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[Yes] Can be given away

[Yes] Can be packaged

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[Yes] Can be added to paid membership sites

[No] Cannot sell this product

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1. Making Money with Articles: What Kind of Experience Do I Need?

When you are trying to make money with articles, the beauty of it is that you don't really need previous career related experience and that you can learn the ropes as you go. That being said, there are some skills that you will need to teach yourself or pick up along the way to make your sites successful. You can't go in not knowing anything, not learning anything, and still expect to make a good income (or any income at all).

First, you will need to know how to pick out the correct articles to make your sites successful. There are many types of content, from free content to high dollar content, and each comes with its own advantages and disadvantages (although high dollar content is more likely to give you a successful site in the end).

Second, you will need to know how to choose keywords that can help you get a good amount of traffic, without being too competitive to get on the first or second page. If you choose highly competitive keywords that are used by large, mammoth website, you are likely to never get up to those much needed first two pages.

Third, you will need to know how to optimize your websites for various search engines. Search engine optimization skills will allow you to get high rankings for your chosen niche keywords, which will help to get visitors and make profit.

Fourth, if you opt for a large website that you will focus most of your internet marketing career on, you will also need to know how to market your website to your intended audience through paid banner ads and text links. If you prefer very small 2-5 page niche sites, then promoting all of them this way will not be cost effective and will eat up more profits than it is worth.

If you can capture some of these skills and attack them aggressively during your first few small websites or the first few months of a larger website, then you will eventually become an expert. Since you can learn the ropes first hand on your own, the only thing that you will need to do before you begin your new career is to read up on how to get started (maybe purchase an internet marketing e-book or two) and make sure that you have the funds available to start a small site.

2. Easy to Read Articles

When writing articles, you need to make sure to keep your readers in mind. Studies have shown that most Internet readers tend to scan a page to find the information they are looking for, rather than reading the entire page. This means having good titles, a lot of subtitles, and making use of bullet points to help your readers easily scan your page. Readers prefer a site like this that is easy to use and will be more willing to come back to your site time and time again. The more that your readers return, the more opportunities you will have to get them to click on each one of your affiliate links. Failing to write your articles in this manner, or to have them written this way, could turn your site visitors away before they even have a chance to see what you have to say or to learn what your affiliate links are all about. Keeping your articles organized as recommended will keep your visitors returning and enable your site to continue making money for you.

3. Free Article Content

Some webmasters try to use articles from free content directories to get visitors to their site and make some money. This is mostly important for those who have just begun working as an affiliate for several companies and do not yet have any funding, yet need to build small niche websites to get visitors to their site so that they can begin making revenue.

Although this can sometimes be the only option for those who are running on a non-existent budget, it is not a way that will effectively build your website or revenue. There are a few potential reasons why this may be detrimental to your business building efforts.

Problem #1 - Search Engines

Search engines will only look down upon your site if it has the exact same duplicated content contained on other sites. The more there are of those other sites that share your content; it will help you less to achieve good search engine rankings.

Good search engine rankings are essential in getting visitors to your site so that they have a chance to click on your affiliate links. If you cannot get any visitors to your website then will never make any money. Working on the search engine optimization (SEO) of your site so that you will eventually be high enough in the results to get customers, should be priority one.

Problem #2 - Getting visitors to click

Although getting your site high on search engine result pages and acquiring site visitors is hard work, unfortunately this is only half of the battle. You must also be able to convince those visitors to click on your affiliate links. If your visitors see the same content they have seen on a multitude of other sites, they will be least likely to click on your links. This is because most people want to buy things that are recommended by people that they trust or who they feel are an expert on the subject.

If your content is just duplicated from other sites, you will be exposed as someone who does not really know what they are talking about and therefore will not look heavily on your product recommendations. This will reduce the number of website visitors who will be willing to click through.

Problem #3 - Author Bylines

Most free content is only given to you if you agree to place the authors byline under the article (you can get into trouble if you try to use it without following the stipulated rules). This poses a problem because most author bylines include links. When a reader gets done reading a really intriguing article, there is a strong possibility that they will click on the author's byline link rather than your affiliate links. This is the entire reason why these authors offer free content to begin with, so that they may get their name and links out there to the public. Using this type of content may mean shooting yourself in the foot and losing possible profitable website visitors.

Once you put these three problems together, you are looking at a serious decline in revenue simply because you used free website content from article directories. Although it may be the only option for some, if you have the funds to buy your own original content, then you should go this route. If you don't have the funds, however, you may be better off writing your own content and then hiring professional services once you have made a profit to work with.

Another better solution without the above mentioned situations arising is using PLR Articles (Public Labeling Rights). You can use these articles in anyway you like. It is best to change them or put them in your own words or use you keywords for your business. [PLR Wholesaler:http://bit.ly/cVyv4](http://bit.ly/cVyv4) has a wealth of articles & e-books to help. You can also use a tool to change the articles using something like [Mass Article Control:http://bit.ly/H48mP](http://bit.ly/H48mP) to change or spin the articles from the original.

4. Niche Websites

Choosing a good niche subject to base your website around is one of the most important aspects of making money off of your articles. This will give you a foundation to build from and you can target one general audience with a pack of keywords that they are most likely to be searching for. You should take each one of these keywords and use it for the basis of one article on each page. This way, even though you are targeting one specific subject, you will be sure to interest a wide variety of people in that one niche. They may also find other pages that interest them, which will keep them returning to your site to learn new information about the niche subject.

The best way to find keywords for your niche subject is to use a keyword software program and type in the word that is the subject of your niche. This will generate a list of keywords or phrases that contain your niche and will also show you approximately how many people search for each word or phrase. Some software programs may also tell you how many sites are out there to compete with for each word or phrase (this will help you know if those sites are worth competing with for the number of searches out there). You then decide which of these would be most profitable by determining which have the least amount of competitors, so that you have a chance at making it to the first or second page of search engine results, but that also have a decent amount of people looking for that keyword or phrase each month. These will be the keywords or phrases that you will base the pages of your niche site on.

If there are a number of topics that you like, pick the one that you feel would be easiest to start with and then, once that site is built and generating some revenue, you can start another site. The most profitable website marketers, who use their talent of finding niches and combining that with good site content and a handful of affiliate links, have a good amount and variety of niche sites that they have started. You are never limited in what you can do with niche website marketing, unless you find out that you do not have the marketing skills or the needed funding to make it happen. Otherwise, the sky is the limit! You will find this software invaluable in putting together your website, getting relevant article content, and adding your affiliate links too: [HyperVRE: http://bit.ly/wHHom](http://bit.ly/wHHom). A 3 for 1 deal!

5. The Importance of Picking a Catchy URL

One of the first things you will need to do, or possibly last if you need some inspiration, after you pick your niche topic is to pick a catchy URL. You want it to be one that will stand out and that will be easy to remember for those who plan on being return visitors.

To get some ideas and inspiration, take a look at the various keywords that you have singled out for your niche to see if any of those have a catchy ring. You want it to be kind of “used car salesman” sounding, rather than something that is boring or does not have an original sound to it. For example, if your niche is “blah”, you could try “MegaBlah”, “Blah4u”, “HouseofBlah”, or “BlahKingdom”. These will all be original, explain what your niche is, and, most importantly, will be easy to remember.

How easy your URL is to remember is the most important so that your visitors will not have any trouble returning and clicking on more affiliate links! Go to <http://www.Godaddy.com> and register your domain name.

6. Do It Yourself Web Design

When you are trying to make money through promoting articles and affiliate links, you will need a good, simple, and easy to navigate website to put them on. There are two ways that you can accomplish this: you can try to do it yourself if you have any web design skills or you can hire someone.

Doing it yourself, unless you were a pro to begin with, can be difficult for some. You may need to read many tutorials and it may take some time to get going. You could also risk having a site that looks very badly made and thrown together. It is also important (for visitors and search engines) that your site is easy to navigate, which may be a problem if you do not know what you are doing.

Making a Do It Yourself website can be challenging but not impossible if you are willing to learn. But if you accomplish your goal, maybe you will learn so much that you can write a few articles on it to add to a new DIY niche site!

7. Becoming an Affiliate

If you can either write articles or have the promotion and marketing knowledge to publicize articles that others write, becoming an affiliate for several companies may be a great way for you to generate a good income right from your own home. You can do this by receiving part of the revenue from sales that the company gets from people who “click through” from your website via the company’s links that are placed on your pages

Since you will be promoting a product or service, you will need a killer sales pitch and website content to get your readers interested in the product, convince them that they cannot live without the product, and to keep them coming back to your website time and time again for more recommendations and your useful content, which will get them clicking on your links once again.

If you cannot write this kind of content of your own, there are many ways to pick up free or paid content to place on your affiliate website. There are many reasons why paying for such articles would be to your advantage. First, you will be able to tell the writer exactly what you want, what product you are trying to sell, and what direction they can go in to keep your readers interested and informed. On the other hand, when you search for free content, you are limited to what is already out there. Secondly, you will own the copyright to this content. That means that no one else can reuse it without your consent. If you opt for free content, you will be sharing that content with an unknown amount of other affiliate websites, plus the original author will be able to place their byline at the bottom of the article which could result in them stealing your traffic.

There are many products that have nice affiliate commission rates for those who know how to pre-sell their product and deliver click through customers who are ready to buy. As long as you choose to promote a product or service that can be very useful to a wide variety of people, then pre-selling your chosen company may not be that hard at all. The key in this situation may likely be getting those customers to your website so that they have a chance to see your recommendations and click on your affiliate links. A good place to start as an affiliate: <http://www.clickbank.com> or Linkshare: <http://bit.ly/gtH5V>.

8. The Best Place to Place Affiliate Links on Your Website

Where you place your affiliate links on your website can really make a difference on how many clicks you end up getting and, since every click means a potential sale, this is an important aspect of internet marketing.

Research has shown that the most effective affiliate links are text links. Yes, plain text links. Not big flashy banner ads like most affiliate website are filled to the brim with. What happens is, you write a great article (or have one created) about the product or something related to the product and stick the link into your text. This allows interested readers to see the link as they are reading and click on it.

Of course, your article and your link have to work effectively together to make this happen. A bad article and an unrelated link to an unknown product are not likely to make the profits roll in.

So the next time you are out to choose an affiliate link, try placing a relevant link in a great article that is well optimized for search engines and see how it works out for you.

9. The Importance of Keywords

Keyword density and placement are important parts of optimizing your articles for search engines. Search engine spiders scan a page in a way that makes it important to place your keywords where they will be detected and recognized as a keyword, so that your article will come up when someone searches for that keyword.

What is a Keyword?

A keyword is a word that is going to be placed in your article several times, not just once as that would make every word a keyword. When a spider sees that you have a word placed several times in an article, it will determine that your page may be useful to users that search for such a keyword.

Over Optimizing the Articles

It is important to note that there is also such a thing as over optimizing your articles for particular words, this is known as “keyword stuffing”. When you stuff keywords in an article a spider will detect that you are trying to trick it into placing your article high in the search engine results for that word, and will instead penalize your site and your page for doing such. This may even affect the rankings of your other pages or get your site blacklisted from a particular search engine if you are found keyword stuffing too many times.

What is Keyword Density?

Keyword density is how many times your keyword is placed in your article. Most use a percentage to determine how many times they will put a keyword in an article. For instance, if you have a 500 word article and want to achieve a keyword density of 5%, then you will need to have the keyword in your article exactly 25 times. You can find hundreds of resources and guides recommending one keyword density over another and the reasons behind the logic, however, in the end you will have to determine which density is more profitable for your articles. Each webmaster has their own density that they like to achieve based on past results. As long as you don't over optimize and you are making sufficient profit from your rankings, then you can choose whatever keyword density you like.

The Right Density

No matter what exact density you choose, it is important to place keywords so that there are more at the beginning and end to produce an hour glass effect. Having the right keyword density in your article makes it more likely that you will make money off of that article because it will raise higher in the search engine results and be seen by more people.

10. How Much Money Can I Make?

How much you can make from placing articles and affiliate links on your website differs from person to person. How much you are able to make will depend mostly on how successful your site is. This means getting good search engine rankings through SEO efforts, making your site enjoyable and informative to read thorough engaging content, building your site around a great niche subject, how big your site is, and how many sites you have.

Some people claim to make as much as \$10,000 per month (\$120,000 per year) through building and promoting niche sites, however, most people should not expect this kind of success, especially if you are very new, as that kind of success usually only comes with experience and acquired skill. A reasonable income to expect from a niche site, after you have worked for months to gain traffic and are hooked up with good affiliates, may be \$500-\$1,000 per month. However this is recurring income, so you will make that much monthly based on the efforts you put into that one site, it is not a one shot deal.

After you have a successful site, most choose to continue to build niche sites. The more sites that you build, the better an income you can generate. Some also choose to build very fast and very short sites over sites that are slightly longer in length. It should be noted that the larger each of your sites are, the more income you will likely generate off of them.

When starting out, it is important to remember that your first site will always be the hardest, since you are just learning the ropes of the business, and that not everyone is cut out to market and promote niche sites. It may not work out for you and you may end up losing a little bit of money, but that is a risk that everyone in this business has to take.

The important thing is that you don't give up without a good shot at it, if this is really what you want to do. Your first site may take a long time, the work may be tedious, and you may feel like throwing in the towel. However, if you give up too early, you will never know what could have been. And who knows, you may be the next great website marketer!

These are just a few tips to get you started.

To your Success!

More tips from the distributors of this guide: [Women Business Connection.com](http://www.womenbusinessconnection.com)