

Blog Optimization for Profit - Part 6

We've discussed about using Google AdSense and other merchants affiliate programs to generate profits from your blog. However, here are even more options to monetize your blog. The first option we'll be looking at is Chitika. What is Chitika you ask Chitika is a very innovative contextual advertising program because it can serve very detailed advertisements to your blog that fit perfectly with your blog theme. For example, on your technological gadget blog, Chitika will show advertisements for tech gadgets such as iPods. They show them in different tabs: one for Best Deals, another for Details, another for Reviews and so on. This way, it is more of an informational section for your visitor rather than a blatant advertisement, and naturally the click-through will be higher. You can apply at chitika.com. You can also be an affiliate for Amazon.com. Amazon offers a wide range of products but its predominant niche is in physical books. And, like AdSense, you can select Ad blocks that display products that fit your blog perfectly. Whatever your niche is about, you can probably find a book about it on Amazon.com. Keep in mind though, they do NOT pay big bucks. You can refer visitors to them and earn up to 10% commission. It's not a lot but if you can manage to refer big volumes of visitors, Amazon is for you. This program really shines when it comes to the ways you can refer visitors: you can use their predefined templates to pull up recent items that match a certain criteria you set, you can target your ad to show a specific item on sale or you can just simply weave your referral links into your blog posts. Every dime helps so join their Associate program if you are into selling hard and soft cover books. Last, but definitely not least, you can sell advertising space on your blog if your blog is truly popular. Just take a look at blogs like: xiaxue.blogspot.com. That blog receives over 10,000 pageviews every day and naturally merchants will want to strike a deal with the blog's owner to post their advertisements there. If you manage to pull in huge amounts of traffic like that blog, you can definitely get people to buy ad space on your blog for prices from \$150/month upwards, depending on your blog popularity. To gauge how many pageviews and visitors you get everyday, just use the free tool available at statcounter.com. They have a very detailed setup guide there so I won't go into it. If your blog has not acquired a large amount of visitors yet, you can still sell ad space on your blog on a per click or per impression basis. Just visit sites like: adbrite.com. For a complete list of these sites, visit: performancing.com. This is just one in a 6 part series that should help you drive readers to your blog and maximize earnings and profits from your blog! Yes, it is possible to quit your day job through blogging. All that stands between you and freedom is working smarter, and sometimes harder, towards your goal. It's a balance. Eventually, after you have worked harder, you will be able to work smarter. I edit 15 blogs. It took 6 months of learning and working harder before I was able to work smarter and begin making extra income. I did not jump on every offer and rejected those marketers who claimed I could make overnight riches with no work on my part. In fact, I have spent less than \$100.00! You can do this too! Yours for success! Jim DeSantis P.S. - Please forward this article to someone who can use it.

About the Author

Jim DeSantis is a 15 year broadcast News veteran. For all 6 parts of this series and more Self Help Resources on this topic and many other topics visit Jim's [Newsman's Favorite Links](#) Blog!

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