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Okay now you have your blog up and running, over time it has developed lots of of regular traffic from the search engines as well as a loyal base of returning visitors/readers. Now is the time to start making some income from your blog, but with so many different ways of doing this which one do you chose?

In this article, I am going to discuss two of the most commonly used methods of making money from your blog/site. These are the ever popular PPC the ability to earn money from their site by showing targeted advertisements. The sites need to be approved first by the search engine in question first, and then you (As the webmaster) have a simple HTML code, that you copy and paste into your websites coding. Whenever someone clicks on one of the adverts on your site/blog you get paid a percentage of the amount that the search engine charges the advertiser.

Affiliate programmes, this is basically the ability to advertise other companies services on your blog, and then you get paid either a fee when someone clicks on the banner/text link or a percentage of the sales made from someone who purchases items via your affiliate link. Most major companies with an internet site offer affiliate schemes. Alternatively there are specialist affiliate websites, which offer a collection of what they deem the best affiliates schemes all in one place.

I have been promoting affiliate schemes online for over ten years now. One I have been promoting for 6 years is an [elottery](#) affiliate scheme. There are loads around to pick from a few are Amazon and many more.

Both of these systems are very good for making money, and both are also very simple to implement into your site. The question is which one do you use for your site?

Well I think it depends, PPC is very simple to use and is well respected throughout the industry as a scheme that pays out and is tested. There is some debate that the general internet public are getting less pleased with sites that show adverts and are less likely to click on them. The internet spiders match the most relevant adverts to your sites content which make them an attraction. The beauty is that webmasters are paid per click and not on a sale. The downside is that the money earned per click can sometimes be very low.

Affiliate marketing means you can 100% control what is advertised on your site, picking only the products you want to advertise. The affiliate percentage fee's can be very attractive as the vast majority are based on sales not clicks. This is both good and bad; if your site makes a sale then you generally will be well rewarded, especially if it is a high value item. The downside of course is that if you site does not make a sale, then you won't get paid. Whereas with PPC programmes webmasters get paid per click not sale.

If you find one well paying affiliate programme then potentially you can really focus you efforts on just that one scheme. I know one blog that is based purely on airline flights for one company, and pays out to the webmaster on average a monthly wage for most people.

I use both of these programmes on my blogs, and overall have found that I earn more from the affiliate schemes, however I do focus more time and effort on my sites that operate these systems. In some cases you can have both PPC and some affiliates schemes on the same sites, but check the rules first to stop you from losing income if you are found to be breaking the rules of publication of adverts.

I think affiliates schemes are better for specialist sites, and the PPC publications are better for general sites. Overall Pay per click is easy to install and the search engine then displays the most relevant adverts for your sites, whilst affiliates schemes related to your site can sometimes be hard to find.

In this article I refer to blogs a lot, this is because they are easy to update, and so can be unique for a lot of the search engines to crawl. At the same time though, I think it is easier for SEO to be done on static sites, I have a [elottery](#) site which, I use a lot to promote and generate an income from.

If you have a site with lots of traffic or regular readers, then either of these systems will enable your site to make money. As with everything it is all about finding the best fit for your site, and some element of trial and error will exist. If the first thing that you try does not work, then try one of the others. I know lots of people who make money

from both systems and you can too.

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