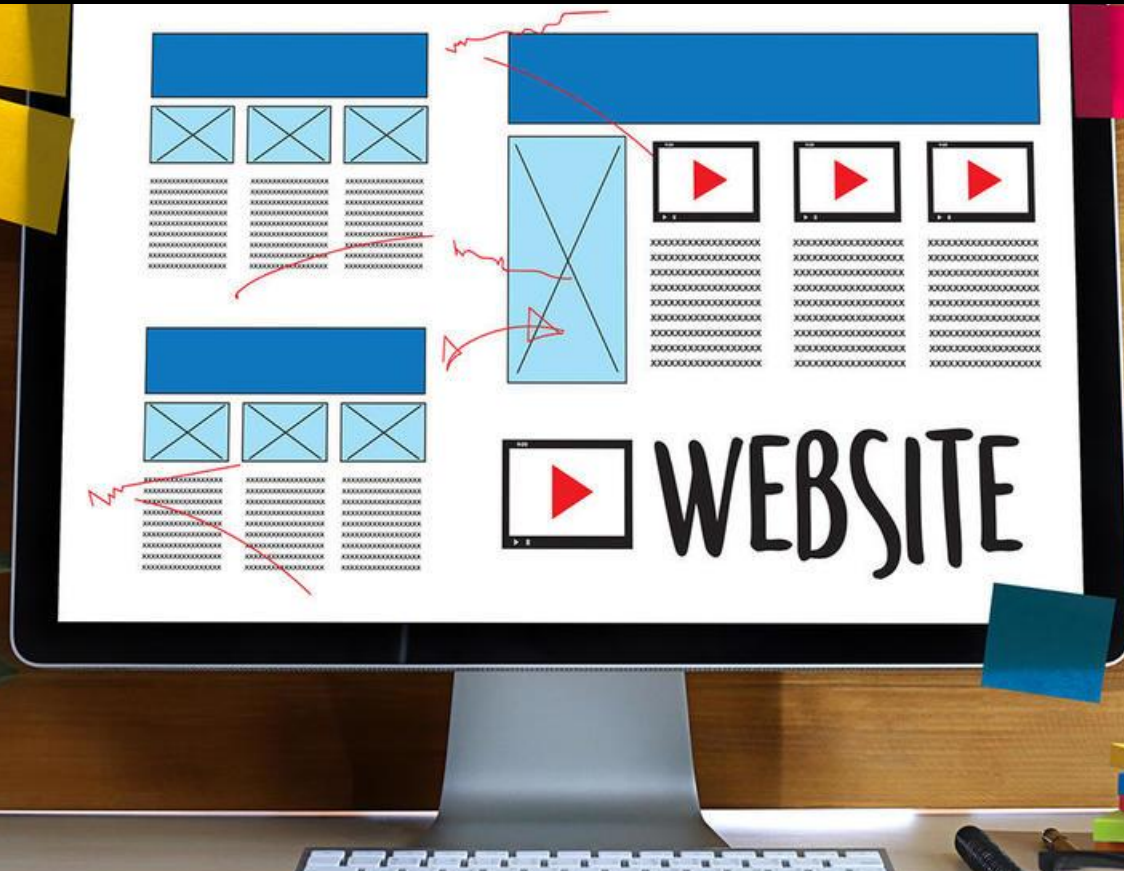
# A WordPress blog/ Blogging website





**Blog posts you want to promote.**

# Website should include



- **About Page, Start Here Page, Contact Page, Consulting Page, Resources Page, Email Opt-In Page, etc.**



- **An active email sales funnel with a welcome email series**





- **A content marketing writer or freelancer ready who will help with your guest post(optional).**



- **Once you have these covered and launch your blog**



- **Now you maximize impact by building relationships and getting backlinks.**



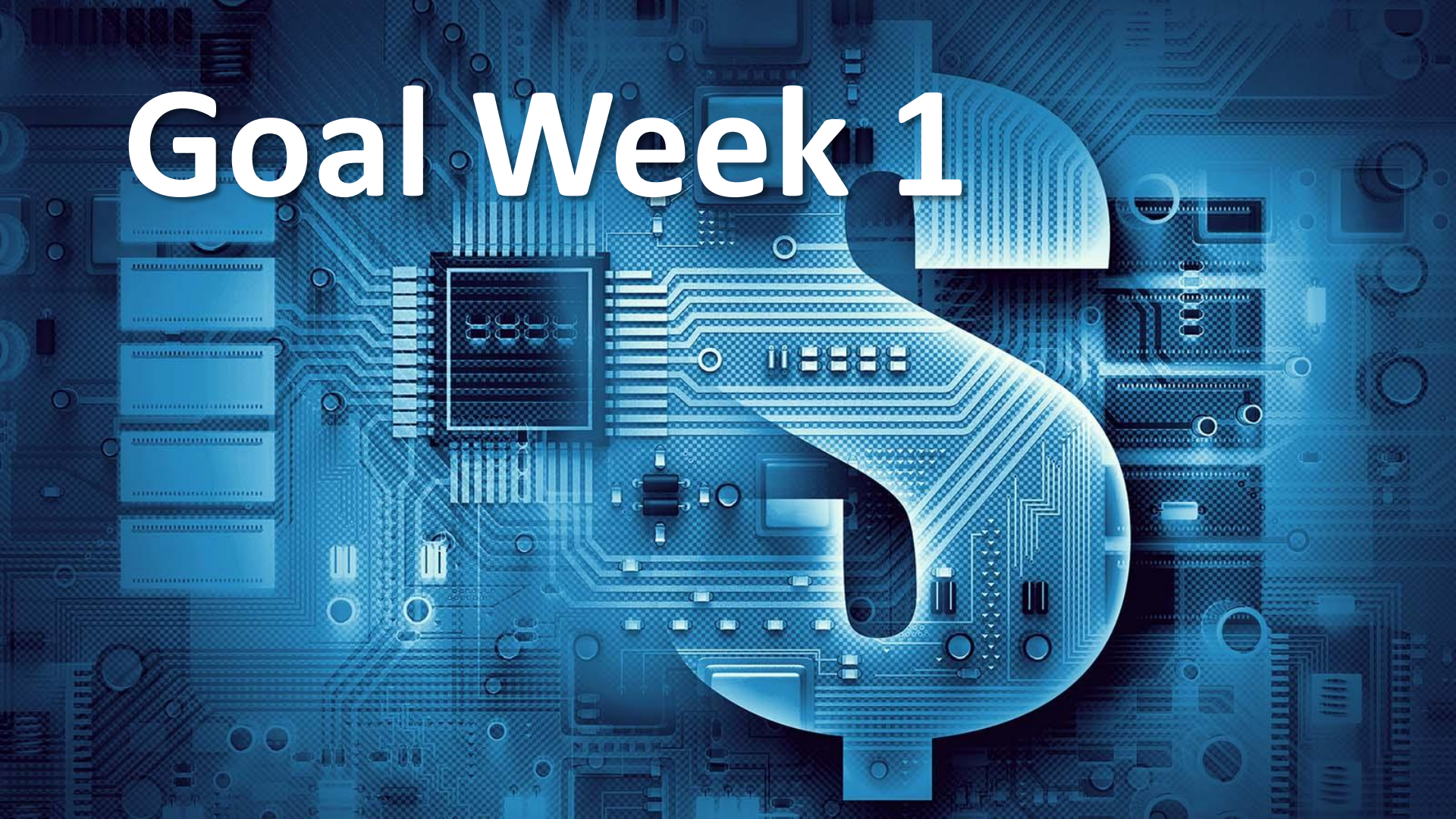


- **The main outreach targets include influencer relationships, your professional network, your high-end client personas, and blogging communities.**

**Now Lets set Goal!**



# Goal Week 1



- 
- ***Begin influencer outreach***
  - ***Get five guest post topics approved***
  - ***Get 2nd tier professional connections***
  - ***Join communities on a blogging platform.***

# Influencer Relationships



# Professional Network



# Join Blogging Communities





# Goal Weeks 2-3



- 
- ***Get the first two guest posts published***
  - ***Get approved to contribute five more guest posts***
  - ***Outreach to high-end B2B client personas.***

A close-up photograph of a person's hand holding a set of 3D letters that spell out the word "brand". The letters are white with a black outline and a slight shadow, giving them a three-dimensional appearance. The letter "a" is colored orange. The hand is positioned in the upper right quadrant of the frame, with the fingers gripping the letters. The background is a soft, out-of-focus grey.

**brand**


- **Get first two guest posts published under your name**

- **Reach out in your niche, introduce yourself, and see how you can provide value**



# Goal-Week 4



- 
- ***Outreach to high-end B2B client personas***
  - ***Get two more guest posts published***
  - ***Begin link network.***



- **Share posts on social media and with network**



- **Reach High-End B2B Client Personas**





- **Follow up with your list and offer to set up a meeting**



**RECAP**



- **To earn \$10,000 in monthly recurring revenue from your blog, you either need to:**



**A. Sell 200 affiliate marketing products at \$50 per sale every *month*.**





**B. Close 3-4 high-end consulting deals.**

# Which is easier?





- **The consulting option only requires a little expertise and a sales funnel.**



**So start making money by thinking differently!**



A top-down view of a person's hands holding a stack of US dollar bills. The bills are being held over a silver laptop keyboard. In the bottom left corner, there is a document with a table containing various categories and amounts. The text on the document is partially legible and includes terms like 'LUMBERJACKS AND SHARPKENDING COURT', 'ACCOUNTS RECEIVABLE', 'PROPERTY, PLANT AND EQUIPMENT', 'ACCUMULATED DEPRECIATION', 'TOTAL NET ASSETS', 'TOTAL LIABILITIES', 'TOTAL EQUITY', 'TOTAL ASSETS', 'TOTAL LIABILITIES AND EQUITY', 'TOTAL ASSETS', 'TOTAL LIABILITIES AND EQUITY', 'TOTAL ASSETS', 'TOTAL LIABILITIES AND EQUITY'.

# Blog Monetization: Soup to Nuts

# Monetization Options





Google  
AdSense



# Yahoo Publisher



- **Kontera provides content marketing, social marketing, and actionable analytics to enable brands to optimize results.**





# LookSmart

LookSmart is a search advertising, content management, online media, and technology company.

The logo for LookSmart, featuring the word "looksmart" in a bold, lowercase, sans-serif font. The letter "k" is highlighted in a vibrant green color, while the remaining letters are in a dark grey. A soft, light grey shadow is cast beneath the text, giving it a three-dimensional appearance.

looksmart

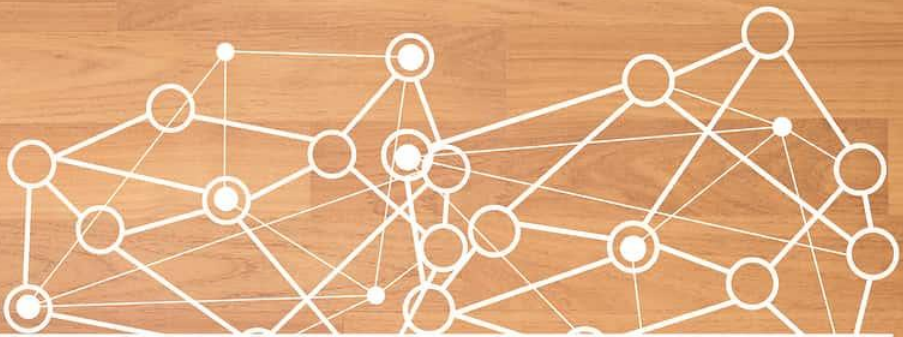
# PeakClick

- Currently **Peakclick** is one of the leaders in highly competitive PPC market

Peakclick







# AFFILIATE PROGRAM



# Video ads

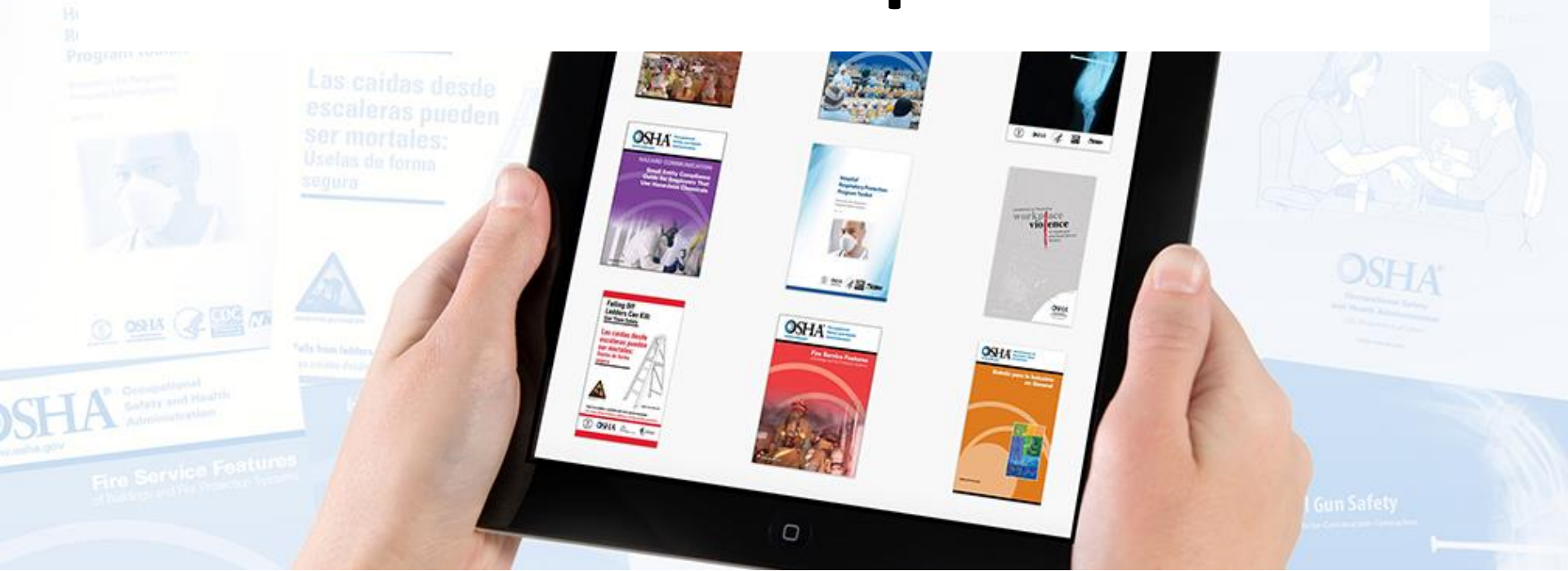


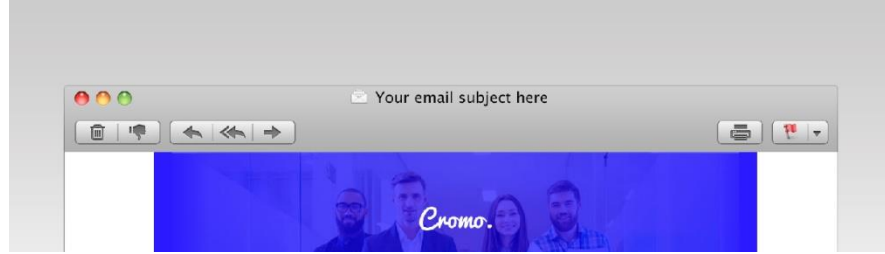


**DONATION**

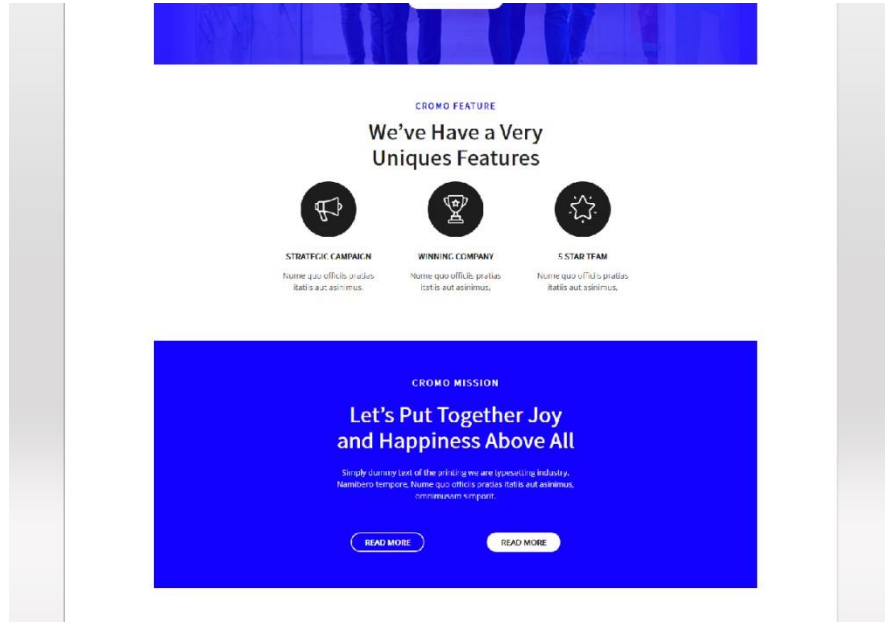


# • Information products





- **Email newsletter advertising**



# AD BANNERS



**Are You Trading/Investing in Commodities  
(stocks,forex,bonds etc)?**  
Register a Cyprus Company and Pay Zero Taxes on Profits!



[Learn More](#)

KIP CORPORATE SERVICES



**Are You Trading/Investing in Commodities  
(stocks,forex,bonds etc)?**  
Register a Cyprus Company and Pay Zero Taxes on Profits!



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(stocks,forex,bonds etc)?**  
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Pay Zero Taxes on  
Profits!



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KIP CORPORATE SERVICES

# PAY PER

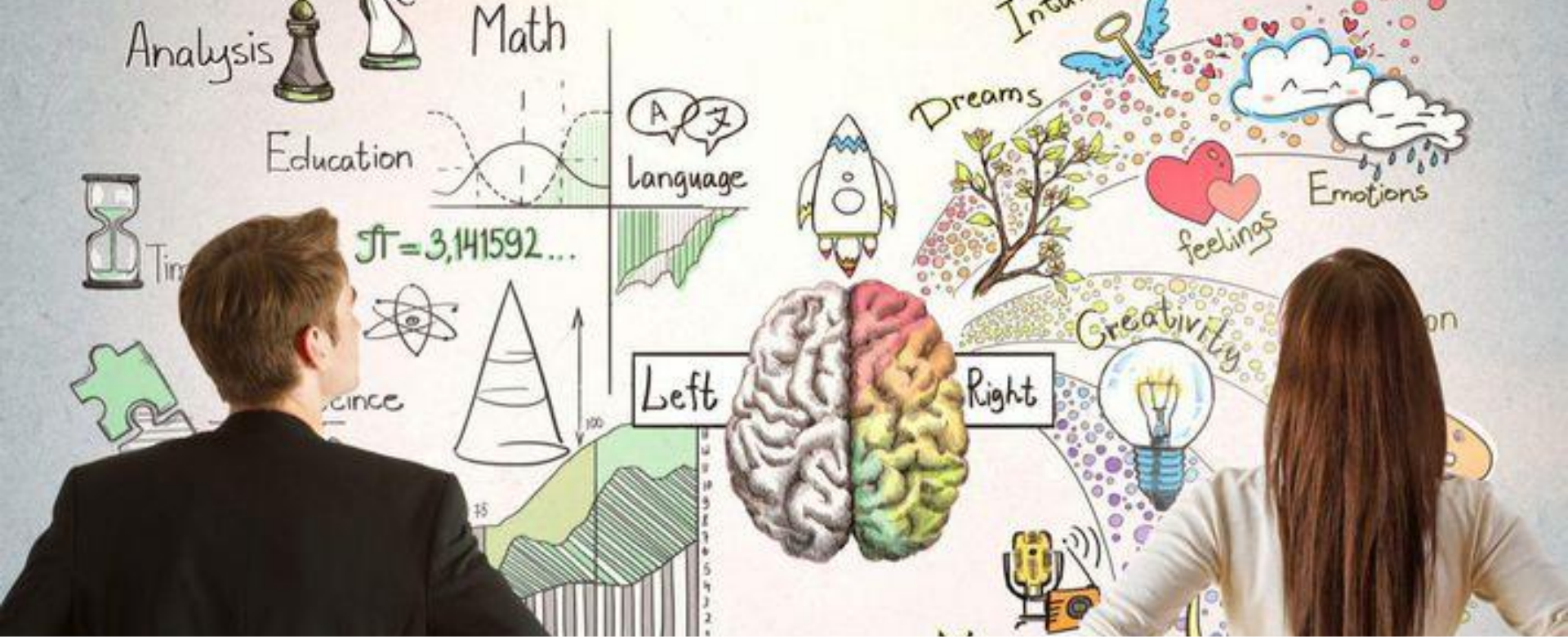




Google

Ads





• **What works for some may not work for you.**

# Most Common Ways to Monetize



# Affiliate Links



- **Affiliate networks like Commission Junction offer hundreds of merchants**



**commission  
junction**

- **Some of the smaller networks can provide better offers with higher payouts than CJ (e.g. CX Digital, neverblueads)**



# Content based ads and search ads



# Don't Make It Look Like an Ad





- **Which ad formats work best?**

- **Good: Leaderboard, large rectangle, wide skyscraper**
- **Bad: 468x60 banner**
- **Experiment because it varies for each site**



# No border

## OFFER FIRST



CAMPAIGN THEME



WITH THIS OFFER



HERE'S HOW



CAMPAIGN THEME



WITH THIS OFFER



IT WILL BE AWESOME



AND HERE'S HOW



IT WILL BE AWESOME



CALL TO WIN



CALL TO WIN

- **Match your site's background, font color, link color**

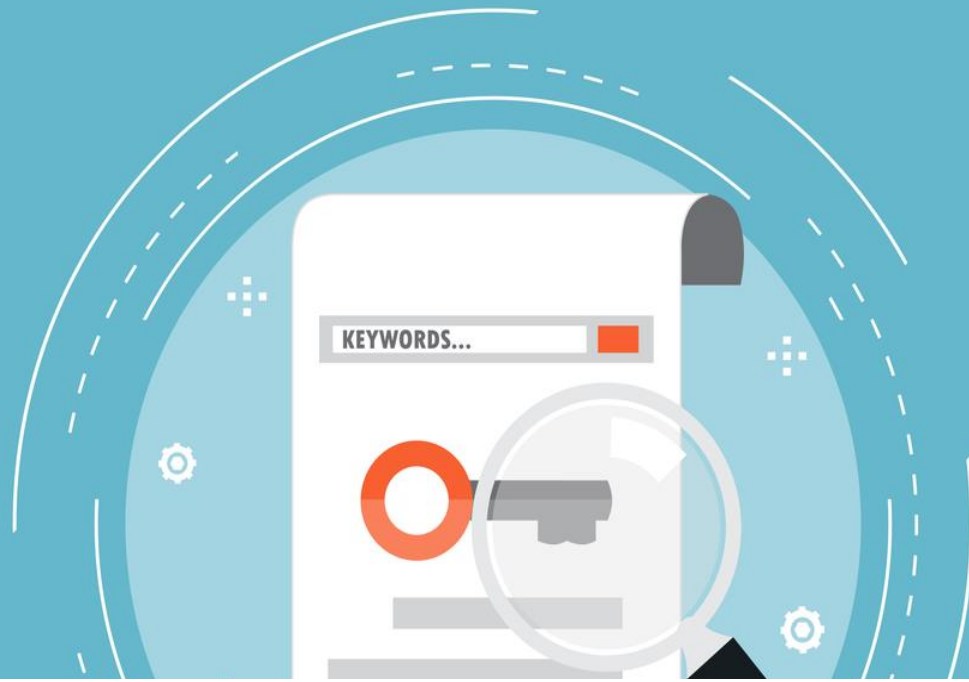


- **Make use of the Link Unit too**



# Make the ads more relevant





- **Target more expensive keywords**
  - Check bids and revise content accordingly – e.g. house painting vs. home improvement

- **Put competitors and low CTR advertisers on your block list**



**Dispense with Flash-  
based or graphics-  
rich approach.**



CONTENT





**Keywords! in URL, H1  
tag, body copy, title  
tag, etc.**





**OPTIMIZE PLACEMENT**

**Where are  
your  
visitors  
most likely  
to look**



**Use a heat map  
clickthrough  
tool like  
CrazyEgg to see  
where people  
tend to click**



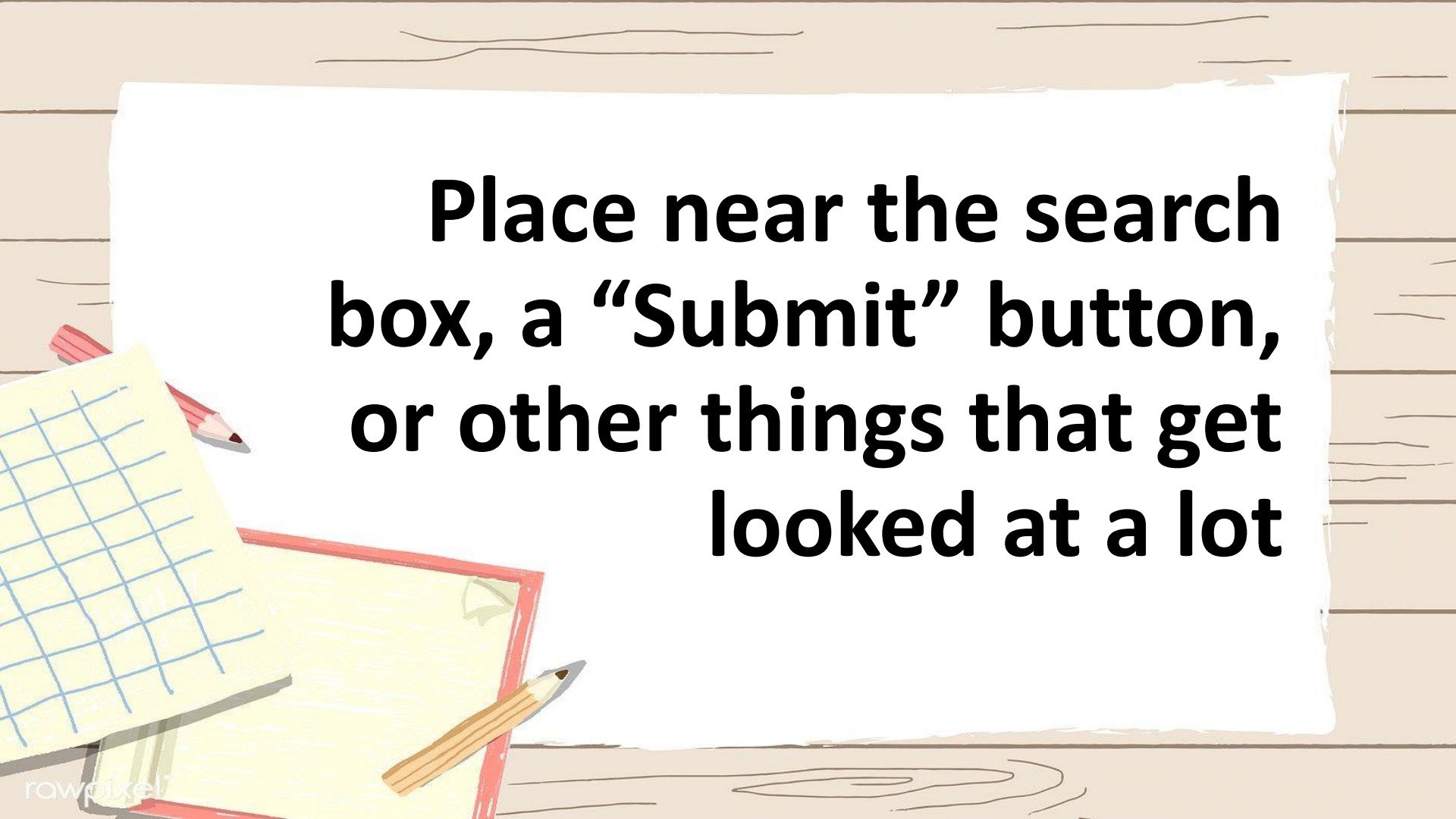
**crazyegg**

**Definitely “above  
the fold” is best**



**Wrap content  
around it**



The image features a wooden desk background with a white paper in the center. On the left, there is a yellow notepad with a blue grid pattern, a red pencil, and a pencil. The text on the white paper reads: 

**Place near the search box, a “Submit” button, or other things that get looked at a lot**



[Jobs in Nanotechnology](#)

Find great new nanotechnology jobs in top companies.

[Ads by Goooooogle](#)

[Free Report from The Fool](#)

Separates the winners from the wannabes. Download and try it!

[Advertise on this site](#)

### Advancing Beneficial Nanotechnology

Foresight is the leading think tank and public interest institute on nanotechnology. Founded in 1986, Foresight was the first organization to educate society about the benefits and risks of nanotechnology. At that time, nanotechnology was a little-known concept.

Today, with the basic framework of public understanding in place, we are refocusing our efforts on guiding nanotechnology research, public policy and education to address the critical challenges facing humanity.

Foresight's new mission is to ensure the beneficial implementation of nanotechnology.

Foresight is accomplishing this by providing balanced, accurate and timely information to help society understand and utilize nanotechnology through public policy activities, publications, guidelines, networking events, tutorials, conferences, roadmaps and prizes.

Foresight is a member-supported organization. Our membership, including over 14,000 individuals and a growing number of corporations, is diverse demographically and geographically. They are interested in ensuring that the future of nanotechnology unfolds for the benefit of all. These concerned individuals include scientists, engineers, business people, investors, publishers, artists, ethicists, policy makers, interested laypersons, and students from grammar school to graduate level.

Foresight ® is a 501c3 nonprofit organization. Donations are tax-deductible in the US to the full extent provided by law.

### Foresight Making News

#### Foresight Nanotech Institute Awards Feynman Prizes

##### Researchers, Author, and Student Honored by Nanotechnology Think Tank

Palo Alto, CA – September 27, 2006 – Foresight Nanotech Institute, the leading think tank and public interest organization focused on nanotechnology, awarded prizes to leaders in research, communication and study in the field of nanotechnology at nanoTX '06 today. These prizes are conferred on individuals whose work in research, communication and study are moving our society towards the ultimate goal of atomically-precise manufacturing.

The 2006 Foresight Institute Feynman Prizes, named in honor of pioneer physicist Richard Feynman, are given in two categories, one for experimental work and the other for theory in advances in nanotechnology. This year's winning research team, Drs. Erik Winfree and Paul W.K. Rothmund of Caltech, received the prizes in both categories.

"For the first time ever, the same research team is being honored with the Feynman prizes in both categories, theory and experiment," said Jillian Elliott, President of Foresight Nanotech Institute. "This is an exciting example of how nanotechnology theory and experiment are meeting in research institutions. Discoveries that were considered "theory" years ago are becoming a reality through experiment."

### Home Page

[Foresight Challenges](#)  
[Breaking News](#)

### Foresight Programs

[Nanotech Challenges](#)  
[Roadmap Initiative](#)  
[Conference Information](#)  
[Prizes & Awards](#)  
[Foresight Publications](#)  
[Become a Member/Donate](#)

### Member Login

Username   
Password

### Advertisements

[Ads by Google](#)

#### [Jobs in Nanotechnology](#)

Find great new nanotechnology jobs in top companies.

[www.tinytechjobs.com](http://www.tinytechjobs.com)

#### [Free Report from The Fool](#)

Separates the winners from the wannabes. Download and try it!

[www.fool.com](http://www.fool.com)

#### [Nanotechnology](#)

A Realistic Market Evaluation available for purchase from BCC

[www.bccresearch.com](http://www.bccresearch.com)





# PUBLIC SERVICE ADS

Donate today!  
redcross.org | 1-800-RED CROSS  
 American Red Cross

**For when there  
isn't a good paying  
ad to display**



You can choose to display your own house ads instead

Google Backfill ([allfeeds.com](http://allfeeds.com))

Google AdSense Plus  
([googleadsenseplus.com](http://googleadsenseplus.com))

# Not All Visitors



# Are Created Equal

Crank  
up the  
ads  
for...

- Lookie-loos who aren't converting
- Overseas visitors who aren't your target audience



American  
Red Cross

1-800-RED CROSS



**CHANNELS**

**Up to 200 allowed**

**Group ads by format, by keyword,  
by location on the page, etc.**

# Two types

- **URL channels**
- **Custom channels**





**WHAT'S GOING TOO FAR**

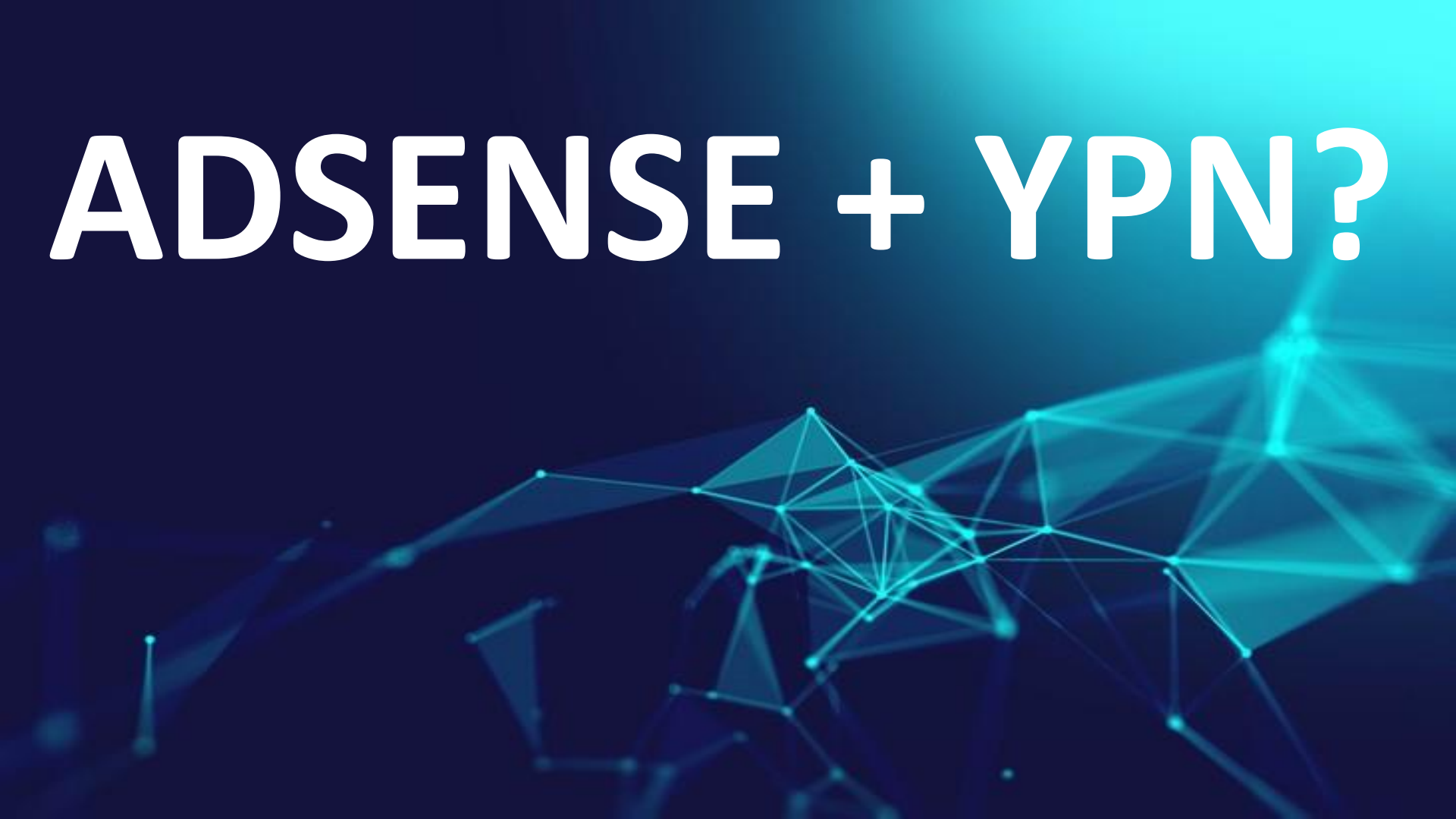
# Ads adjacent to images



**Wrapping keywords or  
small bits of text within  
google\_ad\_section tags**



# ADSENSE + YPN?



**“Publishers may now display other contextual ads on the same site or page as Google ads as long as they don’t have the same look and feel as our ads” -- Brian Axe of Google**



# YPN OPTIMIZATION



<http://ypnblog.com/blog/2007/01/03/optimizing-for-relevancy-part-i/>

<http://ypnblog.com/blog/2007/01/11/the-robot-ate-my-web-page.../>

<http://ypnblog.com/blog/2007/02/27/optimizing-for-relevancy-part-iii/>

# MORE EXAMPLES...

Innsite.com

Writers.net

Locker gnome.com





# HOW TO OPTIMIZE YOUR'S BLOG FOR BETTER RANKING.

**Now, you have a blog full with content  
you have passionately written.**



**It should be a very interesting grapevine for the community of your chosen niche, as opposed to a lifeless factsheet.**

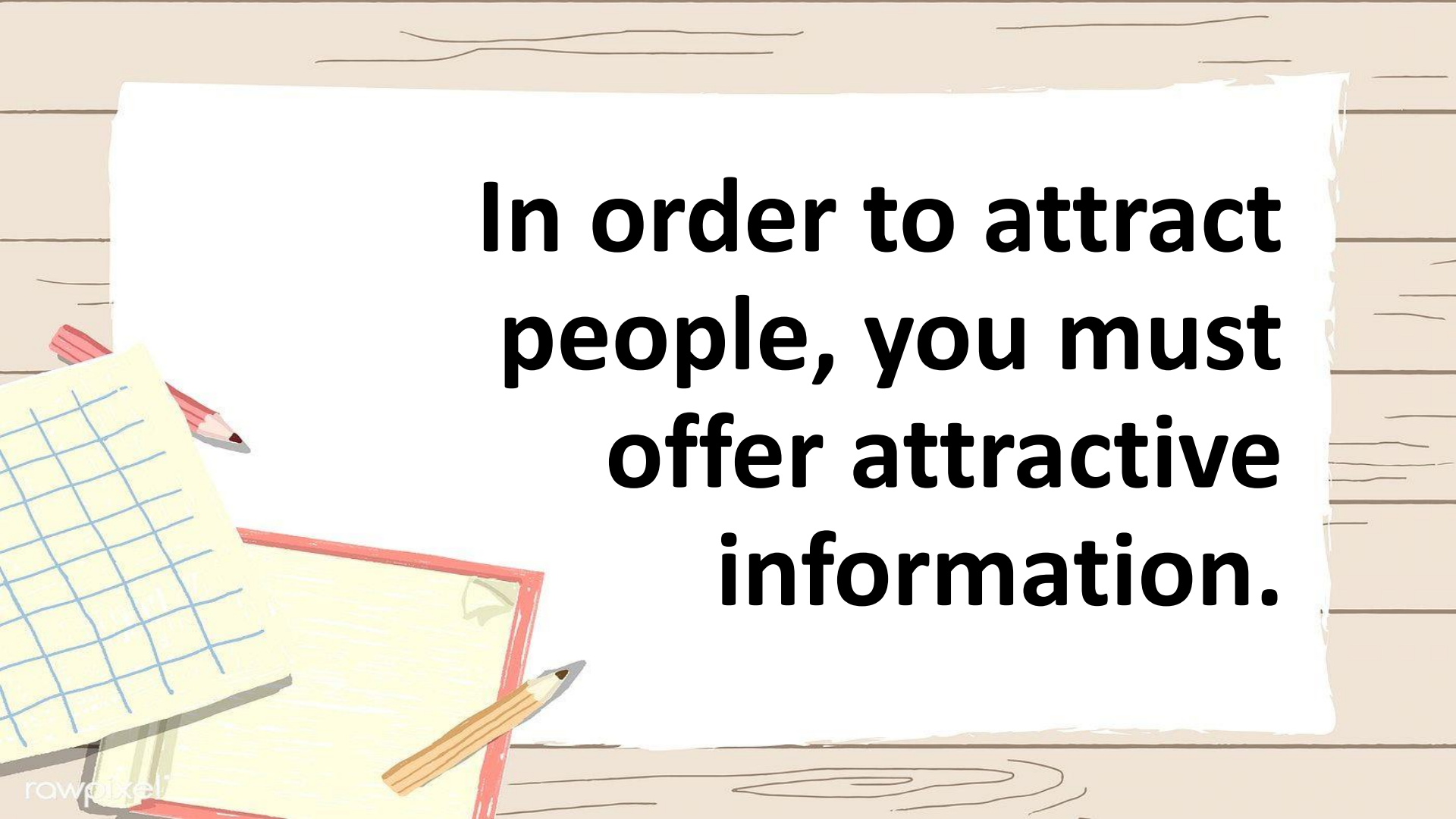


**However, no matter how delicious your content is, if there is nobody to read it you can't generate profit from it.**



**Traffic is the  
lifeblood of  
your blog.**





**In order to attract  
people, you must  
offer attractive  
information.**

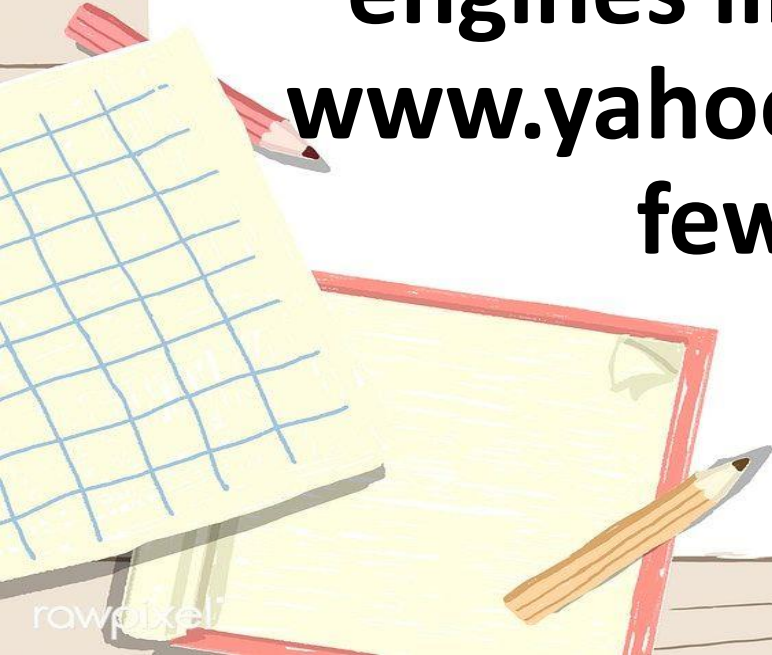
**However, to get  
traffic onto your site,  
you have to think  
backwards.**

***Where do people look when  
they need information?***






**Yes, they search using search engines like [www.google.com](http://www.google.com), [www.yahoo.com](http://www.yahoo.com) and to name a few more popular ones.**



A top-down view of a person's hands working at a desk. The desk is made of dark wood. On the left, there is a pink and white patterned cloth. On the cloth, there is a pink mug of coffee, a brown notebook, and a white notepad. A person's hands are visible, one holding a small wooden object. In the center, a silver laptop is open with a blank white screen. To the right of the laptop, there is a pen and a piece of crumpled gold foil. The text "So, to get these people on your blog, your blog needs to rank high on search result pages of these search engines." is overlaid on the right side of the image in white, bold, sans-serif font.

So, to get these people on your blog, your blog needs to rank high on search result pages of these search engines.

A person with short brown hair, wearing a white and grey striped t-shirt, is seen from the back, sitting at a wooden desk. They are using a silver laptop. The desk is cluttered with various items: a grey mug, a stack of papers, a pink sticky note pad, a yellow sticky note, and several clear plastic bottles. The background is slightly blurred, showing a green chair and a wooden bookshelf. A semi-transparent grey box with white text is overlaid on the left side of the image.

**When these people search for information through the search engines and see your site among the top results, they will naturally click through to your blog!**



The art of getting your blog or website onto high rankings on search result pages is called **search engine optimization.**

**The more complex techniques  
are usually needed to fight for  
very competitive and general  
keywords such as “fat loss”, but  
I’ll teach you how to overcome  
that later.**

**For now, let's determine  
the keywords that you  
want to optimize your  
site for.**

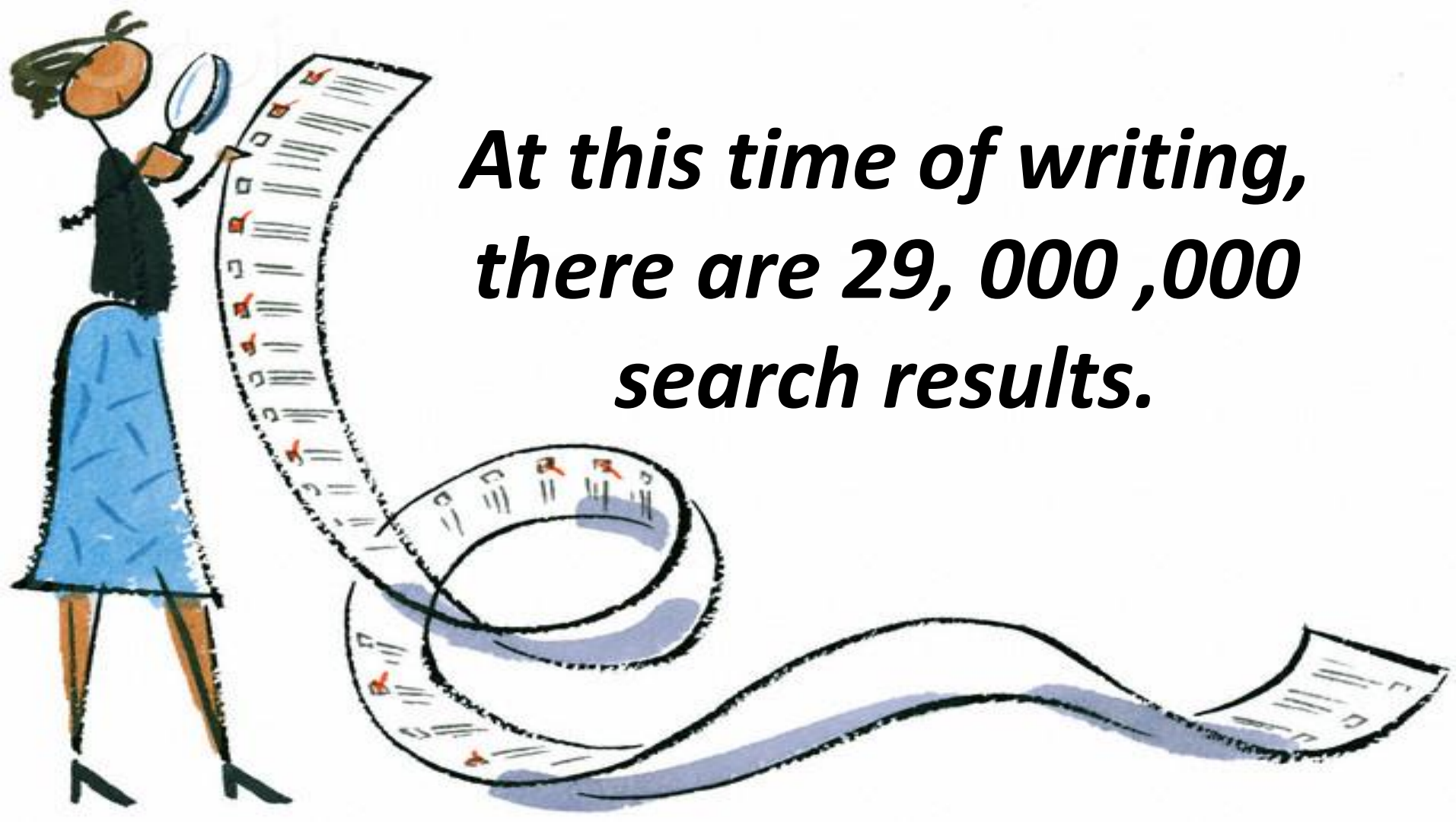
A collage of various tech gadgets including smartphones, keyboards, mice, smartwatches, and speakers. The items are scattered across the white background, with some overlapping. A central blue banner contains the text.

For example, your blog talks about tech gadgets.



**Now, you'd want to check in Google whether it is a very competitive keyword.**





***At this time of writing,  
there are 29, 000 ,000  
search results.***



**THINK YOU CAN BEAT  
29, 000, 000 SITES AT  
YOUR FIRST ATTEMPT?**

YES



No

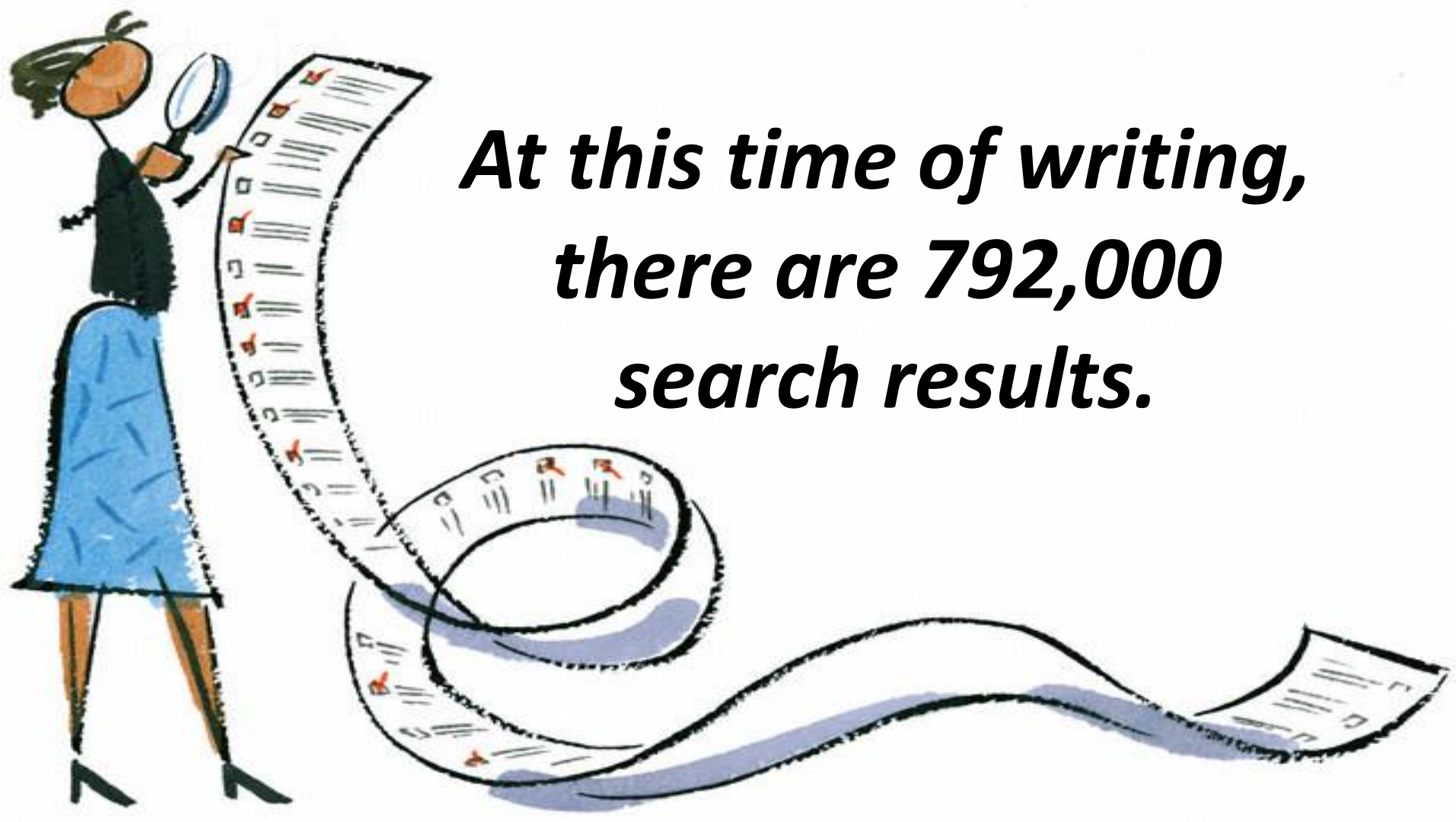
***I DON'T  
THINK  
SO!***



**Now, let's try to narrow  
down our scope.**

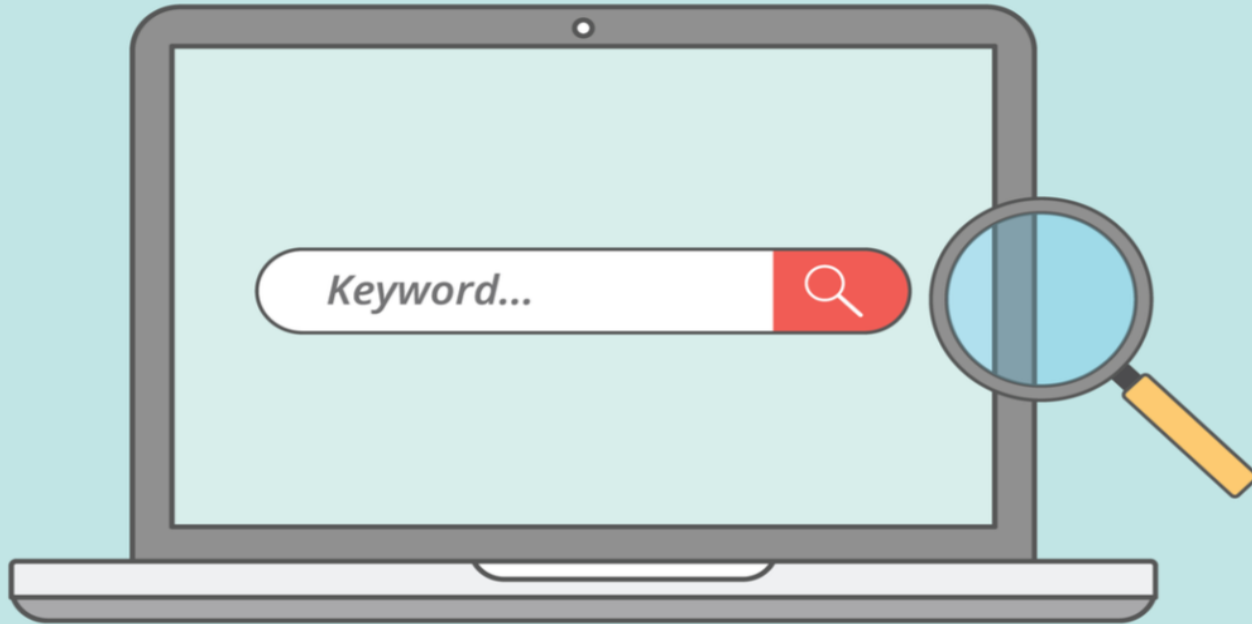
A top-down view of various technological gadgets and accessories scattered on a light-colored wooden surface. The items include a black rugged camera, a silver flip phone, a red circular device with a white logo, a black smartphone, a red leather wallet, a black leather strap, a white iPod, a black mouse, a black speaker, a red handheld gaming device, a blue watch, a black rugged phone case with 'LEAG' branding, a black camera, a black rectangular device, a black mouse, a white iPod, a black smartphone, a red circular device with a white logo, a silver flip phone, and a black rugged camera.


**Let's look for "TECHNOLOGICAL  
GADGETS" instead.**



***At this time of writing,  
there are 792,000  
search results.***

**That's more manageable, but you'd like to search for more focused keywords.**




A collage of various technological gadgets including smartphones, keyboards, mice, smartwatches, and speakers. The items are scattered across the white background, creating a dense and diverse collection of modern electronics.

However, let's optimize your blog for “technological gadget” just for the sake of learning.



# Title

**First, you have  
to pay attention  
to the title of  
your blog.**

A photograph of a Scrabble board with wooden tiles scattered across it. The board has various colored squares for bonuses: blue for 'DOUBLE LETTER SCORE', pink for 'DOUBLE WORD SCORE', green for 'QUAD-RUPLE LETTER SCORE', and red for 'TRIPLE WORD'. The tiles are arranged in a pile in the center, with some showing letters like 'U', 'I', 'F', 'O', 'G', 'T', 'A', 'O', 'H', 'E', 'X', 'L', 'O', 'M', 'B', 'W', 'L', 'E', 'M', 'A'.

Since you're optimizing for technological gadgets, you need to have that exact phrase in your blog title.



**For example, a line like “*Your Best Technological Gadget Blog!*” would work great.**




**You can change the title of your blog in the Blogger control panel or the Wordpress blog when you're creating it.**

Other than that, your page heading should also contain the term you're optimizing for.



This is important as it tells the search engines what your page is about (in this case, “technological gadgets”).



A photograph of a Scrabble board with wooden tiles scattered across it. The tiles are arranged in a grid, and some are labeled with 'DOUBLE LETTER SCORE', 'TRIPLE LETTER SCORE', 'DOUBLE WORD SCORE', and 'TRIPLE WORD SCORE'. A central red banner with white text is overlaid on the board. The text reads: 'Since we're posting a blog, the tags are usually the post titles, so remember to include the term there whenever relevant.'

Since we're posting a blog, the tags are usually the post titles, so remember to include the term there whenever relevant.

**One last bit, you should also  
sprinkle the words  
“technological gadgets” in  
your posts whenever  
possible.**



The frequent occurrence of that phrase in your blog will hint the search engines that your blog is really relevant to that topic.

However,  
this is the  
most  
important  
bit of all.





***Always keep in mind that you're writing for real life people who read your blog to obtain information, so it is very stupid to spam your blog with keywords!***



In fact, if you do that, the search engines will end up thinking you're spamming and drop your ranking further down into oblivion.

Thank  
you





أشيقر<sup>®</sup>  
DIGIMENTORS