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In this report I will show you exactly how I turned my passion into a profitable web business.

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You will see that, while there is a lot of hype and false promises on the Internet, there are tremendous learning and **genuine** earning potential to the average computer user.

First and foremost though, please **save this file** to your computer, as the link may change soon. Do it now! That way, you will always have a copy on your computer that you can later print or even email to someone if you wish.

Without overwhelming you with detail, I will show you two things:

1. **[HOW I CREATED & MANAGED A WEBSITE THAT PULLS IT OWN TRAFFIC](#)** and more importantly.....
2. **[HOW I MAKE MONEY FROM THE WEBSITE!](#)**

How I Created The Website

As you will learn in my 'SBI Story' I used a company called SBI to help me create my website. They taught me not to just create a website, but create a website that works - a real internet business.

In fact, I would suggest you pause right here and read [my sbi story](#) before you go any further. Do it now.

Go ahead, I will wait :-)

If you read that page, you would have seen how the relationship with SBI started and the successes I am achieving with the site.

OK, but how did I achieve such great keyword rankings and site popularity? Good question. Simple, I followed their [10-day guide](#) to the tee.

I Developed The Site Concept

What is the site concept? Well, is nothing more than the theme of the site.

To make it super easy, they typically ask you to identify your passion - something you love. They smartly ask that so you can choose something that you know a little about or something you will enjoy sharing with someone.

When you get on the inside you will see some very interesting site themes; from juggling and biking, to gardening, carpentry and cake baking. Of course you know my site has a travel destination theme.

OK, So I selected "Jamaica" as my site concept. Then...

I Researched Keywords

Then the engine - the brains of SBI, goes to work! I think they appropriately call it the brainstormer. It actually scrubs the web and find all the top, most searched terms related to my site concept; remember I entered '**Jamaica**', right?

From there, a few hundred related terms [keywords] came up:

jamaican beaches

Marriage in Jamaica

Current events in Jamaica &

Jamaica pictures,

...were actual examples.

Yup, these are actual terms that individuals went to the search engines (Google, Yahoo, etc) and typed, looking for information. [You will soon see how important this is]

They also told me exactly how much time these terms were entered in the given period
[the demand.]

But that's not all, they told me also how many websites online had a page that with phrase
[the supply]

From the demand and supply figures, they calculate **profitability**. Profitability is nothing more than a factor of demand vs. supply.

So they told me the:

- The keywords that persons were looking for
- The demand for them,
- The supply for them, and
- The profitability of each of the keywords

The list below shows you a snapshot of my actual keyword list I used when I was developing the site.

Keywords	Demand	Supply	Profitability
currency of jamaica	480	180	2,666.67
current events in jamaica	330	19	17,368.42
famous people from jamaica	390	78	5,000.00
historical sites in jamaica	630	44	14,318.18
interesting facts on jamaica	330	94	3,510.64
jamaica hummingbird	570	28	20,357.14
jamaica pictures	2490	2510	992.03
jamaica real estate	1740	2810	619.22
jamaica religions	300	4	75,000.00
marriage in jamaica	300	196	1,530.61
places to visit in jamaica	420	75	5,600.00
plants in jamaica	480	162	2,962.96
revivalism in jamaica	450	35	12,857.14
sports played in jamaica	270	61	4,426.23

Then...

I Wrote Articles

...with those keywords (above); actually I was writing real **web pages!**

But hold on a sec, I can't overlook this!

I must let you know that it took no special skill from me to write those pages.

Why?

...because they provided me easy to use tools and templates that allowed me to get going.

The template used in building a page, captures, for example:

- The page name
- The heading
- The body
- A footer,
- Pictures
- Links
- Etc. etc.

It is part of their core belief that people who are looking to build a web business really does not need to spend their valuable time and money on web design, programming nor database management. It's OK to learn, but it takes you away from doing what you really intended to do, they say.

They made it super easy! They call it the block builder approach.

However, too easy for some of the guys who come in with advanced web building and programming knowledge. So what about them? Can they use SBI?

Absolutely.

They simply create their own pages, pictures, designs, etc; independent of the block builder

approach, and simply upload them.

Ok,OK, let me not divert... back to me building my pages.

So your next question is:

“Where did I all get that information to write on?” Good one...

First of all, you will notice that most of **my pages are short**, only a few paragraphs. That is deliberate, the search engines love it like that!

And second, **information is abundant** these days.

The local newspapers, friends, the television and radio, the little I know (originally I discounted that), and of course my favorite - the internet!

Wikipedia.org is an excellent example of online sites that provides a wealth of information. But there are scores of highly informative sites online that also provided me great insight.

But wait!

I didn't just write Web Pages,

I communicate in my pages.

I made them personal as if I am talking to the reader directly. You simply put yourself in your writing and remain credible. And by the way, I made use of an exciting e-book that SBI had. They call **[Make Your Content Presell \(MYCPS!\)](#)**.

It's great to read, but the best part is that it is now **completely free!**

I would highly recommend you **[download it](#)** and grab a few of the great tips they present there. **Then ...**

I 'Link Exchange' - that was a breeze with SBI :-)

As you know, success of any website comes from the number of organic visitors that arrives at the site in the first place. N.B. That must happen before you can consider making money from the site.

But before traffic comes, 2 things needs to happen:

1. You need content (which I now have) and...
2. A good link popularity

It is number 2 that I am speaking about right now.

It simply speaks to the number and the quality of other sites that are linking to your site.

If you can great quality content site with good in pointing links, the search engines (SE), say Google, will love it. Of course, if the search engines love your site, guess what?

- It will start sending more visitors to your site
- These visitors will spend time on the site and tell others, and so...
- The SE notices that people are coming and spending time and the site, so it figures, hmmm, it must be an important site so...
- It sends even more people to your site and so the snowball effect really starts to get going.
- During the process, you will notice you are getting better keyword rankings and an ever improving your site rankings and site popularity. That is exactly what happened to my site!

But getting quality links can be a challenge. Thankfully I had little problems with that, simply because SBI has a great Link Exchange program where we exchange links with other SBI sites, as well as external sites that fit the strict SBI quality criteria. That was great!

The result?

Good quality sites pointing to my website.

In fact, my site now has a link popularity of 48, which is an excellent score. [Don't worry about that now...]

But even before, well before my link popularity reached 20, traffic started to converge on my site. From 5 persons per day to 10, 20, 50 and then in the hundreds! At the point of writing this report, I had ~~493~~ **3,900** unique visitors per day, yes per day!

Then finally...

I built relationships with my visitors.

This is the last element of the whole process, but one that cannot be devalued.

Do you know why?

It is simply because of the nature of the internet. Yes, I had scores of people coming to my site, but lets say I was selling a product, how much of them will really buy it? Moreover, how much of them will even consider coming back? Perhaps some would because they found quality information, but even more will come **if they believe in you.**

Most people are still skeptical about everything online but that's where the trust and credibility comes in, if they feel they know you and can trust you, they will buy almost anything you recommend to them and they will continue to come back to your site.

It is that level of trust and credibility I achieve with my ezine (a monthly newsletter) and my blog (the latest or hottest on the site)

These are two key ingredients that are virtually a part of all successful websites these days.

But to be honest with you, I had no clue about ezine nor blog initially, but again, SBI gave me easy to use templates and I got the ball rolling.

So let's recap:

- I determined my site theme.
- I researched keywords related to it.
- I selected the profitable ones and
- Used them to write pages for my site, and more importantly, I wrote to 'communicate'.
- I link exchange and finally...
- I built relationships.

Sounds like a lot? Not at all, it wasn't easy, but simple, very simple!

I never lost focus of the fact that I was building a business. Thanks again to SBI, they not only make it simple, they made it **real fun**.

The only downside (I must admit) - and something that I find a lot of other SBler share in the forums, is that it is addictive :-)

We typically tend to get stuck on the computer...just excited to get to the next level!

This actually leads me right into the next section I plan to talk to you about; how I make money from the site. I bet you can't wait :-)

How I make Money from the Site

As you would have learned in [my sbi story](#), traffic started to come to my site almost instantly -in small numbers, and then the snowball really started.

In no time, I had enough traffic to monetize (make money)!

At the time of writing this report, I had five **(5) main monetization options**:

1. [A Finder Service](#) (4% of all earnings)
2. [The Affiliate Model](#) (10% of all earnings)
3. [Google AdSense](#) (55% of all earnings)
4. [Infolinks In-Text Advertising](#) (28% of all earnings)
5. [Product Sales \(An EBook\)](#)

SBI taught me that the only way to ensure a stable and consistent business is to diversify; the more monetization options, the better.

Here's a little about each of them here:

1 The Finder Service:

This method is simple, very simple. I merely create a page about a particular service that is offered here in Jamaica and skillfully refer my visitors to a local person or business here in Jamaica that offers that service.

I contacted the business and made that arrangement first though.

For example, I created a page about marriage in Jamaica. I gave a brief background then advise the reader on exactly what they need to get married in Jamaica; birth certificate, proof of citizenship, certificate of divorce – if applicable, etc, etc.

I then softly recommend someone in Jamaica, a local business that can help when their marriage plans when they get here, considering the fact that it can get a little taxing on the visiting couple.

I then offer a simple form that the user completes with basic information and details of their wedding plans. Upon submission, the local business owner gets an automated email in real time (thanks again to SBI) and I get a copy of the email as well.

The email to the business owner appears to have come directly from me. They take the prospect from there.

For that I get a fee for my service. Although I get a copy of the form, the process is not fool proof. The fact that the visitor only goes as a prospect means that they he or she will not necessarily become a customer. So depending on the arrangement, a certain level of trust and credibility will have to be exercised.

[Click Here](#) and see how I did it on my 'Marriage in Jamaica' page.

2 The Affiliate Model:

This is one of the older and perhaps still the most popular method of making money online.

You or I [the affiliate] basically find a great product or service been offered, help to promote it and get a commission. That basically how it works.

Almost every establish online business does this. This monetization model has **tremendous** potential - for both the affiliate and the company/ product owner.

But like everything else that is good, there is a downside. I would highly recommend you take a look at [my affiliate tips page](#) to get a good idea of some of the things to watch out for in affiliate marketing.

One of the tips you will learn is not to be tempted to get greedy in affiliate marketing. Don't try to promote every affiliate program that you see advertising, that doesn't work.

What tends to happen most of the time is that credibility is lost instead.

At this point, I am only promoting three on my website. I literally dropped the low performers. [Click here and see my top 3](#). I create a short summary on each of them so you can learn more about them.

3 Google AdSense

Accounting for 55% of my entire site earnings, Google AdSense (a product of Google) is currently my main site earner!

Well, with this product, publishers or website owners basically place codes on their website that displays **content relevant ads** and that's what I did.

When a visitor to my site clicks on any of those ads, I make money! It's that cool!

Remember, it really doesn't matter if they buy or subscribe to the product or service that the ad is offering, they just need to click, and Google pays me :-)

Content relevant ads means for example, that you will not see an ad about *computer parts* on my site, since most of my pages captures information about *Jamaica*.

The basic fact that Google shows **content relevant** ads makes it even easier for the ads to get the click. To get even more clicks (and more money), you will notice two things about the ads on my site:

1. They are mainly text ads
It is a fact that text ads outperforms all the other types of ad formats, on average.
2. The ads are strategically placed on the pages

One of the beauty of SBI is [their interactive forums](#). In fact, we have a special AdSense forum that we share information relative to what ad format and ad placement is making the most money for us. Collective wisdom in the truest sense and every SBler benefits.

In a nutshell we simply place the ad where we figure is the best place to get **the click!**

Hop over and take a look at a few of the [pages on my site](#) and see how I currently place the ads.

[Please don't start clicking on those ads though, it's unfair to the advertiser and Google can devalue my clicks.]

If you already have a website and don't have Google AdSense, you are missing out on virtually a secure stream of income.

I am now getting a check every month from Google and I suspect it will continue like that for the rest of my life – **as long as:**

1. Traffic keeps coming to my site

[and I don't think people will stop looking for information on Jamaica online anytime soon]

2. The internet is around
-you be the judge.

And by the way, the **first income** I ever received from my website site was from Google Adsense. It was a small check, the smallest I ever receive, but definitely the most **gratifying and heartwarming**. Why?

Because, it was the one that proved to me that SBI really does work! See an actual copy of it here.



4 Infolinks

Currently ranking second only to Google Adsense, my Infolinks earnings have been growing steadily, and I'm loving it! Infolinks is considered by many top bloggers as the top in-text advertising program online.

Basically Infolinks uses certain keywords on my website for advertising. It is a great way for the new web publishers to make money online. One of the best parts of these in-text advertising programs is that they can be used along with other advertising programs like

Google AdSense. Infolinks is super easy to set up and they have great support team. They currently pay me via Paypal. If you have a blog or website, you should serious consider them, [Click here to join Infolinks now.](#)

5 Product Sales

My site is more informational as you can see, but I still find a way to sell as product, and informational product. An e-book, “**101 intriguing facts about Jamaica**”, a simple 24 page document.

It’s not one of the hottest income earners for me on the site, but it helped me to diversify as well as to provide great information to my visitors.

This is how I created and marketed the e-book::

1. Research Facts about Jamaica
I used the local library, the newspapers, The Jamaica Information Service, and of course, the internet.
2. Typed the documents using OpenOffice.
This I used over Microsoft Word because it has a nice export-to-PDF function
3. I bought an e-book cover from a fellow SBler who offer that service
4. Added the complete PDF file to my website.
5. Create a sales page
Here again, I used some of the principles I learned in SBI to write my page.
6. Applied to [ClickBank.com](#) and join their marketplace.
Clickbank is an online payment processor. I got the coding from them to place on my sales page that allowed purchasers to pay for the book.
7. That’s it!
When click bank confirms receipt; they direct my purchaser to the download link on my site.

I received and continue to get a lot of kudos on this little e-book. Did you get around to your copy? If not you can still [get it here](#). Make sure you download it to your computer though because that link may change soon.

6 Summary

You know what I just thought?

I was thinking if someone had given me a document similar to this, a few years ago, outlining exactly how they made money from the internet, where would I be now?

The truth is I really don't know, because life has so many eventualities, but all things been equal, I think I probably would have at least 4 sites right now and making some real 'stinking' money (lol)!

But YOU now is armed with something I never had, something that details upfront how money can be genuinely made online. So please, make the most of it.

Please feel free to [contact me](#) directly, if at all you have any questions.

You can also call me at 876-455-8355. I will be happy to help.

Stay in touch.

Regards,
Wellesley Gayle

Website: <http://www.my-island-jamaica.com>

Twitter: <http://twitter.com/myislandjamaica>

Facebook: <http://www.facebook.com/myislandjamaica>