

# **W**ORDS INTO DOLLARS

**(COVER PREVIEW)**

This e-book is a complete start up course in online writing. The entire process revolves around 3 core areas that will prove useful for all readers regardless of previous experience or expertise.

Little or no technical knowledge is required to begin using this e-book. However, active self research is recommended to get the most out of it.

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Learn how someone with zero technical knowledge can begin writing on the web within 30 minutes and earn tangible cash through the most popular advertising network on the web.

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### Section 2: Traffic and Social Strategies

Traffic = Ad Revenue. It's a simple formula that can be misleading. Learn how to get real readers and subscribers faster here.

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### Section 3: Product Development

Take the next step in building a social presence with a professional product that sells and delivers crucial knowledge in our information age.

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## Quick Jumps (Bookmarks)

This is an alternative representation of the table of contents, with 18 of the most popular topics in this e-book highlighted. Microsoft's PDF reader software is able to click-through from these links to specific topics of the e-book for reference.

This page is for readers who have finished the book and would like to look back over certain parts without spending too much time searching for a particular area.

### **Hub Pages**

[Show me how to make cash right now](#)

[Give me awesome Hub Pages tips](#)

[Show me how to find profitable topics to write about](#)

[Hub Pages traffic secrets](#)

[Show me how to earn more at Google AdSense](#)

[How can I get motivated to write well?](#)

### **Traffic Sources**

[Tell me about how to use meta tags](#)

[Tell me how to use newsletters](#)

[Tell me about content research](#)

[Tell me how to use forums for self-promotion](#)

[Show me how to increase PR and backlinks](#)

[Tell me about RSS](#)

### **Product Development**

[Show me how to set up a blog right now](#)

[Give me some ideas for good product titles](#)

[How do I make a product look professional?](#)

[How do I convert a text document into a PDF e-book?](#)

[Tell me about the top merchant solutions that help online selling](#)

[Show me the best methods to promote a product over the web](#)

# Section 1

## From 0 Experience to Earning Cash from Hub Pages in 48 hours

In this section:

- Section 1-0: Introduction (Page 6-8)
- Section 1-1: New To Hub Pages – Basic Technical Issues (Page 9-13)
- Section 1-2: Marketing & Mastering Hub Pages (Page 14-19)
- Section 1-3: Brainstorming for Success (Page 20-25)

## Sample 1

Experienced web writers find that tags have a huge impact on search engine rank and traffic. Each time we add a tag to our hub, that hub gets listed under the specific 'Page' for that tag. Consider this example:

I create a hub about blogging and add the tag "blogging" to it using Hub Page's tag module. That hub will appear on the tag page for Blogging once published. It will also appear on other tag pages that I add. Now since blogging is a popular term it's safe to assume that not all searches for 'blogging' will come to the hub I wrote or even to the hub tag page. But some will. The trick is to choose tags that are not too competitive, but not too unpopular either. To choose a tag:

- Make sure the tag has at least 5 other hubs listed under it or it will take months for it to be picked up at search engines.
- Pick a tag that has a reasonable amount of competition (not filled with 90+ rank hubs on the entire first page)
- Use [Google Trends](#) to see if enough people are searching for that tag.

If a tag has over 100,000 search results for it then chances are that the Hub Pages tag page won't rank in the top 50 search results. Do a Google search for the tag and give preference to tags with less than 1 million search results and even more preference to those with 10,000 - 100,000 results.

Trends above 0.01 are good enough to use as tags. But even where there is no trend if the actual tag sounds good then keep it if it looks good at this point.

## Sample 2

If web traffic increases, advertising revenue increases along with it. This is the reason that I've dedicated an entire 3<sup>rd</sup> of this e-book to promotion strategies. Most of us are capable of creating great content, however sometimes it just sits there... and sits there... and sits there, before someone even notices it. Until a great article gets 'discovered' on the social web it will have close to nil traffic, and articles with low traffic receive a low Hub Rank, low Google PR Rank and low search engine rankings.

So before we get started lets define the two major web traffic terms that we'll be working with in this section:

Backlink: One website links to an article on another website – this is called a backlink. Backlinks are one of the criteria Google uses to rank web pages in their search results. So having popular, focused and topic-related sites linking to our articles is great news to receive.

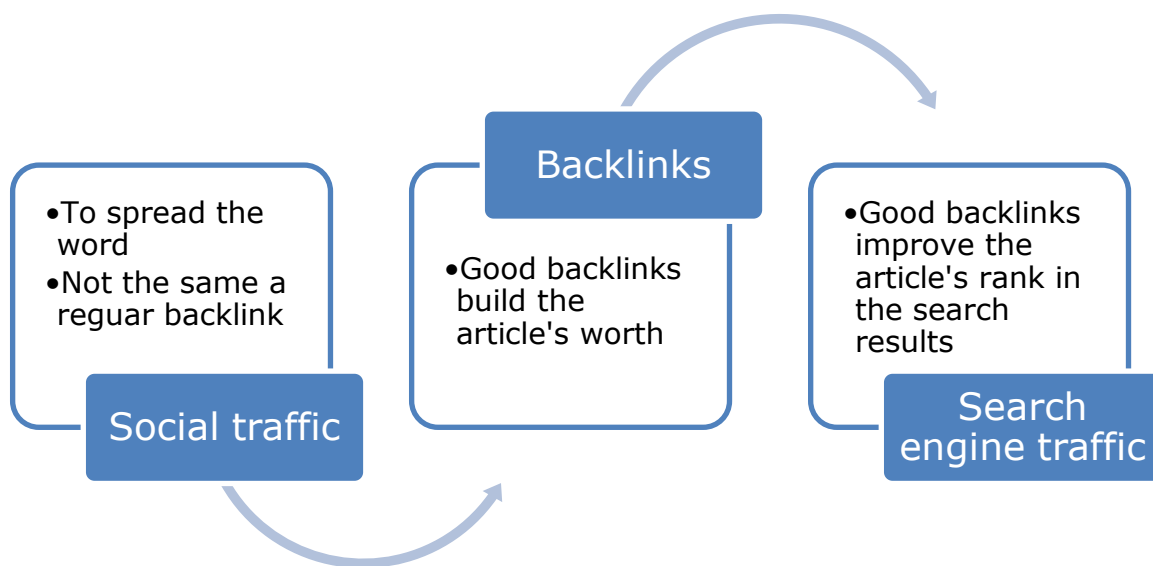
Social web: Social sharing of articles and content between members of the same social cliques. Two examples are Facebook groups and Twitter followings.

Most of our web traffic comes from:

- Backlinks
- Search engines queries
- Direct requests
- Social media sites

If content is the king, then social networks make up the horse carriage that the king uses to travel, and the king's armies are his backlinks. For the ladies who happen to be reading this e-book – You might like to replace the word king with queen. ☺

If we have a strong King and a fast carriage then we can dominate the search engines and receive lots and lots of traffic fast. But if another king with similar strength and a similar carriage comes along with more powerful armies then we lose out and get kicked to the bottom of the search engines rankings.



One article with several powerful backlinks can create an avalanche of search engine traffic in the excess of 10,000 unique readers per month if it falls under a popular search engine term. Most backlinks occur when the word about a great article spreads across the social web and a well known blogger or webmaster decides to mention the article on his website. Social traffic can therefore affect backlinks on an indirect level.

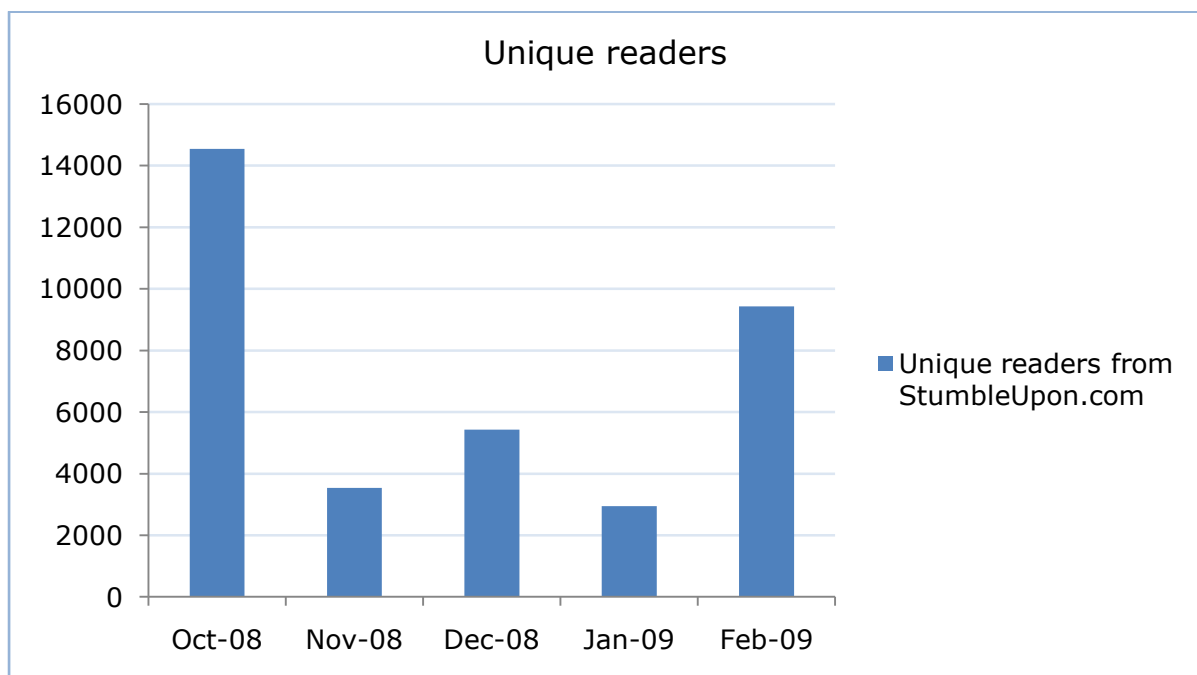
### Sample 3

Here is a table of how much a single backlink is worth:

PR	If the link is from a corporate site	If the link is from a personal site (such as a blog) that is about the same topic of the article being linked to
0	Little worth	Little worth
1		Some importance
2 To 3	Some importance	Excellent
4 To 5	Excellent	
6 To 8		Priceless
8 To 10		

### Sample 4

Do social networks work as a source of traffic or is this just a waste of time? I'll answer this question with a look at some of the web statistics from one of the blogs that I've run since 2008:

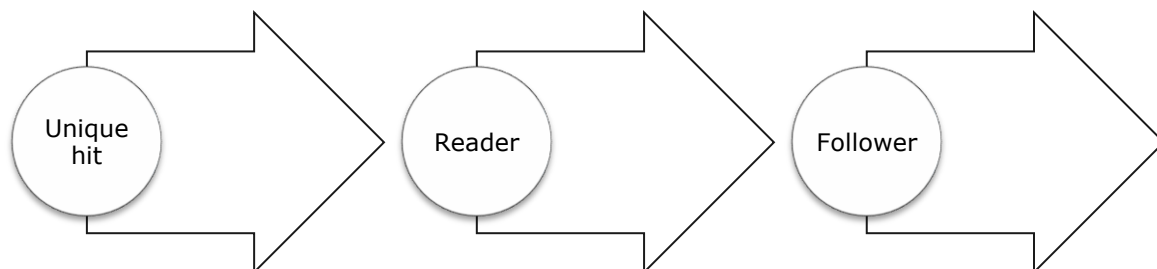


This is the raw data from one of the blogs I run. It is filtered to show unique readers coming from StumbleUpon.com.

I trust that this answers the question of the traffic capabilities of social networks. However I do realize that most new social networkers struggle with obtaining the same results as those above. So I'll spend some time on the required strategies to master social network traffic in the following pages.

## Sample 5

Our aim is to channel both our one-time hit traffic and our reader-based traffic into tangible effective results. One time unique hits can be monetized with ads and individuals who read our articles can be asked to subscribe to our fan base or mailing list as long-term followers.



Most people who just pass through a website come from search engine traffic. People who are most prominent for becoming a follower of a writer or blog come from social networking traffic. Therefore, someone who wants to increase their Google adsense earnings should focus on improving their search engine traffic with tools like wordtracker. Someone who wants to build fans and subscribers should focus on building their social networking traffic sources. Both forms of web traffic have a great difference between them and it's vital to understand the role of each one when writing articles on the web.

## Sample 6

Once the final page of the e-book is finished it is time to convert the document to a PDF file. You can later create revisions and even e-mail existing customers an updated version link using the software we will discuss later. There are two issues to be avoided when converting to PDF, the size of the file, and how the file looks. Ensure that the file is not larger than a few MB -- except for where a non-book product is being sold.

You might have to experiment with a few PDF converters to get the pages in the book to look just right without making the file too large. Minor discrepancies are acceptable – just make sure that pages break in the right places and that graphics do not appear too distorted. Do not purchase a PDF converter. You'd be better off saving the cash for a good web host or merchant provider. There are a number of free PDF converters to use available.

The one that works best for me is the [Microsoft Office PDF add-in](#). It creates compact files and ensures that there are almost no discrepancies between the original and the PDF. It is also simple to use – after installing just go to File and Save as PDF from Microsoft word to save the book as a PDF file. That's it!

**OK** – I'm convinced! – [Give me the full 22,000+ word book right now!](#)



