

TRAFFIC TACTICS VOLUME #5:

Web Traffic Monetization Tactics



Special Report (D):

Traffic Monetizing Tactics

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Sign up for Google Ad Sense

This program will allow you to place ads from Google on your website. When people click on the ads you get a commission. It is a simple way to make money. A bonus to the program is that the ads are tailored to your website content.

Sell Newsletter ad space

If you have a popular newsletter then you can capitalize on this by selling ad space in your newsletter to other non-competing websites.

Join affiliate programs

You can join affiliate programs that are related, but not competing with your products. You can then use these affiliate programs to build up your website and your sales.

Sell banner ad space on your home page

If you have a nicely ranked site then it should not be too difficult to find buyers for advertising space on your home page.

Sell advertising space on your message board pages

You can capitalize on your message boards popularity by selling space for the ads.

Sell links

One way links are a great way to get a better search engine ranking, so people are willing to pay for them. Just be careful to not oversell yourself so that you start being more of a link site than a business site.

Build a directory

Start by offering free listings then once your directory starts getting some recognition you can start to make the listings paid spots.

Sell articles you have written or that you own

Every website owner is looking for good content. Make up bundles of short articles for different markets and sell them. You can sell old articles that you have used on your website or in advertising. Just be sure to let them know they are buying recycled articles.

Do not let monetizing get out of hand

While monetizing can be great for your business, it can also be harmful. Do not let it start to take over your business. The whole point is to utilize your assets in the best way to boost your income, but not to over shadow your business.

Double free gifts as promotional items

Anything you give away should have your business name on it. This is a great source of free advertising and a good way to boost sales.

Create lead lists to sell

You have to be careful about this, but you can do it. You just can not sell names or information that you got under a privacy policy that said you would not sell. You may be able to build a list in other ways. These lists are going to be valuable tools that you can sell for a nice profit.

Build keyword lists

You know how hard it is to build keyword lists. So why not take your knowledge and build some lists for new businesses to help them out.

Put your blog to work

Place ads in your blog. It is a nice space where people are likely to frequent. Use it as ad space, but do it carefully.

Team up with another business

Make sure the business is not competition but offers something for the same target market. You can team up to improve your online presence and power.

Sell your newsletter

You may find someone who is in a similar market as you that needs a newsletter but doesn't want to write their own. Sell them yours.

Sell your blog

Blogs are hot these days, but they take time to manage and create content to put on them. Some business owners may not want to take all that time for a blog, but still desire to have that aspect on their website. Sell you blog to them.

Make a membership area

Put all of your good advice, information and valuable content in a paid area for members only.

Buy up good keyword domain names and rent them out

Top domain names are a hot commodity. People want them because they are one of the keys to getting good traffic. If you buy up a handful of hot names and rent them out then you can capitalize on that.

Use tagging sites

These sites are kind of like social networking. They allow you to get exposure in a large way. By joining up with tagging sites you will get far more visitors and make more money.

Use in-text advertising

You have probably seen random words highlighted to a clickable link. This is in-text advertising. When you click on the link it takes you elsewhere. You make money from this. It has benefits over other types of ads because it is not distracting or invasive.

Add a search box

You can add a search box to your page that allows users to search your website or the web.

Build your own paid advertising programs

You can build up your own advertising program, like in-text ads and Ad Sense. All you need to do is write up a sheet explaining that you sell ad space and keep it out there on your site for people who may be interested.

Sell your Ebooks

If you give away Ebooks as incentives and have some sitting around that you do not use anymore then sell them to others. You can usually sell Ebooks to multiple people so you can keep making money on them. It is worth looking into the art of selling an Ebook.

Sell your expertise

If you are established as an expert then you can be a consultant and sell your services. People will pay good money to get an expert to give them advice.

Set up a donation account

You can simply ask for donations to help keep your site running. This is not as effective for business sites as for non-profit sites, but it can still bring in some money.

Add RSS feeds

You can make commissions off running RSS feeds on your website. Just make sure they are non-competing.

Get a sponsor

You may find a company that loves your website and business so much that they are willing to be a sponsor for exclusive advertising rights. Of course, you need to negotiate a deal wisely so you do not end up losing money because this means you can not offer space for other advertisers.

Set up a seminar course

Use all your resources to develop a course where you teach whatever you are an expert about. As long as you are a recognized expert you can expect a good turn out.

Write a blog for another company

Instead of just selling your old blog entries you can actually offer to write someone else's blog. Companies will be likely to hire you because you have a proven record of writing a business blog.

Join a program where you can make brand merchandise

There are companies that will custom make branded products for you to sell and make commission from. This is a combination of a way to make money and a way to get your name out there.