



How to Earn Passive Income at eHow.com

Residual Income for Web Content Writers

By Maria O'Brien

About the Author

Maria O'Brien earned her bachelor's degree in English, graduating *magna cum laude*. She worked as an assistant editor at a weekly newspaper and then a trade magazine, respectively, before moving to the world of Internet publishing. Currently a freelance writer, she has authored several websites as well as hundreds of web content articles that continue to produce residual income each month.

Purpose

Through this concise reference guide, the author hopes to assist others in learning how to build a steady, reliable source of passive income through Internet writing. For some writers, this will involve breaking away from content writing for hire and maintaining control of their work.

If you are new to the world of online content writing, you will learn how to put together a profitable article time after time. You'll also learn about actual income potential on eHow, including the author's personal experiences, and receive clear instructions about how to duplicate this success.

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Much work was involved in creating this eBook. From my trial and error experiences on eHow, to researching on writer forums, to days spent composing the book, I have put a great deal of effort into creating this valuable guide.

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<http://mywahm.blogspot.com/2008/07/ebook-affiliate-program.html>

Introduction

Have you looked for ways to make money online and become discouraged by scams, long surveys that paid pennies, or other low-paying opportunities?

As a freelance writer, how many times have you written web content articles for clients and later, seeing them published online on monetized sites, wondered how much money your articles were bringing in for the site owner?

How many blog posts have you written for a modest trickle of monthly income or AdSense pennies? Many talented web content writers don't live up to their earning potential. Are you one of them?

As a freelance writer, I turned to web content writing after years of working for print-based publications. I began my web writing adventure on a gig authoring 350-word articles for a content company, at \$10 each. I was also paid an additional \$1 per article if I came up with the title myself.

Those articles were sold by the content company to a large website at a profit, and remain on the site to this day with "Editor" listed as the author. I wrote over a hundred articles for the content company before learning that eHow.com offered a Writer's Compensation Program with remunerations that over time considerably surpassed the money I was making as a ghost writer with the content company.

Adding to the attraction of the Writers Compensation Program, on eHow.com independent writers may list their own names as the author and thus build up an online resume and web presence.

My forage into eHow began as an experiment. On one of the writing forums I frequent, several writers expressed annoyance that eHow's payment terms were incredibly vague. I decided to give it a try. If nothing else, I'd have an experience to share with my fellow forum members.

The returns from writing eHow articles not only surprised me, they changed my career.

Now, instead of only writing for others and being paid a one-time fee per article, never to see more revenue, I retain rights to my work and receive continuous residual income from articles I wrote months ago.

Over a dozen of my short how-to articles, including one that I wrote in 10 minutes, have earned over \$100 each to date. **The best hourly rate I have ever earned has been writing articles on eHow.** Months after writing, I'll realize I earned \$50 an hour, or \$100 an hour, or even \$500 and more an hour, depending on the articles.

I literally earn money while I'm sleeping. I earn money on days I'm too busy with my family to write anything. When I go on vacation, my account still posts impressive earnings. This is the result of writing articles with high long-term income potential in eHow's revenue-sharing program.

In fact, I earn over \$1,500 a month from eHow residuals ... even when I don't have time to write new articles. **What started out as fun money is now paying the mortgage...** and then some.

[You can do the same thing. Are you ready to get started?](#)

Writing for Residual Income with Demand Studios

Benefits of Residual Income

The wonderful thing about passive writing income is that you keep earning it long after you've finished your articles and long after they've paid for your typical hourly wage. In fact, as your material becomes indexed by Google and the other search engines, and bookmarked or shared by readers, your passive income from web content will very often continue to increase over time.

Imagine how relieved you'd feel if you knew you had a steady, passive income stream – or several sources of passive income – coming in each month. How secure it would feel to know that even if you got sick or took a leave of absence from your job, you would still earn money each month!

▶▶ You'd need \$240,000 in the bank at a 5% interest rate to earn \$1,000 a month in residuals ... but I earn more than that each month from my "bank" of a few hundred eHow articles.

Patience and dedication are the two most important traits to possess as you begin to build your passive writing income, as earnings are usually not immediate. Keep working toward your goal, even if you can only do a little at a time.

Passive Income Goals for Demand Studios with eHow articles

Setting a passive income goal for each revenue stream is a good idea, as you can measure your progress against your goal and stay on track with ease. It's also very motivating, when you break it down and get a real idea of what you need to do each day or each week.

A good rule of thumb for calculating your projected income at eHow, if you follow the steps to ensure quality articles and good performance, is about \$3.00 per article per month. Some will make much more (one of my articles earned \$400 in one month) and some writers will average less; however, those who follow the method I outline will generally earn about \$2-\$5 per article *each month*.

With residual income, the long-term potential is what matters most, not up-front pay.

When determining a rough estimate of the number of articles you need to write to meet your goal, simply divide your desired monthly passive Demand Studios/eHow income by \$3.

$$\mathbf{\$1,000 / \$3 = 333}$$

Thus, a bank of 333 eHow articles could earn you about \$1,000 a month. Is your goal higher than that? Well, to earn \$3,000 a month, you'll need about 1,000 eHow articles. It's definitely doable, but starting out with a smaller goal will make each milestone easier to attain.

If you write one article a day, you will have 333 articles before 12 months are over. Write three a day and you could be earning \$3,000 in passive income monthly a year after you get started.

Getting Hired at Demand Studios

The first step to earning money from eHow articles published through Demand Studios is to get accepted as a writer.

First, review their application at <http://www.demandstudios.com/application.html> but resist the urge to start filling it out right away.

There are two key aspects to your application: your resume, and your writing sample. Make sure these

are completely ready to submit before you start your application.

Resume

It is highly important that your resume reflects experience as a writer. Be sure to state the specific jobs you held as well as what you did in each capacity.

If you have not yet had any jobs or freelance assignments specifically in writing or editing fields, emphasize writing-related tasks you performed in other job capacities, such as grading English papers or writing meeting reports at work.

Volunteer work, such as writing for an animal shelter newsletter or preparing a church bulletin, should be noted as well.

Use the skills section of your resume to call attention to your typing speed (only if it is good) as well as any writing or editing skills you have.

Be sure your resume is up to date and any employment gaps are explained. (ie primary caretaker for my young children, enrolled in school, etc.).

Writing Samples

The ideal writing sample should be about 400-800 words, either an instructional or informative article, non-fiction only. Do NOT use a creative writing sample, poems, fiction, or anything other than a practical, how-to type of article.

Edit and spellcheck your writing sample article with care. Be sure that it adequately reflects your best work. If not, write an article just for your application. Browse eHow for ideas of article layout and format, but you must submit only original content and title written by yourself.

Once you have submitted your completed, carefully prepared application, expect to wait a couple days before hearing that you've been accepted to Demand Studios as a content writer.

After you receive your welcome email, follow the instructions to set up your profile and you will be ready to begin writing revenue-sharing articles for eHow via Demand Studios.

Revenue-Sharing at Demand Studios

To build residual income with Demand Studios, you need to write articles with the Revenue Share payment structure. There are two ways to get Revenue Share titles: through an article title search and by suggesting/ creating your own Revenue Share titles.

Demand Studios-created Revenue Share titles

Link: <http://www.demandstudios.com/Assignment.mvc/Find>

Getting there: My Work Desk >> Find Assignment tab >> Filters in left hand column, under Filter by Rate, click Rev Share

You can also select other filters, such as categories or keywords, to further narrow your search to find titles that are both easily written and appealing to you.

Scoop: There is definitely profit potential with Demand-created Revenue Share titles, and in my experience they have all averaged at least \$10 each over the course of a year. However, for the most

part these titles are a bit obscure and are not going to be huge earners. I suggest using these titles only when you are having writers' block and can't think of your own topics or titles or simply want a quick and easy assignment without having to spend extra time on title creation.

Self-Written Revenue Share Titles

Link: <http://www.demandstudios.com/Writer.mvc/SuggestAssignments>

Getting there: My Work Desk >> Create Assignment tab >> Enter Assignment Information section >> on the drop down menu labeled Type, select eHow (How To Rev Share). In the text box labeled Title, write your desired eHow article title. Click “Check Title Availability.”

Scoop: The real money to be made on eHow.com through Demand Studios is by creating your own Revenue Share titles and articles. This is how I built up my \$1,400+/ month residual income on eHow.com: through my own title research/creation and article writing.

Writing a Self-Created Revenue-Share eHow article via Demand Studios

The following information is the essence of this book – the basic formula that will help you create long term residual income with how-to articles published on eHow.com via your writer work desk at Demand Studios.

Title Research & Writing

The single most important aspect of your article, when it comes to maximizing online residual income and optimizing your articles for search engines, is the article's title. Researching a good title or set of titles will take anywhere from a few minutes to a half hour, depending on how much data you choose to consider when creating your titles.

The first aspect of title writing is choosing the keyword phrase, the nugget that people are searching for via Google and other search engines, and which will be the topic of your article.

Keywords

Web searches are made using a word or phrase; these are called keywords. Successful articles will contain keywords, both in the title and the body of the article, to match web searches. By using keywords, you let the search engines – and readers – know that your article is what they are looking for after a web search.

For example, if a person Googles “best cell phone plans,” and your article is titled “How to choose the Best Cell Phone Plans,” Google may match your content to the web search. When it appears in the search results, web users may click on your article since the title matches their search for information.

Luckily, there exist keyword tools to help you determine the best keywords to use in your articles.

Keyword tools

SEOBook is my favorite keyword tracking tool. You can find the free version here:

<http://tools.seobook.com/keyword-tools/seobook/> (you'll need to register for a free account to access it).

Try The Coolest Keyword Research Tool Today!

Enter your keyword. This tool is powered by [Wordtracker](#).

camping sites

Submit

export to CSV

WordTracker	WordTracker count	Google daily est	Yahoo! daily est	Bing daily est	Overall daily est
camping sites in nc state parks	2221	2,776	797	346	3,917
camping sites in north carolina state parks	1638	2,048	588	256	2,889
camping sites in nc	881	1,101	316	137	1,554
camping sites in nc state park	734	918	264	115	1,295
camping sites uk	446	558	160	70	787
camping sites in north carolina	437	546	157	68	771
camping sites in the nc state parks	239	299	86	37	422
camping sites in nc state parks.	227	284	81	35	400
camping sites	200	250	72	31	353
camping sites in nc states parks	182	228	65	28	321

Simply type in the word or words that define the general topic on which you'd like to write. For example, "camping sites." The SEOBook keyword comes back with a list of keyword phrases people search for that include your topic words. For the "camping sites" search, "camping sites in nc state parks" and "camping sites in north carolina state parks" are top searches and excellent candidates for articles.

Wordtracker is also an excellent, more simple tool that you can use for free (the Free Keyword suggestion tool can be found at this link: <http://freekeywords.wordtracker.com/>) to choose keywords. Let's say you want to write an article on cell phones. Type "cell phones" into the suggestion tool and you'll instantly have dozen of keyword combinations people are using to search for information. After doing this search, I decided to write a series of articles on keyword combinations stemming from "used cell phones." My chosen keywords included "sell used cell phones," "buy used cell phones and accessories" "used Verizon cell phones," and "donate used cell phones." I used one set for each article.

See Wordtracker screen shot below:

1,300 searches (top 100 only)	
Searches	Keyword
395	used cell phones
171	buy used cell phones and accessories
69	used verizon cell phones
49	donate used cell phones
37	used sprint cell phones
34	used alltel cell phones
34	used cell phones for sale
25	cheap used cell phones
24	buy used cell phones
21	selling used cell phones
21	used t-mobile cell phones
20	used cricket cell phones
15	at&t used cell phones
15	used nextel cell phones
15	used samsung cell phones

After using SEOBook or Wordtracker to get a list of popular searches on your topic, check eHow.com for existing titles with those keywords. Simply search under the articles tab on the main page using your desired keyword phrase, for example, “buy used cell phones and accessories.” If there aren't any existing eHow articles with your specific keyword phrase, move to Demand Studios to create the title and begin writing the article.

Using the Demand Studios Article Submission Tool

Go to your writer's desk and the Suggest a Title section (**Link:** <http://www.demandstudios.com/Writer.mvc/SuggestAssignments>).

On the drop down menu labeled Type, select eHow (How To Rev Share). In the text box labeled Title, write your desired eHow article title. The “How to” part is required, and already in the title box. Make sure the title works, that is, it's grammatically correct. Then, click “Check Title Availability.”

You will either see a red X or a green check mark; the latter indicates that there is not another article in the system with your desired title. This is the go-ahead to write that article.

Categories should be chosen with care. The category you choose will help organize and display your article on the site. For example, I listed my pet health insurance articles under Personal Finance--

>Insurance-->Pet Insurance instead of Pets-->Dogs-->Dog Health or Pets-->Cats-->Cat Health since personal finance is a very popular category and generally better-paying.

Introduction

The “Overview” or introduction section of your article should be about 75 to 100 word in length, and contain helpful information about the topic that doesn't fit into the steps. Avoid generalizations, such as stating that the task is fun, easy, challenging or rewarding. Instead, note the reasons for making or doing the task or project in the how-to article or explain some aspect of the topic that isn't found in the steps.

Steps

Each step should be a few sentences in length. The first sentence of each step should begin with an action verb/ command; for example, “Prepare”, “Combine,” “Mix,” “Cut,” etc. Avoid writing two distinct steps in one, or drawing out what should be one step into two. Together, the steps of your article need to fully convey the directions necessary to accomplish the task implied by the title. You can review the How To style guide, which details exactly what content editors look for in your eHow articles, here: <http://media.demandstudios.com/Documents/c2b6f20f-f92c-4b61-aaf0-9d254299cf84.pdf>

Photos for each step or at least a few of the steps are also a very good idea. Photos add interest to your article and keep your reader on the page for longer, which is important for rankings and earnings. Demand Studios has a huge library of images from which to choose as you write your articles. To add photos to each step, click “Add an Image” by the text box tool.

Tips & Warnings are very important to include in your article as they keep the reader scrolling down into the section with extra Google ads—a good place for them to be! You can almost always come up with a simple tip, so make sure to include it. The warnings section should include items that are a danger, common mistake, or possible glitch the reader may encounter while following the directions in your eHow. Warnings usually start with “Don't” or “Avoid” or “Be careful.”

Search Engine Optimization Tip

In the introduction and in every other step, include the keyword phrase that is the basis for your article. For example, if your title is “How to Buy Cheap Cell Phone Plans” and your main keyword phrase is “cheap cell phone plans,” make sure it appears in your article overview and a couple of the steps.

Sources

Include at least one good source that shows where you got the information or facts included in your article. This should be a link that you've used in your research. You **NEED** at least one source in your article to avoid a rewrite request.

Resources

A resource or two should be added in the resource section. These links have to be from good sources that are not eHow.com competitor sites. For example, you would never use a link from Squidoo, HubPages or About.com in your Resources section. These should be authoritative sources like Mayo Clinic, Fannie Mae, a specialty woodworking site, and the like, but not article sites. For a full list of prohibited sites for the Resources section, see: <http://media.demandstudios.com/Documents/295425b9-f894-4889-b2ca-ff4aa59860d2.pdf>

Tip: Go over this checklist before submitting your how-to article draft for review:

<http://media.demandstudios.com/Documents/172000bc-3833-428a-8c8e-6705021b2cb7.pdf>

This document is excellent, especially for new Demand Studios writers. I recommend reviewing it carefully for your first ten article submissions to minimize and even eliminate articles returned for re-write.

Once your article is fully written, from title to resources, and you've gone over the checklist to be sure your bases are covered, give the article a final read-through for grammar, style, content and typos.

Then click Submit.

Your article will be under review for a period of time, from a few hours to a couple days. Wait until your first article is approved before submitting more. You can write them and edit as you did with the first, but wait until you get feedback from the first before submitting subsequent articles. After your first three are approved and reviewed by a senior CE (content editor), your article limit will be upped to ten and you can submit as many as you are able.

If your article limit is low, for example 5 or ten, and you find yourself waiting for articles to be approved so that you can write more, you should request an increase in your limit. Visit the writer forums to ask about current procedures for requesting an article limit increase.

Secret Insider Tips on Maximizing Residual Income with eHow

Picking Topics and Categories: Some topics and categories are higher earners overall than others.

▶▶ My highest earning articles are in these categories: Personal Finance, Parenting, Home & Garden, Careers & Work, Education and Health. *The bulk of my high earners are under Personal Finance and Careers & Work categories.*

Anything to do with earning more money, bettering your career, working from home, and side jobs has been popular for me. While many topics have already been written, there are plenty of keyword combinations you can use that would be unique.

Fashion, Style, and Personal Care is a high earning category for many as well, but Recipes have notoriously low earnings (except for a couple unique gems).

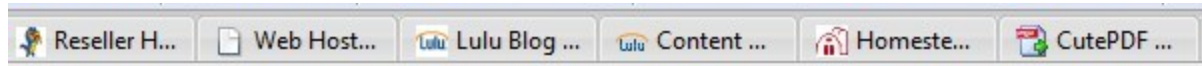
Electronics is another good area. Just make sure your articles are timely and realize that some won't have quite the staying power as more generic articles. However, they could be popular enough to make up for a limited shelf life.

Google AdSense Tools can be used to predict whether your article will be a good earner. You can check on your keywords to find out how much competition keyword bidders (companies paying Google for advertising) face and also how expensive the keywords are. The more competition, the better. The more they have to pay for advertising under those keywords, the more money you'll make when their ads appear on your article page.

Google AdSense Tool: <https://adwords.google.com/select/KeywordToolExternal>

The first step is to put in your brainstormed keywords. For our example, we'll use "used cell phones." The first Google AdSense Tool screen shot shows how to enter the keywords.

View Google AdSense screen shot below:




Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or type in your website's URL. [Keyword Tool Tips](#)

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring the use of the keywords does not violate any applicable laws.

Results are tailored to **English, United States** [Edit](#)

Help make the Keyword Tool better: [Provide Feedback](#)

How would you like to generate keyword ideas?	Enter one keyword or phrase per line:
<input checked="" type="radio"/> Descriptive words or phrases (e.g. green tea)	used cell phones
<input type="radio"/> Website content (e.g. www.example.com/product?id=74893)	<input checked="" type="checkbox"/> Use synonyms
	Type the characters you see in the picture
	
	<input type="text" value="egrdy"/>
	Letters are not case-sensitive
	Filter my results
	<input type="button" value="Get keyword ideas"/>

Done

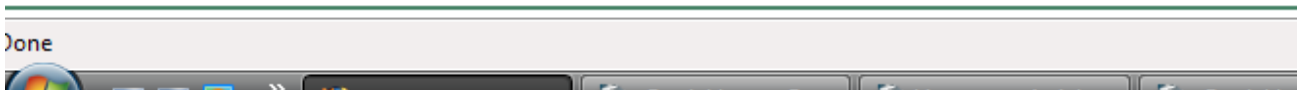


Next, take a look at what the tool shows us about these keywords. Check out the next screen shot (below). The more full the green bars, the higher the competition (if in that column) or the search volume, as noted. A good keyword will have both a good advertiser competition indicator and decent search volume. In this example, the first nine keywords are all good picks, although some have lower than average search volume. The last one, donate used cell phones, is good as well.



Choose columns to display:

Keywords	Advertiser Competition [?]	Search Volume: May [?]	Avg Search Volume [?]	Match [?]
Keywords related to term(s) entered - sorted by relevance [?]				
used cell phones	<div style="width: 75%; background-color: green;"></div>	<div style="width: 50%; background-color: green;"></div>	<div style="width: 50%; background-color: green;"></div>	
buy used cell phones	<div style="width: 75%; background-color: green;"></div>	<div style="width: 50%; background-color: green;"></div>	<div style="width: 50%; background-color: green;"></div>	
used cell phones for sale	<div style="width: 75%; background-color: green;"></div>	<div style="width: 50%; background-color: green;"></div>	<div style="width: 50%; background-color: green;"></div>	
sell used cell phones	<div style="width: 75%; background-color: green;"></div>	<div style="width: 50%; background-color: green;"></div>	<div style="width: 50%; background-color: green;"></div>	
used cell phone	<div style="width: 75%; background-color: green;"></div>	<div style="width: 50%; background-color: green;"></div>	<div style="width: 50%; background-color: green;"></div>	
buy used cell phone	<div style="width: 75%; background-color: green;"></div>	<div style="width: 50%; background-color: green;"></div>	<div style="width: 50%; background-color: green;"></div>	
donate used cell phones	<div style="width: 75%; background-color: green;"></div>	<div style="width: 50%; background-color: green;"></div>	<div style="width: 50%; background-color: green;"></div>	
cheap used cell phones	<div style="width: 75%; background-color: green;"></div>	<div style="width: 50%; background-color: green;"></div>	<div style="width: 50%; background-color: green;"></div>	
sell used cell phone	<div style="width: 75%; background-color: green;"></div>	<div style="width: 50%; background-color: green;"></div>	<div style="width: 50%; background-color: green;"></div>	
used cell phone stores	<div style="width: 0%; background-color: green;"></div>	<div style="width: 50%; background-color: green;"></div>	<div style="width: 50%; background-color: green;"></div>	
used t mobile cell phones	<div style="width: 0%; background-color: green;"></div>	<div style="width: 50%; background-color: green;"></div>	<div style="width: 50%; background-color: green;"></div>	
used alltel cell phones	<div style="width: 0%; background-color: green;"></div>	<div style="width: 50%; background-color: green;"></div>	<div style="width: 50%; background-color: green;"></div>	
used unlocked cell phones	<div style="width: 0%; background-color: green;"></div>	<div style="width: 50%; background-color: green;"></div>	<div style="width: 50%; background-color: green;"></div>	
used nextel cell phones	<div style="width: 75%; background-color: green;"></div>	<div style="width: 50%; background-color: green;"></div>	<div style="width: 50%; background-color: green;"></div>	
used cell phone store	<div style="width: 75%; background-color: green;"></div>	<div style="width: 50%; background-color: green;"></div>	<div style="width: 50%; background-color: green;"></div>	
selling used cell phones	<div style="width: 75%; background-color: green;"></div>	<div style="width: 50%; background-color: green;"></div>	<div style="width: 50%; background-color: green;"></div>	
buying used cell phones	<div style="width: 75%; background-color: green;"></div>	<div style="width: 50%; background-color: green;"></div>	<div style="width: 50%; background-color: green;"></div>	
donate used cell phone	<div style="width: 75%; background-color: green;"></div>	<div style="width: 50%; background-color: green;"></div>	<div style="width: 50%; background-color: green;"></div>	



You can even find out how much advertisers pay per click, as seen in the following screen shot. Just play with the drop-down menu in the tool to view the elements you like. In this example, “Sell Used Cell Phone” has the highest cost per click. However, remember that Google and eHow will both get a part of that, so you're not on easy street just yet.

►► This Google AdSense Keyword Tool is the best way to find the extra keywords to include in your article to increase high-paying ads on your articles, as the ads are based on the words on the page. I use this tool to make sure my articles have a couple good ad keywords, but use Wordtracker to determine the main search-based keywords for the title.

The screenshot shows the Google AdSense Keyword Tool interface. At the top, there are tabs for various applications like Reseller H..., Web Host..., Lulu Blog..., Content..., Homeste..., CutePDF..., Free Key..., and eHow. Below the tabs, there's a control panel with a dropdown menu set to 'US Dollars (USD \$)', a 'Recalculate' button, and a 'Show/hide columns' dropdown. The main area is a table with the following columns: 'Keywords', 'Estimated Avg. CPC', 'Advertiser Competition', 'Search Volume: May', 'Avg Search Volume', and 'Match Type'. The table is titled 'Keywords related to term(s) entered - sorted by relevance'. The keyword 'sell used cell phone' is highlighted in yellow and has the highest CPC at \$2.41. Other keywords include 'used cell phones' (\$1.42), 'buy used cell phones' (\$1.58), 'used cell phones for sale' (\$1.53), 'used cell phone' (\$1.37), 'buy used cell phone' (\$1.46), 'donate used cell phones' (\$2.00), 'cheap used cell phones' (\$1.45), 'used cell phone stores' (\$1.04), 'used t mobile cell phones' (\$1.01), 'used alltel cell phones' (\$1.20), and 'used unlocked cell phones' (\$0.97). Each row includes a progress bar for advertiser competition and search volume, and an 'Add' button.

Keywords	Estimated Avg. CPC	Advertiser Competition	Search Volume: May	Avg Search Volume	Match Type
used cell phones	\$1.42				Broad
buy used cell phones	\$1.58				Broad
used cell phones for sale	\$1.53				Broad
sell used cell phones	\$2.38				Broad
used cell phone	\$1.37				Broad
buy used cell phone	\$1.46				Broad
donate used cell phones	\$2.00				Broad
cheap used cell phones	\$1.45				Broad
sell used cell phone	\$2.41				Broad
used cell phone stores	\$1.04				Broad
used t mobile cell phones	\$1.01				Broad
used alltel cell phones	\$1.20				Broad
used unlocked cell phones	\$0.97				Broad

Play around with the Google AdSense tool to estimate the monetary volume of different keyword combinations. And remember in the end that while it can give you plenty of valuable information, it's not the final word. A unique article topic can do very well even with low advertiser competition if you make up for it in volume (that is, a large number of visitors).

► [Site Build It](#) has an free mini-course on [Making Your Keywords Sell](#). This is an excellent resource, especially for those new to search engine optimization and writing online content. It's also full of great information for veteran content writers, too. If keywords are new to you, take a look at the information there. I actually use a good deal of my SiteBuildIt training in writing eHow articles that generate income.

Top Tips for High-Earning Articles

My highest-earning article on eHow has made over \$2,000 to date and a total of six have earned over \$1,000 each. (See pic below.) I have 64 eHow articles that have earned over \$100 each and are still earning money. Some made it to the top-earning list in a matter of months, but most worked their way up slowly.

Your Article Library

Feature	Date	Title	Views	Rating	Earnings↓	Status
<input type="checkbox"/>	11/19/07	How to Get Your First Customer	134,104	★★★★☆☆	\$2,142.25	Published Edit
<input type="checkbox"/>	12/06/07	How to Stop an Affiliate From Leaving	131,794	★★☆☆☆☆	\$1,492.23	Published Edit
<input type="checkbox"/>	02/25/08	How to Get Your First Customer	53,882	★★★★☆☆	\$1,272.59	Published Edit
<input type="checkbox"/>	03/31/08	How to Make a Budget	26,241	★★★★☆☆	\$1,256.92	Published Edit
<input type="checkbox"/>	03/10/09	How to Get Your First Customer	12,591	★★★★☆☆	\$1,248.25	Published Edit
<input type="checkbox"/>	10/23/07	How to Get Your First Customer	194,562	★★★☆☆☆	\$1,035.05	Published Edit

After assimilating all of the information in this ebook about keywords, SEO, article writing techniques, linking to your article and more, you'll be well on your way to duplicate this success. I have a few more tips to add:

- Think of new trends, high-interest topics that are relatively new and haven't been written about on eHow or many other places. For example, in February 2008 I wrote an eHow article about How to Make Money in a Recession, long before recession was a buzzword. This article has done very well.
- Pick keywords that when searched in Google, deliver few relevant articles. You'll have an easier time scoring the #1 spot and hopefully a high-earning article.
- Anticipate popular searches a few months ahead of time. Write about bikinis in January, tax tips in October, Christmas gift ideas in August. The search engines won't always catch your article right away, so a few months' lead time is important.
- Go long-tail. Choose keyword phrases in Wordtracker that are 3, 4, 5 or even 6 words long, even if the search volume isn't huge. You'll win with Google and you won't have much competition because the others will write the shorter keyword combos that have more searches.
- Link to your article from several places – your blog, Bukisa, and Xomba, for example – to give

it an early boost with the search engines. So if a famous model starts a new fashion trend, write the eHow article and link to it right away so Google will pick up on your article as the authority before the competition has even written their articles.

Promoting & Increasing Traffic to Your eHow Articles

Promote your eHow articles on the web to gain exposure and increase earnings. There are many ways to promote – ie, link to -- your articles online and greatly increase the traffic to your work.

However, social promotion of most online content articles is not the most profitable use of your time, or even appreciated by the communities where you'd be promoting. Oh, it's all right now and then, but for the most part, save it for your most unique or fun articles. Don't spam the social sites with dozens of eHow links – nobody will appreciate it.

▶▶ Inbound links, that is, links on other sites pointing readers toward your article, are one of the top factors for Google when deciding how to rank your article.

So rather than just Digg or Stumble your articles to a limited, often uninterested audience, link your eHow articles from other content sites and blogs to let Google know they are relevant and popular. You can also earn money for your efforts at the same time. Here's how.

Content Sites: [Bukisa](#), [InfoBarrel](#), [HubPages.com](#) and [Xomba.com](#) allow you to sign up and publish content and earn money, much like eHow. While the earnings with these sites may pale in comparison to income at eHow, at least currently, they are still very useful for getting exposure, links and traffic for your eHow content ... and you will make a few dollars at the same time. I've earned over \$100 from HubPages with just a few articles, and over \$400 from Bukisa in less than a year. Sign up at those sites, write a few quality articles and include links to your eHow profile or specific, related eHow articles you've written.

Blogs: Include links to your articles and eHow profile in your personal or monetized blogs. Work them into your articles without overdoing it, building up interest for the reader and making them more likely to click your article links.

Comment on popular blogs, leaving a link to your eHow profile or individual articles. Look for blogs that get tons of traffic (Check their Alexa traffic ranks) or have do-follow comment tags. (For more information on Do Follow, go to: <http://blog.blogthatfollow.com/2007/12/what-is-do-follow/> Basically, it means that Google “counts” do-follow links in your favor.)

Social Networking: Do you have a profile on MySpace, Facebook, [WealthyAffiliate Space](#), or other social networking site? If so, include your article links, posting one every day or so, so friends can check them out.

Email Signature: Include an eHow article link in your automatic email signature line.

eHow Community and Demand Studios forums: Become an active member of the eHow community forums, welcoming newbies and participating in discussion. Members will click on your profile, check out your articles and help to build a community around the content.

Web Forums: Add a link to your most on-topic eHow article to your signature line on any forums you frequent. For example, in a writing forum I might include a link to my [Hub Pages](#) article; in a Thrifty Families forum I have a link to my [How to Make a Budget](#) article.

Yahoo Answers: This is a good place to get exposure for some of your articles. Search for

unresolved questions in a topic you're written on, include some advice and your eHow article link.
Best of luck in all your endeavors!

~Maria

<http://mywahm.blogspot.com/>

P.S. Ready to take your online earnings to the next level? I'm following an action plan created by six-figure-earning affiliate marketing gurus. Join me at www.wealthyaffiliate.com to learn more!