

**INTRODUCTION on
HOW to EARN
MONEY ONLINE**

By:
Richard Macalintal
Blogger • Internet Marketer • Financial Literacy Advocate
www.richardmacalintal.com

The United Figure Investors

PINOY CLICKS
Proper University and its Solution
richard@pinoyclicks.com

Save slide

Ways to make money online:

↳ Selling Products



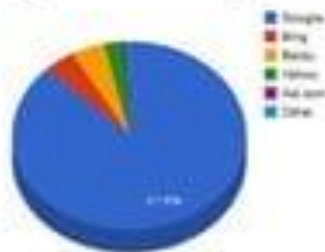
↳ Selling Services



Google

↳ Most visited website

↳ Leading search engine



↳ They make a lot of money

How GOOGLE makes money



People go to GOOGLE when they are looking for certain products or services.



م

Google makes money thru Adwords Program



PAID Results

ORGANIC Results

م



PPC program where webmasters can create their own ads and choose keywords.

- Google has the database of all search queries in the world
- They know how many times each word was searched, the competition between advertisers and approximate price these keywords costs
- Google displays your advertisement base on the keyword you choose to advertise
- Advertiser pay Google per click on their advertisement



Google Keywords Tool

<https://adwords.google.com/o/KeywordTool>

The screenshot shows the Google AdWords Keyword Tool interface. At the top, there's a navigation bar with "Google AdWords" and "Home" links. Below that, the "Find keywords" section is visible, which includes a search box for keywords, a "Get ideas" button, and a "Get more ideas" button. The interface also features a sidebar with "Tools" and "Reports" sections, and a main content area with various filters and options for refining keyword searches. A "Search" button is located at the bottom of the main content area.



Keyword search result: "aircon service"

| Keyword | Competition | Global Monthly Searches | Local Monthly Searches | Approximate CPC (cents) | Local Search Trends |
|-----------------------------------|-------------|-------------------------|------------------------|-------------------------|---------------------|
| [aircon service] + | High | 1,280 | 148 | \$0.0242 | |
| [aircon servicing] + | High | 1,300 | 149 | \$0.0246 | |
| [aircon servicing engineer] + | High | 880 | 101 | \$0.0274 | |
| [aircon services engineer] + | High | 140 | 40 | \$0.0248 | |
| [aircon services] + | High | 320 | 91 | \$0.0234 | |
| [get city aircon service] + | High | 140 | 141 | \$0.0228 | |
| [aircon servicing in singapore] + | High | 10 | 10 | \$0.0249 | |
| [aircon services in singapore] + | High | 10 | 11 | \$0.0247 | |
| [get city aircon servicing] + | High | 71 | 71 | \$0.0211 | |
| [singapore aircon service] + | High | 46 | 36 | \$0.0242 | |
| [singapore aircon servicing] + | High | 110 | 91 | \$0.0235 | |
| [air aircon servicing] + | High | 46 | 22 | \$0.0226 | |
| [aircon service company] + | High | 36 | 12 | \$0.0239 | |
| [aircon servicing firm] + | High | 10 | 16 | \$0.0221 | |
| [aircon services in singapore] + | High | 29 | 17 | \$0.0247 | |
| [air aircon service] + | High | 309 | 14 | \$0.0214 | |
| [get aircon servicing] + | High | 22 | 11 | \$0.0212 | |
| [air con servicing engineer] + | High | 71 | 71 | \$0.0244 | |
| [air con service engineer] + | High | 71 | 11 | \$0.0238 | |
| [aircon servicing charges] + | High | 36 | 12 | \$0.0231 | |
| [aircon charging service] + | Medium | 110 | 36 | \$0.0217 | |
| [air conditioner engineer] + | High | 260 | 200 | \$0.0211 | |

Keyword Search Result: "hair transplant"

| Keyword | Competition | Global Monthly Searches | Local Monthly Searches | Approximate CPC (cents) | Local Search Trends |
|---------------------------------------|-------------|-------------------------|------------------------|-------------------------|---------------------|
| [hair transplant] + | High | 48,100 | 328 | \$0.0214 | |
| [hair transplant singapore] + | High | 190 | 328 | \$0.0240 | |
| [hair transplant cost] + | High | 12,100 | 46 | \$0.0212 | |
| [singapore hair transplant] + | High | 71 | 46 | \$0.0239 | |
| [hair transplant in singapore] + | High | 91 | 46 | \$0.0271 | |
| [hair transplant cost in singapore] + | High | 46 | 28 | \$0.0270 | |
| [hair transplant cost singapore] + | High | 22 | 16 | \$0.0241 | |
| [hair transplant firm] + | High | 1,200 | + 10 | \$0.0211 | |
| [cheap hair transplant cost] + | High | 200 | + 10 | \$0.0242 | |
| [hair transplantation in singapore] + | High | 12 | + 10 | \$0.0221 | |
| [hair hair transplant] + | High | 110 | + 10 | \$0.0212 | |
| [hair transplant network] + | Medium | 1,800 | + 10 | \$0.0218 | |
| [hair transplant singapore cost] + | High | 91 | 91 | \$0.0232 | |
| [umax hair hair transplant] + | High | 1,300 | + 10 | \$0.0279 | |
| [hair transplantation] + | High | 1,800 | 12 | \$0.0271 | |
| [hair hair transplant] + | High | 1,800 | 40 | \$0.0246 | |
| [hair transplant surgery] + | High | 1,800 | + 10 | \$0.0247 | |
| [hair hair transplant] + | High | 400 | + 10 | \$0.0214 | |
| [hair hair transplant singapore] + | High | 10 | 10 | \$0.0234 | |

Expensive Keyword Example: "mesothelioma"

| Keyword | Competition | Global Monthly Searches | Local Monthly Searches | Approximate CPC (cents) | Local Search Volume |
|------------------------------|-------------|-------------------------|------------------------|-------------------------|---------------------|
| mesothelioma | High | 45,000 | 22,100 | \$121.00 | 22,100 |
| mesothelioma symptoms | High | 2,300 | 1,300 | \$124.00 | 1,300 |
| mesothelioma prognosis | High | 1,600 | 1,000 | \$128.00 | 1,000 |
| mesothelioma treatment | High | 1,000 | 700 | \$130.00 | 700 |
| Diagnosis of mesothelioma | High | 900 | 400 | \$130.00 | 400 |
| What is mesothelioma | High | 1,200 | 500 | \$130.00 | 500 |
| Diagnosis mesothelioma | High | 1,500 | 500 | \$131.00 | 500 |
| mesothelioma test | High | 700 | 700 | \$131.00 | 700 |
| mesothelioma survival | High | 1,200 | 800 | \$132.00 | 800 |
| mesothelioma at home | High | 1,200 | 800 | \$132.00 | 800 |
| What is mesothelioma | High | 2,400 | 1,000 | \$132.00 | 1,000 |
| mesothelioma cure | High | 600 | 300 | \$132.00 | 300 |
| mesothelioma cure all | High | 1,000 | 500 | \$132.00 | 500 |
| mesothelioma symptoms | High | 200 | 100 | \$132.00 | 100 |
| mesothelioma test kit | High | 100 | 100 | \$132.00 | 100 |
| Diagnosis mesothelioma | High | 200 | 200 | \$132.00 | 200 |
| mesothelioma prognosis | High | 100 | 400 | \$132.00 | 400 |
| mesothelioma symptoms online | High | 200 | 100 | \$132.00 | 100 |
| mesothelioma cure | High | 100 | 200 | \$132.00 | 200 |
| mesothelioma test kit online | High | 100 | 100 | \$132.00 | 100 |
| What is mesothelioma | High | 100 | 100 | \$132.00 | 100 |
| General mesothelioma | High | 1,000 | 1,000 | \$132.00 | 1,000 |
| mesothelioma symptoms | High | 100 | 200 | \$132.00 | 200 |
| mesothelioma test kit | Medium | 200 | 100 | \$132.00 | 100 |
| General mesothelioma | High | 100 | 100 | \$132.00 | 100 |

Organic Search Result is the KEY

- Free advertisement and promotions
- SEO or Search Engine Optimization is the key to achieving top spot



1. SEO



Search Engine Optimization

SEO is the process of getting free traffic from Google thru the Organic Search Results.

It deals with both off page and on page optimization factors of your website.

Factors Affecting SEO



OFF PAGE

- Pagerank
- Links
- Social Media
- etc

ON PAGE

- Title
- Related content
- Settings
- Unique content
- Keyword density
- etc

How to make money thru SEO?



All business spend on marketing. Online is currently the best source of clients/customers for them.

Example: **Hair Transplant Clinic in Singapore**

Average Price customers are paying for the service: **\$5000**

Let's say the company allocates 10% in marketing, that's **\$500** to get 1 client they will spend

From Google Keyword tool:

| | | | | | |
|---------------------------|------|--------|-----|----------|-------|
| hair transplant | High | 41,100 | 100 | \$100'20 | ★★★★★ |
| hair transplant singapore | High | 300 | 100 | \$100'20 | ★★★★★ |
| hair transplant cost | High | 12,100 | 90 | \$100'20 | ★★★★★ |
| singapore hair transplant | High | 72 | 90 | \$100'20 | ★★★★★ |

2. Website



A set of pages hosted in a same domain.

3 Components of a Website:

Web Design - The physical layout/design you see when you visit the site

Web Hosting - A storage place for your website contents

Domain Name - Name we use to access the website online

Making Money on Web Design

You make money by selling the website design.

Who needs website:

- Businesses
- Government
- Schools
- NGO's
- Organizations
- Individuals
- Etc.

Making Money on Web Hosting

Web Hosting Services
Unlimited Web Hosting Starting at Just \$3.95 a month!

Web Hosting
High speeds, 24/7 user professional web hosting solutions for everything from a single domain to an entire company.
Starting at **Just \$2.95/mo**

Reseller Hosting
Because you can't host them all, we'll host 99% of the traffic of your website.
Starting at **Just \$19.90/mo**

Dedicated Servers
Dedicated servers are the only option for maximum hosting security and uptime.
Starting at **Just \$99/mo**

From default Wordpress Theme

Custom Post Types



Blog entries

Canon EOS

November 10, 2011 at 10:00 AM

With the new EOS 70D, Canon gives the photo enthusiast a powerful tool for any occasion, with better image quality, more advanced features and enhanced performance. For more information, visit canonusa.com.

Read more

Canon EOS

November 10, 2011 at 10:00 AM

Canon's latest professional powerShot G12 has a lens and it's better than ever. For more information, visit canonusa.com.

Read more

Recent Posts

1. Canon EOS

2. Canon EOS

3. Canon EOS

4. Canon EOS

5. Canon EOS

6. Canon EOS

7. Canon EOS

8. Canon EOS

9. Canon EOS

10. Canon EOS

To any theme that you want



ق

م

3. Affiliate Marketing



Selling other peoples product or services for a commission.

- ▶ You can sell their services, ebooks, products, memberships and anything that has value.
- ▶ Commissions varies, but can range from 1% to 90% of the product/service price.
- ▶ Good for people without product to market.

Affiliate Website List



www.clickbank.com



www.amazon.com



www.moreniche.com



www.trulyrichclubmember.com

4. Email Marketing

Promoting products or services thru email.
Targeted leads email address is the key.



How to get their emails?

- Free products in exchange for emails
- Free subscription on website
- Buy targeted leads



Email Marketing Tools



www.aweber.com



www.gogvo.com



www.mailchimp.com

5. Article Writing

Internet ranking and popularity is driven by quality content. Thus, market for article is huge.

Types of Article In Demand in the Market:

- Blog Content
- Niche Article
- Press Release
- Reviews
- Article Rewrite
- Translation
- Comments/Forum Posts
- Proofreading
- Ebooks

6. Blogging

Writing article and posting in an online website.



The image shows two side-by-side screenshots of web pages. On the left is the Blogger homepage (www.blogger.com), featuring the Blogger logo, a search bar, and a 'What's a blog?' section with icons for 'Publish', 'Get', and 'Post'. On the right is the WordPress homepage (www.wordpress.com), featuring the WordPress logo, a 'WELCOME' section, and a paragraph describing WordPress as a state-of-the-art semantic personal publishing platform. A large blue arrow points from the Blogger page towards the WordPress page.



- Free
- Own by Google
- Easy to integrate Google AdSense
- Easy to setup
- You will have your domain like <http://richard.blogspot.com>



A screenshot of the Blogger sign-up page. It features the Blogger logo at the top left, a sign-up form with fields for 'Name' and 'Email', and a 'Sign up' button. Below the form, there is a 'What's a blog?' section with icons for 'Publish', 'Get', 'Post', and 'Share'. To the right, there is a 'Create a blog in 3 easy steps' section with a numbered list: 1. Create an account, 2. Name your blog, 3. Choose a template. An orange arrow points to the right at the bottom of the page.



- **Most widely used blogging platform for blogging**
- **1 in 6 website is powered by Wordpress**
- **Easy to setup and configure**
- **Can support lots of templates and plugins**
- **It's FREE**

Make money thru Blogs

Google AdSense

- Best way to monetize your blog
- Google will automatically select ads that suits your sites
- Get 68% of amount paid by advertiser to Google

Sponsored Post

- Some companies pays blogger to blog about their company/product and post on your website

Sell Affiliates

- Create link for your affiliate product or services and earn commission

Link Exchange

- People will pay you to insert their link on your website

Advertisement

- Sell space on your website for advertiser

Google AdSense



The screenshot shows a website for Richard Macallinal. At the top, there is a navigation menu with links for HOME, ABOUT, SERVICES, and CONTACT. Below the navigation, there are several advertisements. One is for 'Brazil Gold Investments' with the URL 'www.governmentmanagement.com'. Another is for 'How to Buy Stocks using SAM of Truly Rich Club' with a sub-header 'TRULY STOCKS UPDATE' and a red box containing the text '68% goes to publisher, the rest to Google'. To the right, there is a 'Subscribe to Newsletter' form and a book cover titled 'OFW Guide in Investing for Newbies'. At the bottom, there is a 'Practice Good Defense and Good Offense to Secure' advertisement.

Sponsored Post



The screenshot shows the PayPerPost website. The logo 'payperpost' is at the top left. Navigation links include 'advertisers', 'bloggers', 'ethics', 'about', and 'login'. The main content is divided into three sections: 'advertisers' with a paper airplane icon, 'bloggers' with a speech bubble icon, and 'see how it works' with a play button icon. Each section has a 'signup now' button. A 'Customer Testimonial' section features a B&B logo and text about the company's B&B accreditation. At the bottom, there is a phone number: 'toll free advertiser support: 1 (877) 916-POST'.

Sell Affilliates

Want ability to prosper for wealth. This is the best affiliate program.

[Learn More](#)

Who are the Truly Rich?

Author: Richard Woodford | Contributor: Richard Woodford (Senior Lecturer) | Contributor: Richard Woodford (Senior Lecturer) | Contributor: Richard Woodford (Senior Lecturer)



Understanding the rich and poor, and also how to get the physical appearance. None of this time, we will see a person is still able to have big success. Also can experience positive, value, gains, and other physical items, that may add to their physical wealth returns. All this.

[Learn More](#)

The Sandwich Generation

Author: Richard Woodford | Contributor: Richard Woodford (Senior Lecturer) | Contributor: Richard Woodford (Senior Lecturer) | Contributor: Richard Woodford (Senior Lecturer)



My Sponsors:



Like Me on Facebook



Link Exchange



| Rank | URL | PageRank |
|------|---------------------------|----------|
| 1 | http://www.google.com/ | 100 |
| 2 | http://www.yahoo.com/ | 95 |
| 3 | http://www.msn.com/ | 90 |
| 4 | http://www.aol.com/ | 85 |
| 5 | http://www.bing.com/ | 80 |
| 6 | http://www.earthlink.net/ | 75 |
| 7 | http://www.comcast.net/ | 70 |
| 8 | http://www.earthlink.net/ | 65 |
| 9 | http://www.earthlink.net/ | 60 |
| 10 | http://www.earthlink.net/ | 55 |
| 11 | http://www.earthlink.net/ | 50 |
| 12 | http://www.earthlink.net/ | 45 |
| 13 | http://www.earthlink.net/ | 40 |
| 14 | http://www.earthlink.net/ | 35 |
| 15 | http://www.earthlink.net/ | 30 |
| 16 | http://www.earthlink.net/ | 25 |
| 17 | http://www.earthlink.net/ | 20 |
| 18 | http://www.earthlink.net/ | 15 |
| 19 | http://www.earthlink.net/ | 10 |
| 20 | http://www.earthlink.net/ | 5 |

Advertisement



7. Make Money on FIVERR

Online marketplace for micro jobs for freelancers thru various ways.

FIVERR Tips

- Offer something unique.
- Promote your gig on other site.
- Post screenshot as proof, or show your port.
- Deliver just enough.
- Make a system.
- Post a job in multiple ways.

Some Fiverr Gigs

I will write a high quality 100 to 200 word post/articles etc under 24 hrs free editing for \$5
I'll write you high quality and fast for you... [View details](#)

I will record a professional voice over up to 60 seconds in length for \$5
I'll record a professional voice over for you... [View details](#)

I will record any voice over today for \$5
I'll record any voice over you need for... [View details](#)

I will send 1000+ Unique Real Human Visitors to your LHM and proof for the traffic just for \$5
I'll send 1000+ Unique Real Human Visitors to your LHM and proof for the traffic just for \$5... [View details](#)

I will give you 10 Facebook Likes from the USA and Canada in 24 hours for \$5
I'll give you 10 Facebook Likes from the USA and Canada in 24 hours for \$5... [View details](#)

I will design Super Stunning And Professional Website Banner or Header With PSD File for \$5
I'll design Super Stunning And Professional Website Banner or Header With PSD File for \$5... [View details](#)

I will record a Professional voice over in American accent for your Business and personal needs up to... for \$5
I'll record a Professional voice over in American accent for your Business and personal needs up to... for \$5... [View details](#)

- 14 **Professional voice over**
I'll record a professional voice over for you to get a better message into your head?
- 15 **Professional voice over**
I'll record an internet radio show and upload to Scribble
- 16 **Professional voice over**
I'll record any voice over
- 17 **Professional voice over**
I'll record any voice over
- 18 **Professional voice over**
I'll record any voice over
- 19 **Professional voice over**
I'll record any voice over
- 20 **Professional voice over**
I'll record any voice over

Search

Buyer's menu

- Gifts
- Graphics & Design
- Video & Animation
- Online Marketing
- Writing & Translation
- Advertising
- Business
- Programming & Tech
- Music & Audio
- Fun & Games
- Lifestyle
- Other

The Fiverr Directory

Home [Account](#) [Logout](#)

Some Fiverr Gigs

I will create a ventriloquist puppet video with any message you want for \$5
I'll create a short ventriloquist puppet video... [View details](#)

I will produce a video testimonial for your website, product or service for \$5
Videos are a terrific way to increase traffic and... [View details](#)

I will write and sing a personalized song for \$5
Do you have an event coming up for someone special that you want to help commemorate? [View details](#)

I will offer a one question psychic reading by Ericks Bousaathane is author, radio personality, public... for \$5
I'll give you a question psychic reading. Ericks... [View details](#)

You can earn in Fiverr

I will write a 400 word SEO Article on Time Delivery or its Free for \$5

Order Now \$5

5 days 100% 80 in queue

Your Content Our Passion.

TOP-RATED

The #1 Selling Content Service On **fiverr**

With over \$1.2M in sales, 1000+ 5 star reviews, and the #1 selling gig on Fiverr, I have a proven system for writing 400 word SEO articles. I have over 10 years of experience in writing for clients and have a proven system for writing 400 word SEO articles. I have over 10 years of experience in writing for clients and have a proven system for writing 400 word SEO articles.

Get more with my Big Bucks

I will write you a 1000 word authority piece. Written by professional freelance writers and editors only. \$40

6400 GIG SALES 17 GIGS 2783 REVIEWS

Other Fiverr Related Sites



and many more....

8. Make Money in ODESK

oDesk is a global job marketplace with a series of tools targeted at businesses that intend to hire and manage remote workers.



oDesk Guide 1

- Create your oDesk account.
- Verify the mail to activate account.
- Complete your profile.

Create a Free Contractor Account

[Post a New Job](#)

or

Sign up using your Email

First Name

Last Name

Email

Phone

Country

Username

Password

Re-type Password

How did you hear about oDesk?

Edit Account

User ID:

First Name:

Last Name:

Profile picture:  [Drag in a new photo, or click to upload a new photo.](#)

Email:

Security (SMS) Check:

Tips for Beginners



- Create a complete profile with all details and picture.
- Take as many certification and test as you can get.
- Charge appropriately. Start small, then increase your rate after.
- Post your portfolio, personal website will help. Make sure your portfolio match the service you offer.
- Apply on the job that you are familiar. Don't compromise.
- Personalize and proofread your application cover before sending.
- Be honest and do your best on every task you perform.
- Maintain communication with client. Reply promptly and always work on time.
- Client star rating is important. Do your best.

Other Odesk Similar Sites



Elance[™]
work differently
www.elance.com

taskarmy
www.taskarmy.com


guru[™]
www.guru.com

9. Facebook



Literally, FACEBOOK won't give you money. Money comes from selling products/services to users.

- Offer product or services on your wall.
- Create a fanpage or group on specific niche then market.
- Become a community manager and maintain pages for companies.
- Advertise thru Facebook.

Success on Social Media is also a numbers game. The more fans you have, the more members you have, the more friends you have... plus the quality of each of them, you'll get a higher success rate.

10. Youtube



- ADSENSE
- PROMOTIONS

Bonus Topic: PLR and MRR

Public Label Rights – you can do anything on the file.

Master Resale Rights – you can do anything on the file with some restrictions.



Tips for Beginners

- LEARN before you EARN.
- HELP others, MONEY will follow.
- SUCCESS doesn't happen OVERNIGHT.
- PASSION to do things consistently.
- Outsource
- SHARE your blessings.

Internet Marketing Tools



Tools are created to make our life easier. You can use it for good or bad. Use it at your advantage.



BONUS



FREE 1 year WEB HOSTING service to all participants...

FREE WEBSITE SETUP service to all participants...

PINOY CLICKS

Philippine Outsourcing and IT Solutions

www.pinoyclicks.com

FREE WEB HOSTING

- ✓ 250 MB SPACE, 100 GB BANDWIDTH
- ✓ HOST YOUR OWN DOMAIN
- ✓ PANEL POWERED HOSTING
- ✓ NO BANNERS OR ADS
- ✓ PHP/MySQL, UNLIMITED DOMAINS
- ✓ POP3 EMAIL AND SMTP ACCESS

