

20 TIPS ON CONTENT MONETIZATION

1. All the content monetization in the world won't help if your content doesn't hook into your readers' needs or emotions.
2. Talk directly to your intended reader as if you were having coffee together– don't "write".
3. Create a review site if you have many similar affiliate products you want to write about. (People are always looking for reviews.)
4. Create a template for your Review site blog posts, always following the exact same format. (People are reassured by repetition.)
5. Create comparison charts featuring competitors' products when setting up a Review site. (Make sure your comparisons are consistent!)
6. Include the word "review" in your domain name for your Review site – it will rank better in Google searches.
7. Keep your reviews real and honest. Make sure your reader learns exactly what she is hoping to find out.
8. Never, ever write a review with misleading keywords or a misleading title. It's the quickest way to annoy your reader!
9. If you can't purchase a product yourself for review purposes, "compare" features and "report" benefits.
10. Boost your best-performing posts on Facebook – not your weakest. And be sure to track if boosting was a good thing – or bad.
11. Never lose sight of who you are talking to when writing for monetization. Helping them will earn you more than "selling".
12. There are different ways to monetize content, and not all will be in your comfort zone. Work with the ways that do for best results.
13. When monetizing content, make sure you don't leak potential earnings through things like tabs taking your reader away.
14. Let ezine readers know you accept ads in your ezine. Market these! (Works especially well for B2B bloggers.)
15. Work hard for your advertisers. Showcase their products or services. Actively seek traffic. (Results breed repeat customers!)
16. Use the PrettyLinkPro WordPress plug-in to insert your own affiliate links to products you approve of.

17. By all means try third-party ad link sites like InfoLinks.com and Chitika.com – but be sure to track and test your readers' responses.
18. If you use a WordPress Google AdSense theme, be sure to regularly check and make sure your affiliate link hasn't been "hi-jacked".
19. Check YouTube out for content monetization opportunities. It offers multiple ways to make money from your channel.
20. Make sure you have a market strategy for content monetization – targeted both to advertisers and your reader.