

HOW TO MAKE --- MONEY --- ON YOUR BLOG

CONTENTS

Selling Ads

- Cost Per Click (CPC) Advertising
- Cost Per Mille (CPM) Advertising
- In-Content Text Affiliate Ads
- In-Content Affiliate Banners
- Donations
- Audio Advertising (Pay Per Play)

Sponsorship

- Sponsored Posts
- YouTube Channel Sponsorship
- Sponsored Mentions Within Podcasts
- Column or Category Sponsorship

Selling Advertising Space

- Banner Advertising Space
- In-Text Advertising
- In-Image Advertising
- In-Video Advertising
- Pop-Up Advertising
- Sidebar/Blogroll Links
- Monetized Widgets
- Paid Guest Posts
- Job Board with Premium Listings
- Marketplace

Selling Products

- Selling an eBook
- Developing a Mobile App
- Selling Custom Plugins
- Selling a Blog
- Selling Specific Web Pages on a Blog
- Webpage Rental

Offering Consulting Services

- Training Courses
- Premium Webinars
- Event/Conference
- Speaking at Events
- Pay Per Minute Phone Call Consulting

Selling Your Services

- Writing for Other Blogs
- Advertorials
- Paid Product/Service Reviews
- Mentoring Other Blog Owners Within the Niche
- Paid Surveys/Polls

INTRODUCTION

Blogging often is a hobby for most bloggers. It is their labor of love. Nevertheless, this does not negate the fact that you can earn money from something you love to do.

Monetizing your blog is a big decision that can make you a fortune if done well. But the trick is how to do it.

Chances are, everything you are writing - is already being written. Nothing strange! The world is so big, and the web is worldwide.

So, how to monetize your blog?

There's no right way to [monetize your blog](#). This is the field where the best what you can do is to do something that hasn't been done before. However, there is one more way - you can find out how bloggers who have already succeeded are doing it.

We did a big job at [MageNet](#) to put together all the most effective ways to monetize your blog. Having asked a series of questions to successful bloggers, our team of SEO experts made this white paper to bring you to the world of profitable blogging.



SELLING ADS

The easiest way to monetize your blog is to sell ads on it. There are tens of methods that you can easily use to earn money from ads. When you are selling advertising, you are selling access to your audience - the more people visit your blog, the more earnings you'll have. Learn here what advertising methods exist:



COST PER CLICK (CPC) ADVERTISING

The main concept of cost per click advertising (CPC) lies in getting payments each time someone clicks your ads.

- +** You don't need to be a professional coder to implement CPC ads to your blog, and it is very easy to set up.
- They work only if you have high traffic to your blog. If not, they won't bring you any money and you can choose something more profit-making.



Perhaps, Google AdSense is one of the most popular network to place ads, however, you can use Chitika, Infolinks, Media.net and a lot of other plugins as well. Their main benefit is that you do not need to be in direct contact with advertisers. The plugin chooses ads relevant to your content itself, and your viewers just click on the ads.



COST PER MILLE (CPM) ADVERTISING

The idea of cost per mille advertising (CPM) lies in earning money for every thousand potential customers who view the advertisement.

- + CPM is a good way of getting profit from your high traffic. It is easy to set up. No coding knowledge needed. The only thing you need is a high traffic. Everything else doesn't matter as long as you have a [high traffic to your blog](#). Otherwise, this method won't be profit-making for you.
- If your traffic is not calculated in millions of visitors, then you might want to pay your attention to other methods of monetization, as your profit will be not high enough.



IN-CONTENT TEXT AFFILIATE ADS

In-Content Text Affiliate Ads is a monetization method when you use affiliate text link to products/services that you're talking about. Generally, this links should be relevant to the topic discussed.

- + This type of monetization is quite profitable, especially if you're making a review or tutorial on something that is of high interest to the public.
- If you can't use affiliate links properly with regard a topic, your content might be damaged as it will become too sales-oriented. Be honest with your reader and make your links transparent - don't try to hide that you're advertising something. Users love honesty.



IN-CONTENT TEXT AFFILIATE ADS

This method is very similar to the previous one. The difference is that affiliate links are a lot more visible and often include an offer in them.

- + If these banners are relevant to the topic of content on your page, then you'll definitely win from this monetization method. Plus, you have control over what banners you publish - you may not publish whatever you don't find attractive to your readers.
- Open advertisement can easily push off your readers. When people share or link to your content, problems of technical character may occur.



DONATIONS

You may ask your readers for a donation if you create a lot of useful free resources (plugins, tools, etc.)

- + If you create many useful resources for free, it's ok for you to ask for a donation. Sources like Wikipedia exist solely on donations. If you choose this method, then install a [WordPress plugin](#) and start accepting PayPal donations.
- If developing useful tools for your readers for free is not about you, then this method is not perfect for your blog. If a blog that doesn't contain anything special in it asks for money, readers grow suspicious.



AUDIO ADVERTISING (PAY PER PLAY)

PPP (Pay Per Play) or CPP (Cash Per Play) advertising foresees playing an audio ad when a visitor comes to your website.

- + You can set up ads using special advertising platforms (Net Audio Ads, for example), so it's quite easy and takes almost no time. You only have to add JavaScript to your webpages and be ready to get your profit!
- Visitors usually are not excited to hear ads audio when they come to your website - it is annoying for them. Some even mute their laptops not to hear the sound. If you're not afraid of your readers' negative reaction, go ahead!



You can use another form of audio advertising - podcast ads. A weekly update will let your listeners know what is new on your website, then you can choose to include advertising. The main benefit is that this type is less intrusive, it would just seem like a short radio show with commercial breaks.



Putting ads on your blog can push off some part of your audience; your readers might find you too sales oriented and prefer to unsubscribe. You should think about the balance between creating useful content and promoting your services.



SPONSORSHIP

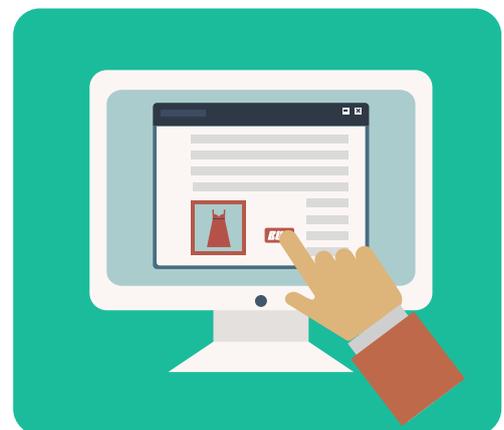
Corporations are always looking forward to sponsoring influential blogs of their core industry. Mentioning company name in the header of your website or promoting their brand all through the blog are one of the ways of advertising.



SPONSORED POSTS

A company or an individual will sponsor one of your articles. Of course, your article should talk about their products or services and mention the company name. Moreover, it should link to their product page.

-  If your website has a high traffic, a lot of companies from your niche will be willing to see their name in your posts. This may be very profitable for you.
-  Your readers will turn off if they find that you're writing sponsored posts. Plus, many sponsoring companies will ask you to put 'dofollow' links, that will baffle you because Google doesn't like this kind of things.



Companies will be interested in promoting themselves on your blog if you are a small niche blog, producing quality, content interesting for a target audience. You should be a real expert in your niche for the big companies to get interested in sponsoring you.



YOUTUBE CHANNEL SPONSORSHIP

If you produce video content and have a huge YouTube audience, you can find someone to sponsor your channel. This could be anything - a banner, a mention of a brand, a link within a video description, etc.

- + This is a very profitable method of monetization. Moreover, you control what is displayed on your channel, unlike CPC ads.
- You can lose your audience if your readers will find you exploiting sponsorship.



SPONSORED MENTIONS WITHIN PODCASTS

You mention someone's product/service/website in your regular podcasts if you have those.

- + If you run a podcast, it will be easy for you to implement this method. You simply mention sponsor's name, product, or service at the start of the podcast or wherever.
- This is not the most profitable way of monetizing your blog, as you really should have a big group of listeners engaged in your niche.



COLUMN OR CATEGORY SPONSORSHIP

This method foresees sponsorship of separate columns or pages of your blog. Modern websites use this way of sponsorship because this is a good method to show ads only to target audience which is interested in them.

- + You don't need to be a professional coder to implement CPC ads to your blog and it is very easy to set up.
- You risk to have your blog over advertised and provoke traffic fall and ruin your design. This can work well if you have a huge news portal with a wide variety of topics.



SELLING ADVERTISING SPACE

You can offer a place on your website for advertisers. This is a very straightforward method. You can sell space directly or using 3d parties (like Buy Sell Ads, for example.)



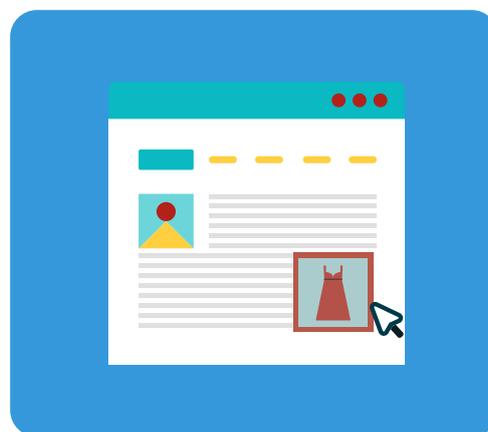
BANNER ADVERTISING SPACE

You can sell a place for banner placing on your website - someone buys it. Usually, bloggers use different platforms to sell their place. However, you can sell space yourself.

- +** If your blog brings a lot of traffic, this method is great. If not, consider something else for monetizing your blog. If you're a small niche website, you can sell advertising place for a fixed price. Usually, companies that are targeting the specific audience will use this chance.

If you have a lot of traffic, sell on Cost Per Impression basis; this will be more profitable for you. Plus, you can build long relationships with advertisers in your niche.

- You can really profit from Buy Sell Ads platform, however, you don't have guarantees that you will actually sell space.



If you have any direct relationships with companies that might advertise on your site, don't hesitate to talk with them about the topic. You are much closer to selling ads directly than you can think if you have a relevant and targeted audience. Beyond all doubt, you can offer them an extremely valuable service.



IN-TEXT ADVERTISING

This one is similar to banner advertising. The difference is that the text on your website will be linked to 3rd party websites. This way is performed with special advertising platforms such as [MageNet.com](https://Magenet.com). The system itself associates keywords from your text with websites and puts links to them. You can also sell links by yourself when reaching out to relevant companies and ask if they are interested.

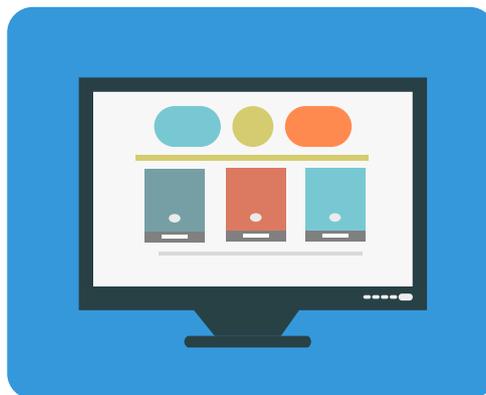
- +** Platforms used for this method are very easy to use and quick to set up. Plus, this method can bring you good money if you produce a lot of content to your blog. You can combine this method with others to get even more profit.
- As these platforms place mainly 'dofollow' links from your website, one uses this method only for specific pages of the website to save himself from possible blog popularity decrease.



IN-IMAGE ADVERTISING

Adding a text ad to the images on your website when a user hovers over them. This method means adding a text to the images on your website which appears when a reader hovers over them.

- +** This one is easy to use and quick to set up. However, it will work only in case you produce a lot of content that attracts high traffic. Otherwise, it will not bring you high profit.
- You can't choose a partner that will be advertising on your site. That is why it might look like spam with time. So, you may lose some part of your audience.



IN-VIDEO ADVERTISING

If you're a video blogger, you may use in-video ads opportunity. In-video ad is an advertisement (text, image or anything else) right on the video.

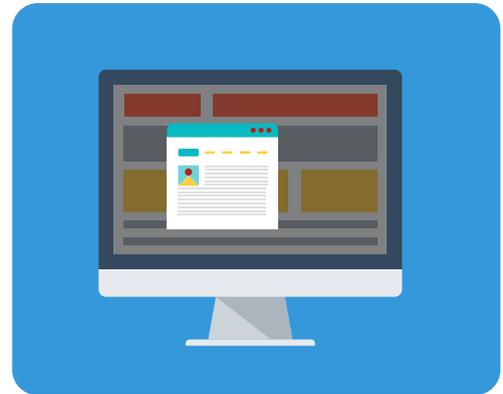
- +** YouTube channel monetization is very easy. Simply link to your AdSense account and turn on video monetization in YouTube settings.
- Such ads really annoy viewers. They might even want to unsubscribe from your channel not to see them.



POP-UP ADVERTISING

This method foresees appearance of pop-up advertising blocks when a user visits your blog.

- + Easy to set up and quite profitable.
- Search engines don't like pop-ups. It's a well-known fact. Your blog may be considered as spam by Google. Moreover, many browsers have pop-up blockers which prevent ads from showing to readers. Thus, it will reduce your income.



SIDEBAR/BLOGROLL LINKS

Each blog has a sidebar on every page. You can sell a link on this sidebar and take a fee on a monthly or yearly basis.

- + This method is easy and fast to implement. You can sell a few links and have a good profit, especially if you have a high traffic.
- Do not be too aggressive in links placement. Place backlinks only on some parts of your pages to save yourself from a decrease of trust from Google.



Selling ads directly on your blog can bring you high profit. However, it's extremely time consuming. If you're not sure for 100% you want sell ads directly, it's better to join an ad network. [Click here](#) to find the best ad network for your needs!



MONETIZED WIDGETS

You can put on your website monetized widgets that will pull in ads. This way you can receive affiliate income or you can be paid on an impression/click basis.

- + It doesn't take much time and efforts. You can make a steady income, especially if products/services that you're advertising are relevant to the topic of your articles.
- Widgets sometimes cheapen the whole look of your website. If you care much about the looks of your website, take this into account. Perhaps, the same ad will work for you as a banner.



PAID GUEST POSTS

You may let other bloggers write a guest post on your blog for money. This is something alike an advertorial; the only difference is in link type. Guest blogging foresees putting dofollow links.

- + Among all the monetization methods this seems to be the most money-making. However, for some reasons, reputable bloggers don't mess with guest blogging and it's quite hard to find a good web resource ready to post your article for money.
- As already was said, guest blogging foresees putting dofollow links. This is not a drawback, generally. This method doesn't have those, to be honest



JOB BOARD WITH PREMIUM LISTINGS

You can post job vacancies within your niche right on your website. For example, Inbound.org allows you to post on their website vacancies for \$50 per month.

- + If you're writing for a specific audience, your blog will be extremely popular among companies looking for employees. Moreover, posting vacancies list may open to your other opportunities for income like banner advertising or else.
- Job section posted in your blog is quite hard to maintain and control. If there's no high income from it, then, perhaps, it would be easier to refuse from this idea?



A MARKETPLACE

Some very respectable websites set up marketplaces on their platforms as a good method of monetization.

- + Businesses prefer to work with big platforms where there exist many ways for advertising, and marketplaces are one of such ways. Also, if you have high traffic, you can make a good profit.
- Marketplace setting up takes a lot of time and efforts. Moreover, you should be ready to dedicate a big amount of time regularly to work on listings and promotion. And your site may look too commercial to your readers.



SELLING PRODUCTS

If you sell your products, use your blog for this purpose. Online shop section will be a good decision. If you are an expert in a specific niche, you might want to sell products that you're talking about in your blog. Then your high traffic will bring you real money. What products you can sell? Read below.



SELLING AN EBOOK

eBooks are very popular in blogging industry nowadays. They are given for free or in exchange for emails, etc. You can sell someone's eBook directly on your blog.

- +** You can earn big money with your eBook. Moreover, you'll position yourself as an expert in your niche. You can also find sponsors who are ready to monetize your book.
- The first thing is that you have to spend some time on writing an eBook. Second – you have to spend a lot of time to promote it. Plus, it can take some money from you. If nothing happens and no one will be interested in your book, then everything was in vain.



Make your offer as visible as possible. If your offering is easy to find, more readers will click on it, and more percent of visitors will buy it.



DEVELOPING A MOBILE APP

As mobile apps are amazingly popular nowadays, you can make money with developing those. Create one app for your blog and start earning money!

- + Mobile apps are amazingly popular. They can help you to build a huge community, collect personal details from your readers and make it easier for them to reach your blog on the go.
- If your blog is small, there's no sense in developing a mobile app. It's expensive and takes a lot of time to do it. You need to have a good plan of its development. Otherwise, there's a chance of making a mistake.



SELLING YOUR CUSTOM PLUGINS

There are a lot of marketplaces where you can offer your plugins - Code Canyon, [WP Plugins](#), etc.

- + No time needed to spend. You go to the marketplace and sell your plugin. That is all.
- Well, plugins development takes much time and the question is - are you ready to spend it on development?



SELLING BLOG

If your blog has high traffic, old domain and constant good profit, try to sell it. You can find a buyer on your own or use third-party sites like Flippa or SitesIndeed.

- + This option will work for you if your website is really old and profitable. If you produce a lot of interesting and valuable content, then you should know that some blogs are sold for a big amount of money. \$100,000, for example. Admit that this sum is worth working on the blog.
- If you sell your blog, you will get no more revenue from it, as selling foresees only one-time fee. If you're sure that you want to sell your priceless resource for a big sum of money, put a reserve on the auction and go ahead.



SELLING SPECIFIC WEB PAGES ON A BLOG

You can sell specific web pages from your blog. If they generate good traffic, they might be priceless to buyers.

- + If your page has a lot of quality links and generates high traffic, you can have a good profit by selling it.
- Remember that Google doesn't like any manipulations with selling links. You really should trust your buyer as since he buys your page, only he works with it.



Your blog is written for a specific niche and a niche audience is reading it. Keep in mind why your readers are on your blog. Some things they love and some they don't. When selling products, firstly identify their need, so your products fit it; then your chances of a sale will be much higher.



WEBPAGE RENTAL

This is the same method as in selling webpage. The only difference is that you don't sell, you rent it for a specific time period.

- + Well, this method is safer for you than selling page. You only rent it for a specific time period and the profit is the same.
- Again, Google may become concerned with your activity.



When offering your products, don't trick your readers into clicking on a link. This is the surest way to lose your future customers and readers. Be clear and honest when you are presenting your offer. When placing the link, let your customers know that the link will take them to information about your offer. No one likes to be fooled.



OFFERING CONSULTING SERVICES

Demonstrating your expertise, you build trust with your audience. Consulting services and educational materials can be a part of a content-marketing strategy of every online service in any field as it gives potential customers an idea of how good your services/products are. Moreover, you can sell your knowledge if you are a real expert in your field. And here is how:



TRAINING COURSES

Training courses are a perfect method of monetization for experts in specific niches who want to build trust with their audience and demonstrate their professionalism.

- + Lots of up-sell opportunities. Well, this is profitable if you have something important and useful to say.
- Training course development is not an easy challenge; it takes a lot of time and resources. You need to keep it up-to-date and add more info with time.



PREMIUM WEBINARS

If you are a respected expert in your niche, you can launch series of paid webinars. For this purpose, you can use either WebEx or MegaMeeting software, etc. Well, even Skype will work, if you need a free service.

- + Building trust among your audience and the online community is a good effect of webinars. Later, you can take a fee for watching your webinars, as your professional value will raise over time.
- Premium webinars foresee that you offer some very important information. Otherwise, why should people pay you? Also, you should spend time on building webinar plan and strategy.



EVENT/CONFERENCE

This method promotes running a special event. Some blogs are dedicated to this aim, and this is their core way of making money.

- +** Running events is very profitable. You can make a lot of money with that. Build your brand, reach a wider audience and become rich. This will positively affect your traffic and community growth.
- Events organization needs a lot of work. The larger event, the more time and money spent on it. Risks are huge, but profit is worth it.



SPEAKING AT EVENTS

If you're a reputable expert in your niche, you can speak at different events. If you tell about your wish to give a speech at thematic events right on your blog, you will find new opportunities much faster.

- +** Speaking at events is not only profitable but also gives you an opportunity to promote yourself as an expert within your niche. Also, you can build new relationships with other bloggers in your industry and advertise your blog in your speech.
- Planning and creating an interesting presentation is not easy and takes a lot of time and efforts. Moreover, if you are not an expert, it's hardly possible that you will be asked to take a speech.



PAY PER MINUTE PHONE CALL CONSULTING

Clarify.fm is a service that gives you an opportunity to work as a phone expert. People pay to listen to your opinion and get your advice. Also, you can put a special "call consulting" widget right in your blog.

- +** It is an easy thing to do, and it will help you to further promote your consulting services elsewhere. You have big chances to gain the trust of your visitors if you're an expert in your industry.
- You should really be an expert and specialize in what you write about. Also, you have to be sure that you really have to say something valuable to people calling you.



SELLING YOUR SERVICES

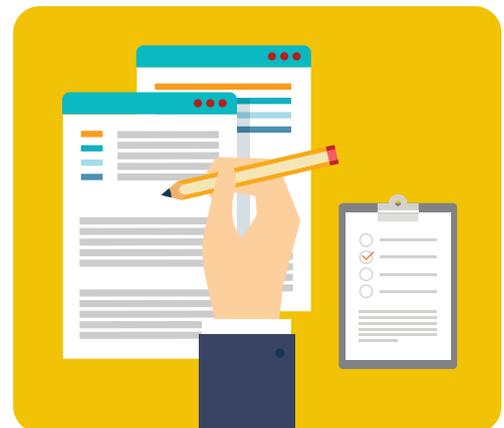
If you sell your products, use your blog for this purpose. Online shop section will be a good decision. If you are an expert in a specific niche, you might want to sell products that you're talking about in your blog. Then your high traffic will bring you real money. What products you can sell? Read bellow.



WRITING FOR OTHER BLOGS

If you write a lot for your blog, consider writing for another one. If you produce valuable content, other bloggers will pay you for it.

- +** You generate income for other blogs, and you build links from other services, thus generating traffic to your blog.
- This method is not for you if you're not ready to generate a lot of traffic. Other bloggers will ask you to write constantly and meet their deadlines. If you're not ready for this, do not even start.



If you're writing for your blog and position yourself as an expert in your niche, you can easily build trust among your readers. Promoting your own services with your blog doesn't take any money and helps you to sell better.



Ask your readers what services they need. You'll get ideas for new services that will turn your readers into customers. One comment might motivate you to run new webinar - by popular demand. Another can help you to create that perfect new service that solves problems of thousands of your readers.



ADVERTORIALS

Advertorials are articles about product/service. Links to them are usually nofollowed. And they cost a thing.

-  If your audience is interested in advertorial topic, then it will be a good variant for you to make some money. Some bloggers put a special notice at the beginning of the post to inform readers that he didn't write it and it's an advertorial.
-  Sponsors that want you to publish their advertorial, want you to put dofollow links. This is not a problem, but place them only on some parts of your website pages to avoid trust decrease from Google.



PAID PRODUCT/SERVICE REVIEWS

This method foresees you test a product or service and write a review on it. And, of course, earn money.

-  If you have a high reputation within your niche, paid review is great. You can ask not only for money, but also for a free product or a free access to a service.
-  Companies that are paying for your review are expecting you to give them only positive comment. Who wants to get a negative review that you already paid for? That is why it is sometimes hard to balance between honesty and desire to please your sponsor.



MENTOR OTHER BLOG OWNERS WITHIN YOUR NICHE

This method means providing consulting services within your niche to other less successful bloggers.

-  You can sell your services if you're a successful blogger within your niche and know what it needs to be interesting for the audience. Mentoring is also great for building your relationship with other bloggers in your industry.
-  This method takes a lot of time. If you're not sure that you can cope with it, don't even start. You have to prepare resources, communicate in chats, etc.



PAID SURVEYS/POLLS

If your readers are active and engaging, you can offer them paid surveys.

- + Companies know that high-quality data is hard to collect and are ready to pay for it. You are a blogger with a big audience that is ready to take part in interesting surveys. Well, why not to earn money for giving your audience such an opportunity?
- This won't work if your readers are not ready to give you a lot of information about themselves. Plus, you have to use a special software for collecting data.

CONCLUSION

MageNet did a great job to put together all these monetization methods. Our team hopes that you got something valuable for you from this white paper.

Our prime target is to boost your revenue. We created **MageNet platform** to make you a profit and we do our best to make your website succeed.

[Contact Us](#)



MONETIZE YOUR BLOG WITH MAGENET

With MageNet Wordpress plugin you can monetize your website or blog as simple as ABC.

What We Offer:

- A lot of advertisers whom we'll find for you
- Automatically installed ads on selected pages
- Regular payments via PayPal
- Full control of pages that are available for advertising
- You can set the fee and sales restrictions
- You can view detailed statistics of your ads and pages where it is shown

[I Want to Earn Money from My Blog](#)

