



## Monetizing and Utilizing Your Website

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## **Contents**

.....	3
<u><a href="#">Monetizing your website.....</a></u>	<u><a href="#">4</a></u>
<u><a href="#">Carry out affiliate marketing on your website.....</a></u>	<u><a href="#">5</a></u>
<u><a href="#">Make an attempt of selling your own digital product....</a></u>	<u><a href="#">8</a></u>
<u><a href="#">Make use of Google's AdSense.....</a></u>	<u><a href="#">10</a></u>
<u><a href="#">Sell your own ad space to prospective clients.....</a></u>	<u><a href="#">12</a></u>
<u><a href="#">Offer provisions of accepting donations from your audience on your website.....</a></u>	<u><a href="#">14</a></u>
<u><a href="#">Allow sponsored articles and posts.....</a></u>	<u><a href="#">16</a></u>
<u><a href="#">Build an email list from your website.....</a></u>	<u><a href="#">17</a></u>
<u><a href="#">Come up with an e-commerce site.....</a></u>	<u><a href="#">19</a></u>
<u><a href="#">Develop and sell your website to reinvest .....</a></u>	<u><a href="#">21</a></u>
<u><a href="#">Make good use of Infolinks.....</a></u>	<u><a href="#">23</a></u>
<u><a href="#">Gate premium content on your website.....</a></u>	<u><a href="#">25</a></u>
<u><a href="#">Crate a private but paid forum on your website.....</a></u>	<u><a href="#">27</a></u>
<u><a href="#">Create a job board on your website.....</a></u>	<u><a href="#">29</a></u>
<u><a href="#">Offer consultation services at a fee.....</a></u>	<u><a href="#">30</a></u>
<u><a href="#">Rent out some internal pages of your website.....</a></u>	<u><a href="#">31</a></u>
<u><a href="#">Include a few pop-up adverts on your website.....</a></u>	<u><a href="#">32</a></u>
<u><a href="#">Make use of content lockers.....</a></u>	<u><a href="#">34</a></u>
<u><a href="#">Make use of audio ads.....</a></u>	<u><a href="#">35</a></u>
<u><a href="#">Conclusion.....</a></u>	<u><a href="#">37</a></u>

## **Monetizing your website**

Making money from your website can be actualized through a number of strategies that have been proven over the years. Monetizing your website is not a myth and is, therefore, doable for everyone so long as you are able to follow the simple and proven strategies for making money through your website. As a matter of fact, website owners have in the recent past been able to transform their hobbies of blogging and frequent use of the internet into an income-generating activity. Nonetheless, this comes with hard work and to a limited extent good luck. Here are a number of strategies and processes that can be resourceful when it comes to making money through your website.

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## **Carry out affiliate marketing on your website**

Affiliate marketing is considered as not only the quickest but also the most universal means of making money through your website. While most people have an idea of what affiliate marketing entails, it is noteworthy that some may not be conversant with this term. Therefore, it is imperative to provide a summarized definition of affiliate marketing. This kind of marketing refers to the act promoting products and services from different producers and earning commission from their sales. On most occasions, affiliate marketers take advantage of their traffic to develop products and services that may be appealing to their audience. It is for this reason that traffic plays an imperative role when it comes to affiliate marketing.

Making money on your website through affiliate marketing is easy but requires a lot of commitment. The very first procedure in affiliate marketing is always to find the most appropriate products and service. Coming up with the most preferable products and services is always dependent on the type of audience on your website. It is important to note that the products and services you anticipate to promote on your website must be relevant to the type of audience you attract. For example, if a greater percentage of your traffic is adults then you must choose products and services that are highly likely to sell amongst the adult population. Therefore, it is vital to chose relevant products and services for the purpose of affiliate marketing on your website.

After choosing the most appropriate products and services to promote on your website, the next step is to endorse the products or services on your website. It should be noted

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that the traffic generated to your website comes because visitors find your website useful in one way or another. Therefore, any content you share on your website will most likely appeal to your audience. With affiliate marketing, you will always get a commission for every sale of product or service that is purchased through your website. Producers of these products and services are always true to their words and commissions are generated automatically from the sale of products and services made from your website.

When you promote products and services on behalf of their producers on your website, there is a likelihood that your website will gradually become a marketplace for your audience. A constant promotion of related products and services will make your website famous for such products and hence your visitors will always refer to your website when they need to make certain online purchases. The commissions offered for such affiliate marketing and referrals are always ranging from 30% and above. On some occasions, the commissions go as high as 70%. You can imagine a case where you successfully promote an e-book worth \$100 that pays 30% commission. This is an indication that you will have earned \$30 from merely posting the link to the e-book on your website. This is a pretty good deal.

The task in affiliate marketing is to find an appropriate place that holds services and products that can be marketed. There have been a number of proven platforms from where you can be able to obtain products and services to promote on your website. For instance, Commission Junction is an online platform that offers countless products and services that website owners can promote on their websites. This platform is reliable and has timely payments. Another famous platform where you can obtain products and ser-

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vices to promote on your website is the ShareSale platform. This is also an online platform that makes a lot of money for website owners. ClickBank is yet another platform from where you can obtain products and services to promote on your website. With these recommended platforms, you are therefore able to obtain reliable products and services to promote on your website and earn commission from their sale in return.

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# **Make an attempt of selling your own digital product**

With your website, you are in a position of earning more from selling your own digital products. While you only earn commissions from affiliate marketing on your website, coming up with your own digital product like an e-book for instance makes you 100% of the income generated from the sale of that particular product. In the event that your visitors find your digital products appealing to them, they are likely to purchase them. This will in turn earn you a lot of money through your website.

However, you should note that not all digital products will be attractive to your audience. Most website owners fail to align their digital products and services with the demands of their audience. As a result, they fail to make returns through the promotion and subsequent sale of these products and services. In order to succeed in selling your own digital products and services to your audience, it is important to take your time and learn your audience. Always ensure that you monitor the behavior of your audience when they visit your website. Take note of the length of time they spend on particular pages of your website. You can place bait on your website with the aim of ascertaining the interests of your audience. It is only through a comprehensive comprehension of your audience's behavior that you can be able to tell their interests.

These interests can be transformed into demand for particular products or services. After an unequivocal analysis of the behavior of your audience, you can go ahead and design products or services that will meet their demand. Since this service has does not include

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middle man that expects commission from sales made, it is pretty strain forward and earns you money instantly. It is also important to note that this service does not incorporate other broker websites that offer you products and services to promote. As a result of this, selling your own digital is the most reliable mechanism of making money through your website.

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## **Make use of Google's AdSense**

Google has an immense network that you can take advantage of to make money through your website. While AdWords are the ads that appear on Google search engines, AdSense allows other users to tap into the immense network of Google to take their advertising to the next level. With this platform, you can make money per click of the promotional material you promote on your website. AdSense allows bloggers and most especially website owners to earn money from clicks on their websites. In order to make use of this service, you are required to sign up with Google. After registration, Google will embed a code on your website that will align the content of your website to relevant products and services related to your content.

One of the most interesting aspects of this service is the fact that all you need to sign up your website with Google and the rest takes care of itself. With enough traffic on your website, you are in a position to make an unimaginable amount of money by doing pretty nothing. Once your website is signed up with Google and related products and services displayed on it, you will make money each time a visitor clicks on the advertisement. In fact, you will earn your money whether the visitor purchases the products being advertised or not. It is that simple.

AdSense automatically identifies the products and services relevant to the content of your website. For instance, if your website is about farming, this service will begin displaying ads related with farm produce, pesticides, farming tips and best practices and farming machinery. It is important to note that these ads will run independently from the daily ac-

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tivities of your website. The purpose of AdSense is to bring relevant ads to your website. The term relevant in this case refers to the ads that promote products and services that are highly likely to be purchased by your audience. Usually, you will earn between \$0.5 and \$5 for every click on the ads displayed on your website. It should be noted that payments of such services are always reliable and timely. Therefore, the use of AdSense is one of the many strategies that you can use to monetize your website.

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## **Sell your own ad space to prospective clients**

It is important to note that AdSense is just one mechanism of monetizing your website via online marketing. Instead of approaching online marketing of ads through AdSense, you can decide to find your own clients and sell your ad space to them. This sounds a little cumbersome as compared to the latter. However, this service only requires enough traffic on your website. In the event that you have enormous traffic on your website, companies will almost automatically want to promote their products and services on your website. Through this, such companies will be rest assured that their promotional materials will not only reach the desired audience but also a greater population of probable buyers.

Selling your own ad space to prospective requires that you approach the right companies whose products and services related to the content of your website. Companies will only agree to promote their services and products on your website if you have a large volume of visitors to your website at a particular time. Besides that, such companies will only agreed to do business with you if they find your website content relevant to their products and services. This is an implication that they will only agree to promote their products and services on your website when they are assured that the audience attracted by your website has demand for their products and service.

In order to succeed in this form of marketing, ensure that you make use of the many strategies of attracting visitors to your website. Once this is achieved, you ought to approach companies that produce goods and services that are highly likely to be purchased

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by your audience. This is followed by a negotiation of the monthly charge for your ad space. If you agree, companies will offer you an agreed monthly fee for promoting their products and services on your website. Therefore, the direct selling of ad space to your clients allows you to carry out the duties that would have otherwise been carried out by an AdSense service.

Despite the prevalent high yield of directly selling your ad space to clients without involving AdSense, the challenge is always finding these clients. It is important to note that finding clients that are willing to buy your ad space might be a challenge especially if you do not know where to begin from. Nonetheless, finding clients for ad space has been made much easier with BuySellAds and AdvertiseSpace sites. These sites have played an imperative role in linking website owners with prospective companies that can buy their ad spaces with the aim of taking their online marketing to the next level. Therefore, the direct sale of ad spaces to prospective clients is no longer a challenge with sites like BuySellAds and hence can be resourceful when it comes to monetizing your website.

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## **Offer provisions of accepting donations from your audience on your website**

Accepting donations from your audience is not unethical. You can take advantage of and engaged community of visitors who really like the content you share and would like to support your course. All you need to do is as your audience to donate. In order to achieve this, it is important to provide an easily visibly button that links your website to an online payment service. There are a number of preferable online payment platforms with Paypal being the most preferable when it comes to online donations.

It is important to note that there are a number of strategies that will assist you in achieving your aim of getting donations from your audience. For example, you will only get donations on your website if you make your website more of societal platform rather than a business platform. People will rarely donate for you in order to boost your business. You can decide to make your content sound like charity work or attempts geared towards supporting a certain course that does not relate to you gaining personally.

Secondly, drawing donations on your website requires that the donation button is made visible on your website. On most occasions, the donation button is placed at every page of a website. This ensures that visitors will be able to see the button in whichever page they open on a website. Strategically positioning the donation button is also another strategy of ensuring that you make the most out of website donations. In addition to making the donation button visible, it is also advisable to make the donation process easy and fast. No one will be encouraged to donate to your website in the event that your donation

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process is tedious and long. Therefore, accepting donations is also a strategy of monetizing your website but only works when approached from the right angle and with the right intentions.

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## **Allow sponsored articles and posts**

Making money on your website has never been more interesting like when increasing the number of visitors by accepting their sponsored posts and articles. It is worth noting that your visitors are the most important aspect for monetizing your website. They are the single most important factor for making money on your website. This therefore means that the more visitors you have on your website at a particular time the more money you are likely to make from the website. Thus, it is imperative to make use of strategies that will woo more traffic to your website.

Accepting sponsored articles is an important strategy for attracting more people to your blog posts or website. It should be noted that companies in the contemporary world have gone out of their way to identify websites and blogs that are likely to feature their sponsored content. By accepting sponsored articles and posts, you will be making money and aligning the primary purpose of your website to the posts. Therefore, this is a strategy that will not only attract more visitors to your website but also make more money for you.

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## **Build an email list from your website**

When you have been struggling on how to make money through your website you have probably come across email list as one of the famous means of monetizing a website.

They say money is generated from the list. In this case, the list refers to your email list that can be generated from the various internet users who visit your website at a given time. It is important to note that your email list comprises of your most loyal customers or visitors of your website. It is from these loyal customers that you are able to generate an email list that will play an imperative role when it comes to monetizing your website.

Internet marketers have since devised impeccable means and mechanism of creating an email list of their most loyal customers. One of the most common methods of coming up with an email list of your loyal customers is through setting up platforms on your website that allow visitors to subscribe to your newsletters and online periodicals. Through this, you are able to come up with a comprehensive list of your most loyal customers who visit your website frequently. It is from this comprehensive list that you can devise measures of monetizing your website.

Creating a comprehensive email list from your audience means that you are converting total strangers into passionate followers who are ready to stay updated with your content. While this can be termed as a long-term project for monetizing your website, is it one of the most trusted means of creating loyalty amongst your subscribers and followers. This loyalty is what transforms into an income generating avenue for your website because of a number of reasons. For instance, loyal customers on your email list will have all the

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reasons to subscribe to your newsletters that you can with time share at a small fee. In addition to that, your most loyal customers are more likely to share your content with friends and family. This is an implication that creating a list of loyal customers on your mail is likely to increase the volume of your audience through referrals. As a result of this, more people will be made aware of your products and services thereby translating to an increase in the number of sales or clicks registered on your website. Therefore, building an email list from your website can play a vital role in ensuring that you earn the most out of your website.

It is imperative to take into close consideration a number of aspects in your attempt of creating an email list from your website lest you get it all wrong. First, you need to segment your email list in order to partition your audience according to their areas of interest and their most likely purchases. This should be followed by a comprehensive analysis of your audience's behavior on your website. It is important to determine the patterns of your visitor's activities on your website in order to come up with a clear purchase frequency that can be useful in foreseeing their next moves. This pattern will then be helpful in sending the right promotional content at the right time to your visitors. If this is done right, you will certainly realize increased activities in your website. This will thus translate into business on your website.

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## **Come up with an e-commerce site**

In order to monetize your website better, do not narrow your thinking to content alone. Turning your website into an e-commerce site is also one of the many strategies you can implement with the aim of monetizing your website. An e-commerce site is a place centered around products or tools on an online store. Through this, you can be able to sell a number of products and tools on your website with the sole purpose of monetizing the website. However, it should be noted that this can only be achieved with adequate traffic on the website. Therefore, an attempt to turn your website into an e-commerce should note come before ensuring that you have enough traffic that will purchase your products and tools.

It is worth noting that attempts to turn your website into an e-commerce site come with a myriad of challenges and hence precision and carefulness are invaluable. There are hundreds of thousands of e-commerce sites. These online stores have flocked the internet platform to an extent that a greater percentage of websites are being turned into e-commerce sites. This is an implication that the competition for this kind of market is high. You should therefore be extremely careful when turning your website into an online store in an attempt to monetize the website. Fill in a unique niche in order to have a competitive edge over the wide range of competitors in this market.

Achieving a competitive edge when it comes to online stores requires latest marketing techniques. Additionally, it requires extremely hard work as well. It is only through these that you can succeed in turning your website into an e-commerce site and earn loads of

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cash from the initiative. Therefore, turning your website into an e-commerce site by selling a myriad of products and tools on it is an ingenious tactic of monetizing your website and earning some cash from it.

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## **Develop and sell your website to reinvest**

Internet gurus make hundreds of thousands of dollars from developing and selling websites. On most occasions, websites sell for a lot of money because of their return on investment. If new websites with zero following fetch that kind of money, you can only imagine how much a fully developed website with enormous traffic can earn you. It is important to note that there is too much demand for fully developed websites that cannot be met by the current supply. Therefore, you can monetize your website by building it to attract enough following before placing it on sale.

My companies do not have the time and resources to develop their company websites from scratch. On most occasions, companies outsource services for developing their websites and only make use of them once they are fully developed with enough following. This therefore implies that there is an increasingly growing market for fully developed and functional websites. Placing your fully developed website can thus fetch you loads of cash. For instance, if you have turned your website into an enterprise that earns you \$500 through selling ad spaces and affiliate marketing, you can be able to place the website on sale for over \$10000 and entrepreneurs and companies will make a run for it. Thus, monetizing your website through selling it is another tactic of making money from your website.

Developing and selling websites is obviously a lucrative business. Nonetheless, there is one evident challenge that comes with this initiative. Finding probable buyers for your fully developed website can pose quite some challenge especially if you are new to this

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business. You might be left wondering where to place your website on sale and fetch the equivalent amount of money for your developed website. Today, however, this is not a challenge because of sites like Flippa and FEinternational that have set up e-commerce platforms purely for websites. These companies buy and resell used but fully developed websites. They have created a large market for website sellers and buyers and hence selling your fully developed website has never been made easier with these companies.

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## Make good use of Infolinks

Infolinks have played an imperative role in assisting website owners to monetize their websites. These are invaluable advertising avenues that amalgamate in-text ads in the content of your website. The links redirect your visitors to other websites or goods and services that are on sale. In turn, you are paid any time your visitors click on these links.

The software embedded on Infolinks recognizes the most important keywords on your website content and underlines them. On most occasions, these keywords and phrases are hyperlinked in blue colors within the contents of your website. It is important to note that these keywords and phrases are made visible to your audience by changing color when the cursor or pointer of the mouse is passed over them. They are clickable and redirect your users to a different site usually loaded on a different page of their browsers. You are compensated each time your visitors decide to click on these Infolinks with the aim of learning more from them.

With Infolinks, you are able to customize the frequency and looks of your text ads. In addition to that, these Infolinks are also customizable to an extent that you can change their color to match the theme color of your website. When this is done, they are made to appear like part and parcel of your website content hence making them easily clickable by you loyal visitors. It is also noteworthy that this customization helps you determine the frequency of clicks of each link embedded on your website.

While amalgamating Infolinks on your website is an important strategy for monetizing the website, you should be keen not to overdo it. Internet users are ok with a few In-

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folinks on the various websites they visit at a particular time. However, when every sentence of your website content is embedded with Infoliks you risk losing your most loyal visitors. These links are only acceptable when they are a handful but become annoying to your audience when they are placed everywhere. Therefore, it is imperative to include only the right number of Infolinks on your website content when you have the intention of monetizing your website through these links.

Infolinks is an invaluable platform when you are getting started with website monetization. With this service, you can be able to cover little website expenses like domain registration and web hosting. Even though the payouts given per click of a link are fairly low, this service helps you make some money from your website before you can have large traffic to the website. Therefore, the use of Infolinks on your website helps you make money through your website from its inception as you thrive to develop a following of the website.

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## **Gate premium content on your website**

This only works for websites that have developed a large following. In the event that your website has enormous traffic, you can be in a position to gate premium content for the website. This is an implication that your readers or visitors will be compelled to pay a small fee in order to gain full access to your content. Quite a number of websites that have succeeded to gate their content offer a few paragraphs for free. This is done in a bid to woo audiences and grab their interests. After this, the visitors will almost automatically have the urge to continue reading your content by paying a small fee that will be directly forwarded to your account.

Before embarking on an initiative to gate premium content on your website, it is imperative to discuss this issue with the account manager of related affiliate offers that you would love your clients to complete before they can be able to gain full access to your website content. This is because some of the offers available in the market give room for incentive traffic while others do not. It is therefore important to ensure that you make use of only those offers that allow incentive traffic in order to make the desired outcome from your website.

Alternatively, you may opt to directly face your affiliate network with the aim of informing them about your intentions to gate premium content on your website. In doing so, your affiliate network might be in a position to suggest various offers that might work best for your kind of website. You should keep in mind that your affiliate network is equally concerned with your success in website monetization as you do. For this reason, they

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will offer the best counseling that will see you through a successful website monetization initiative. This will be easily achieved because that have, in the recent past, worked with numerous publishers and website owners that have registered significant success in monetizing their websites and hence they will naturally have some good advice for you.

The most important aspect when you have the intention to gate premium content on your website is to have very helpful and high quality content that your audience will have a reason to access. The content must be so good that your readers will stop at nothing to gain full access to it including a requirement to pay a small fee for full access. However, be keen not to place all your content on sale. This will scare away readers who might not be willing to pay in order to gain full access of your content. In the event that everything is done in the right way, you can earn wholesomely from your website when you decide to gate premium content on the website.

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## **Crate a private but paid forum on your website**

Coming up with a private paid forum on your website is another important strategy that can be applied in an attempt to monetize a website. Despite the lucrative nature of this initiative, it is important to note that this strategy only works best for websites with enough following and whose owners have enough experience. Creating a private but paid forum on your website is an implication that you come up with a section of your website that is only accessible to a section of your audience with the right access codes. This private section of a website offers more comprehensive content and sometimes adult content only. On some occasions, website owners include valuable tools and products on their private sections only for their most loyal visitors who subscribe for the services at a periodical fee.

Websites that are built with the help of WordPress can easily be segmented into private and public sections. This can be achieved with the help of bbPress whole pulgin can be installed to instantly come up with a form on your website. It is worth noting that the settings contained therein allow you to make the forum either private or public for every visitor who visits your website. Additionally, the settings have ads-on that allow you to run the paid subscriptions on your website.

It is important to offer something of incredibly high value in order to justify your decision to charge a fee to access your website fully. A unique selling point is the most important aspect in this initiative. One of the unique selling points for this strategy is having one or more industry influencers as members of your private section that will attract

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more users to sign up for your service. Additionally, you can opt to have premium content or even special offers on the private section of your website in order to persuade more people to sign up for the service at a fee.

When you apply impeccable strategies to lure users into the private section of your website, you are guaranteed of steady income. Nonetheless, it is advisable that the access to your forum is priced in such a manner that attracts a large user base. When the price is too high, only a few people will be willing to subscribe to your service. On the other hand, very low prices will attract too many people such that the intention of making it private and only for a few will lose meaning. Therefore, it is imperative to apply the right pricing strategy in order to come up with the best prices for your private forum. The right pricing for your private forum will definitely earn your good money thereby putting you in a good position of monetizing your website.

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## **Create a job board on your website**

The world today is full of job seekers and employers who are constantly in need of platforms that bring them together with the purpose of effectuating their mutually beneficial association. There are a number of job sites that make an attempt of meeting this demand. However, their most significant challenge is traffic. Most of them lack the traffic that meet the threshold of linking enough job seekers with their potential employers. With enough traffic o your website, you are in a great position of creating a job board not only on your website but also your email list.

Before embarking on the process of creating a job board, you should first understand your audience. Ensure that your audience is interested in jobs or employees to fill in vacancies in their own companies. If this is the case, set up a job board with the intention of offering a universal platform that links job seekers to their potential employers both of whom are your visitors on your website. It is noteworthy that a small fee can be charged for this service. However, always stay relevant and up to date so as to make your job board credible and useful to both job seekers and potential employers. It is only through this that your website can make you money from its job board.

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## **Offer consultation services at a fee**

Consultation services are perhaps the most profitable services over the internet because they require almost zero investment. You can decide to offer consultation services on your website in an attempt to monetize the website. While this might sound very easy, it requires a lot of commitment and credible services in order to succeed. Before starting this business on your website, you must first ensure that you understand the nature and scope of your website and its content. Ensure that you are conversant with the content you write on your website. This is because it is from this content that your visitors will seek consultation. Therefore, it is imperative to align your consultation services with the content of your website.

Most people have failed to yield profit from consultation services offered on their websites because of wrong pricing strategies. While there are certain consultation services that are generally highly priced, others are priced exceedingly low across the board. In order to succeed therefore, it is important for you to understand the nature of consultation services you intend to offer on your website. This will allow you to conduct a market research of the range of prices for the same services offered by other companies. Such an initiative requires that you carry out a comprehensive market research to determine what your competitors charge for similar consultative services. The right pricing for consultation services on your website will definitely earn you good money thereby fulfilling your dream of monetizing your website.

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## **Rent out some internal pages of your website**

Despite the fact that renting out of website pages is not a very common practice amongst website owners, you will be surprised at what people are willing to spend their money on if you try it. Every business owner would like to associate his or her business with some of the most successful websites with enormous traffic. They will do anything to make this happen even if it means renting a page of your successful website.

The only trick that will see you succeed in this initiative is to develop a powerful website and lure related companies into renting a few pages of your website. In order to make it, it is advisable to begin with your inner circles. Start by persuading your most loyal customers who would wish to have their own pages on your website. Ensure that whatever you are offering has significant value to those you are offering it to. Again, do not price your rental fees too high lest you scare away potential customers. With the right procedures and tips in place, renting out one or more pages of your website can go a long way in helping you monetize your website with the aim of earning you some cash on a monthly basis.

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## **Include a few pop-up adverts on your website**

Pop-up adverts are usually very annoying. Most people are irritated when pop-up adverts keep popping up on their screens. However, these annoying pop ups are extremely helpful when it comes to making some quick money from your website. Those who have succeeded in using pop-up adverts for the purpose of making money through their websites made use of certain tactics that have proven useful even in the contemporary internet platform. For example, ensuring that making use of the pop-up adverts is optional for your visitors can play an important role in making them work for you while limiting the level of nuisance they create. When amalgamating pop-up adverts on your website, it is imperative to give your audience the choice of engaging in those adverts or not. This allows them to decide whether the pop-up messages are important to the or not. If this is done, you are highly likely to gain from the pop ups while maintaining the satisfaction of your audience at the same time.

Secondly, it is advisable to limit the number and frequency of pop-up adverts on your website to the best of your ability. As already noted, these messages are annoying and hence limiting their number and frequency of pops on your website pages can be helpful in limiting the level to which they annoy your customers.

Never set pop-up adverts to appear at the center of your website page. This is perhaps the most annoying aspect of pop-ups. Traditionally, people have set their pop-up messages to appear centrally on website pages and this has been criticized to the highest level possible. It should be noted that the most important content within a webpage is found at the

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center of the page. Even while scrolling upwards or downwards, internet users tend to place whatever they are reading at the central position of their web pages. In the event that your pop-ups appear at the center of the page, you are most probably provoking your audience by disrupting their attention. Therefore, the trick is always to place the pop-ups at any of the four corners of the screen. This way, you will be giving your audience an option to click on the messages or not.

Lastly, it is important to make the sizes of your pop-up adverts as small as possible. Small pop-ups offer your visitors an option of whether to continue with their business on your page or click on the adverts. However, a pop-up that covers the entire screen of a webpage leaves your visitors with no other choice but to click on the message. This is not right. Therefore, pop-up messages on your website can play an imperative role in earning some cash for but only if handled correctly as explained therein.

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## **Make use of content lockers**

The use of content lockers is in impeccable means of making money through your website. The term content locking refers to the act of hiding pieces of information or some portion of your website content in a manner that compels a visitor to take an action in order to display the entire content. This is an ingenious way of ensuring that visitors to your website carry out an identified activity in order to proceed with their data mining process.

The use of content lockers can come in handy especially when trying to compel your audience to click on ads or open certain pages that make money for you in order to gain full access to you content. For example, you might make use of content lockers to compel your audience to click on an advert in order to gain full access to their intended materials or content. Besides this, you can use content lockers to compel your audience to pay a small fee in order to gain full access to your content. However, this only happens when the hidden content is of extremely high value to the customer and that they will stop at nothing to make sure that they access the hidden content. Hence, making good use of content lockers can go a long way in assisting you make money from your website.

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## **Make use of audio ads**

The use of audio ads is relatively a new phenomenon when it comes to monetization of websites. Audio ads are used in such a way that users automatically hear promotional messages of goods and services the moment they open certain or all the pages of your website. It is important to note that most people in the contemporary world love to identify themselves with new things. The fact that audio advertising is a new thin in the market makes it extremely lucrative when it comes to website monetization. Therefore, the use of audio advertising on your website can go a long way in assisting you make some cash from your website.

Offering audio adverts with the aim of making money from your website should be approached with utmost caution. For example, the voice in the audio messages must be made in a tone that is welcoming to all. On most occasions, advertisers make use of female voices on audio adverts. This is the most preferable for both male and female clients. However, if you have to use a male voice for your audio adverts ensure that the voice is pleasing and appealing to the ears of all your visitors. It is only through this that your audience will take time to listen to the audio messages before they opt out.

There is one prevalent advantage that comes with audio adverts on your website. They are never annoying like pop-up adverts and your visitors can listen to them as they continue doing their business on your website. In addition to that, your visitors are not required to click on anything in order to listen to the audio messages. They begin playing immediately your visitor gains access to your page or website. This is an implication that

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the audio messages will reach your visitors whether they like the message or not. For this reason, making use of audio ads is perhaps the surest means that your promotional materials or messages will reach your designated customers or visitors.

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## Conclusion

Monetizing your website sounds like a tedious process theoretically but turns out to be very simple when put into actual practice with the help of the various strategies aforementioned. For example, carrying out affiliate marketing on your website, making an attempt of selling your own digital product, making use of Google's AdSense and selling your own ad space to prospective clients are important tips. Additionally, offering provisions of accepting donations from your audience on your website, allowing sponsored articles and posts, building an email list, coming up with an e-commerce site, developing and sell your website to reinvest and making good use of Infolinks help as well. Other people who have succeeded in monetizing their websites have also tried to gate premium content on their website, create a private but paid forum on their website, create a job boards, offer consultation services rent out some internal pages and include a few pop-up adverts on websites. Others have also made use of content lockers and audio ads to monetize their websites.

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