

# Can You Really Make Money Blogging?

Bloggging has been around for a long time on the Internet. It started out as a creative outlet for people to take their personal journals online to share with family and friends. It branched out into outlets of information to be shared by experts and now people use them for a money-making opportunity.

Blogs are excellent tools to earn some extra money without having to invest start-up cash. They're loved by the search engines because blogs are usually updated frequently, unlike websites that are updated less often.

Millions of people visit blogs every day for information or entertainment purposes. A lot of the blog visitors are ones that come back to check in on the latest entries into a blogger's world.

They link their blog to your blog, which increases your reader base. The blog's traffic becomes so huge that your chances for earning increase. Using AdSense ads are the most popular way to generate income from your blog.

By strategically placing the ads on the blog, you can entice visitors to click on them, with each click earning you a share of the profits Google takes in. While a couple of clicks earn you very little, a high flow of traffic and clicks earns you a substantial amount.

To make a lot of money with AdSense, you have to drive traffic to the blog. The most important concept with AdSense is to remember that you have to make the ads visible and not hidden somewhere in the blog where they can't be seen. The more people who click away, the more money you'll make.

Another way some people make money from their blogs is by using advertisement space. Advertisers scramble to place one of their banners on the more popular blogs. They're willing to pay you based on the traffic numbers you generate and the prime space available within your blog.

There are many ways you can monetize ad space. You might charge a flat fee, take a commission based on the number of click-throughs, or make a deal where you get a percentage of the sale of a product, much like an affiliate marketer does.

If your blog is extremely popular, then there's more of a chance that advertiser's will compete to have their banners placed in your space. Blogs are a good way to earn some money by sharing your thoughts, feeling and even your daily tasks.

Choose a topic that has a high number of searches, launch a free blog at Blogger.com or WordPress.com, and strategically implement your ads and offers to start seeing a steady income build over time.