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How Your Family's Home Page Can Pay for Itself

By Jonni Good

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You don't have to be a "marketing guru" to make some extra bucks with your website.

My dad recently retired after many years working in the concrete industry. He suddenly had extra time on his hands, so he started doing some fun things with concrete. One of his most successful projects is the unique concrete leaves that he molds from real rhubarb leaves.

He gives his leaves away to grateful friends and family, even though leaves just like them are showing up in many landscaping magazines as garden sculptures. Concrete leaves are also being used in expensive fountains. My dad thought about selling them, but the freight is just too expensive. And besides – he's supposed to be retired.

I talked him into making a website to show other people how to make the leaves for themselves. It took a few months of nagging, but he finally agreed to it.

The whole family got in on the project – his wife helped him write it, and was very patient when we grabbed the digital camera and made her pose. My daughter helped with some design ideas, and my dad took all the pictures. My job was to put the website together.

This family project was a lot of fun, and gave us something that we could all work on together, even though we live in three different cities. And, thanks to AdSense, my dad's website is more than paying for itself.

My dad signed up for a free AdSense account at google.com, and I put the necessary lines of code on all his pages. He has fun watching the daily stats for his AdSense account, even on days when there are few clicks, because it shows him how many people are seeing his web page. Of course, he has a lot more fun on the days when he gets lots of clicks, and the \$'s mount up.

I'm always surprised when I find a home page on the Internet that doesn't have the AdSense ads. My dad's page is about concrete leaves – not a subject that tons of people search for. But his page is now

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number 9 in Google for "concrete leaves." Some of the best informational pages on the Web are built by people like my dad, who have a skill or information that they want to share with others. Because their intentions are not primarily commercial, they can concentrate on the subjects that they know and love best. Their sites really offer a good value to the hundreds of people who find their sites.

So, if you have a family home page of your own, and you share some of your experience or knowledge, why not add one more way to help your visitors? Get an AdSense account. If you can build a web page, you can easily add the code, and the ads will be specifically relevant to your visitor's interests. Plus – your web page may pay for itself. Who knows –you may even get the "bug" like I did and start building more pages. You could end up making a good part–time income from your web–page hobby – thousands of people do, and getting started is easy!

To find out more, just search for "adsense" on Google.com

Jonni Good owns several websites. Her most recent project is <http://www.The-Healthy-Family.com> , an online magazine for family, health, education, and fun. You can find her dad's website (it's pretty cool...) at <http://www.concretegardenleaves.com>

Can you make money working at home?

By Paula Wilson

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If you are a Work at Home Mom WAHM you have made a very important decision to stay at home with your family. I applaud you for that decision, but I know it can be a financial and emotional sacrifice to stay at home. I have been staying at home with my child for almost a year now, and I have found several ways to improve my family's finances and help me feel that I am contributing to my family's budget.

A great way to make some extra money is to get involved in a legitimate home–based business. Some of these businesses do require an initial investment, but the potential income makes this small investment worth it. My favorite business opportunity right now is a legitimate

Christian home based business called Disciple's Cross. With Disciple's Cross, you make beautiful crosses and send these crosses back to the company. The company will pay you for the crosses it accepts. It has been a lot of fun to participate in this business opportunity and wonderful ministry.

Affiliate marketing is one of the easiest ways to make money. Most affiliate programs are free to join and give you the opportunity to offer great deals such as free satellite and unlimited video game rentals. Once you join affiliate programs, you will need to create a webpage with your programs and participate in website promotion via search engine optimization and search engine submission.

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Other ways to get your website noticed are to use article promotion and link exchanges. With link exchanges, you would add text or graphic links of other related sites onto your site, and they would add your site information onto their site. This will get your site noticed by more people and will improve your search engine ratings.

The key to being successful working at home is to have a positive outlook. Don't ever give up!

<http://www.wahmresourceplace.com/>

Paula Wilson is a WAHM and the owner of WAHMResourcePlace.com



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