

Published based on [How To Make Money Online - With Monetising Your Blog](#)

How To Make Money Online - With Monetising Your Blog

Following on from my last article 'How To Make Money Online - By Blogging - Increasing Your Sites Traffic' then you will now be wanting to monetise your website. In today's world this has never been easier to do. In fact every day it gets easier.

As mentioned before you must have this item on your blog; Google AdSense. You are then paid by Google anytime you manage to send a visitor through their adverts. For example let's say an advertiser on Google is paying 0.40 price per click (PPC) then Google will pay you part of this money. Usually it is around twenty percent.

So if we continue with the Website name we came up with earlier 'West Ham Fans' then you can see by going to Google's Keyword tool the advertisers according to Google are paying around 0.34 per click. However, you should not fully trust these figures as they are merely a guide. First open a fresh Google page and then search your term there and you'll see there are currently no advertisers. This means no competition which is a bad thing as there is very little money to be made from AdSense income for that search term.

You'll need a healthy amount of competition to be sure to make money from AdSense. However, let's say that you have plenty of traffic and now you would like to monetise it. Then you need an affiliate marketing company like Clickbank. If you visit Clickbank's website and click on the 'Marketplace' tab. Then you enter your chosen keyword/phrase which for the site 'West Ham Fans' will probably be 'Football'. Then you will see hundreds of digital download products come up. All of which will pay you a commission which ranges all the way up to 75% if just one of your visitors buys their product.

When you go there you'll see you can sort the results (products) as well and for an example I sorted the results of this search by the payout size. The highest one at the time of writing was a Sports Betting site which would pay you just over \$100 for a sale (67% commission).

So now what you do is go through these until you find one you like, become an affiliate of clickbank and then decide which one you are going to promote. Then you write a blog post which says (depending on your comfort level), 'Hey if you are like me and interested in strategically betting on West Ham and other Football games then I recommend you check this site out (then add your affiliate link here)'. These affiliate links can be a long at times so if you go to this site tinyurl.com then it will shorten it for you and you can use that in your blog post.

This link is recognised by a bit of code so that when your visitor clicks through then the site you sent them to knows automatically that they came from you. If they go on to purchase the product you'll get paid a commission. These often include recurring income too, so if a product is say a membership site or similar multi-part courses then you can make money for months or even longer periods just from one sale.

There are literally hundreds of affiliate sites online where you can go and find products to promote such as Clickbank and Commission Junction. These are probably the easiest to join and to start with. In my next article I'll cover building an email mailing list so you can create your own list to go back to and sell to at any time you want to make money.

Andy Shaw has been in the field of [How To Make Money Online](#) for a long time and maintains a website about how to [Make Money](#) where you can get answers to all your questions.

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