

The Google™ Money

10 Ways To Make Money Using Google

In this report, you will learn:

Introduction to Google

Ways to make money using Google

- **Google AdSense**
- **Google AdSearch**
- **Google AdWords**
- **Google Referrals – Mozilla FireFox**
- **Google Referrals – Google AdSense**
- **Google Referrals – Google AdWords**
- **Google Referrals – Google Pack**
- **Google CheckOut**
- **Google YouTube**
- **Google Base**

How to Get Started Quickly

Next Stage

Conclusion

Introduction to Google

Google is the world's most popular search engine. It is also the largest search engine in the world through its partnerships with America Online, Netscape and many others. It responds to more search queries than any other service online.

Google is a public and profitable company focused on search services which operates web sites at many international domains, with the most trafficked being www.google.com. Google.com is one of the 5 most popular sites on the Internet and is used around the world by millions of people.

Google has been widely recognized as the "world's best search engine" because it is fast, accurate and easy to use. The company also serves corporate clients such as advertisers, content publishers and site managers with her cost-effective advertising and a wide range of revenue generating search services. Google's breakthrough technology and continued innovation serve the company's mission of "organizing the world's information and making it universally accessible and useful."

Her staff includes some of the most experienced technology and business professionals in Silicon Valley and around the world. The total number of full-time employees worldwide for Google stands at 7,942 employees as of June 30, 2006.

Over the years, Google has established many innovative and useful programs and services which are very popular with Internet users and advertisers worldwide. Many of these programs/services are making tens of thousands of Google users extra money in their pockets every single month. For some, Google has helped made them fortunes online via such Google programs/services. There are currently an unknown number of normal Google users, like yourself, who are making a full time, solid income online from Google.

In this special report, I will be outlining some of these amazing Google services to help you make your first dollar online!

Ways to Make Money Using Google

1. Google AdSense

Google has a very popular revenue-sharing program known as AdSense. It is a fast and easy way for web site publishers of all sizes to display relevant Google advertisements (ads) on their web site's content pages and earn money from Google. Because the Google ads are related to what your visitors are looking for on your web site (or matched to the characteristics/interests of the visitors that your web pages content attracts), you finally have a way to both monetise and enhance your content pages to make some money from Google online.

It is also a way for web site publishers to provide Google web and site search functionalities to their site visitors, and at the same time, to earn some money by displaying Google ads on the search results pages.

Google also provides many tools for their publishers to increase traffic, provide smart analytics, or add interactivity to their web sites when you are accepted into their program.

How does it work? The concept is simple, if you go to Google.com and do a search for something, most of the time, you will see some "Sponsored Links" that appear on the top or right side of the screen that are relevant to what you have just searched for. Advertisers basically pay Google to display these ads and they are charged a pre-determined amount every time their ad gets clicked by an internet surfer.

With the AdSense program, your web site will also display these same text ads on your site, just like on the Google search engine, and you can get paid for it by Google. Every time a Google ad is clicked on your site, you will receive a certain percentage of what Google receives from the advertiser. Once your account reaches \$100, you'll receive a check in the mail.

The Google AdSense program is free to join, and it combines pay-per-click (PPC) and pay-per-impression advertising – meaning that you get paid for valid clicks on the ads on your site or search results pages as well as impressions on your content pages. You will need to have a web site in order to apply for AdSense. If you do not have one, you can go to www.blogger.com, an online blogging service owned by Google, to create a blog for free. Alternative, you can create and publish useful, attractive web pages using Google Page Creator at pages.google.com for free.

If you already have your own web site, you can also implement AdSense on your web pages immediately after you have been approved by Google for the program.

Google will review your application and follow up with an email to you within 2 to 3 days of your AdSense sign-up. If you are accepted into the program, you can log in to your new Google AdSense account and get the HTML code to insert into your web pages. This is a very simple procedure to do so, hence do not worry about the technical implementation of the program on your web site.

You can sign up for Google AdSense at <https://www.google.com/adsense>

2. Google Search

Google is very well-known and extremely successful because of its powerful searching technology that provides relevant search results to online visitors who are looking for them. Today, you are also given the opportunity to provide the same search technology developed by Google on your web sites without paying a single cent to Google!

When you are approved into the AdSense program by Google, you can log into your AdSense account and get the HTML code to insert the code for implementing the Google searching functionalities on your own web pages!

Adding the Google search box to your website puts their search engine at your visitors' fingertips. And combining search with AdSense puts Google's base of advertisers to work for your bottom line because search results pages mean money.

Google's search technology combined with Google AdSense provides thousands of online advertisers to deliver targeted text-based ads to search result pages. When people find these ads on the search result pages useful and click on them, Google pays you. It is that simple, and that powerful.

With Google Search, you can customise your search pages, let your web site visitors search the web or your web site only and Google will also host the search results for you. You can also find out what your visitors are looking for, filter out unwanted ads and track your results online.

So you do not have to worry about paying for software or technical expertise to add search functionalities to your web site, and you do not have to pay to host it too.

What's more, Google's system administrators are dedicated to keeping your search up and running 24 hours a day.

3. Google AdWords

Being the owner and founder of an Internet company, many people, friends and my own clients always ask me the following:

How can I appear on the search engines to let potential customers find me?
How do I get listed at the first page of search engines results?
How do I advertise online?
What is the fastest way to market effectively to my prospects online?

My answer to them is Pay-Per-Click (PPC) advertising on places like search engines, for example, Google.

Never before in the history of advertising has it been possible to spend just a few bucks, write a couple of ads, and get instant access to over 100 million people in less than 10 minutes.

Today, Google has a popular PPC advertising program known as Google AdWords.

Google AdWords is a fast, affordable and simple way to advertise on Google, regardless of your advertising budget. AdWords ads are displayed along with search results on Google, as well as on search and content sites in the growing Google Network, including AOL, EarthLink, HowStuffWorks & Blogger.com. With searches done on Google and page views on the Google Network each day, Google AdWords ads reach a huge audience for your ads.

When you create a keyword-targeted ad on AdWords, you can choose keywords for which your ad will appear and specify the maximum amount you're willing to pay for each click. In essence, you will only pay when someone clicks on your ad.

When you create an AdWords site-targeted ad, you can choose the exact Google Network content sites where your ad will run and specify the maximum amount you're willing to pay for each thousand page views on that site. You pay whenever someone views your ad.

There is no minimum monthly charge when you use AdWords - just a nominal activation fee. Account activation fees and payment options vary according to the currency you use and the location of your billing address. For example, if you are in the USA paying USD dollars, it will be USD\$5 for the activation fee. You can choose from a variety of ad formats, including text, image, and video ads, and easily track of your ad performance using the reports in your online account Control Center.

So let's assume you are selling a product or service to your customers, say web design services, and you want to market your services online. You can create an AdWords account for yourself, then bid on the keywords that you want your prospects to find you on Google. For example, you want your ads to appear when someone types "web design services" on Google and your bid on this set of keywords is 20 cents per click. Hence each time someone clicks on your ads when it appears on Google, you will pay Google 20 cents for each click that Google sends you.

With Google AdWords, you can basically spend a few bucks, put up an ad, and get instant access to a worldwide, targeted audience in less than 10 minutes on the Google search engine and her network of sites.

To sign up for Google AdWords, please go to <http://adwords.google.com>

4. Google Referrals – Mozilla FireFox

I am very sure that you have heard of the web browser Firefox! If you have not, let me tell you about FireFox...

Mozilla Firefox is the award-winning Web browser that is free, faster, more secure, and fully customisable to your online life which makes your surfing experience even better. Think of it as the alternative to Internet Explorer. Both of them allow you to surf the web pages on the Internet. It features phishing protection, protection from spyware, pop-up blocker, integrated search, session restore and many other powerful features to protect and enhance your online experience.

Firefox has enjoyed more than 200 millions download since 2005 because it is highly regarded by many people as the preferred alternative browser to Microsoft Internet Explorer.

However, not many people know that they can earn money by introducing Firefox to other Internet users. A lot of Firefox users themselves are also not aware of this referral incentive.

When you are an AdSense publisher, you can generate earnings by referring users to use Firefox. When a user you have referred to download "Firefox plus Google Toolbar" runs Firefox for the first time, you'll receive up to US\$1 in your account, depending on the user's location. Note that your referral must be a Windows user, who has not previously installed Firefox, in order for you to receive credit for this referral.

You can get your referral code inside your AdSense account once Google has approved you for their popular AdSense program.

You can also track your earnings from Firefox referrals by logging into your AdSense account where Google will report the earnings for the referrals.

5. Google Referrals – Google AdSense

I have talked about how you can make money using Google AdSense for your web sites at the beginning of this report.

Now, I am going to tell you that when you have successfully referred someone to Google AdSense, Google will also pay you some money incentives!

As of this writing now, Google will pay you the below incentives for each AdSense referral based on the following:

- When a publisher who signed up for Google AdSense through your referral, first earns \$5 within 180 days of sign-up, you will be credited with \$5.
- When that same publisher earns \$100 within 180 days of sign-up and is eligible for payout, you will be credited with an additional \$250.
- If in any 180-day period you refer 25 publishers who each earn more than \$100 within 180 days of their respective sign-ups and are all eligible for payout, you will be awarded a \$2,000 bonus (bonus payouts are limited to 1 per year).

You can get your referral code inside your AdSense account once Google has approved you for their popular AdSense program.

You can also track your earnings from AdSense referrals by logging into your AdSense account where Google will report the earnings for the referrals.

6. Google Referrals – Google AdWords

I have mentioned about the powerful reach of the Google AdWords program to an immediate audience for your advertising and marketing earlier on inside this report.

Just in case you may be wondering “Will I be paid an incentive for referring Google AdWords to someone?”.

The answer is Yes! :)

When I am writing this report, Google currently pays you the following for each successfully Google AdWords referral:

- When an advertiser you refer first spends \$5 within 90 days of sign-up (in addition to the \$5 sign-up fee) you will be credited with \$5.
- When that same advertiser spends \$100 within 90 days of sign-up, you will be credited with an additional \$40.
- If in any 180 day period you refer 20 advertisers who each spend more than \$100 within 90 days of their respective sign-ups, you will be awarded a \$600 bonus (bonus payouts are limited to 1 per year).

You can get your referral code inside your AdSense account once Google has approved you for their popular AdSense program.

So, keep the referrals coming!

You can also track your earnings from AdWords referrals by logging into your AdSense account where Google will report the earnings for the referrals.

7. Google Referrals - Google Pack

Google Pack is a free collection of essential software for users to download and use.

The Google Pack provides you with many safe and useful software for you to use on your computer. It is simple to download and you can install everything in just a few clicks. You can also customize the Pack to choose only the software you want.

Some of the software includes:

- Google Earth - 3D Earth browser
- Google Desktop - Desktop companion
- Google Toolbar for Internet Explorer - Search toolbar
- Google Pack Screensaver - Photo screensaver
- Picasa - Photo organizer
- Mozilla Firefox with Google Toolbar - Web browser
- Ad-Aware SE Personal - Antispyware utility
- Adobe Reader 7 - PDF reader
- Norton AntiVirus 2005 Special Edition - Antivirus utility
- Google Talk - Voice and IM application
- RealPlayer - Media player
- Skype - Voice, video and chat
- Google Video Player - Video player
- GalleryPlayer HD Images - Images

Google Pack also comes with Google Updater to assist in the downloading, installation, and updating of the programs.

Google will pay you up to USD\$2 in your account when a Windows user you have referred to Google Pack downloads and installs the product.

You can get your referral code inside your AdSense account once Google has approved you for their popular AdSense program.

However, note that Google Pack referrals can be viewed by publishers and users in the certain locations only, hence it is not available to every body globally.

You can also track your earnings from Google Pack referrals (if it is available to you in your location) by logging into your AdSense account where Google will report the earnings for the referrals.

8. Google CheckOut

Google Checkout is a checkout process that you integrate with your website, enabling your customers to buy from you quickly and securely, using a single username and password. And once they do, you can use Checkout to charge their credit cards, process their orders, and receive payment in your bank account. It helps you to increase sales and make more money by processing transactions for free so that you can sell more and spend less.

The below shows you how Checkout can help your business at every stage of the online sales and marketing process:

Google Checkout works with Google's search advertising program, AdWords, to increase your sales and minimise your expenses throughout the online sales and marketing process. You can attract more leads when the shoppers see the Google Checkout badge on your AdWords ads, because they can find you more easily when they search.

A fast, secure checkout process helps persuade shoppers to buy on your site and buy more often. So, you end up converting more leads into sales.

At this moment in time of this writing, you can process your Google Checkout sales for free until the end of 2007.

Google's fraud prevention tools stop invalid orders from reaching you as Checkout proactively identifies and filters out fraudulent transactions.

And Google's Payment Guarantee policy helps protect you from chargebacks. Under Google's Chargeback Resolution policy, Google evaluates all chargebacks you receive and, whenever possible, fights them on your behalf.

Google Checkout currently supports only merchants who have a U.S. bank account and address, plus either one of the following:

- A Social Security number and a valid credit card.
- A Federal Tax ID/Employer Identification Number (EIN).

Google Checkout merchants can ship goods inside and outside the United States. U.S. buyers and buyers in a limited number of countries outside the United States can sign up for the service and make purchases (in U.S. dollars) through Google Checkout.

Google is working towards making Google Checkout more widely available in the near future. At this time, however, Google is unable to provide any details pertaining to when Google Checkout will be available in more countries.

Check out <http://checkout.google.com> for more information or to sign up.

9. Google YouTube

Google has bought over YouTube.com towards the end of 2006 for USD\$1.65 billions dollars. In Jan 2007, YouTube founder Chad Hurley confirmed to the BBC that his team was working on a revenue-sharing mechanism that would "reward creativity". The system would be rolled out in a couple of months.

This means that people who upload their own films to video-sharing website YouTube will soon get a share of the ad revenue from Google.

This offer seems to apply only to people who own the full copyright of the videos that they are uploading to the YouTube website.

There are not much specific details about this new revenue sharing model from Google YouTube but in time to come, this will be another cash-generating stream for many Google users!

Do keep your eyes on this one! This has very good potential!

More details should be available on <http://www.youtube.com> or <http://www.google.com> when they are ready.

10. Google Base

Google Base is an online database provided by Google that allows any user to add almost any type of content onto it.

As of now (2007), it is available to the public as a beta version. The other Google's services do not yet contain information about Google Base. There is also no link to any information about Google Base as well.

Information about this service was leaked before its public release, hence it has generated much interest in the information technology community prior to the release.

Google responded by saying they are testing a new way for content owners to submit their content to Google, which they hope will complement existing methods such as their web crawl and Google Sitemaps. Google thinks of it as an exciting product.

A major component of Google Base is acting like a classified ads service, such as Craigslist. Contents submitted by the Google users will be made searchable on Google Base as well other Google properties like Google, Froogle, and Google Maps. This is a place where you can easily submit all types of online and offline content so that searchers can easily find it.

The cost of using Google Base is entirely free. And you're always in control so you can edit or archive your items whenever you want. It represents a new opportunity to put any kind of content online, even if it is not a web page.

You can use Google Base as a free platform to list down your products or services to achieve more exposure for your stuff to sell to potential prospects. And the best part is that you do not have to pay a single cent to market potentially to lots of people.

You can find out more details at <http://base.google.com/base> or to sign up.

How to Get Started Quickly

As mentioned earlier inside this special report, you need a web site with some contents before you can apply to Google for the AdSense program.

If you do not have one and do not intend to spend any cent in getting a web site, you can follow the steps below to get yourself a free web site or blog using Google's own services:

1. Decide first on a topic that you want to talk or blog about. For example, gardening.
2. Then go to www.blogger.com which is owned by Google, to start yourself a new and free blog. Signing is up is very easy. Simply follow the on-screen instructions. If unsure, check out Google Help. You will need a Google Account for it. If not, please sign up with Google for an Account first.
3. It is always good to create contents written by yourself because Google loves fresh contents. Nevertheless, we can get things to move faster by using free articles from articles directories. You can sign up for free at some of the popular articles directories at the following:

www.goarticles.com , www.ezinearticles.com

Look for articles relating to the topic that you are interested in (the topic which you have already selected) from the articles directories and post them to your blog. For a safe bet, post about 15-20 posts on your blog before you apply to Google AdSense. You do not want Google to come by to review your site/blog and reject your AdSense application because your web site is empty with little or no contents.

Note: You should double check the terms of use of those articles which you have selected on the articles directories before you want to post them on your blog.

4. If you have a decent blog with some contents up, I do not see why Google will turn down your AdSense application. Once your application has been approved, do log into your AdSense account to explore what is available inside.

You will find the codes inside your account to implement AdSense ads, Google Search, Product Referrals etc.

If you need help, consult the Google online documentation which is comprehensive enough to get you started. If you need further assistance, you can email Google for support.

Next Stage

Once you got the hang of AdSense on your first web site and you start seeing some dollars coming in, you may want to start to implement AdSense on your new or other existing web sites. However, you do not need to apply to Google for AdSense again, you can use the same AdSense account for many web sites. If one web site can earn you \$200 from AdSense per month, how much can you earn if you have 5 of such sites? :D There are many average folks who are earning 4-5 figures income every single month from Google, do you want to be one of them?

Conclusion

The above mentioned Google services/programs are not any get-rich quick scheme that will make you a fortune overnight.

If you are starting out from scratch, please take time to nurture your web site(s) and monetise them with Google's programs and services. The monetary returns from Google can be very rewarding if you do it right.

Having said this, if you are already a web site owner with very high traffic to your existing site(s) at the time when you signed up with AdSense, you may realise that upon implementing AdSense ads alone on your web site(s), you may well be adding a 3 to 5-digits sum of extra income for yourself every single month.

This special report only covers the very basic introduction to the Google money-churning models for anyone who is interested in them. There are many advance materials available (such as driving traffic to your sites etc) that will greatly boost your Google Money. If you are interested in them, you can subscribe to my free newsletters at www.donaldlim.com

I hope you have enjoyed reading this special report!