

5 Tips to creatively market your website online for monetization.

As an internet marketing firm, we are asked more and more if it is possible to make money online with a web application that does not have commerce functionality and do you have to dump your life's savings into a project to get to a point of monetization?

Well, certainly it helps sustain a web venture if you have significant capital to allocate towards its success. I will never suggest that throwing gobs of money at a web application will ensure its success, but one cannot deny that it adds a lot of security.

This article is not intended for web companies or ventures with significant capital as a driving force, though, but rather the average guy who is looking to make extra money on the side to subsidize his existing income, or a new web application developer who seeks to monetize his project without seeking excessive VC funding.

How to drive traffic to your web site, here are my 5 Tips to creatively marketing your site online:

1) **May seem obvious, but if you have not yet begun the site's development, begin thinking about monetization as early as the idea phase.** Certainly, I condone creating a web application that will solve the world's problems, facilitate humanly needs and desires, or simply an entertaining application, but without capital gains the site will fizzle out faster than [Scarlett Johansson's](#) musical career. If fame and fortune is not your motive then good for you, but the site will still need working capital.

2) **Preferably before development begins (but certainly it's never too late to rectify), think about marketing- A LOT!** In fact, marketing should be something you think about as soon as you crack your eye lids in the morning, before they shut again at night and every time in between. Without marketing, your site will remain an unused application with all the potential to succeed- but not. Even if you survive entirely off word of mouth guerrilla marketing tactics and subsequent referrals, that is still a form of marketing. Beyond being an evangelist for your own product (because that may have egomaniacal and ulterior motives written all over it), actively engage in marketing whether paid or otherwise.

3) **As most are, if you are operating with budgetary restraints, seek advertising that offers the greatest bang for your buck.** As we often recommend, but certainly not to shamelessly plug, Pay per Click marketing ([info](#)) is above and beyond the greatest way to quickly begin generating significant, pre-qualified traffic to your site. As the campaign progresses and refines with proper strategy and management you will begin to see tremendous returns on your investment. To help aid in this education, please see [this blog](#) for more PPC info and pay special attention to the comments for more professional advice. And check out [that blog](#) for questions to ask of your PPC marketer before pursuing a business relationship.

4) If paid advertising is completely out of the question, look to pursue more guerrilla-like marketing tactics that bring the greatest results through the greatest effort. If you are not ambitious, motivated and dedicated then just stop reading this one because guerrilla marketing results rely heavily on your sweat.

- Employing such methods as actively interacting and engaging with your audience through social networking applications online ([info](#)) will not only brand and expose your application to the right people, but you can also begin to educate and inform the audience inspiring need and desire, for what you offer.

- In much the same way, authoring articles (or using your existing blog posts) that will entice and inspire use of your site through educational and motivational articles, you can drive informed, relevant traffic to your site (see example [here](#)).

- Also, blogging can offer your audience and potential audience an additional gateway to your site. Example: you are on my blog aren't you?

- One more great example, is creating an account with social bookmarking sites like [StumbleUpon.com](#) and [Digg.com](#) and begin bookmarking your blog posts, articles and website pages, which will expose your *stuff* to a tremendous number of engaged internet users that are actively seeking what's new, cool and useful.

5) Last but most importantly, utilize the Search Engines to leverage your site, as they are your new best friends. From the very beginning, your application should have been built with proper SEO friendly code such as Alt and Meta tag and URL creations with proper and relevant key words. Your site should be embedded and saturated with keywords that you wish to rank well for. Ask yourself- when search engine users search for 'X Keyword(s)' that is when I want to be organically ranked well so that they choose to view my site. Do keep in mind that broader key terms result in broader minded site visitors, more precise and niche keywords result in a more pre-qualified narrow minded site visitor. Don't try to appeal to the world, just your specific audience. **You do have a specific audience don't you?** The same idea rings true when PPC marketing, as well.