

\$1 MILLION – NOT THE SELLING PRICE, BUT IT'S WORTH THAT MUCH

# Make Money Online With John Chow dot Com

---

How I Went From Zero To \$27,000+ a Month By  
Blogging and How You Can Too

John Chow

12/31/2007

**Guaranteed** - You will make money using the information contained in this E book or I will give you **1000 times your money back**. Oh wait, you paid zero for it. Make that 1 million times your money back!

## Table of Contents

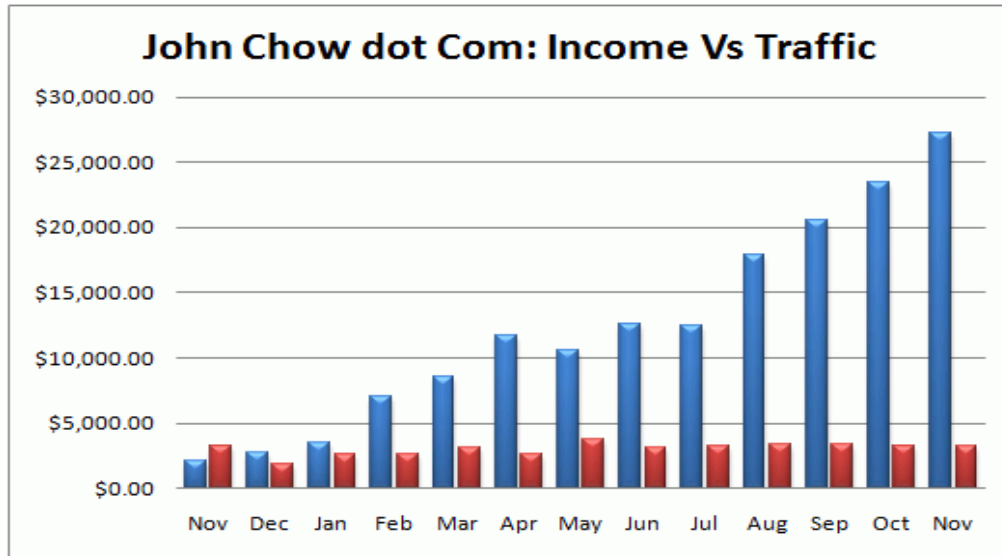
<b><a href="#">Chapter 1 - Introduction.....</a></b>	<b><a href="#">4</a></b>
<a href="#">What? No One Time Offer?.....</a>	<a href="#">4</a>
<a href="#">Someday Never Comes.....</a>	<a href="#">5</a>
<b><a href="#">Chapter 2 - My Recommended Money-makers.....</a></b>	<b><a href="#">6</a></b>
<b><a href="#">Chapter 3 - Beginner's Blogging Tips.....</a></b>	<b><a href="#">9</a></b>
<a href="#">The Seven Habits of Highly Successful Bloggers.....</a>	<a href="#">12</a>
<a href="#">How To Handle Negative Comments In A Blog.....</a>	<a href="#">14</a>
<a href="#">Post Length &amp; Post Frequency.....</a>	<a href="#">15</a>
<a href="#">Creating Content - Proofreading.....</a>	<a href="#">16</a>
<a href="#">Five Things To Do When You Have Nothing To Blog About.....</a>	<a href="#">17</a>
<b><a href="#">Chapter 4 – Must Have Wordpress Stuff.....</a></b>	<b><a href="#">18</a></b>
<a href="#">Stand Out From The Crowd With A Favicon.....</a>	<a href="#">20</a>
<a href="#">Time Stamping Your Posts.....</a>	<a href="#">21</a>
<a href="#">Using SEO Friendly URLs For Better Search Results.....</a>	<a href="#">21</a>
<a href="#">Setting The Preferred Domain.....</a>	<a href="#">22</a>
<b><a href="#">Chapter 5 - Pumping Out the Content.....</a></b>	<b><a href="#">23</a></b>
<a href="#">How To Increase RSS Subscriptions.....</a>	<a href="#">25</a>
<a href="#">How To Get RSS Readers To Visit Your Blog.....</a>	<a href="#">27</a>
<b><a href="#">Chapter 6 - Monetize Your Blog.....</a></b>	<b><a href="#">29</a></b>
<a href="#">The Proper Way To Do Affiliate Marketing.....</a>	<a href="#">30</a>
<a href="#">How To Hide Affiliate Links.....</a>	<a href="#">31</a>
<a href="#">How To Get More ReviewMe Reviews.....</a>	<a href="#">33</a>
<a href="#">How To Make Money With Kontera ContentLink.....</a>	<a href="#">35</a>
<a href="#">How To Get More Text Link Sales.....</a>	<a href="#">37</a>
<b><a href="#">Chapter 7 – Google Optimization.....</a></b>	<b><a href="#">38</a></b>
<a href="#">The Easiest Way To Add Google AdSense On A Blog.....</a>	<a href="#">38</a>
<a href="#">The Google Bid Gap.....</a>	<a href="#">39</a>
<a href="#">Google Section Targeting.....</a>	<a href="#">40</a>
<a href="#">Using The Competitive Ad Filter.....</a>	<a href="#">41</a>

# Make Money Online With John Chow dot Com

---

<b><u><a href="#">Chapter 8 - Promotion Ideas.....</a></u></b>	<b><u><a href="#">43</a></u></b>
<u><a href="#">Six Top Linking Strategies.....</a></u>	<u><a href="#">44</a></u>
<u><a href="#">The Art Of Link Baiting.....</a></u>	<u><a href="#">46</a></u>
<u><a href="#">The Importance of Deep Linking.....</a></u>	<u><a href="#">47</a></u>
<u><a href="#">Commenting Your Way To The Top.....</a></u>	<u><a href="#">48</a></u>
<u><a href="#">Using AdWords To Get Traffic.....</a></u>	<u><a href="#">49</a></u>
<u><a href="#">Driving Traffic With Free Article Services.....</a></u>	<u><a href="#">51</a></u>
<b><u><a href="#">Chapter 9 – My Story.....</a></u></b>	<b><u><a href="#">52</a></u></b>
<u><a href="#">The Dot Com Boom Goes Bust.....</a></u>	<u><a href="#">55</a></u>
<u><a href="#">Google Brings The Internet Back To Life.....</a></u>	<u><a href="#">56</a></u>
<u><a href="#">Coming Full Circle.....</a></u>	<u><a href="#">58</a></u>

## Chapter 1 - Introduction



### What? No One Time Offer?

If this was your average, run of the mill, get rich quick E book, this would be the page where you would get the “One Time Offer.” After spending \$97 for a worthless piece of crap, the E book author would use this page to try to up sell you to another worthless piece of crap for even more money. He’ll word it something like this, “This book only scratches the surface. To get the full big picture you need to get my audio/video/live interview/etc. And you’re in luck because if you order it right now you can have it for just \$997! A \$5,000 savings on the regular price! But you must act now because this is a one time offer!”

You will not find any up selling or one time offers in this E book because this is not a get rich quick E book. I don’t make my money by selling PDF files. I make my money on the Internet with real websites. I am not a get rich quick guru and I don’t want to be associated with them. This is why my E book is free. Not only is this book free, but you’re free to make copies of it and pass it on to anyone you like. Just don’t alter the content in any way!

This E book is a compilation of updated blog posts found on my blog, [John Chow dot Com](http://JohnChow.com). I get emails everyday asking questions that my blog had already answered. This E Book lets me answer those already asked questions plus give you a ton of tips to make money online.

While I can sell this book and make money on it, I have a more evil plan. I am using this book as a promotional tool. This E book will spread all over the Net and it links back to my blog. If you like what you read, chances are you will visit my blog. I make money by blogging, not by selling E Books. Enjoy the book and check out [John Chow dot Com](http://JohnChow.com) for the latest updates.

John Chow

## [Someday Never Comes](#)

### **Giving Yourself An Out**

Do you know how to tell a successful person from a unsuccessful one? The easiest way is by the language they use. When you talk to a successful person about his goals, he'll tell you what he plans to do and when it will be done. When an unsuccessful person talks about his goals (assuming he even has one), you'll hear something along the lines of, "I hope to do this someday." Here's a clue for all you losers out there; someday never comes.

You know why a person with a loser's mentality always uses words like "someday", "I hope" or "I wish"? He does it because it gives him an out and allows himself to not be accountable for his word. If he was to place a time limit on the goal and doesn't do it, he fails, and a loser hates failing. Winners have no fear of failing because they know success is made from a string of failures.

Everyone has dreams and goals. The only difference between a goal and a dream is a goal is a dream with action. We all have dreams; becoming financially independent, having a family, helping charities, etc. However, how many of you have made a goal to achieve your dreams? If you have, did you place a time limit on it, or did you just say "I'll do it someday" or "I hope it will happen".

### **A Goal without a Time Limit Is No Goal**

Can you imagine buying a presale condominium and not knowing when it will be completed? The only answer the developer would give you is, "It'll be finished someday." Would you buy it? Well, imagine trying to sell your dream this way: "Someday, my dream will come true." If you wouldn't buy the condo, why would you buy the dream?

If you wish to achieve anything in life, you have to place a time limit on it. A time limit forces you to take action instead of sitting on the couch saying "Someday I'll get there". Don't be afraid to fail. Know that failure is required in order to succeed. You will not find a successful person who doesn't have a few stories to tell about their failures. (I think a posting of some of my failures would make for a good future post.)

Making a living off the Internet is something many people want to do. It's something many of my friends dream of doing. However, after all these years, only two have actually done it. You know why? They actually listen to me when I said, "Go build a site." Others whom I gave the same advice to were all positive, saying "Ya! Sounds great, I need to do this. Working at a job sucks!"

I'm still waiting to see the sites. I'm sure they'll get to it someday.

## [Chapter 2 - My Recommended Money-makers](#)

The following is a list of all the ad networks and affiliate programs I use to make money online. They were chosen from this exhaustive list of [130 ad networks](#). I have used all the following networks at one time or another and can highly recommend them. They have proven to provide good service/support and most importantly, on time payments.

### **Kontera ContentLink**

Kontera ContentLink allows you to make money from advertising without giving up any current advertising spots. Their technology reads your post and turns certain words into an ad. The highlighted words are double underline and an ad pops up when you hover over it. Normally Kontera requires a site have a minimum 500,000 page views per month before being accepted into the program. However, I have a partnership with Kontera that will allow smaller blogs to use their ContentLink service.

Fill out the application and enter “John Chow Kontera partnership” into the Comments field. The application is sent to my personal account representative. He will approve you based on your blog content and not your traffic level. This is a great way to use a service that is normally only available to high traffic sites.

[Sign up for Kontera](#)

### **Text Link Ads**

Text Link Ads is one of my favorite ad networks. They help me make money online by selling those text links you see under “Featured Sites.” The links offer advertisers traffic and search engine benefits and readers don’t seem to mind them at all because they are not intrusive. Your link price is set by Text Link Ads and is based on Alexa, Google PageRank, number of RSS subscribers, and other factors.

[Sign up for Text Link Ads](#)

### **Google AdSense**

If you don’t know what Google AdSense is then you’ve been living under a rock. This is pretty much a must have if you want to make money from a blog. Google display simple text and image ads on your blog that are targeted to what you’re writing about. Google has been a consistent money maker for my blog.

[Sign up for AdSense.](#)

## **Bidvertiser**

Bidvertiser is a CPC ad network that competes with Google AdSense. Its main advantage over AdSense is its low \$10 payout. You only need to make \$10 in order to be paid. Big publishers wouldn't care about this but for many small blogs that are still waiting to hit that magic \$100 Google payout level, getting pay at a lower level is quite attractive.

[Sign up for Bidvertiser](#)

## **AuctionAds**

AuctionAds is one big eBay affiliate. What AuctionAds does is put all their publishers into one big "collective" to go after the higher revenue share. Publishers can leverage AuctionAds' creative delivery of eBay's auctions and AuctionAds' ability to achieve the higher performance incentive tiers with the aggregate volume of traffic to make more money than they could with their own eBay affiliate relationship. Right now, affiliates will get 100% of any money they make from the system. As the collective moves up the eBay revenue share tiers, AuctionAds will start to take a cut of revenues. The goal is for you to make more with AuctionAds than directly with eBay's affiliate program, which will be the case as the network increases its volume.

[Sign up for AuctionAds](#)

## **ReviewMe**

ReviewMe is my blog's biggest money maker, accounting for \$4,500 of the \$11,702.66 April income. ReviewMe allows advertisers to buy sponsored reviews on your blog. Review prices are based on your blog's Alexa, Technorati and estimated RSS numbers. Publishers can set their own pricing if they don't like the price ReviewMe set. Reviews can be positive or negative. The only requirement is the post must be at least 200 words long.

[Sign up for ReviewMe](#)

## **TTZ Media**

This is my own ad network. It's ideal for technology and shopping related sites. TTZ Media provides product based ads that are triggered by keywords. The ads show products that are based on the keywords entered and a list of online stores where the products can be purchased. A reader clicking on the product will be taken to the store offering the product for sale. Money is generated with a CPC model. A reader need only click on the banner and visit the advertiser in order for the site to make money. The reader does not have to purchase the product from the advertiser. CPC rates are based on product categories and number of clicks the affiliate can generate. Our tech/review site based affiliates realize eCPM as high as \$12.

<http://www.ttzmedia.com/>

# Make Money Online With John Chow dot Com

---

## **FeedBurner Ad Network**

FeedBurner provides CPM ads for both site and RSS feeds. The CPM rate can be get as high as \$10 and publishers get 70% of the money. However, the fill rate is pretty low. If you're looking to monetize your RSS feed, then FeedBurner is probably the best of the RSS ad networks. To join the FeedBurner Ad Network, you must first have FeedBurner power your RSS feed.

Google recently [bought FeedBurner](#) for \$100 million cash. You should expect to see AdSense ads in FeedBurner feeds very soon.

[Sign up for Feedburner](#)

## **Deal Dot Com**

Deal Dot Com offers a two-tier affiliate program. When you refer others to DealDotCom and they get a free account, they are marked in the system as having been referred by you. Anything that they buy will nets you a 35% commission. Unlike other affiliate programs that place a time limit your your commission (like AuctionAds' 5% for 6 months), the DealDotCom commission is forever. That's right, forever. It doesn't matter if they buy something tomorrow, next week, or fifty years from now - you're going to get paid. What's more, anyone that they refer to DealDotCom goes on your second tier. Anything people on your second tier buy nets you a 15% commission, forever.

[Sign up for DealDotCom](#)



## [Chapter 3 - Beginner's Blogging Tips](#)

### **Blog about Something You're Passionate About**

If you are not passionate about your topic, you are not going to stick to it. The best way to decide what to blog about is to ask yourself, "Would I do this for free?" If the answer is yes, then you have found your topic. People who blog only for money seldom succeed.

### **Get Your Own Domain Name**

While it certainly is possible to start a blog for nothing by using a free service like [Blogger.com](#) or [Wordpress.com](#), I recommend every blogger starting out to get their own domain name. The cost is next to nothing and you can still host it for free if you want (Blogger allows that).

If you do not wish to use the Blogger platform, you'll have to pony up for web hosting but that's pretty damn cheap as well. [BlueFur](#) (they host my blog) has hosting solutions starting at \$5 per month and they'll give you 15% off if you enter JohnChowRocks in the coupon code.

Having your own domain makes you look more professional. While it may not make you a pro-blogger, the ad networks will take you a lot more seriously. Some ad networks will not accept a site unless it has its own domain name. If you do it right, having your own domain and web hosting won't cost you anything because the income the blog generates will more than offset the cost.

It's better to get the domain name at the start than down the road. The last thing you want to do is build up a blog with Blogspot, get a ton of backlinks, PageRank, Alexa and Technorati rankings, and then have to move it to its own domain and start over.

### **Update the Blog Often**

A non-updated blog is a dead blog. If you cannot commit to a consistent blogging schedule, then it's best not to blog until you can. This is where blogging about your passion comes in. If you're passionate about the topic, then chances are you'll keep blogging about it. Ideally, you should update the blog everyday.

### **Get To Know Your Readers**

Blogging is a two-way street. You cannot exist without readers (well you can, but what's the point?), and readers don't exist unless they have something to read. Blogging is about forming relationships. There's the relationship between you and the readers and relationship between you and other blogs in your niche. It is up to you to get to know them and form this relationship. Many readers have stated that when they're reading my blog, it's like a one-on-one conversation. That was not done by accident. It's all part of relationship blogging.

## **Monetize the Blog with Multiple Sources**

When the time comes to monetize your blog, don't stick with just Google AdSense. There are now tons of ways to make money from blogging. Check out my [recommended moneymaker list](#). If I were to use only Google AdSense, there is no way I would have been able to pull down nearly \$12,000 in April 2007. Google accounted for less than 10% of the blog income. Do not put all your eggs there.

I use eight different methods to make money online. Only two of them are banner ads. During the Lab interview, Leo pointed that my blog doesn't look like it has that much advertising at all. When he found out how many different advertising models I used, he was shocked. The key to monetizing a blog is to run as many advertising products as you can get away with while still providing a good user experience.

## **10 Blogging Mistakes To Avoid**

### **Not Updating**

It never fails. Somebody sets up a new blog and is all excited about it. We see a flurry of posts for the first few days, maybe even a few weeks, and then the number of posts starts to go down until the blog is hardly updated at all. Nothing kills a blog faster than lack of updates. If you are going to blog, then pick a [posting frequency](#) and stick to it. Whether it's one post per week or 10 posts per day, make a commitment to keep your blog updated. A non-updated blog is a dead blog.

### **Blogging Only For Money**

If you're blogging only for money, then you're in for a shock. Yes, you can make good money with a blog, but despite what that [National Post story](#) on me said, it takes a lot more than "no effort." 99% of blogs on the Web cannot make more than \$100 a month. John Chow dot Com makes money because I don't blog for money. If the only reason you're blogging is to get rich, you will fail.

### **Rushing a Post**

I am sure all bloggers have all been guilty of this - I know I have. A hot story comes up and you want to get it out ASAP, but in your rush to get the post published, you forget to proofread and just hit the Publish button. Whenever I've done that, there have always been mistakes in the post. Before you hit Publish, take your time to double/triple check the post to make sure it's free of errors. If you spot an error after the post, correct it immediately.

### **Not Being Personal**

A blog is not CNN or News.com. People read your blog to get your opinion and your point of view. Give it to them.

## Being a Copycat

What makes your blog stand out from the millions in the blogosphere? Is your blog unique or is it just another copycat? I am certainly not the first blog to write about making money on the Internet, so what makes my blog stand out other than me posting [pictures of my dinner](#)?

You can write about the same thing as the next blog, but you need to add your own views to make it unique. Don't just copy and paste what another blog posted. Give your opinion because that's what blogging is all about. The most unique thing about your blog is you.

## Not Replying To Comments

A blog is a two-way communication tool, but many bloggers forget that. When readers comment in your blog, please answer them. If your readers don't leave comments then try adding these [Two Plugins To Increase Blog Comments](#).

## Not Giving a Full Feed RSS

Unless you make 10+ posts per day, there are really no good reasons for not offering a full feed RSS. Since turning on my full feed RSS, my RSS subscribers has increased steadily. I expected traffic to the blog to go down but to my surprise, it kept going up.

Yes, a RSS feed is [harder to monetize](#) than a blog, but many RSS readers will unsubscribe to a feed if it's not full. Not offering a full feed when you do only a few updates a day (or week) just makes you look cheap.

## Not Reaching Out To Other Bloggers

The best way to get your blog noticed is by saying hi to other blogs in your niche. The easiest way to do that is to comment on their blogs. I check the comments on my blog all the time and I visit the commentators' site. I have discovered many great blogs this way. Other ways of reaching out to other bloggers includes linking to them, sending trackbacks and adding yourself to their [MyBlogLog community](#). If you're really creative and have a bit of money to spend, you can even try sending a [Google IM](#).

## Writing For Google Instead Of People

Too many bloggers get too caught up with stuff like key phrases, keyword density, making sure your content is Google friendly, etc. The only thing I have to say about that is; write for people, not for Google. You can have the most perfectly written Google optimized page in the world and still not ranked number 1 because Google follows people. People won't read a page written for a search engine because it makes no sense.

## Not Reading John Chow dot Com

I think everyone here will agree that this is the biggest mistake any blogger can make. 😊

## [The Seven Habits of Highly Successful Bloggers](#)

### **They Blog on a Consistent Basis**

Successful bloggers are not on again off again bloggers. They pick a [posting frequency](#) and they stick to it no matter what. If you're going to do a new blog post everyday, then make sure you do a new blog post everyday. If you don't think you can handle that level of posting, then pick a number that you can handle.

It is better to post once per week on a consistent basis than once per day and then nothing for a week after. If you're new to blogging, I recommend you start with one to three posts per week and work up to a level that you're comfortable with. You should always work up the post frequency and never work down. If you do have to work down, then do it very slowly.

### **They Are Passionate About Their Topic**

If you're not passionate about the topic you're blogging about, then you're going to have a really hard time growing the blog. Blogs attract like-minded people and they will see right through you if you're just in it for the money.

Being passionate about what you blog about makes it easier to keep up with the industry - you want to find out what is happening in your niche because it's your passion and not because it may make you money. I started this blog with no intention of making money from it. For the first eight months of the blog's life, it made zero and its traffic was just a few hundred readers per day. Yet, I updated the blog an average of over two posts per day during that period. You cannot do that unless you are passionate about your topic.

### **They Interact With Their Readers**

A blog is not a one-way street. In addition to providing information, a blog is a communication tool between the blogger and his readers. Successful bloggers interact with their readers. They answer reader emails and comments and they ask for feedback.

Interacting with your readers build trust and loyalty. It makes you more approachable. My biggest fear is some readers would place me so high on a pedestal that they are scare to approach me. By keeping my blog on a light note and [having fun with my postings](#), I feel I connect with the readers on a more personal level.

### **They Give Out Lots of Link Love**

Successful bloggers don't hoard their links. They don't have a problem with linking to a PRO blog. They put the concerns of their readers ahead of a Google ranking. If another blog has a good story or idea on the topics I cover, I don't care what their PageRank is, I'm going to link to them.

---

## Make Money Online With John Chow dot Com

---

Too many bloggers are caught up with SEO and link count. They only want high ranking blogs linking to them and won't link to low ranking blogs. I've linked to hundred of brand new zero ranked blogs and who knows how many zero ranked blogs have linked to me. My blog is a [PageRank 6](#). Some SEO guy told me if I would have been more careful about linking, I could have gotten a PageRank 7. My answer to that is, "People first, Google second."

### **They Know How to Brand Themselves**

Successful bloggers know how to brand. Branding will separate your blog from the millions out there. The most unique thing about your blog is not the topic you're writing about. What makes your blog stand out? The answer is simple - you! Your ability to promote and brand yourself will separate your blog from the pack.

Very few blogs have ever gotten big without some kind of tier one level press coverage. This doesn't mean you need to hit the front page of the New York Times. You can turn any coverage into brand building material. Branding is one of the reasons I tell all bloggers to get their own domain name instead of going with a free service like Blogspot. You want to brand yourself, not them.

### **They Are Good Writers**

You do not have to be a great writer to have a successful blog but you do need to be good at getting your ideas across in an understandable manner. Most readers read blogs for information. They will forgive occasional grammar mistakes as long you can get your point across. If your readers are having troubling understanding what you're trying to say then you need to improve your writing skills.

### **They Read John Chow dot Com**

This is 100% true! Successful bloggers read other successful bloggers' blogs. I check out all the big name bloggers everyday to see what they are talking about. You are never too big to stop learning.

## **How To Handle Negative Comments In A Blog**

### **Negative Comments Are a Good Thing**

I actually look forward to negative comments in my blog because it's an indication of growth. This is a general rule to keep in mind: as your blog gets bigger, the number of negative comments increases. Therefore, don't look at negative comments in a blog as a bad thing. It's really a good thing - your blog is growing! Evil rule to remember: if you're not pissing somebody off, you're not doing it right.

This does not mean you should purposely try to piss readers off. That would be stupid. What it does mean is you cannot please everyone all the time and you shouldn't even try. That goal is not possible no matter how much we wish for it. The blogosphere is too diverse a place for everyone to be happy with what you have to say or do.

### **Negative Comments Encourage Discussions**

Let's face it, a blog comment section would be pretty boring if everyone replied, "Great post! I completely agree with you." Having a negative comment show up in a post encourages discussions among the readership. It's the same as a flame war in a forum. While many people say flame wars are bad, most forum owners won't stop it once it starts because it generates a lot of traffic and traffic equals money.

This is one reason why I allow negative comments on my blog. I know the negative comments will bring people on both sides of the issue to post their views. It's ironic that the negative commentators warning of traffic decline are in fact helping to increase traffic.

### **People Who Say They're Leaving Don't**

No one really completely leaves a site. They may not visit as often as they used to but it's rare for anyone to never come back. I've had commentators post that my blog had changed for the worst and they're leaving and never coming back. The next day, they're flaming me again for another post.

### **How to Handle a Negative Comment**

The best way to handle a negative comment is to thank the reader for making it and then address his concerns. Never flame the reader even if he flames you. That makes you look extremely unprofessional. While you can edit a negative comment for profanity, you should never delete it. A comment is the same as content and content drives traffic.

The next time you read a few negative comments on your blog, don't look at it as a bad thing. Instead, it's a sign that your blog is growing and you're doing something right. If you never get a negative comment on your blog, you're doing it wrong.

## [Post Length & Post Frequency](#)

The length of a post can run from one paragraph to a 7,000 word essays. Whichever one you use is up to you. The key really isn't the length of the post as it is the frequency of the posts. Some blogs do short posts because they do a dozen posts per day. Some make very long posts but only update two to three times per week. The key thing in both cases is being consistent in the posting frequency.

Personally, I like to keep my post between 200 to 1000 words. Sometimes I will do more than 1000 words if the topic requires it, but my general rule is to use only enough words to get my point across. Your reader's time is valuable and you don't want to waste it with a bunch of fluff. The reason I do the 200 words minimum is so I have enough words to [wrap my Google box ad](#). If I make a post that has less than 200 words, like a [video post](#), then I will leave out the Google ad.

### **Post Frequency Is Much More Important Than Post Length**

Nothing turns off a blog reader more than seeing a blog updated once per day for a week, then suddenly no updates at all. If you're going to update your blog once per day (or whatever frequency you choose), then stick to it. Don't be an on again, off again blogger. Your blog will never grow if you do that.

I think a blog should be updated everyday because that's what blogs are for. There is always something going on in the industry or niche you're covering. If you have nothing to write about then it just means you're not really looking. I can do way more than the three to five posts per day that I'm doing right now but I don't because I do not want to give the reader information overload.

Updating on a daily basis has many benefits. It encourages readers to check your blog everyday or subscribe to your [RSS feed](#). Google also likes frequently updated blogs and will send the bot more often to index your site.

Posting frequency is so important that many big blogs will hire guest bloggers to take over the posting duties when the main blogger goes on vacation. Remember, the key is to be consistent in the frequency of your blog updates. Make a commitment to do X number of post per week for a year. You'll see some amazing things happen.

## **Creating Content - Proofreading**

### **English Is Not My First Language**

I'll be the first to admit that my spelling and grammar are far from perfect. English is not my first language and I barely passed it in school. I am sure my old English teachers would be shocked to find out that I make my living by writing. Almost all my friends have better English skills than I do, but I'm the one making money with words. That's irony for you.

### **My Proofreading Steps**

I like to write my blog posts in [Firefox](#) because it has a built-in spell checker. However, I will still copy and paste the post to MS Word to run an additional spell check and grammar check. MS Words does a fair job at checking for obvious mistakes but there are things it cannot check for, like comma placements or the misuse of words (there instead of their, or your instead of you're). Those are the kinds of things you have to pay attention to if you want to present yourself as a professional.

I like to use the *Save and Continue Editing* feature found in [Wordpress](#). This feature allows me to view a preview of the post before it goes live. I like to proofread my post with the preview window because I run the Wordpress editing windows in HTML mode - proofreading is a lot easier when you don't have HTML codes in the way. I will read over a post three to six times before transferring it to MS Word for the additional spelling and grammar check.

What I pay attention to most is the flow of the article. I want to present my ideas in a seamless fashion. Jumping back and forth makes an article harder to follow. Most of my editing involves taking away redundant words or entire sentences. I like to overwrite a post and then clean it up after.

Once I transfer the post back to Wordpress, I like to read it again in the preview window before making it live. This is my last chance to catch any mistakes. Sometimes, I will go away (for dinner or whatever) and come back later to read it. I find this time gap helps me to find mistakes easier.

### **Correcting Mistakes after an Article Is Live**

If you discover a mistake after the post goes live, fix it immediately. Don't get upset if readers correct your mistakes in the comments. They're just trying to help you. Make the correction, then thank them for helping out.

I'm proof that you don't need perfect English to be successful on the Internet. However, you do need to write well enough to get your point across. If your English isn't up to standard, then consider taking a night school course to improve it.



## [Five Things To Do When You Have Nothing To Blog About](#)

### **Check the Comments**

When I have writer's block, the first thing I do is read my blog comments. I get many blog story ideas from reading my comments.

### **Check Out Other Blogs in Your Community**

With 60+ million blogs out there, I'm sure a few of them must have something interesting for you to write about. While you don't have to check all 60 million blogs, it's a good idea to check out some of the blogs in your MyBlogLog community or the blogs of your commentators. Most blogs write these types of post up as news or "speed linking." Whatever you want to call it, you should try to inject your own views into the topic. You can see an example in my [What's Happening In the Community](#) post.

Sometimes you will come across a good story that deserves its own post instead of being grouped with a speed linking session. Make sure you give your views on the topic. Just copying and pasting a quote and telling the readers to go read the full story isn't going to provide much incentives for the reader to come back to your blog.

### **Look In Your Archives**

If your blog has been around for a while and has amassed a good number of posts, then try looking in your archives to see if there are any posts that you can update into a new post. If you're really lazy you don't even need to update them. Just change the date and bring the post back to the front page. The chance of anyone noticing is very slim. John Chow dot Com has [over 1,000 blog posts](#). If you're a new reader, are you going to read every single one of them? Many posts are timeless. If I were to bring a post back to the front, most would think it's a brand new post. However, the better way is to do a new updated post and link to the old post. This way you add new content to your blog and help bring traffic to the old post as well. You can also try a [Blast From The Past](#).

### **Check Your Email**

While most readers interact by leaving comments, some will do it with emails. Sometimes, I will come across a question from a reader that I know many would like the answer to. Instead of replying to the author, I would answer the question in a blog post. That was the case when a reader asked me for my [breakdown of Google CPM and CPC ads](#). Not only did I answer the question, but I also explained how to display your Google contextual and SiteMatch stats.

### **Look At YouTube**

When all else fails, go to [YouTube](#) (or any other video sharing site) find a [funny](#) or [thought provoking](#) video and post it. Remember to add your own comments/views to the video.

## **Chapter 4 – Must Have Wordpress Stuff**

[Wordpress](#) is the blog software of choice for millions of bloggers. These are the plugins I use to make the best blogging software in the world even better.

### **Akismet Comment Spam Killer**

This Plugin comes preinstalled with Wordpress and should always be on. I get over 500 comment spams per day on my blog, and without Akismet, I would go crazy! To turn on Akismet, go into the Plugins section of your Wordpress control panel and activate it. The software does require an API key however. You can get a free key by signing up for a [Wordpress account](#).

### **Subscribe to Comments 2.0**

Subscribe to Comments 2.0, adds a “Notify me of followup comments via e-mail” check box below the submit comment button so users can keep track of the comments. When a new comment is made to the post, an email is sent to the subscriber notifying them. Download this Plugin [here](#). To get more details about the Plugin, go [here](#).

### **Show Top Commentators**

Ever since installing [this Plugin](#), comments have really increased on my blog. Show Top Commentators encourages feedback and discussion by rewarding readers for making a comment. Unlike links in the comments, the links on the Top Commentators are full links without a nofollow tag, so it really encourages people with blogs to comment. More information about this Plugin is available [here](#).

### **Brian’s Threaded Comments**

[Brain’s Threaded Comments](#) add a “Reply to this comment” link to every blog comments. When you click the reply link, your comment is placed direct under the comment you replied to. This is great if a reader asks a question. Instead of scrolling down the blog post to see if anyone answered, he can do so by looking at his own comment. Read more about the Plugin [here](#).

### **Sidebar Widget**

The [Sidebar Widget](#) is one of the most useful Plugins made for Wordpress. The Widget allows you to customize the look of your sidebar without having to edit any PHP files - you just drag and drop items you want included in the sidebar and the Widget does the rest. Your Wordpress theme must be Widget ready in order to use this Plugin.

## **Executable PHP widget**

This Plugin allows you to run PHP codes inside the Sidebar Widget. I had to install this Plugin because the Feature Sites for [Text Link Ads](#) requires a PHP call. Grab the Plugin [here](#).

## **Recent Comments**

This Plugin comes with Wordpress and retrieves a list of the most recent comments. Like the Related Posts Plugin, Recent Comments can help increase blog page views.

## **Related Posts**

This Plugin, available from [Mr. Wasabi](#), will find other blog posts that are related to the current post. This is a good way to generate extra page views and keep readers on your blog. The Plugin allows you to set how many related posts to display and gives you options for displaying them. There are also options to exclude excerpt and password protected pages.

## **Digg This**

Digg This is a Plugin that detects incoming links from Digg.com and automatically display a link back to the Digg post, for people to Digg your story. When a Digg is first recognized, an email lets you know that someone has Dugg your story. There are many options to choose from in order to display the Digg link. The most popular is the Digg button that displays the number of Diggs a story received. Get the Digg This Plugin [here](#).

## **RunPHP**

This Plugin allows you to execute PHP codes inside a blog post. I was using it to show the Digg This button [inside the top of my post](#) instead of [at the bottom](#). The advantage of using this Plugin was I could choose which posts to display the Digg button. Get the Plugin [here](#).

## **AdSense Deluxe**

This is the Plugin that [serves all my Google ads](#). The cool thing about AdSense Deluxe is it keeps track on the number of Google ads displayed and limits that number to three (the maximum number of ads Google allows on a page). That is why you see a 300×250 box ad in a blog post but that ad may disappear when the post is viewed from the front page. [Get it here](#).

## **Feedburner Feed Replacement**

The easiest way to install [FeedBurner](#) on a Wordpress blog is to use the [FeedBurner Plugin](#). This Plugin direct 100% of your feed traffic through FeedBurner, ensuring accurate readership stats. The cool thing about this Plugin is that it automatically converts any existing subscribers from the old feed to the FeedBurner one.

## Optimal Title

[Optimal Title](#) mirrors the function of `wp_title()` exactly, but moves the position of the separator to after the title rather than before. This allows you to have your blog name tacked on to the end of the page title instead of having it appear first. In other words, instead of John Chow dot Com >> The Title of the Blog Post, it will show The Title Of The Blog Post << John Chow dot Com. Doing the title this way should improve search engine rankings.

## Google Sitemap Generator

The easiest way to generate a Google Sitemap for Wordpress is with [this Plugin](#). Whenever you update, or add new content to your blog, the Plugin will generate a new sitemap for Google to use. In addition to saving you time, the Plugin will help get your blog indexed by Google much faster.

## Wordpress Database Backup

This Plugin comes installed with Wordpress and provides an easy way to backup your Wordpress database. You may download the backup file, or have it emailed to the address of your choice. The Plugin is very easy to use – just activate and then select “Backup” under “Manage” in your Wordpress control panel. For security reasons, you should turn off the Plugin after you backed up your database.

## Text Link Ads v2

This is the Plugin that serves the TLA ads you see under Featured Sites. To get this Plugin, you need to [sign up](#) and be approved as a Text Link Ads publisher. Once approved, the Plugin will serve all the text ads and make you money. This is by far my favorite Wordpress Plugin! 😊

## [Stand Out From The Crowd With A Favicon](#)

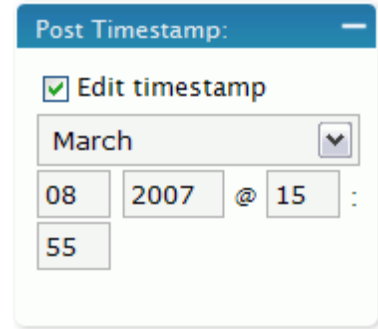
The majority of blogs lacks a `favicon.ico` file and end up using the default. One way to make you blog stand out in the bookmarks is to make a custom icon. The process is actually quite simple. You make a small 16×16 pixel GIF or PNG image that is associated with your site and save it as `favicon.ico` file. Upload the file to your site’s root folder then add the following codes in-between the head tags:

```
<link rel="shortcut icon" href="http://www.johnchow.com/favicon.ico">  
<link rel="icon" href="http://www.johnchow.com/favicon.ico">
```

Just change the above URL to the URL of your `favicon.ico` file and you’re set. Now, whenever you visit my blog, you will see a JC icon next to the address line and if you bookmark it, the icon will show up in your bookmarks as well. If a reader has a ton of bookmarks, it will help my blog to stand out among all those blogs without a favicon.

## [Time Stamping Your Posts](#)

Every since starting John Chow dot Com, I have been progressively stepping up the number of posts the blog does each day. I'm averaging almost five new posts per day and they're spread out evenly thought out the day. Some readers have asked if I stay at the computer all day long so I can write a new post every 3 to 4 hours. The answer is no. I do all my posts at once, then timestamp them.



Wordpress has a timestamp feature which shows when a post went live. Normally, the time posted is the time you hit the publish button, but the timestamp is user adjustable. Therefore, I can write a bunch of blog posts in advance and timestamp them to show up at different hours of the day.

Using the timestamp is extremely easy. Just write your post like normal but instead of hitting Publish, you edit the timestamp for the time you want to post to goes live, then hit publish. Your post won't be on the blog front page until that time comes.

I like to maintain a backlog of 3 to 4 posts in the timestamp queue. This way I know I have posts coming up if I enter a period of "OMG! I have nothing to write about!" Generally, by the time the last timestamped post hits, I'll have something new added to the queue.

## [Using SEO Friendly URLs For Better Search Results](#)

### **Dynamic URL vs. SEO Friendly URL**

By default, Wordpress names its URL with a dynamically generated sequential number. The number is placed after the domain name and looks something like <http://www.johnchow.com/?p=1508>. To Google, this doesn't mean anything. Google will have to spider my content to figure out what the article is about. Contrast this with <http://www.johnchow.com/new-ad-network-auctionads/>. With this SEO friendly URL, Google can figure out immediately what the article is about. I have a much better chance of showing up in the search engine results page using a SEO friendly URL than a dynamic one.

### **Turning On SEO Friendly URL**

To turn on SEO friendly URL, go to Options in your Wordpress control panel and choose Permalinks. From there you have four choices for displaying your URL: Default, Date and name based, Numeric, and Custom. You will want to use Date and name based or custom because they are the most search engine friendly. I use the custom setting for my URLs - it shows my domain name followed by the post name. The custom structure to do it this is `/%postname%/`

## Setting The Preferred Domain

Most websites can be reached with two addresses. One address has the www in it, like <http://www.johnchow.com>, while the other address has the www missing; <http://johnchow.com>.

From a SEO standpoint, it is better to pick one domain format and stick with it. This way you don't have Google giving separate PageRank for two URLs that point to the same page. The easiest way to do this is by logging into your [Google Webmaster Tools](#) account and setting a preferred domain.

The preferred domain is the one that you would like used to index your site's pages (sometimes this is referred to as the canonical domain). Links may point to your site using both the www and non-www versions of the URL (for instance, <http://www.example.com> and <http://example.com>). The preferred domain is the version that you want used for your site in the search results.

Once you specify your preferred domain name, it may help determine PageRank for your site more accurately.

### **Adding a 301 Redirect**

After you set the preferred domain, you should force everyone to use this domain with a 301 redirect. You do this by editing your root .htaccess file. I want everyone visiting John Chow dot Com to do so with the www in the URL. To force this, I open my .htaccess file and enter the following codes:

```
RewriteEngine On
RewriteCond %{HTTP_HOST} !^(.*)\johnchow\.com$ [NC]
RewriteRule ^(.*)$ http://www.johnchow.com/$1 [R=301,L]
```

You will need to replace johnchow.com with your site URL. What the above does is redirect all johnchow.com to www.johnchow.com.

By maintaining one preferred domain format, you ensure linking consistency. If you have 10 sites linking to your article with a www and another 10 sites linking without the www, you present Google with two pages, which will not receive the same weight as 20 sites linking to the preferred domain. The .htaccess code will ensure that everything goes to the domain format you want.

**Note** - the .htaccess redirect works only on Linux servers with the Apache Mod-Rewrite module enabled.

## **Chapter 5 - Pumping Out the Content**

### **1 - Write It Yourself**

This is the hardest way to create content. It's also the most time consuming, yet it brings the most rewards. If you know the topic you're covering, then you should be the one to write about it. I try to write at least one article or review each week for [The TechZone](#), which really isn't asking a lot since that leaves six days of doing whatever I want. The advantages of writing the article yourself are the article is unique and you are in control of the quality. The disadvantage is it can be very time consuming. And then there is always the "I can't write!" problem. If that's you, then read on.

### **2 - Hire Someone to Write**

If you can't write yourself, then you can always hire someone. How you pay them is up to you. Some sites employ full time writers who are on salary and some pay per article. Many tech sites don't pay anything. Instead the writer gets to keep the item being reviewed. However you do it, just make sure there is a contract between you and your writers stating that the articles belong to you once they're done. I have dealt with tech sites where a writer leaves to start their own tech site and then post the old articles they wrote on their new site. This becomes a very sticky situation and you want to avoid that.

Another thing I do is hired writers of other tech sites to re-write an article or review for me. This way I already know the quality of the writer. Reviewing hardware takes time and a lot of testing. By comparison, writing the review itself takes only a few hours. This is a good way for the writer to leverage the testing he has already done. I know how much I can make on a review so as long as I don't pay more than that, I'm in the money. It's a good deal around. However, I recommend you only do this with the approval of the other site owner. Some sites don't like their writers whoring themselves out.

### **3 - Ask Readers to Write**

A good source of articles can come from your readership. Everyone wants their 15 minutes of fame and having an article on their favourite site is one way of doing it. The main problem with reader submitted articles is quality. The TechZone gets many articles from readers but most of them can't be published because they're no good. If you accept reader articles then make sure to add "All submissions become the property of" to your TOS.

### **4 - Trade Articles**

To keep content flowing, I sometimes will trade an article with another site. We each choose an older article from each other to be posted. To our readers, the old article is new. The advantage of this setup over using a free article service is you don't run into the duplication penalty. However, because the article is older, we may do a little rewrite to bring the article up-to-date, but that will only be a minimal amount of work.

## 5 - Republish Old Articles

This is a little trick I used to get content on [Laptop Gamer](#) and [Digital Grabber](#) when they started – I used related articles that were already published on The TechZone and posted those to the new sites. Likewise, I have turn old blog posts into articles for The TechZone. Republishing of older articles is a nice and easy way to create new content. Again, we may do a bit of rewriting to bring the articles up-to-date.

## 6 - Use RSS

When trying to fill up content for a MFA (Made For AdSense) site, many would be Google Whores take the easy way out by using RSS. They would pull in a bunch of feeds from a number of sites and create a new site with nothing but RSS feeds. There are even get rich quick schemes that will sell you an entire system based around RSS feeds. You enter different categories, like technology or automobile, and it's suppose to pull in a bunch of feeds based on your search parameters and create a site for you. Now you just add in the Google ads and watch the money roll in! At least that's what these companies will tell you. This is not to say that you shouldn't use RSS feeds to add to your site content. It just means that RSS shouldn't be your site content. RSS is good for filler. It should never be the main content.

## 7 - Private Label Articles

PLR articles give users a quick and dirty way to get up a content site really quick and cheap. Private label articles are special type of right or license which you purchase where you are legally allowed to edit and publish the article as your own. You may even include your own name as the author and your own resource box at the end of each article. You can get 200 private label articles for as little as 15 cents per piece.

The main problem with PLR is quality – most of the articles are pieces of junk. Another problem is article duplication – you're not the only one using those PLR. The more people use them, the more diluted it becomes. It also creates a lot of confusion because people see the same article but with many different authors. If you go with PLR, then you should rewrite the articles to avoid this problem. However, if you're going to re-write them, then you might as well not use them.

## 8 - Free Article Services

Free article services are the favourite playground for many Google whores because they're free and there are limitless articles for the taking. There are two main problems with using free articles. The first is quality – most are just junk. The second is content duplication. Google frowns on duplicate content and will penalize a site for it. And then there are the new breeds of scammers going around submitting PLR articles into free articles services. Now you have duplicate free articles with different authors and resource boxes!

Free articles should be used as filler only because they're not unique. In the end it will be unique content that drives traffic to your site. And it's for this reason that you should stick to the top five ways of producing content and use the bottom three for filler.



## [How To Increase RSS Subscriptions](#)

### **Why Do You Want A Big RSS Subscription?**

Before you try to increase the number of subscribers to your blog, you need to decide if this is what you want to do. A RSS feed is much harder to monetize than a blog. Income from RSS accounted for only \$271.44 of the blog's [\\$11,702.66 April income](#). That's really bad when you consider over 5,000 people read my blog from RSS everyday.

Despite the low income, there are many valid reasons to increase RSS subscriptions. The main one being RSS represents a loyal reader base and as such, anything you can do to increase it helps your blog in the long run. Another reason to increase RSS is because some ad networks, like [ReviewMe](#), take RSS subscribers into account when determining your price - the higher the RSS number, the more stars you get.

### **Offer a Full Feed**

If you really want to increase your RSS base, then you must offer a full feed. Many RSS users won't subscribe to your feed if it's not full. I have over 30 feeds in my Google reader. Everyone single one of them is a full feed. If you don't have a full feed, I'm not subscribing.

I use my RSS feed to give my readers a mostly ad free version of my blog. Do not use RSS as a teaser in the hopes that the reader will click to the blog in order to read the full post. Unless your blog is updated 20+ times per day, readers won't sign up to the RSS in the first place.

### **Don't Show Your RSS Count When It's Small**

FeedBurner offers a nice chicklet that displays the number of RSS readers on your blog. Right now, it shows 5,099 for my blog. The number represents the amount of people who access the blog via RSS yesterday. I don't recommend a blog shows this chicklet until the subscriber counted reaches at least 50.

This is human psychology at work. People, in general, are like sheep. They're scared to step outside their comfort zone and won't do it until they see others do it. When they see a blog with a chicklet showing six readers, their tendency is not to subscribe. It's best to hide your RSS number until you have enough subscribers to display a decent number. Big RSS numbers makes people subscribe. Small RSS numbers turns them away. It's not fair, but that's how it work.

If you want to be evil, you can fake a RSS feed count by displaying someone else's Chicklet number. [Net Business Blog](#) wrote about how to do that in [How I Got 283k Feed Subscribers in 1 Day](#).

### **Make Sure Your RSS Button is visible**

Your RSS button should be placed near the top of the blog and be visible without scrolling. You want to let the readers know right away that you have a RSS feed and you can't do that if your button is out of site. I label my button with "Full Feed RSS" to let the readers know they can read all my content from RSS. If you really want to get the readers attention, you can try integrating the world's biggest RSS button into your blog.



### **Ask Readers to Subscribe**

If you want readers to sign up for your RSS, then ask them. The best way to ask is at the end of the post. Add a line that says, "If you like this post, then consider subscribing to my [full feed RSS](#)."

Instead of adding that line on every single post, an easier way would be to edit your template files. In Wordpress, you would edit the single.php or page.php file. You can also edit the index.php if you want the request to show on the blog home page.

## Monetizing the RSS Feed

The best way to make money off a full feed RSS is to encourage readers to visit your blog. My RSS feed is monetized with [FeedBurner Ad Network](#) and [Text Links Ads Feedvertising](#). FeedBurner Ad Network ads are CPM based display ads that appear below a post. The CPM rates can get very high (up to \$8) but the fill rate is very low.

Text Link Ads Feedvertising ads are just like text links for a blog. Instead of buying a link on a blog, the advertiser buys a link in the RSS feed. Like TLA links on a blog, pricing is flat rate so you don't have to worry about variable CPM rates or click fraud. When you [sign up for Text Link Ads](#), you are given a choice to add Feedvertising in your RSS. If you are already a TLA publisher and would like to add Feedvertising, you can do so by editing your listing in the TLA control panel. Feedvertising requires Wordpress 2.0 or higher.

A Feedvertising link on my blog cost \$550 per month. However, new advertisers can use this [\\$100 coupon](#) to bring the price down a bit.

## [How To Get RSS Readers To Visit Your Blog](#)

Most readers read John Chow dot Com by visiting the blog. However, over 5,000 read the blog via the [full feed RSS](#). This can create a problem when it comes to monetization because there are far fewer ways to monetize a RSS feed than a blog.

If you look at the blog of [Guy Kawasaki](#), you'll find that over 22,000 of his 30,000 daily readers read his blog from RSS only. It is any wonder why [Guy cannot make money from Google AdSense](#)? Another example is [Tech Crunch](#). They have 50,000+ blog readers and 400,000+ RSS readers. Fortunately for them, their ad sales team takes the RSS readership into account when selling ad space – that's why a 125×125 button cost \$10,000 a month.

Having a large RSS readership is great and it is something every blogmaster should try to build. Your RSS represents a loyal reader base and seeing that number increase is a good representation of real growth. However, because many RSS reader won't visit your blog, making money off them is very limited. [FeedBurner Ad Network](#) and [Text Link Ads Feedvertising](#) are two ways to monetize a RSS feed, but the best way to make money off RSS readers is to encourage them to visit the blog. Here are some ways to do that.

## Turn On FeedBurner FeedFlare

I run my RSS feeds through [FeedBurner](#). Their FeedFlare feature allows me to add a comment count to the end of each posts. This lets the RSS readers know how many comments the posts have generated. Unless a reader subscribes to the comment RSS, comments cannot be read from the post RSS. This mean a RSS reader must visit the blog in order to read the comments. If a RSS reader is interested in the post, the chances are good that he or she will click on the comment link to see what other readers have to say.

## Encourage Comments

Having the FeedBurner FeedFlare showing zero comments on all your posts doesn't help you much. This is why I try to encourage comments as much as possible. A blog is a communication tool between its author and readers, and should be taken advantage of.

The easiest way to encourage comments is to ask for feedback on your posts. A RSS reader has to go to your blog in order to comment so this is a great way to get them to visit. You can also install the [two Wordpress Plugins](#) I use to increase blog comments.

In the beginning, you may even try to "seed" your blog with comments to get the ball rolling. Make up a few names and enter some comments in your posts. It's sneaky, but there's really nothing wrong with it. Many forums are built this way.

## Embed Some Videos

Embedded video cannot be played with a RSS feed. If a RSS reader wishes to view the video, he must visit the blog. For example, RSS readers who wanted to see the [bathroom of the MGM Skylofts](#) had to visit the blog because I did the post with a video instead of pictures.

Having a good description on what the video is about will encourage more RSS readers to visit. Don't post a video without a description. Your RSS readers will just see a blank post if you do that.

## Link to Old Posts

This is a great way to get RSS readers (and blog readers) to check out the blog. Whenever possible, I try to find old posts that are related to my current post and link to it. This type of linking has several benefits - it helps search engines find your older articles, it helps your blog readers discover articles they may have missed, and it encourages RSS readers to click on the links and visit your blog.

## Remind Readers That RSS Is Not Real Time

A new blog post won't show up in the RSS feed until the feed updates. This updating can take as long as 6 hours (sometimes longer). Therefore, readers who want to read the latest posts will still click through to the blog to see if the post on the RSS feed is the current top post.

A way to remind readers of this is by using the Text Link Ads Feedversting feature. You can place a notice in your feed stating something like, "This may not be the latest post! Check out [John Chow dot Com](#) to see if you're missing anything."

## **Chapter 6 - Monetize Your Blog**

Monetization of a blog is way more than slapping on a couple of Google ads. That is just the beginning. Your job is to find as many ways possible to extract maximum dollars out of it, while still providing a good user experience. There will always be people who will complain about ads on a blog - even if it's only one ad. Here's something to keep in mind, those who complain the loudest about advertising on a blog are the same people who will never click an ad, or worst, use an ad blocker. Since you don't make any money off them, how important is their rant about too much advertising?

How do you know when cross reach the tipping point? The answer is simple. Your traffic will tell you - if it starts going down, you need to make changes. However, the chance of it going down because of too much advertising is quite slim. Asked 100 readers what the biggest reason for leaving a blog is and too much advertising wouldn't be at the top of the list. I think it'll be tied with [disrespecting a lobster](#).

Take a look at one of the biggest blogs on the net, [Engadget](#). There are 21 ads on the front page. Do readers complain? I'm sure some do. Does Engadget care? I highly doubt it. If you're going to monetize your blog, then really monetize it.

### **The Key to Ad Placement**

The key to placing advertising on a site is to use many different advertising sources and to space them out so they're not too crowded. If Engadget were to put all 21 ads above the fold, there would howls of protests. A good rule of thumb to follow is an ad should be visible with every scroll of an 800×600 page. It is possible to place a ton of ads on a page and still have it look clean (I'm not saying Engadget is clean).

Another key is to use many different types of ads. 21 banners on a page would look ridiculous but if you mix it up with banners, text links, buttons, affiliate stuff, etc., you can still maintain a fairly clean and readable page.

### **Don't Bother With the Whiners**

The majority of your readership won't care that you have advertising on your blog. Don't pay too much attention to the whiners. While they may be vocal, they're not going to make or break you.

## [The Proper Way To Do Affiliate Marketing](#)

Many bloggers shy away from affiliate marketing because it puts all the risk on them and zero risk on the advertisers. Affiliate marketing is done on a Cost Per Action (CPA) basis, meaning the customers have to take some kind of action. This action could be as simple as signing up for a newsletter to actually buying a product. No action, no money. If the affiliate marketing doesn't work, the advertiser is out nothing but the blogger loses a lot because the ad space he set aside for the affiliate program could have gone to moneymaking CPC or CPM advertising.

It is really too bad that bloggers don't look at affiliate marketing because when done correctly, affiliate marketing can be one of your biggest moneymaker. Many people point to [Shoemoney's \\$140,000 AdSense check](#) but what many don't know is he makes more from affiliate marketing than Google. How do you properly do affiliate marketing?

### **Affiliate Marketing Is All About the Presell**

Most people think they can stick a Dell or Office Depot affiliate banner on their blog and watch the sales comes in. When they get no sales, they view it as proof that affiliate marketing doesn't work and quit. Affiliate marketing is nothing like normal Internet advertising - it is all about the presell.

[The TechZone](#) sells over \$200,000 of products each month through various affiliate deals. We have never used any banners to promote affiliate deals because frankly, banners don't work. Instead we use a [Hot Deals](#) page to presell the readers. The Hot Deals page is just a page of affiliate deals. However, we present the page in such a way so readers don't view it as advertising. We are showing them where and how to get the best deals on the Internet. The reader is thinking, "Cool! I can get 30% off a Dell laptop by using this coupon!" They're not thinking, "That root of all evil John Chow will make a cut off everything sold on this page!"

That is what preselling is all about. You affect the potential customer's mind to make them more receptive to the offer. You cannot do this with a banner. Preselling is also about trust. The readers know you and trust you, so when you endorse a product, or show them how it will make them better, sexier, smarter, save money, etc., they will be a lot more receptive to it. If I were to merely placed an AGLOCO banner on this blog, I wouldn't be anywhere close to the [15,000+ referrals](#) I have now.

## Examples of Some Affiliate Marketing Presell Pages

The best way to promote an affiliate deal is in the blog post itself. The post is guaranteed to be read (even by RSS readers) and by adding your personal opinion on it, you open up the reader's mind to what the affiliate deal has to offer. Yes, this can create potential conflict of interest but if you make it clear that the links are affiliate links, then you should have no problems.

The following are some of the presell posts I've created. They work because the readers don't see it as advertising. The pages also help add content to the blog and don't take up any space that can go to CPC or CPM advertising.

- [SEO Book Review](#) - sold 15 books at \$79 each.
- [Text Link Ads Review](#) - signed up 150 clients and advertisers.
- [AllAdvantage 2.0 - Get Paid To Surf The Net](#) - 16000+ sign ups so far.

## Target Affiliate Deals That Match Your Niche

The key to affiliate marketing is the presell, but you still need the affiliate deals to match what your blog covers. To find affiliate deals that match your niche, check out [Other Advertising Networks Besides Google AdSense](#). The page lists over 20 primarily CPA and CPL ad networks. The TechZone deals with mostly [Commission Junction](#), [Linkshare](#) and [Amazon.com](#). CJ and Linkshare will give you access to thousands of vendors - you should be able to find something that matches your site.

## [How To Hide Affiliate Links](#)

Before hiding an affiliate link, please read your affiliate program's TOS and make sure this doesn't go against it. Some programs have no problems with you hiding an affiliate link while other programs strictly forbid it.

### **.htaccess**

This is a great file to get to know, if you're using linux. .htaccess is located in the same folder as your index.html or index.php files. If not, you can create one.

Open it up .htaccess and move to the bottom of that file and type this in:

```
RewriteEngine on  
RewriteRule ^john.php$ http://johnchow.com?ref=justin [R]
```

“RewriteEngine on” just turns on the mod rewrite program. As you see, url.com/john.php will be redirect to John's website, plus it will contain your affiliate code. This is a very easy way to hide your affiliate code and you just need to edit one file.

## HTML Redirect

Another easy way to do hide your code, that doesn't require a certain OS. Create a file called john.htm and type this in.

```
<HTML><HEAD><TITLE>Taking you to johnchow.com website</TITLE> <meta  
http-equiv="refresh" content="0; url=http://johnchow.com?ref=justin">  
</HEAD> <BODY>Please stand by.</BODY> </HTML>
```

You just need to create a new HTML file for each of your affiliate program.

## PHP Direct

If you have PHP install on your server, then you can use this technique. With PHP there is a lot of different ways of doing this, but for the time being, I'll show you the super easy way.

Create a file called john.php and type this in:

```
<?  
header("Location: http://www.johnchow.com/?ref=justin");  
?>
```

Save it and that's it. Now url.com/john.php will now take you to johnchow.com/?ref=Justin. As with the html way, you will need to upload a new file for each of your affiliates.

## Javascript Redirect

This technique will work great on websites, however not in blogs with rss feeds. Also if a reader turns off javascript, it will take the user to the url it's showing. Please note: Google bot has javascript turned off. If the user tries to open it in a new browser or tab, it will not go to the hidden url.

```
<a href="http://www.mypcrig.com"  
onclick="parent.location.href='http://www.johnchow.com/?ref=justin';  
return event.returnValue=false">Mypcrig</a>
```

These are just some of the great ways to increase your affiliate conversions. They might be a little evil, but it's a great way to make money online.



## [How To Get More ReviewMe Reviews](#)

### **Write Good Reviews**

This should be obvious but you'll be amazed at how many bloggers can't write a good review. When I say good review, I don't mean being positive about the product or service. You can be positive or negative and still have a bad review. A good review will explain to the reader what he needs to know about the product/service and aid him in making a decision to use it or not use it.

Getting a ReviewMe review does not mean, "Hey! I'm getting money for writing 200 words!" If that's the way you look at it then you're in the wrong business. I've read more than a few ReviewMe reviews where the author even wrote, "Is this 200 words yet?" What they may not have realized is that most ReviewMe advertisers buy reviews based on your past reviews. And if your past reviews sucked, there's not much incentive to buy from you.

ReviewMe kick started their program [by spending \\$100,000](#) to buy reviews from publishers in their network. Many publishers saw that as free money and just wrote the bare minimum review requirements. Some even boasted that they got \$20 (which is fine) for five minutes work (which shows they don't care).

The main reason ReviewMe spent that money was not just to bring in a lot of buzz (it did that), but it was also to showcase the review quality of their publishers to potential advertisers. If you're a ReviewMe publisher wondering why you haven't received any new review requests, go read your own review of ReviewMe and ask yourself; if you were an advertiser, would you buy from yourself?

### **Show a Case Study**

This only works if you have done more than one review. Contact the advertiser, ask how the review performed for them, then post the results. I did that in my [ReviewMe Case Studies](#) post. After making that post, I received a string of ReviewMe offers. When you demonstrate results, advertisers will buy.

ReviewMe reviews offers more than just backlink and SEO benefits - advertisers can actually make money on the deal. For example, thanks to my review of [Net Business Blog](#), Matt told me he sold 20 ad links at \$10 each - \$200 extra income per month - not a bad return on investment. My [review on AdVolcano](#) got picked up by ClickZ, one of the biggest interactive marketing news sites on the Web. Before the review, AdVolcano had one page of publishers.

When advertisers see real-life example on what your reviews can do, they are much more likely to buy from you.

## Don't Be Afraid To Reject Reviews

I have only posted reviews that are related to what I write about and what I think my readers would be interested in. Don't be afraid to reject a review if it's not related to your blog or you don't think your readers would be interested in it. Making an extra \$400 isn't going to make a huge dent in your lifestyle (at least I hope not). Your readers are worth far much more than that, so they have to come first.

Rejecting reviews can make your blog more valuable. By maintaining a clear focus on your blog's area of interest, you get better Google indexing, command a higher price, and maintain the loyalty of your readership because you're not a sellout.

## Think Value for Money

Unlike [PayPerPost](#), ReviewMe is used for more than just getting backlinks. Reviews on ReviewMe cost a lot more than PayPerPost and advertisers need to justify this extra cost. I am very mindful of the fact that advertisers are [paying \\$400](#) for a review on my blog. I don't need to be positive about the product or service, but I do owe the advertiser a good review that is worth at least \$400. After all, he paid good money for it and should get value for that money.

A simple test is to ask yourself, "Would I pay \$400 (or whatever your ReviewMe price is) for this?" If the answer is no, then your review isn't good enough.

## Sponsor Your Own Review

Create a new blog category call Sponsored Reviews, ReviewMe Reviews, Paid Reviews or whatever. Then write a review of a commercial site that is related to what you blog about and place it in your new review category. Follow the ReviewMe rules of at least 200 words with full disclosure. In other words, say the review was sponsored. You're not lying when you say that. The review was sponsored - by you. At the end of the post you can even add, "This is a sponsored review. If you wish to order a review, you may [do so here](#)."

Now, when a ReviewMe advertiser comes to your blog to check you out, they will see your review category with a review in it and will be able to check your quality. If they like what they read, chances are much higher they will order a review from you than from someone who has no reviews to show.

If you are truly evil, you will do a review of a company that has an affiliate program. This way you maybe able to make some money at it. Many of bloggers belong to [Text Link Ads](#). Why not do a review of TLA with your affiliate link and call it a sponsored review? The advantage of this is you'll be able to track how the review does. If you sign up some new sites for TLA, you now have the makings of a case study to show advertisers that your reviews can give a return on investment.

## [How To Make Money With Kontera ContentLink](#)

Thanks to a new [partnership with Kontera](#), many new publishers are able to run a new ad revenue source that used to be available to high traffic sites only. Many of my blog readers have [applied and were approved](#) to run ContentLink on their sites and that is good news. Now we come to the next step: how to do we make maximum money with it?

Kontera ContentLink needs about a week to learn your site and optimize for it. When I first placed ContentLink on this blog, the eCPM was just 91 cents. It's now running at over \$3. In addition to giving Kontera time to optimize, there are other things you can do to get maximum income from this program. Here are some tips to follow.

### **Make Sure Other Ads Don't Block The Links**



Store	Price	Rating
 Newegg.com	\$549.00 at Newegg.com	✓✓✓✓✓½
 ComputersEtc.com	\$622.99 at ComputersEtc.com	✓✓✓✓✓½
 TigerDirect.com	\$509.99 at TigerDirect.com	✓✓✓✓✓½
 ZipZoomfly.com	\$499.99 at ZipZoomfly.com	✓✓✓✓✓½
 Atacom	\$595.95 at Atacom	✓✓✓✓✓½

When I first set up Kontera on [The TechZone](#), a flash banner from Ultra blocked the ContentLink ad. This is a common problem with flash ads. If you have any banner that blocks off the Kontera ContentLink, then get that fixed. If people cannot read the full ad, they will not click on it.

### **Keep ContentLink to the Content Body**

Kontera ContentLink works best if the linked keywords are in the content body. Headers, side bar, footer, etc should not be highlighted. You can control what parts of your site gets spidered by Kontera by using the following div tab.

```
<div class=KonaBody>The content you want Kontera to consider for ContentLink goes here.</div>
```

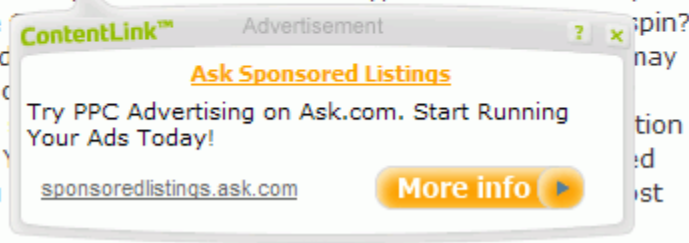
You can edit your site template to add opening div at the start of the article and then closing div at the end or you can add the tag on a post by post basis. This will keep Kontera ContentLink where it should be - in your blog content.

## Prevent Headlines from Being Linked

results from the powerhouses in the industry and then improves on it.

### Who Needs Another [Search Engine](#)?

Good question. With so many to choose from already, what would make you want to jump off of the Well, just as you should not want to rely solely on [You](#) [animous](#) wants to gathered from Google, information to give you relevant.



Ideally, ContentLink should only link body text. However, there are times when Kontera will link a headline. Some bloggers may not mind this but I like to keep my headlines link free. To prevent ContentLink from turning your headlines into a links, add the following to the ContentLink codes.

```
var dc_isBoldActive= 'no' ;
```

This solution should make ContentLink exclude any text wrapped in the following tags: `<b>`, `<strong>`, `<h1>`, `<h2>`, `<h3>`. By using the div tag to keep ContentLink in the article body and the exclude code to prevent the highlighting of bold text, you will start to maximize your Kontera revenue.

## Make Kontera Links the Same Color As Normal Links

This is the same as blending Google AdSense. Making the ContentLink color the same as normal links will increase the click rate. This is not a hard and fast rule however. You may want to mix it up a bit and try a contrasting color and see how that does.

You can change the ContentLink color in your Kontera ad codes. The line which controls link color is `var dc_AdLinkColor='#xxxxxx'`. Just change the x to your link color name or HEX code.

## [How To Get More Text Link Sales](#)

Selling text links is one of my blog's biggest [money-makers](#). Right now, all my link spots are completely sold out - you can't buy a spot even if you're willing to pay more than the \$240 per month price. Here are some tips to increase your text link sales.

### **Put Your Links in A Highly Visible Place**

It is not true that advertisers buy text links only for search engine benefits. Links are also good for traffic building. However, if you place the links at the bottom of the blog, or some other low visibility spot, the link advertisers won't be receiving much traffic from it. You can assume that an advertiser will be checking out your blog to see where the links are placed before making a purchase. By making sure your paid links are above the fold and in a highly visible location, you increase your chances of getting a sale.

### **Call Your Sponsored Links Anything But Sponsored Links**

Because most text links do not have a nofollow tag, they carry SEO benefits for the advertisers. However, Google doesn't like it when advertisers pay for a link instead of earning it the old fashion way. The rumour is Google is working on ways to detect sponsored links and placing less trust on sites that sell them and sites that buy them. The problem for Google is how does it know if a link is sponsored or not?

It should be obvious that the easiest way to detect sponsored links is by looking for something that is labelled sponsored links. This is why my paid links are labelled featured sites. Calling your paid link section anything but sponsored links could get you more sales and will keep the Google dogs at bay (at least for now).

### **Seed the Links If You Have No Sales**

Advertisers are like normal people - most like to follow and never want to be the first. When they see a site with no links on it, they are hesitant to buy. However, if they see a link or two, they're much more likely to make a purchase. If you haven't sold any links yet, the best thing for you to do is to sponsor your own links and put them in your paid link section. You can either link to me (use Make Money Online as the anchor text if you do) or some affiliate deal.

### **Sign Up For Text Link Ads**

If you can sell your own links, that's great. However, unless you're a fairly decent size blog, your best chance of getting a link sale is by signing up with [Text Link Ads](#). TLA will list your blog in their marketplace and exposes you to thousands of potential advertisers. Yes they will take a 50% cut of sales but it's better to have 50% of something than 100% of nothing.

## [Chapter 7 – Google Optimization](#)

Lots of SEO masters believe that content that isn't worthy ends up in the supplemental index. While this is certainly true, if you're running a Wordpress blog it is more likely that you're simply dealing with duplicate content issues. If you make a post today on a default Wordpress setup, there are about five different URLs you could type in that would give you the exact same content. You can generally get to the same content via the Category, Calendar, Author, Monthly, and Page archives. Unless you know exactly what you're doing your site is probably heavily cached in the supplemental index.

Reducing the number of pages in the supplemental index has a positive effect on overall Google traffic. The fewer supplemental pages you have, the more traffic Google sends you. The way to reduce the number of supplemental page is by telling Google what it can and cannot index. You do this with your [robots.txt](#) file. Read [this blog post](#) for a full explanation.

## [The Easiest Way To Add Google AdSense On A Blog](#)

After the number one question of [what web host do I use](#) to host this blog, the number two most asked question is, "How do you set up the Google AdSense ads on your blog?" This question comes up a lot because the reader notices that my blog always limits the Google ads to three (Google's limit). So, if you scroll pass the first two posts on the front page, you won't see any more Google ads. However, if you click on any of those posts, the inline Google ad will appear inside the post.

### AdSense Deluxe

The screenshot shows the 'AdSense Deluxe' plugin interface. At the top, it says 'AdSense Blocks'. Below this is a table with four columns: 'Name', 'Description', 'Actions', and 'On'. The table lists three ad blocks: '<!--adsense-->', '<!--adsense#bottom-->', and '<!--adsense#468-->'. Each row has 'delete | default | edit' links in the 'Actions' column and a checked checkbox in the 'On' column. Below the table, there is a section titled 'The options below this line control where Ads will be shown.' with five options, each with a checked checkbox: 'Enable Ads on Individual Posts', 'Enable Ads on Home page', 'Enable Ads on "pages"', 'Enable Ads on any Archive page', and 'Globally enable/disable all ads'. At the bottom right, there is a button labeled 'Update Enabled Options »'.

The [AdSense Deluxe](#) Wordpress Plugin is what I use to control the Google ads you see on my blog. The Plugin, which also works for Yahoo Publisher Network (YPN), is extremely easy to install and use. Just [download](#), unzip and upload to your plugins folder. The plugin will place the above AdSense Deluxe screen to your Wordpress options panel. From there you can create multiple AdSense ad units and decide what parts of the site should have or not have ads, and what ad sizes to run.

---

## Make Money Online With John Chow dot Com

---

In the screen shot, you can see I have three AdSense ad units listed; 468, bottom and default (which is a 300×250). The easiest way to integrate AdSense Deluxe into Wordpress is by editing the index.php file of the theme template. To make the Google 468 show up at the top of every page on the blog, I just add `<!--adsense#468-->` to the part of the template where I want the Google ad to appear. The same goes for the bottom Google ad.

To get a Google ad to show up inside a blog post I just insert `<!--adsense-->` at the spot where I want the ad to show up. To align the ad to the right and make the text wrap around the Google ad, I use this div command: `<div style="float: right; margin: 5px;"><!--adsense--></div>`. Just change it to `align="left"` if you wish place the ad on the left side.

The Plugin will keep track on the number of AdSense ads running on the page and limit that number to three. This is why you will not see a 300×250 inline Google ad on all the front page blog posts, but the ad will show up when you click to read the post. Another nice feature of AdSense Deluxe is the ability to globally enable and disable ads.

### [The Google Bid Gap](#)

Google allows up to three AdSense ad units (plus one adlink and one Google search box) on a website at any one time. In most cases, it is best to run the maximum three - the more ads you show, the higher the chance it will catch a reader's eye. However, there are times when having fewer ads could make you more money. This is caused by something known as the Google Bid Gap.

#### **What Is the Bid Gap**

The bid gap is the difference in price between the Google ads. The top spot always cost the most, with each lower position costing less and less. The gaps between the top four bids are normally very close. However, once you get pass that, the gap can widen substantially. For example, the bids on a high paying keyword might be \$5.00, \$4.99, \$4.98 and \$4.97 for the top 4 spots, and then 10 cents for the fifth spot. There is only a 1-cent gap between positions 1-4 but a \$4.87 gap between positions 4-5.

If you were running the maximum number of Google ads to target the above, you would have one ad block with the high paying bids and two ad blocks with much lower bids. Chances are, a reader would click one of the lower paying ads because there's more of them. In this kind of situation, it would be to your advantage to reduce the number of Google ads to get rid of the high bid gap.

Adwords advertisers know that most Google ad sizes display a maximum number of four ads. Since they know some sites only run one Google ad, competition for the first four spots of the first banner can be quite high. Bids on the second set of four could be substantially lower and the third ad is normally where the MFA (Made for AdSense) sites play in.

## When Less Could Be More

Reducing the number of AdSense ads on a page will give you more per click. However, it will reduce the total number of clicks you will get because of fewer ads. You will have to monitor ad performance to make sure the total revenue continues to go up. Generally, when there is a high bid gaps between one set of ads to another, it is best to reduce the number of ads.

There is no way to figure what the bid gaps are in your Google Ads. For evil reasons, Google does not release this information. The best way to monitor the situation is to set up custom channels for each ad units and monitor their performance. If one ad unit's eCPM is significantly lower than another unit with a similar click rate, then it's an indication of a huge bid gap. Remove that ad and see if the extra clicks to the remaining ads makes up for the lost of revenue. If the gap is great enough, it should do that and more.

## [Google Section Targeting](#)

Google section targeting is an often unused resource for many bloggers. This is no doubt due to the fact that most blog owners don't even know what section targeting is. If you want to make money online with Google AdSense, then section targeting is something you need to understand and use.

### What Is Section Targeting

Are you having trouble getting Google to show more targeted AdSense ads on your blog? Most of the time, this comes about because the blog content isn't highly targeted to the keywords you're after. This is especially true for a blog because the posts can ramble from one topic to the next. Google tries its best to figure out what the general theme of a blog is and serve the most appropriate ads. However, you can help it out by section targeting your content.

Section Targeting allows you to recommend key sections of your article for AdSense to emphasize or downplay when selecting ads for your blog. In other words, instead of having Google spidering your entire page to select AdSense ads, you tell Google which parts of your content to target and which parts to ignore.

### How To Use Section Targeting

The following HTML tags triggers Google AdSense section targeting:

```
<!-- google_ad_section_start -->
```

This is the section of text I want Google to use when selecting ads for my blog. All the keywords and key phases should go here and I should stay highly focused on my theme, which is make money online, making money online, make money from a blog, blogging for dollar, root of all evil, John Chow has the best online moneymaking blog on the Internet, etc.

```
<!-- google_ad_section_end -->
```



In the above example, Google will use the section of text I designated for the targeting of AdSense ads and ignore the rest of the article. This is how most sites do section targeting. However, I find it easier to use the `weight=ignore` tag to tell Google what not to target.

By using the tag `<!-- google_ad_section_start(weight=ignore) -->` on sections of my site that I want Google to ignore I can keep my AdSense ads on target to the theme of my blog. Have a look at your blog and see if there are pages with ads that are not related to what you're writing about. The miss-targeted ad could be caused by just a small section of text. By enclosing that section with a section `weight=ignore` tag, Google will ignore it and use the remainder of your article to target ads. That should put the Google ads back on target.

The `weight=ignore` tag allows me to ramble about anything I want and still keep the Google ads targeted to the main theme of my blog, which is to make money online. If you want to make more money on your blog then you should take advantage of section targeting.

### [Using The Competitive Ad Filter](#)

The purpose of the Competitive Ad Filter is to enable you to block specific ads, such as competitor's ads, from appearing on your pages. Google allows you to enter up to 200 URLs. Most webmasters don't block out any sites because they're not an [AdWords](#) advertiser and therefore feel they have no competition. However, by not taking advantage of the Competitive Ad Filter you're losing money to MFA sites and Arbitrators.

#### **Made For AdSense & Arbitrage**

MFA stands for Made for AdSense. These sites have almost no content. The only reason they exist is to make money from Google AdSense. How does a MFA site like this affect your AdSense income? Traffic to MFA sites are generated by advertising from Google AdSense and other PPC services. These sites offer a really low CPC rate so they can get the traffic as cheap as possible. If you've ever checked your AdSense account and see some 1 to 3 cent clicks, chances are it's from a MFA site. Here's how it works.

- MFA sites bid the minimum amount on a keyword on your site.
- The ad from the MFA site shows up on your site.
- Reader clicks on the ad to visit MFA site – you make 1 to 3 cents.
- MFA site is nothing but ads. Reader leaves by clicking on an ad – MFA site makes \$1 or more.
- Not all readers will click on an ad but enough will for the MFA site to make 50% to 500% return.

The above process, known as PPC Arbitrage, directly affects your AdSense income. It also creates a very poor user experience. A user clicks on an ad expecting to find information, not more ads. The funny thing is, Google can easily put a stop to this but they won't because they make huge money from it - whether the click comes from your site or the MFA site, Google profits. Therefore, they have no incentive to shut this down. As long as Google allows this, you will have more Arbitrators creating MFA sites to take advantage of legit sites.

## Using the Competitive Ad Filter

The only way to keep these MFA sites from advertising on your site or blog is to use the Competitive Ad Filter to block them out. By blocking these low CPC MFA sites, Google should serve higher paying ads to your site.

To block an ad, you'll need to enter either the display URL or the destination URL into your filter. The display URL is the URL shown within the text of the ad. Not every ad features a display URL; depending on the ad format you're using, you may need to rely on the destination URL of the ad in order to properly filter it.

There are two methods of obtaining the destination URL of an ad: the [AdSense Preview Tool](#), and [viewing the link Properties](#). Google suggest using the preview tool, due to its ease of use and additional functionality. Do NOT click on the ad to get the URL - that is a violation of the AdSense TOS and will get you banned.

A much easier way to block MFA sites and low paying CPC sites is the use the [Ads Black List](#). This site will generate a list of 50 MFA sites for you to filter. If you become a member, the generated list increases to 200 – the current limit of the Google Competitive Ad Filter.

Using Ads Black List is extremely easy. Just enter your site URL and click the Get Black List button. Once you have the list, copy and paste all the URLs into your Competitive Ad Filter. It can take up to 12 hours before Google starts blocking the ads from the sites in the filter. In addition to the black list, I would also recommend you add tinyurl [dot] com to your filter list since many MFA sites love to use this service to hide their URLs.

Google really needs to increase the limit on the Competitive Ad Filter. With more and more MFA sites popping up everyday, 200 is really not enough anymore. However, I don't see Google increasing the limit anytime soon – they make huge money off these Arbitragers and filtering them out is not in their financial interest.

By using the Competitive Ad Filter to block out the major MFA Arbitragers, you should see a nice increase in your Google earnings. If enough sites do this, it could force the MFA sites to increase their bids, or go under. Unfortunately, only a small fraction of the Internet reads my blog, so don't expect these MFA sites to disappear.

## Chapter 8 - Promotion Ideas

Forget the traditional banner ad or doing link exchanges with other blogs. Let's talk about some evil blog promotion techniques! The following are some blog promotion ideas that are not well known by many bloggers, could send you a lot traffic, may get you in trouble, and are evil enough that you would join the clan of evil for just attempting them. Evil scores are out of five stars.

### **Evil score: 4 stars - You ReviewMe Me, I ReviewMe You**

This one only works when ReviewMe has a 50% coupon code available. You agree to review another blog through [ReviewMe](#) if they will do the same for you. Let's assume your blog cost \$100 for a review and you find another blog that cost the same. Agree to review each other and sign up with for an advertiser's account using your own ReviewMe affiliate code. You will pay \$50 for the review with the 50% coupon, but that is canceled out by the \$50 you'll get for reviewing the other blog. At the end of the day, you'll have a free review and make \$25 for referring yourself. 😏

### **Evil score: 4 stars - The Text Link Ad Shuffle**

Text Link Ads offers a \$100 coupon for new advertisers using their [Link Buying Starter Kit](#). This is a great way to test out the service. TLA does require you to buy \$125 of links to take advantage of this offer, but it gives you \$125 of links for just \$25.00. And you can get a bonus \$25 if you're a TLA publisher and refer yourself for an advertiser account. 😏

### **Evil score: 5 stars - The PPC Shell Game**

Occasionally, Google AdWords, Yahoo! Search Marketing and Microsoft AdCenter will issue \$100 (or more) coupons for new customers. I normally don't post about these because the coupons are always in short supply. The last one from MS AdCenter was for \$200. For the truly evil among us, you can set up five accounts with one credit card number. Can you imagine how much traffic you can buy with \$1,000 of free targeted contextual ads? Now imagine if you have two or more credit cards. 😏

### **Evil score: 1 star - Sponsoring a Wordpress Theme**

This one is not that evil but I included here because it's pretty unique. Thousands of bloggers use popular Wordpress themes which are free to download. What you do is sponsor a Wordpress theme by buying a link in the footer text. The main problem with sponsoring a Wordpress theme is the evil blogger who downloads it will remove the footer link. 😏

## Six Top Linking Strategies

Links are the backbone of traffic. The more links you have coming to your blog, the higher your traffic level. Search engines, like Google, place an extremely high value on links. Google's PageRank system is largest based on how many sites are linking to you - the more links, the higher the PageRank.

In my never-ending quest to get more backlinks I have tried many methods. These link building techniques have so far generated [over 17,000 links from over 4,100 blogs](#), according to Technorati. That's good enough to rank me 74th most popular blog on the Internet. Moreover, this is just the number of blogs linking to me. According to Yahoo, [over 100,000 websites](#) link to John Chow dot Com.

The effect of all these links has been a tremendous amount of Google love. Nearly 1/3 of my blog's daily traffic comes from Google, and I have recently gone to a PageRank 6 on the latest update from Google.

Here are my top six linking strategies for getting more links to your blog.

### **Write Great Content**

This one should be a no-brainer. Everything begins with content. If you don't have content, you don't have a blog. Not only must you have content, but also your content has to be good enough for others to want to link to.

You will be amazed by the power of one compelling article. [The Internet's Biggest Google Whore](#) has been linked to by thousands of sites - enough to rank me on page 1 on Google for the search term "whores." To this very day, I still get new sites linking to that article.

### **Visit Your Fellow Blogs**

If you want other blogs to link to you, you need to get to know them. Therefore, pay them a visit and leave a few comments in their posts. Generally, that is enough to get the blog owners to give your blog a visit. If you have great content on your blog, there's a good chance they'll link to one of your posts.

Join the blog's MyBlogLog community if they have one. I check [my community page](#) all the time to see who has joined. It is all about getting your name out in the blogosphere. If people know you, they will visit and if you have great content, they will link.

## **Give And You Shall Receive**

One of the best ways to get backlinks is by giving them out. When you link to others without expecting anything in return, others will link to you. My [Showing Some Community Love](#) post got a bunch of backlinks even though I never asked for any.

A good habit to get into is doing a weekly or biweekly “Top Links” or “Things I saw while browsing the Web” post and sending a pingback to all the blogs linked. The bloggers from these sites will appreciate it and they’ll be more inclined to link to you when you have an interesting post.

## **Try Some Link Baiting**

Many people think link baiting is a negative thing but when done correctly, it’s a good thing and a great way to get tons of backlinks. My [review my blog for a free linkback](#) offer is the best link bait I’ve ever done. The link bait accounts for over 750 of the 4,100 blogs that links to me. The key is to make the bait so attractive that the targeted blog cannot pass it up.

## **Send Out a News Release**

If you haven’t done so, you should be building a news list of blogs that cover the same niche you cover. When you have an interesting article, you can send out a news release to your fellow bloggers telling them about it. If your article is good, most blogs will link you. This is how [The TechZone](#) operates. We maintain a list of over 1,000 technology news sites. When we have new content, we send out a news release and BOOM! Traffic and link heaven.

## **Work Social Networking Sites**

My traffic building strategy for my blog was to create compelling content and get them on the front pages of social networking sites like Digg. If an article is enticing enough, it will get enough votes to hit the front page. That not only sends you a lot of traffic but it will also get you a ton of links because many sites and blogs link to Digg stories.

The strategy worked really well. I would write an article, have it submitted to Digg, hit the front page, get tons of traffic and links, rinse and repeat. 30+ front page Diggs later, [I got banned](#). However, by then, it was too late for the haters to stop my rise.

## **The Art Of Link Baiting**

Link baiting looks at linking as a fishing expedition. In order to catch a fish, you need bait. In the case of site development, the fish are other websites or blogs and the bait is your content. Well, let me restate that. The bait is not just any old content you have laying around – it's content specially designed to get you linked up by the websites you're fishing for. Let's look at a few ways to bait some links.

### **Ask For a Review**

This is a common technique used at webmaster forums. You ask the members in the forum to review your site and provide feedback on how to improve it. While there are many legit review requests, the vast majority of them are nothing more than link baits. Many times, the baiter will purposefully make their site look bad and wait for the recommendations to come in. Then he would do the recommendations; make another post asking, "What do you guys think now?" Double link score! Next time you read a review request at a webmaster forum, try to guess if it's real or bait.

### **Write About the Site You Wish To Bait**

One of the best ways to get a link from another site to write about them. Site owners like to have their ego's stroked just like normal people. If you write something nice about another site, chances are they will link to what you wrote. It's interesting to note that some of my biggest Diggs were done to articles written about Digg. Diggers love to read about themselves for some reason. They see an article on Digg and they're like "Oh wow! It's an article on Digg! I *HAVE* to Digg that!" You get bonus points if you mention Kevin Rose.

### **Interview a Site Owner**

I have been interview many times since starting John Chow dot Com. In nearly every cases I've linked to the interviews. This is fantastic link bait, and it goes back to the above tip on site owners liking their ego's stroked. The sites that interviewed me have gone on to interview other blog owners and the blog owners have linked the interviews every time. If you were to post an interview with Kevin Rose, what are the chances of the interview not making it to the Digg front page?

### **The Trade Show Photo Trick**

I meet many fellow webmasters during [my party at the Consumer Electronics Show](#). During the party, I get a few hot babes to take pictures with the other webmasters. They love this because it's the few occasions when they can get a picture taken with a real girl. The pictures gets posted at [The TechZone's photo gallery](#). An email is fired off to the webmasters, and they're instantly linking it on their sites to show all their readers what a stud they are.

## [The Importance of Deep Linking](#)

A link is when you link to a top level domain, like [johnchow.com](http://johnchow.com). A deep link is when you link to an article within the top-level domain, like [Playing With My Food](#). Google and other search engines, when determining your ranking and placement in the search results, count both.

When writing a blog post you should always try to deep link to some of your older articles. You cannot control what others link to on your blog, but you can control what you link to. By deep linking to your older posts, you help your readers discover posts they may have missed. You also help Google do the same thing. To see an example of how I do deep linking, check out my [Making Money from A Blog - February 2007](#) recap. I deep linked to 13 other John Chow dot Com articles in that one blog post.

As a rule, you should deep link when the older posts you are linking to are relevant to your current post. However, there are exceptions the rule. In my [Blast From The Past](#) post, the only thing related about the posts I linked to was that they were from the past. You just have to be creative with deep linking. Depending on how you word a post you can deep link to almost any post you've ever made.

### **Scraping The Scrapers**

Another reason I deep link in almost every posts is because of scrapers. I offer a [full feed RSS](#) (which you should sign up to if you haven't done so). That makes it very easy for scrapers to rip the entire content of my blog and post it on a scraper blog. Most scrapers rip the entire post with all links intact. If your post has a ton of deep links back to your blog, then you may get some get SEO benefits and visitors from the scraper blog.

Deep linking also helps you find out who scraped your content. I get pingbacks all the time from scraper blogs because I deep linked other posts. Most scrapers use Blogger.com (at least the ones that hit me) and I just hit the "flag this blog" link to report it and hope Blogge takes it down. But if they don't, at least I have links on there going back to my blog. This does not mean I won't keep trying to take the scraped content down - it's a way of reducing the damage done by scrapers. If too much of your content is scraped, it can have a negative effect on your Google ranking because of duplicate content and because Google may think you're link spamming.

### **Use Good Anchor Text When Deep Linking**

I covered this before in my [Better Anchor Text = Better Search Results](#) post so I won't spend too much time on it. You should never deep link to your old posts with "Click here." Instead, you should always use a descriptive anchor text for better search engine optimization. This rule goes for linking out to other blogs as well.

## [Commenting Your Way To The Top](#)

Leaving comments on other people's blog is a good way to not only get the blog owners to notice you, it can also be a good source of traffic because blog readers notice you as well. Now you don't have to be as prolific as few of my Top Commentators but being part of a blog community brings many advantages.

### **Be the First to Comment**

If you're after traffic, then be the first to comment. Blog readers rarely read comments after the first ten so the chances of you receiving any traffic benefit if your comment is near the bottom is very slim. I remember telling [Ed Lau](#) to be the first to comment on Digg stories that match his blog posts. Ed would sneak in a link to his related post in the comments of a front page Digg story and the resulting traffic was better than if he had submitted a Digg that didn't make the front page. However, after while of doing that, Diggers got pissed off at him for being a comment spammer so use this technique sparingly.

### **Go After the Big Blogs**

Technorati has a list of the [top 100 blogs](#) on the Net. These blogs get a ton of traffic and they all have comment system. The key is not to spam those blogs with a ton of comments. All you need is to be among the first 10 or so to make a comment to the latest post. It's best to go after big blogs with topics that are related to yours. Make a nice thought provoking comment and there's a good chance readers will check out your blog.

Another trick you can do is to send a trackback because some blogs separate their trackback from their comments. TechCrunch is one of the blogs that does this. Best of all, their trackbacks are listed above their comments.

### **Look For Blogs with Top Commentators List**

If you're going to be active in a blog, you should be rewarded for it. After all, you are helping to drive traffic and keep the blog active. The Top Commentators list is the way I reward bloggers for helping to maintain an active community. The [Wordpress Plugin](#) lists the commentators with the highest comment count over the past five days (it can be set for whatever period you like). The link does not have a nofollow tag so the commentators get full SEO benefit as well.

Being a Top Commentator on [John Chow dot Com](#) brings the added benefit of sky rocking your Technorati ranking. Those commentators who were on the list saw their ranking shoot up after my [Technorati ping fest](#).



## Using AdWords To Get Traffic

I am both a [Google AdSense](#) publisher and a [Google AdWords](#) advertiser. There are way more discussions about AdSense than AdWords because one makes you money while the other cost you money. I've been using AdWords to send traffic to this blog by [purchasing Google SiteMatch ads](#) on other blogs that I feel are a good match for what I offer.

The problem with a SiteMatch campaign is there's no way to measure the effectiveness. You know how many people click on the ad and come to your site but you don't know if you've made any money off them or if they will stick around. Some say this is just part of the cost of doing business, that if you want to make money online, you sometimes need to spend money online. I don't have a problem with spending money online. However, I would like to recover the advertising cost whenever possible.

### **Recovering AdWords Cost with Affiliate Sales**

Most affiliate marketers use Google AdWords to send traffic to their affiliate landing page in the hopes that the visitor would buy whatever it is they're offering. If the AdWord cost is less than the profit from the sales, then you've got yourself a winner. If the ads cost more than sale, you need to keep tweaking or you'll have a loser on your hands.

I've decided to expand on this concept. The page I used isn't really a true affiliate landing page in any sense of the word. I'm using AdWords to send traffic to [my review of Affiliate Outline](#). There's enough links in that post to lead visitors to explore other parts of the blog. In addition, the review does a fairly good [presell](#) of the [Affiliate Outline eBook](#).

The object of the exercise is to send traffic to the post with AdWords to gain new readers and sell enough eBooks to recover the advertising cost. The problem with most affiliate landing page is it's only one page and most people (up 99%) will not buy your offer and leave. However, by sending the traffic to a blog that offers way more than just trying sell an eBook, I'm hoping some of those 99% who won't buy will explore the blog and become readers. Since they came to the blog by clicking on a Google ad on how to make money online, there's a good chance they'll stick around.

## The Results

	Page Titles	Uniq. Views	Pageviews	Avg Time
1.	Why Don't We Get Commercia	6,262	6,575	00:02:01
2.	Make Money Online with John	3,002	3,889	00:04:31
3.	Outline For Affiliate Marketing «	796	871	00:02:21
4.	John Chow dot Com The Misce	389	449	00:01:38
5.	AGLOCO « John Chow dot Cor	295	376	00:01:51
6.	Make Money Online - Review M	198	227	00:03:59
7.	Bugatti Veyron At 253MPH « J	189	286	00:05:46
8.	Who Is John Chow? « John Ch	187	227	00:01:38
9.	The Internet's Biggest Google \	160	218	00:03:51
10.	Make Money Online « John Ch	151	222	00:01:33

These are really early stats (just two days) so please don't draw any conclusion from them. Using Google AdWords, I sent 796 visitors to the [Affiliate Outline review post](#). Those visitors cost me \$62.09. Out of the 796 visitors, two purchased the [Affiliate Outline eBook](#). This is what the numbers look like after two days.

- eBook sales: \$84.80
- AdWords Cost: \$62.09
- **Net Profit: \$22.71**

It looks like I have a winner on my hands but it's really too early to tell. I will need another week or two of data before I can crank up the ad budget. Conversion is very low at 0.25% because the targeted post isn't a true landing page. However, the stats are very encouraging.

Remember, the object is not to make money on eBook sales, it's to gain new readers by finding a low to no cost way of using Google AdWords to send targeted traffic to the blog. AdWords sent 796 people to this blog in the past two days and instead of costing me money, I made at \$22.71 on the deal. Looking at the above Analytics chart, I can see the 796 visitors viewed 871 page, so some of the visitors are checking out the blog. However, I would like to see the page view per unique at a higher ratio.

Most webmasters use Google AdWords to either make affiliate sales or send traffic to their site in the hopes of gaining new readers. This little trick allows you to do both. When you think about it, it's pretty evil. No wonder I came up with it. 😏

## [Driving Traffic With Free Article Services](#)

Most MFA (Made for AdSense) sites use free article services to fill their sites with content. I would never recommend you fill your blog with free articles from any of these services because unique content drives traffic. However, one thing you may want to look at is sending a few articles to these services to help drive traffic and links back to your blog.

By making an article available on any of these article services, you let other webmasters reprint your article on their sites. You allow this because at the end of the article, there is a resource box that tells a bit about who you are plus a link back to your blog. If your article is picked up by a lot of sites, the resulting traffic and back links can be significant. Here are a few tips to get maximum benefit from the free article services.

### **Don't Publish the Free Article on Your Site**

I recommend the article you write for an article service be used for the service only. In other words, don't publish the article on your site. The reason for this is to avoid the duplicate content penalty. Google places less trust on sites that have nothing but duplicate content. If your article is a hit and is reproduced by a bunch of sites, Google won't ding you because you didn't reproduce an article that a hundred other sites reproduced.

### **Use a Two Part Article**

Most webmasters write articles for free articles services to get back links and not traffic. Let's face it, most users of free articles service don't get much traffic. However, you can increase the likelihood of a reader clicking on the resource link and visiting your blog if you break your article into two parts - the first part being the free article and the second part on your blog only.

If a reader likes what they read on the site the reproduced your article, then chances are good that he'll click on the part two link and visit your blog to read the rest.

### **A Few Articles Sites to Send Your Articles To**

- [Ezine Articles](#)
- [Articles Base](#)
- [Article Factory](#)
- [Article City](#)

The above is not an exhaustive list but it will get you started. You can find more places to submit your articles to by doing a search for [Free Articles on Google](#).

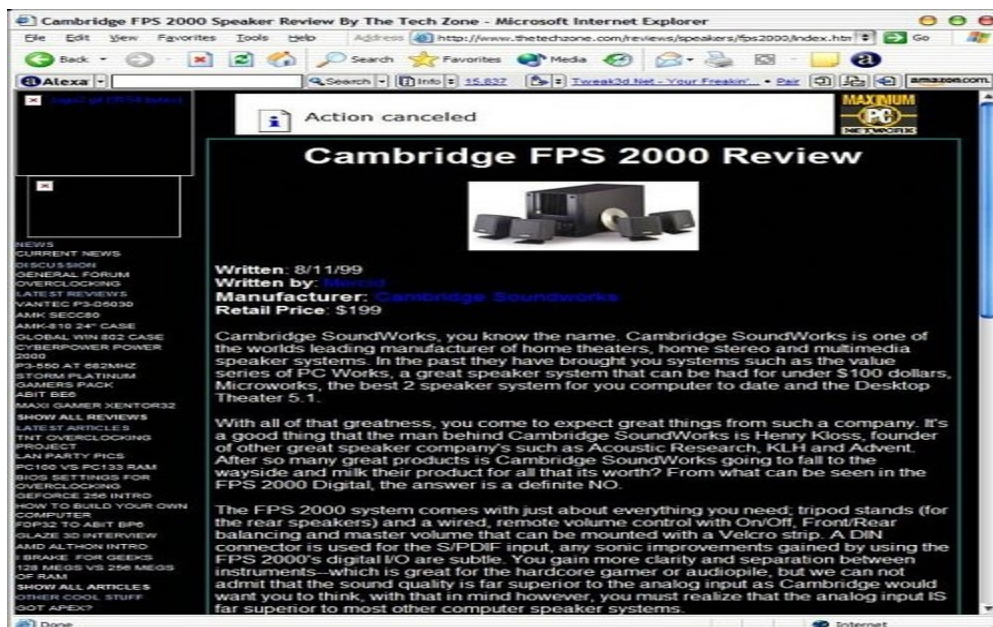
## Chapter 9 – My Story

The year was 1999 and I have just started a site call Moto's Project 504, a personal home page about the first computer I built all by myself. The system was a Pentium II 300 overclocked all the way to 504MHz, an unheard of feat at the time. The site was created with MS Front Page because I didn't know any HTML.

I remember Project 504 getting about 200 page views on its first day. Most of the traffic came from a forum that I was member of. That forum, Riva 3D, is no longer in business but during the time it was running, it was the biggest NVIDIA forum on the Net. I was the 3DFX guy who made life a living hell for the NVIDIA fan boys. In the end, they got the last laugh when NVIDIA bought out 3DFX.

I tried to add more content to Project 504 by posting news from other tech sites. Back then, there weren't too many. [Tom's Hardware](#) was the best known, followed by [AnandTech](#). [HardOCP](#) was still called the Overclocker's Comparison Page (now you know what the OCP stands for). After about a week of posting news something strange happen. Sites started emailing me their news. I thought that was great because it meant I didn't have to go looking for it. Then one day I get this news release from Mike Chambers (NVIDIA fan boy). Mike had sent out this news release as a CC instead of BCC. All the 30 or so email addresses were visible. The news list was born! Today that news list has over 1000 addresses.

After a month, I decided that Project 504 needed its own domain name and I made a posted asking readers for recommendation. I think I received a dozen replies. In the end, none of the suggested names appealed to me. Before The TechZone, I own a site call The LoveZone, which served as a home page for members of a chat room. So I thought, "Hmm, LoveZone. TechZone!" And The TechZone was born in April 1999.

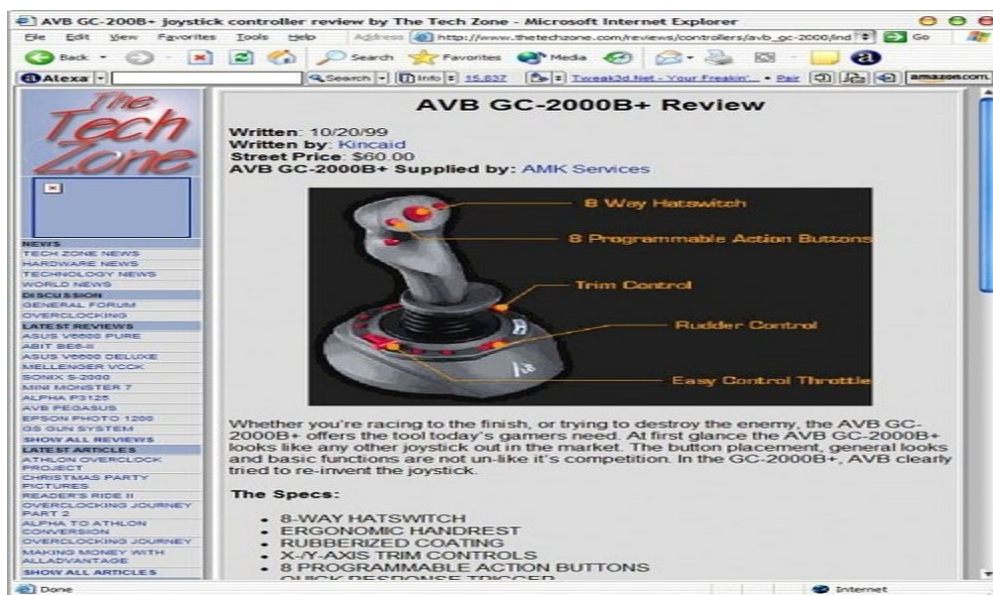


## Make Money Online With John Chow dot Com

Yes, black was in back then! I manually added content to the site everyday (no CMS yet) and managed to con a couple of local computer stores to loan me hardware to review. After about a month, I decided to try my hand at emailing a manufacturer for a product. The company I emailed was [Abit](#). I asked them for a BH6 motherboard. I got no reply. Then a week later, the motherboard showed up! After reviewing the mobo, I emailed them to let them know I have completed the review and requested another motherboard. Again, no reply. A week later, that motherboard showed up. To this day, Abit has never replied to my requests for review samples.

Two months after starting The TechZone, I got a call from Ed Homich. Ed worked for Maximum PC magazine, and informed me that he was going to start a network, and wanted my site to join. Maximum PC would post my news and sell advertising for my site. Any money made would be split 50/50. I was like, "I can make money doing this?"

Being part of the Maximum PC network was a fun and interesting experience. Unlike other networks, Maximum PC kept their number of affiliates low, and to well known sites. Some of the original network members include [Ars Technica](#), [WinDrivers](#), and [Neoseeker](#), Ed told me to just pump out the content and he'll send me the traffic. MaximumPC.com was a huge site back then and they only post network news. The funny thing was most of the other sites in the network didn't do much. There was times when the Maximum PC home page look like The TechZone because all the stories on there were from me. The first check I got from Maximum PC was about \$250. I remember saying to myself, "Cool!" Next month the check was for \$2,500. That's how fast my traffic was growing.

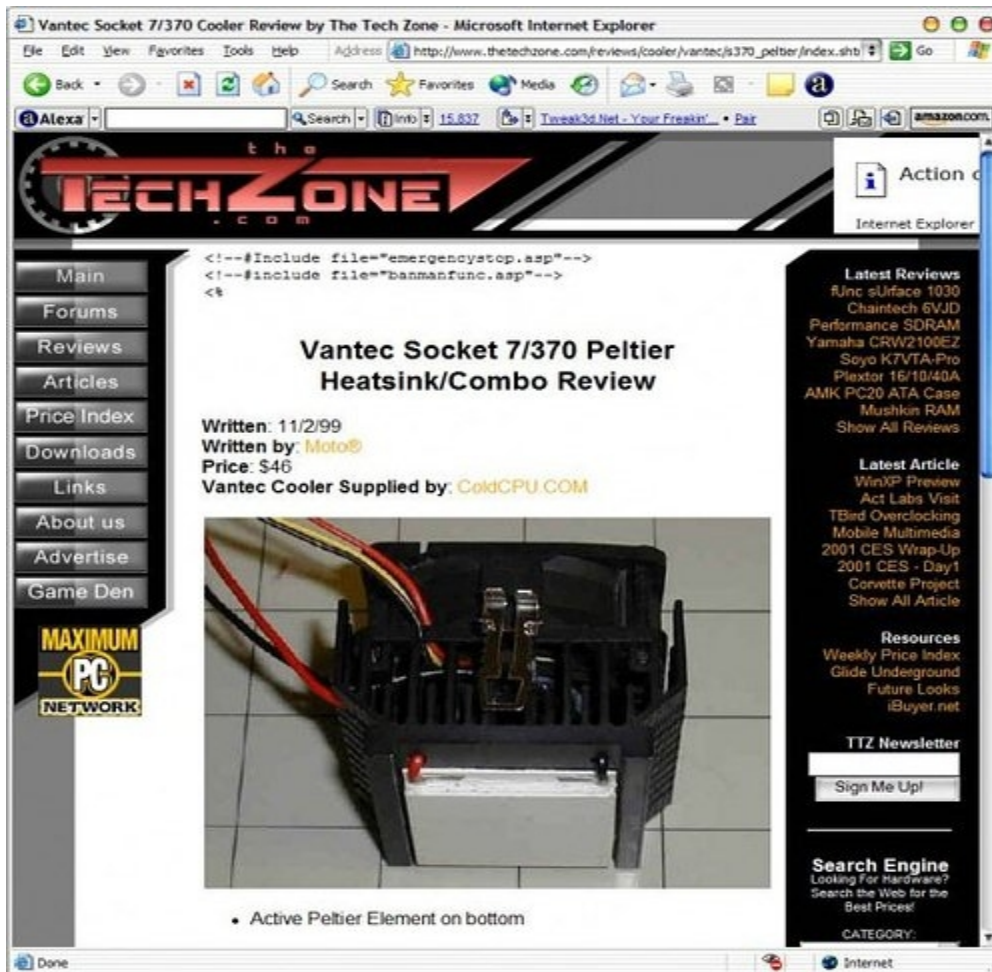


In August of 1999, on the recommendation of a site designer, I got rid of the black background that was so popular back in those days. In September of the same year Ed call me again and told me I needed to come Las Vegas for Comdex. I think my reaction was, "What's Comdex?" Back then, Comdex was the biggest technology trade show in North America, attended by over 200,000 people. Maximum PC hosted a party and an affiliate awards dinner - I received the award for Top Affiliate. I was the fastest growing site in the Maximum PC Network.

## Make Money Online With John Chow dot Com

Things were going really well. I was making more money than I ever dream possible. It was the dot com boom and the news were filled with stories of new startups and IPOs and the billionaires the Internet was creating. Anything that had a dot com at the end was worth investing in. Even strange unproven concepts like AllAdvantage, which paid people to surf the Net. They also pay when you referred other people to surf the Net. I use The TechZone to sign up over 15,000 people. I also signed up for other advertising networks to leverage the ad money I was already making with Maximum PC.

It was during this boom boom time that I decided to give The TechZone a major redesign. I hired a designer from Finland and a coder from the US to create TTZ 3rd Generation.



The TechZone 3rd Gen was the first CMS and database powered TTZ. By this time, TTZ had moved to its own dedicated server after been kicked off by one shared host after another. Creating TTZ 3rd Gen cost me about \$3,000 but it really kick the site up in terms of professionalism. It also made it a lot easier to update.

Yes, things were going great. People were getting rich. The internet money train was going at full speed and I was on it. I even turn down a \$1.3 million offer for TTZ. It looked like the party would last forever.

## [The Dot Com Boom Goes Bust](#)

The start of 2001 was the beginning of the end for the Internet money train. The US was entering a recession and investors were starting to question the sky-high valuation placed on a dot com business. During the boom time, it was not uncommon for a startup to raise \$20 million from an IPO, and then spend the entire \$20 million to build their brand. Being in a media site, The TechZone benefited greatly from that flood of advertising money. Now that well was drying up.

One by one, I watch all the ad networks I dealt with go under, including the Maximum PC network. A site call FuckedCompany.com started up to list all the companies that were entering the Internet graveyard. I saw my income drop to just \$1,500 a month during this dark period. I had to make a drastic change in my lifestyle. During the boom days, I was spending over \$1,500 a month just eating out.

Then on the morning of Sept 11 2001, I woke up to check the TTZ Forums and saw a post that a couple of planes had crashed into the World Trade Center towers. Suddenly, my sinking income didn't matter so much.



I had my designer in Finland create a set of USA Logos to show my support of America after the attacks. Those logos would stay on The TechZone until the creation of TTZ 4th generation.

I remember having to go to [Comdex 2001](#) by car because our airline had gone under two days before Comdex started. Comdex took place only two months after the 9-11 attacks and it mark the end for the North America's biggest trade show. Two years later, Comdex died. The 2001 Comdex was a really strange one. Security was super tight. We had to go through metal detectors and bag checks to get inside. That Comdex also had some of the most amazing parties I ever attended. I guess everyone just needed some kind of release after 9-11 and many companies staged some huge parties to try to forget our worries – if only for a little while.

I saw many fellow websites go under during the crash. Some of them were run by really good people, but they just couldn't pay the bills with no money coming in. I survived the dot com crash because the cost of running the site was pretty small and I had quite a bit of money saved up from the boom days.

# Make Money Online With John Chow dot Com

It was during this time that my sponsors came to my rescue. With all the ad networks dying or dead, the hardware manufacturers stepped up to the plate and bought ad spaces on sites they dealt with. I still remember that ICQ page from Lester at [Abit Computer](#). He asked me how much for a 160×600 ad spot. I gave him a price for one month and he replied, “We’ll take a year.”

I slowly build my Internet income to about \$4,000 to \$5,000 month and I stayed at that level for most of the bust years. I kept wondering in the back of mind if the Internet will ever come back to life. Will the train ever get back on the tracks? Then one day, in the summer of 2003, a little something call Google AdSense came along.

## [Google Brings The Internet Back To Life](#)

Terrorist had attacked the World Trade Center, the US was in a recession and the Internet was crashing. One would say this would not be the best of time to upgrade a website. However, that is exactly what I did. Before heading off to [Comdex 2001](#), I asked my web designer in Finland to give The TechZone a complete make over. He came up with TTZ 4th generation.





### June 18 2003

If you were to put a date on when the Internet came back to life, June 18, 2003 would be that date. That was the day Google launched [AdSense](#), a program that enables website publishers to serve ads precisely targeted to the specific content of their individual web pages. Up until this time, I was selling my own advertising to manufacturers that have supplied me with review products.

Google AdSense would be my first experimentation with Cost Per Click (CPC) ads. Before this, all my ads were on a flat fee or Cost Per 1000 (CPM) rate. I wasn't exactly sure what to expect because the site needed to do more than just show ads – reader have to click on the ads before I got paid.

I signed up for Google AdSense at the end of June 2003 and started running them on July 1st. Back then, Google only had one ad size; the 468×60 and the colors were fixed. Lucky for me the default color Google chose was blue! The ads matched my site almost perfectly, which was more than what I can say for some of my friends' sites.

I made \$371.17 with AdSense on my first month. The next month I made \$1,106.99. I was starting to see the potential. Google started adding more ad sizes and allowed user to play around with colors. This really helped to increase the click rate. Using AdSense was nothing like normal CPM banners. With CPM banners, you just slap them anywhere and be done with it. With Google, you have to tweak because your income depends on ad performance. During this period, I created a bunch of “Whore Sites” to target high paying keywords and to learn which ad units produced the best results.

With the introduction of AdSense, Google almost single handedly brought the Internet back to life. Suddenly, net advertising was booming again and by the end of 2004, advertising on the Internet surpassed the peak reached in 2000. New ad networks were popping up left and right. I was starting to make serious money again. Things were looking good and I was wondering if it could get any better.

## Coming Full Circle

December 31 2003

I was at a New Year's Eve party at the Plaza of Nations near downtown Vancouver. That's when I met Sarah. She was with her girlfriends, I was with my friends, and we just kinda bump into each other.

Our relationship was a unique one. Sarah divided her time between Vancouver, Seattle and Shanghai, China. Fortunately, the Internet has no borders. It didn't matter where I was in the world, as long as I had an Internet connection, I was able to update my site and make money. The Internet allowed me to pursue a relationship that would have been impossible if I had to work at a 9 to 5 job.

## TTZ 5th Generation

The screenshot displays the homepage of The TechZone website. At the top, the logo 'The TECHZONE.COM' is visible, along with navigation links for 'Main', 'Forums', 'Register', and 'About Us'. Below the logo, there are sections for 'Sponsored Links' (featuring a Newegg.com ad), 'The Latest Articles at The TechZone', and 'Ultra Products' (highlighting 'Dual Channel XL Memory' with 'UP TO PC4200 533MHZ' and 'EXTREME LOW LATENCY'). The main content area is filled with article teasers, including 'Digital camera deals', 'Linksys WRT54GP2A-AT Wireless Router & VoIP Adapter Review', 'Being a Game Tester - The Ultimate Dream Job?', 'Hardware Price Index Update', 'Data Backup Solutions Guide - How To Protect Your Stuff', 'How GPS Works', 'Asus WL-530g Pocket Wireless Router Review', and 'Taking Panoramic Landscapes - The Easy Solution'. On the right side, there is a 'TTZ Real Time Price Index' listing various hardware categories like Processors, PC Cases, Digital Camera, Flash Memory, Hard Drives, Motherboards, Video Cards, RAM Memory, Desktop Computers, Laptop Computers, Free Cell Phones, MP3 Players, LCD Monitors, Handheld Devices, Plasma TVs, DVD Players, Wireless Networking, Computer Speakers, Camcorders, and Printers. Below this is a 'Latest Reviews' section with links to recent articles, and a 'Latest Articles' section at the bottom right.

While getting ready for [E3 2004](#), I decided it was time to give TTZ an update. I have always timed new generation release of TTZ to a major trade show. This time I went with a local Vancouver design firm because my guy in Finland fell off the face of the Earth. A new custom CMS was also installed around this time.

**June 12 2005**



The turning point of 2005 happened on June 12 when I was vacationing in Shanghai. I was at the top of the Oriental Pearl Tower and that's where I asked Sarah to marry me. Meeting Sarah had changed my life, and for the better. My friends have told me that if she hadn't come into my life I would still be renting and driving a \$100,000 sport car. In other words, I would be living the life many typical guys dream about. And I really thought I was living the good life until I discovered how much more fulfilling life can be when there is someone else to share it with.

2005 mark the first time I became a homeowner. Owning a house has always been one of my goals. I just didn't expect it to happen so soon. This just show the effect an inspiring woman can have on a man. After buying the first house, [buying the 2nd one](#) was easy.

Not only did I moved into a new home in 2005 but so did my web sites, which got moved out of dedicated server hosting and into their very own servers co-located at the [NetNation data center](#) in downtown Vancouver. This will be the final move for the sites.

## **Learning from History**

They say those who don't study history are doomed to repeat it. We are now in another dot com boom. The Internet is bigger than ever and once again, we're seeing crazy valuation placed on unproven concepts. All I need now is for someone to make me a multi-million dollar offer for TTZ and the circle will be complete.

Is history repeating itself? Are we heading for dot com crash 2.0? I hope not, but I'm ready if it does. I have learned so much since discovering the Internet, and I continue to learn everyday. I don't know what the future will hold for me. I only know that it will be glorious.