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Maximizing Profits with Video Blogging by Terrilevine

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Most ventures in life optimally arrive at profit somehow. There are, of course, the things that you do purely for pleasure, but in a perfect world everybody would be able to spend time doing things that they love and get paid for it. Unfortunately, itâ€™s not a perfect world and most of us have to keep our day jobs while we pursue our dreams.

However, if you are one of those individuals who really likes video blogging, thereâ€™s always a chance for a little extra dough to be made in the corners. For those who are extremely dedicated and understand how the system works, itâ€™s entirely possible to make a living at video blogging, but youâ€™ need to be one of the biggest names in the business to achieve that level of success.

But even if youâ€™re just starting out video blogging, working hard at creating useful, creative video content and attracting new visitors and subscribers, thereâ€™s some extra cash to be had in the sidelines for those who seek it.

First, if youâ€™re really looking to make your video blog a profitable venture, youâ€™re going to have to spend some money to make money. While you can be successful using tools around your house and the microphone and webcam that came standard with your computer, itâ€™s going to be hard to make profit off of something that looks and feels extremely amateurish.

If you want to be paid like a professional, then youâ€™ll have to act like a professional. Now is the time to consider investing in high quality cameras and possibly microphones. If youâ€™re looking to take the next step into professional video blogging, the camera and microphone are probably the two best things to invest in; later on you can consider buying better lighting sources and other such accoutrements.

Another important thing to keep in mind is that if you want your video blog to be profitable, youâ€™ll need to constantly be coming out with new material. A good standard to have is one video blog per week, but once you start getting viewers clambering for more, youâ€™ll likely up this to several videos a week.

All right. Now that youâ€™ve started producing professional grade videos on a regular basis, hereâ€™s th secret to making money: marketing. The surest way to start gaining revenue from your site is to open it up to advertisers. This may sound a little bit less than appealing, but the fact of the matter is that advertising can be extremely lucrative and not overbearing if done right.

One of the easiest ways for a beginner to get started making money with their video blog is Google Adsense. The great thing about Adsense is that their marketing methods arenâ€™t intrusive â€“ your viewers wonâ€™t be bombed with hundreds of pop up windows or animated advertisements that will take up half of the screen. The advertisements that Adsense puts out are contextual â€“ meaning that they will have something to do with the subject covered in the video blog â€“ and unobtrusive.

The way that this particular brand of advertising works is that you get paid per click on the advertisement displayed. That is, if a visitor to your website finds one of the ads placed around your video blog appealing and clicks on it, you get paid for that click.

In the advertising world this is called â€œpay per clickâ€• advertising, and is pretty much the Internet version of quid pro quo. If the viewer clicks on the advertisement, you get money.

Alternatively, even if you have over a million visitors per month and none of them click on the advertisement, you make nothing. So youâ€™ll need to do some legwork that ensures that at least some of those viewers click on the ads!

A great way to encourage your viewers to check out your ads without being too overbearing about it is to optimize the placement of the ads. Studies have shown that viewers are more likely to click on ads located in certain places of the website. The trick is finding a balance between making the advertisements visible but not letting them take over the entirety of your video blog.

Every webmaster has a particular strategy when dealing with ad placement and optimization, but there are some general tips can should be kept in mind when deciding where to put your Adsense ads.

ïƒ± Put an advertisement at the top of the page. The viewerâ€™s eye will naturally gravitate toward that spot, as weâ€™re trained to look to the top of the page to find out new information.

ïƒ± Assuming that you have your page organized vertically with the most recent video being displayed at the topmost part of the screen, insert a second ad below the most recent video blog and the next most recent.

Generally speaking, even if the visitor is only at the site for the most recent blog post, theyâ€™ll naturally look down at the rest of the videos displayed â€“ and theyâ€™ll see the second ad.

Be sure to pay attention to Google Adsenseâ€™ Terms of Service. There are actually rules regarding where and how often you can put advertisements on your site.

While itâ€™s important to be thorough with advertising in order for it to be effective, you also donâ€™t war to wallpaper your site with ads. Not only is this distasteful to the viewer, it also annoys Google and could land you in hot water! For detail http://www.terrilevine.com

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