

# 25 Ways to Make Money Online with a Website

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## **25 Ways to Make Money Online with a Website**

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## 25 Ways to Make Money Online with a Website

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## 25 Ways to Make Money Online with a Website

There are several lists with “ways to [make money](#) with a website” on the Internet, but none of them seems to be complete. That is why I decided to create this one. If you know a method that is not listed below, just let us know and we’ll update it

Notice that ways to [make money with](#) a website are different from ways to make *more* money from it. Methods to increase your traffic or click-through rate will help you make more money, but they do not represent a method of making money.

For example, one could suggest that blending AdSense ads with the content is a way to make money from a website. In reality it’s not; it’s just a way to make more money by improving your ad click-through rate. The real monetization method behind it is a PPC ad network.

Examples and links are provided for each method. Go thru’ to understand!

### 1. CPC Advertising Networks

Google AdSense is the most popular option under this category, but there are also others. Basically you need to sign up with the network and paste some code on your website. The network will then serve contextual ads (either text or images) relevant to your website content, and you will earn a certain amount of money for every click.

The earnings from PPC advertising depends on the number of visitors coming to the website and, most importantly, on the click-through rate (CTR) and cost per click (CPC). The CTR depends on the design of the website, our [money making websites](#) are optimized to get high CTR. The CPC, on the other hand, depends on the content of the website. Mortgages, legal, financial and college education are examples of profitable topics ( sometimes worth hundreds of rupees equivalent to five dollars per click ), while entertainment based topics receive a smaller CPC (sometimes as low as rupees two or couple of cents per click).

The source of the visitors can also affect the overall CTR rate. Organic traffic (visitors) comes from search engines ( Google, Yahoo, Bing) likely to perform well because these visitors were already looking for something, and they tend to click on ads more often.

List of popular CPC advertising networks:

- [Google Adsense](#)
- [Clicksor](#)
- [Tyroo](#)
- [BidVertiser](#)
- [Chitika](#)

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## 2. CPM Advertising Networks

CPM advertising networks behave similar as PPC networks, except that you get paid according to the number of impressions ( page views). CPM stands for *Cost per 1,000* impressions.

A [blog website](#) that generates 100,000 page views monthly displaying an advertising banner with a \$1 CPM, therefore, will earn \$100 monthly.

CPM rates vary with the network, the position of the ad and the format. The better the network, the higher the CPM rate because they have access to more advertisers. The closer you put the ad to the top of the page, the higher the CPM.

You can get as low as \$0.10 and as high as \$10 per 1,000 impressions (more in some special cases). CPM advertising tends to work well on websites with more visitors and getting high page views (e.g., entertainment, discount websites and so on).

List of CPM advertising networks:

- [Axill](#)
- [Clicksor](#)
- [Value Click](#)
- [Advertising.com](#)
- [Right Media](#)

## 3. Direct Banner Advertising

Selling your own advertising space is one of the most profitable methods. The biggest benefit of this method is to approach the advertiser directly and determine the ad space rates. The most popular direct banner advertising format is 125×125 button. Our [money making websites](#) has four boxes of this size to add button ads.

Related links:

- [How to Find Advertisers for Your Website](#)
- [Finding Advertisers for Your Blog](#)
- [Direct Advertising Sales for Beginners](#)

## 4. Text Link Ads

After Google (AdSense) declared that sites selling text links would be penalized, however this can be included with the help of other sources like Axill, Clicksor, Tyroo, etc. Many website owners are still using text links to monetize their sites.

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The advantage of this method is that it is not intrusive. One can sell text links directly through his website or use specialized networks like Text-Link-Ads and Text-Link-Brokers to automate the process.

Text link marketplaces and networks:

- [DigitalPoint Link Sales Forum](#)
- [Text-Link-Ads](#)
- [Text-Link-Brokers](#)

## 5. Affiliate Marketing

Affiliate marketing is a very popular practice on the Internet. Under this system you have a merchant that is willing to let other people (the affiliates) sell directly or indirectly its products and services, in exchange for a commission. Sometimes this type of advertising is also called CPA (cost per action) or CPL (cost per lead) based.

Affiliates can send potential customers to the merchant using several tools, from banners to text links and product reviews.

In order to find suitable affiliate programs you can turn to individual companies and publishers like [Dreamhost](#) , [Times shopping](#), [Flipkart](#) , [Shaadi](#) or join affiliate marketplaces and networks.

List of popular affiliate marketplaces and networks:

- [Commission Junction](#)
- [ClickBank](#)
- [Azoogle Ads](#)

## 6. Sponsored Reviews

You could also offer sponsored reviews directly in your blog website, cutting off the commissions of the middleman.

Joining one of these sponsored reviews marketplaces will give you the opportunity to write sponsored posts on a wide range of topics. Not all bloggers are willing to get paid to write about a specific product or website (because it might compromise the editorial credibility), but the ones who do are making good money out of it.

List of sponsored reviews and paid blogging networks:

- [PayPerPost](#)
- [Sponsored Reviews](#)

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- [ReviewMe](#)

## 7. RSS Feed Ads

With the quick adoption of the RSS technology by millions of Internet users, website owners are starting to find ways to make money thru' this new content distribution channel.

Feedburner already has its own publisher network, and you can sign-up to start displaying CPM based advertising on your feed footer. Bidvertiser recently introduced a RSS feed ad option as well, with a PPC scheme.

Related links:

- [Feedburner](#)
- [BidVertiser](#)
- [Pheedo](#)

## 8. Sponsors for Single Columns or Events

If your website has specific columns or events (e.g., a weekly podcast, an interview series, a monthly survey, a special project) you could find companies to sponsor them individually.

This method increases the monetization options for website owner, while giving advertisers the possibility to target a more specific audience and with a reduced commitment.

[Mashable](#) illustrates the case well. They have several advertising options on the site, including the possibility to sponsor specific columns and articles, including the "Daily Poll" and the "Web 2.0 Invites."

[ProBlogger](#) also runs group writing projects occasionally, and before proceeding he publicly announce the project asking for sponsors.

## 9. Premium Content

Some websites and blogs give away part of their content for free, and charge for access to the premium content and exclusive tools e.g., market survey reports, SEO articles.

[SEOMoz](#) is a good example. They have a very popular blog that gives advice and information on wide range of SEO related topics. On top of that visitors can decide to become premium members. It costs \$48 monthly and it grants them access to guides, tools and other exclusive material.

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## 10. Private Forums

While the Internet is populated with free forums, there is also the possibility to create a private one where members need to pay a single or recurring fee to join.

[SEO Blackhat](#) charges \$100 monthly from its members, and they have thousands of them. Obviously in order to charge such a price for a forum membership you need to provide real value for the members (e.g., secret techniques, tools, and so on).

[Performancing](#) also launched a private forum recently, focused on the networking aspect. It is called The Hive, and the monthly cost is \$10.

These are just two examples. There are many possibilities to create a private and profitable forum, you just need to find an appealing angle that will make it worth for the members.

List of popular forum software:

- [vBulletin](#)
- [Simple Machines Forum](#)
- [phpBB](#)
- [Vanilla](#)

## 11. Job Boards

All the popular blogs are trying to leverage job boards to make some extra income e.g., [Guy Kawasaki](#), [ReadWriteWeb](#), [Prologger](#)

Needless to say that in order to create an active and profitable job board you need to first have a blog focused on a specific topic, and a decent amount traffic.

The advantage of this method is that it is passive. Once you have the structure in place, the job listings will come naturally, and you can charge anywhere from \$10 up to \$100 for each.

List of popular job board software:

- [Chetanasforum](#)
- [JobThread](#)
- [Web Scribe Job Board](#)
- [SimplyHired Job-o-matic](#)
- [Jobbex](#)

## 12. Marketplaces

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[Sitepoint](#) is the online marketplace by excellence. Some websites and blogs, however, are trying to replicate that model on a smaller scale.

Depending on your niche, a market place that allows your visitors to buy, sell and trade products could work well. Over the time you could start charging a small fee for new product listings.

You can see an example of a marketplaces being used on [EasyWordpress](#) and on [Mashable](#).

### 13. Paid Surveys and Polls

There are services that will pay you money to run a small survey or poll on your website. The most popular one is called [Vizu Answers](#).

Basically you need to sign up with them, and select the kind of polls that you want to run your site. Most of these services operate under a CPM model.

### 14. Selling or Renting Internal Pages

[Million Dollar Wiki](#) made this concept popular, but it was being used on the web for a long time around (check [Pagerank10.co.uk](#) for instance).

These websites sell for a single fee or rent for a recurring fee internal pages on their domain. Usually they have either high Pagerank or high traffic, so that people purchasing a page will be able to benefit in some way.

Implementing this method on a small blog would be difficult, but the concept is interesting and could be explored further.

### 15. Highlighted Posts from Sponsors

[Techmeme](#) probably pioneered this idea, but somehow it has not spread to other websites. The tech news aggregator displays editorial posts on the left column, and on the sidebar they have a section titled "Techmeme Sponsor Posts."

On that section posts from the blog of the advertisers get highlighted, sending qualified traffic their way. Considering that the monthly cost for one spot is \$5000 and that they have around 6 sponsors at any given time, it must be working well.

### 16. Donations

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Placing a “Donate” link or button on a website can be an efficient way to earn money, especially if your blog is on a particular topic where readers learn and gain value from your content.

Personal development and offering free services websites, for instance, tend to perform well with donation based systems (one good example being [Steve Pavlina](#)).

In our money making websites you will be able to add this feature using WordPress plugin [Buy Me a Beer](#) . This Plugin enables you to insert a customized message at the bottom of each article, asking the readers to donate.

## 17. In-text Adverting

In-text adverting networks like [Kontera](#) and [Vibrant Media](#) will place sponsored links inside your text. These links come with a double underline to differentiate them from normal links, and once the user rolls the mouse over the link the advertising will pop. Should the user click on it the site owner will make some money.

Some people make good money with this method, but others refrain from using it due to its repeated appearance which is not welcome at times.

## 18. Pop-ups and Pop-unders

Pop-ups are a common yet annoying form of advertising on the Internet. If you are just trying to make as much money as possible from your website, you could experiment with them as they generate more revenue than other type banners.

If you are trying to grow the traffic and generate loyal visitors, however, you probably should stay away from them.

Ad networks that use pop-ups:

- [Clicksor](#)
- [PayPopup](#)
- [PopupAd](#)
- [Adversal](#)

## 19. Selling the Website

Selling your website could be your last resource, but it has the potential to generate a big sum of money in a short period of time.

Market places on online forums like [Flippa](#), [DigitalPoint](#) and [Sitepoint](#) are always active with website buyers and sellers. Keep in mind that the most used parameter to

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determine the value of a website is the monthly revenue that it generates, multiplied by a certain number (the multiplier can be anything from 5 to 30 months revenue, depending on the expectations of the seller, on the quality of the site, on the niche and other factors).

Some people also make money trading and flipping websites. They either create them from scratch or buy existing ones, and after some revamping they sell them for a profit.

Related links:

- [How To Buy A Website And Flip It For Profit](#)
- [How To Sell A Website – How Much Is Your Website Worth?](#)
- [Where to sell a website? How to go about selling it?](#)

## 20. Selling an Ebook

Perhaps one of the oldest money making strategies on the web, using a website to promote a related ebook is a very efficient way to generate revenue.

You could either structure the website around the book itself, like [SEOBook.com](#), or launch the ebook based on the success of the website.

Related links:

- [Writing an ebook for your blog](#)
- [How to sell ebooks](#)
- [Processing payments for your ebook](#)
- [How to sell digital products online](#)
- [List of ebook selling software](#)

## 21. Selling Templates or WordPress Themes

As more and more people are interested to start their online business the requirement of website templates and WordPress themes will have huge demand.

You can design new templates or hire the services of a freelancer who has expertise in designing templates. You will be able to sell your templates all over the world online through websites like [Themeforest](#) and [Unique Blog Designs](#)

## 22. Offering Consulting and Related Services

Depending on your field of expertise, you could make money by offering consulting and related services. If you are also the author of your blog, the articles and information that

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you will share will build your profile and possibly certify your expertise on that field, making it easier to gain customers.

This is commonly observed that financial consultants write various topics on savings, asset management, tax exemptions to attract customers and they provide paid solutions for the readers who approach them.

### **23. Creating an Email List or Newsletter**

Email lists and newsletters represent one of the most powerful marketing and money making tools on the Internet. They offer incredible conversion rates, and the possibility to call people to action in a very efficient way.

Creating a big list is a difficult task though, so if you have a popular website you could leverage it to increase the number of subscribers on your list.

If you visit [Getreadywebsite](#) websites you will be able to view the subscribe option on the right hand corner of the home page.

Sample of websites with newsletter subscribe feature:

- [Ayurhealth.info](#)
- [Babycareforyou.com](#)

### **24. Mentoring programs**

People are willing to pay for someone or something that will teach them and give them knowledge (as opposed to mere information). Education is one of the biggest industries in the world, and the online landscape behaves in a similar way.

Creating a mentoring program related to the field of your website could be very profitable if you manage to structure and promote it adequately. There is a wide range of media and tools that you can use to deliver the information, from text articles to audio and video lessons.

Brian Clark leveraged the success of [Copyblogger](#) to launch a mentoring program teaching people how to build membership and how to sell content online. The program is titled [Teaching Sells](#), and it costs \$97 monthly. Sounds expensive, but they have over 1,000 members.

### **25. Selling art and craft**

If you are good at any of the arts and crafts and wish to go commercial then the Internet is definitely a tool that you must explore. The Internet is a means to starting a

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successful business and reaching out to the target audience without incurring a huge expenditure. Selling On-line either through your own site or through an already established site would mean that the world is your market place and thus, you can reach out to new and larger markets without much effort and expense. The Internet can be the most cost effective tool to get started and also to expand your business. There are friends who run a successful business ventures by selling handmade jewelry, apparels and paintings through their personal websites. Once the production, shipping and delivery issues are taken care of, you are on your way to being the owner of a successful business venture. The Internet offers the advantage of bridging distances and making the world a much smaller place.

Sample of websites that deal with selling art and craft are:

- [Earning Money With Arts And Crafts](#)
- [Arts and crafts business ideas](#)