The Amazing Value of Nothing

Earning Money From Your Website:

A Personal Story & Information Guide

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This free e-book is part story and part information guide. The story part relates to my decision to build a website around my passion for forensic psychology. The information guide relates to how this website provides me and my family with a significant monthly income.

To get the most out of this e-book, you must read the story part first because it provides the foundation for all the information that follows.

The simple fact of the matter is that when I decided to build a website, I had no intention of making any money from it. Incredibly, however, the absence of intent to make any cash from the website is the main reason that it subsequently did and continues to do so; and this is what my story is all about. Firstly, however, I need to set the scene:

To cut a long story short:

Back in 2002 I worked as a University lecturer in the UK and my other half Louise was a very successful recruitment consultant. We had a very nice joint income but as with most people, our quality of life left a lot to be desired.

I absolutely loved being a lecturer, it still felt like being a student but with less debt. Louise on the other hand hated her job, the ridiculously long hours, the constant stress of targets and the daily grind of travelling to and from work. For Lou it really was a case of living to work, rather than working to live. We hardly had any quality time together, the only rest bite being the occasional holiday in the sun.

After a particularly bad day at work Lou and I had a long 'what are we doing with our lives' chat and basically decided that we should resign from work, sell our house and move to Spain. The reaction of family and friends ranged from 'you are very brave' to 'are you completely insane?' To be honest, it didn't feel like a big deal at the time, because we knew that if it didn't work out we would just move back to the UK and pick up where we left off. Also having no children to consider made the decision much easier. Or so we thought! Shortly after we handed our notices in at work we discovered that Lou was 4 months pregnant with our first son Luca. A bit of a surprise to say the least, albeit a wonderful one but it just meant delaying the move by a few months, which finally took place in August 2003.

In terms of supporting ourselves financially I became a tutor for a couple of UK universities that offered online degrees. The beauty of this type of job is that there are no geographical boundaries. Teachers and students alike can access the course material and communicate with each other from anywhere in the world.

One of the courses I work on is an introduction to forensic psychology course. As well as being a tutor on this course, I also wrote the course material; and this is when my build your own website journey began.

In putting the course material together I wanted to be able to direct my students to quality links and resources, particularly instantly available Internet resources given that this was an online course. Unfortunately, I couldn't find that many. On the surface some of the websites I visited looked fine but upon closer inspection it soon became clear that they hadn't been updated for a long time, and often many of the potentially useful links were either dead or no longer available. It was at this point that I started thinking about putting my own forensic psychology website together. There was, however, one major problem with this, I had absolutely no idea how you went about getting a website up and running, let alone how to build one myself.

What I discovered, however, is that it is in fact possible for anybody to build their own website; and you don't need any technical knowledge or expertise to do so because there are a number of website hosting/building companies that provide you with all the tools you need. Having carefully considered the various options I chose Site Build It in the end.

As with any new software package I fell in line with the "80/20" rule (80% of users only use 20% of the features available). This was fine though because all I wanted to do was build a professional looking website.

Creating the website was the easy bit, what took time and effort was making sure that the content was the best it could possibly be. Although I spent a great deal of time researching and writing the content for each page, I thoroughly enjoyed doing so because forensic psychology is my passion, I not only enjoy teaching the subject but I also enjoy learning as much about it as possible. Building the website helped served the interests of both.

The other factor that drove me to produce a quality website was the knowledge that students would be going to **my website**. What the students thought about the site and how useful, interesting and engaging they found it reflected directly on me as a tutor and educator. So in the 6 months prior to the launch of the course I set about putting together the best forensic psychology information website I could possibly make.

I now had exactly what I wanted, namely a professional looking forensic psychology website that my students could access to find more information on the various topics covered on the course.

To say I was pleased with the end result is an understatement.

Now remember what I said at the beginning:

The simple fact of the matter is that when I decided to build a website, I had no intention of making any money from it. Incredibly, however, the absence of intent to make any cash from the website is the main reason that it subsequently did and continues to do so.

Although I didn't realise it at the time, but having just concentrated on the quality, usefulness and content of the website I had in fact laid the ideal foundations from which to generate a very nice income. The irrefutable truth of the matter is that your potential to make money on the Internet is directly related to your frame of reference. I'll be discussing what I did to realise this potential shortly, but before then, I just want to say a word or two about what I consider the perfect frame of reference to be.

Logic dictates that the most common frame of reference for people who want to make money on the Internet is unsurprisingly: **I want to make money on the Internet**; however, the fundamental problem with this particular frame of reference is that by definition, it raises the very real prospect of failure. Sadly, the vast majority of people that set out to make money on the Internet, Don't; and it's this frame of reference that probably guarantees that they never will. The usual course of events being:

- You want to make money on the Internet
- You have a go at making money on the Internet
- You don't make any money on the Internet
- You spend money trying to make money on the Internet
- You still don't make any money on the Internet
- You stop trying to make money on the Internet

Change your frame of reference

'Beware you lose the substance by grasping at the shadow'.
(Aesop, Greek slave & fable author 560 BC - 620 BC).

As I mentioned earlier, it's now possible for anybody to build their own website; and you don't need any technical knowledge or expertise to do so. With this in mind, having a frame of reference that is simply **I want to build a website based around a particular passion of mine**, removes the shadow of failure. It also means, as I did with the forensic psychology website that you will focus on the content and quality of your website, which is the best foundation you can lay.

The ripple effect

My favourite definition of the ripple effect is *a gradually spreading effect or influence* because this is precisely what changing your frame of reference will result in on a number of levels.

Since building my website, I've learned so much more about forensic psychology. Experts in the field have contacted me asking if they can contribute to the site, which is just amazing; and I have also learned a great deal about the inner workings of the Internet. All this and more was a natural consequence of my simple frame of reference. **I want to build a website based around my passion for forensic psychology**.

This is why I called this e-book the amazing value of nothing because if you set out to make a website hoping to gain nothing other than enjoying and learning from the experience of doing so; not only will this frame of reference make it much more likely that your website will be able to generate income, but you will also stand to benefit in so many other different ways. For instance, think about your resume (C.V if you are from the UK); being able to mention that you built

and maintain your own quality website is potentially worth its weight in gold. Not only does it tells prospective employers that you are embracing modern technology, but it also tells them something about you as a person. Doing something for its own sake because you are passionate about it says a great deal more about your core values than doing something because you want to make a quick buck.

From my own point of view the most personally satisfying ripple effect is that it has enriched my mum's life. Fresh from the confidence of building a website around my own passion for forensic psychology, I didn't see any reason why my mum couldn't have her own website based on her passion for the crime writer Agatha Christie, and this is precisely what she now has. Take a look at my mum's website.

This has literally given my mum a new lease of life. At the age of 66 she is quickly becoming recognised as one of the leading authorities on the life and work of Agatha Christie. She is regularly contacted by fellow Agatha Christie fans of all ages across the world. She even has her own Myspace page! Now that is what I call a ripple effect.

Key Points

1.   You don't need any technical knowledge or expertise to build a website. I used Site Build It.
2.   My time and effort went into producing the best forensic psychology information website possible.
3.   I did not set out to make any money from my website.
4.   The absence of intent to make any cash from the website is the main reason that it subsequently did and continues to do so.

How To Make Money From Your Website

It was important to tell my personal story; because for me, building a website with the potential to generate a very nice income happened by accident rather than design. The rest of this free e-book details how this potential was finally realised.

It is also important to state that all the information I will be conveying in this part of the e-book is based on newly acquired knowledge. The things I will be discussing stem from the things I learned along the way once I decided to build my website; demonstrating once again the amazing value of nothing.

To start with, however, I just want to mention the moment that I realised it was possible to make money from my website. One of the first things I did on the forensic psychology website was to document all the books I had either included on recommended student reading lists; or had used as part of my teaching. A number of students on my forensic psychology course bought some of these books and even got in touch to thank me for the recommendation.

A few months after I launched the website I asked a friend and colleague to have a look to see what he thought, particularly as he had his own website. One of the things he mentioned was that on his website if anybody bought one of the books he recommended he received a commission from Amazon. The idea that I could start earning a few dollars from something that I was already doing as a matter of course and not currently receiving any payment from was worth exploring further, although I remember thinking at the time that chances are I wouldn't bother as they would probably be too much involved in setting everything up.

It was in fact very easy to set up and completely free to join forces with Amazon. Click here for more information. It was also the first time I was introduced to the concept of **affiliate marketing**.

Jargon Buster: Affiliate Marketing

Affiliate marketing is simply a process whereby you (the affiliate) get paid for promoting (marketing) somebody else's products. So in my case I get paid if a visitor buys one of the forensic psychology books I have recommended via Amazon.

Affiliate marketing is one of the most lucrative ways in which people make money from their website. Whatever the topic of the website, you can guarantee that there will be a whole host of individuals, small businesses and major companies that are willing to pay website owners to promote and sell their related products and services. However, remember what I said earlier.

Although I didn't realise it at the time, but having just concentrated on the quality, usefulness and content of the website I had in fact laid the ideal foundations from which to generate a very nice income.

A quality website, a useful website and a content rich website are three of the main ingredients of successful affiliate marketing, because together they help to build trust. People will only buy something on your recommendation (particularly a complete stranger) if they genuinely believe in what you say. If affiliate marketing didn't exist I would still be recommending the forensic psychology books you see on the website. These are all books that I have bought, read and used myself in order to increase my understanding of the topics they cover. There are no short cuts with this, because the fact of the matter is that if people visit a website that looks as if it was put together in an afternoon, has no real content of interest, and consists primarily of a series of affiliate links, there is absolutely no way that they will stay more than a couple of seconds, let alone buy anything. Would you?

Having finally realised that I now had a website capable of earning money I started taking a much keener interest in the different ways it is possible to do so; and this is when I discovered Google Adsense.

Google AdSense is completely free to join and really easy to set up on your website. Once you have, text ads appear on your site, you may have seen them when browsing the forensic psychology Web Pages. Every time someone clicks an ad and visits one of the advertiser's sites, I earn revenue because Google pays me a share of what the advertisers pay them for that particular ad. The best thing about Google AdSense is that the adverts are contextual i.e. based on the content of the page on which they appear. As Google note:

Because the ads are related to what your visitors are looking for on your site, or matched to the characteristics and interests of the visitors your content attracts, you'll finally have a way to both monetise and enhance your content pages.

Because of this Google AdSense can be very lucrative, but as with affiliate marketing, this will depend on the quality of your website. Not everybody who applies to Google AdSense is accepted, which if you think about it is fair enough. When you apply, you are basically asking Google to be your partner, so your website reflects directly on them as a company. So again, at the risk of sounding like a stuck record, it's worth repeating that:

Although I didn't realise it at the time, but having just concentrated on the quality, usefulness and content of the website I had in fact laid the ideal foundations from which to generate a very nice income.

Click here for more information about Google AdSense.

Special Note: If you do get accepted by Google AdSense make sure you familiarise yourself with their terms and conditions. You, your friends and family etc, should never click on the Ads that appear on your website, your account will be terminated. Play fair, produce a great quality website and your earnings will take care of themselves.

Getting Lots of Traffic

Lets assume that you have built a high quality, professional looking, content rich website and let's assume further that you have added a couple of affiliate links and that you have been accepted by Google AdSense. Job done? I'm afraid not, because if you don't attract lots of traffic (visitors) to your website you won't earn a dime.

Now remember when I first built the forensic psychology website, it was simply a means to an end i.e. to provide the students enrolled on my course with an information resource. At this stage the only website traffic (visitors) I was interested in was a handful of my students.

The realisation that the forensic psychology website had the potential to earn some money; went hand in hand with the realisation that this could only happen if it reached out to a much larger audience.

If you Build It, They Will Come

If you have seen the film field of dreams, you will know that "If you build it, they will come." is what the mystery voice keeps telling Ray Kinsella (played by Kevin Costner). Well if Ray was thinking about websites rather than baseball the mystery voice would have said "If you build it **(properly)** they will come"; and this is precisely what you must do if you want lots of people to visit your site.

The reason that you need to build each webpage properly is so that people can find you when they search for information about something related to the theme of your website.

Think about when you search for information on the Internet. Like most people, I am fairly certain that you will use a search engine; and there is a very good chance that you will use one or more of the most popular search engines (Google, Yahoo, MSN, Ask). You type in your search term, hit the search button and in a flash you are presented with the search results (usually hundreds of thousands of them). The usual response then is to check out the link that appears in the number one spot and maybe a few more results on the first page; you may even look at the next couple of pages but you are unlikely to continue searching beyond that.

The reality, therefore, is that unless your webpage appears on the first couple of search results pages (preferably towards the top of page one) you are effectively invisible.

Getting To The Top

So how do you get to the top of the search engine results? Well the first thing to say before answering this question is that the absolutely brilliant news is that anybody can. I assumed incorrectly that the websites listed at the top of search engine results had paid a fortune to be there; you can pay to be a sponsored link, but I am talking about the main search results, the results that nearly everybody searching for information refers to before anything else. A listing in these results doesn't cost anything other than the time and effort to make sure that your website pages appear near the top.

So How Does It Work?

In an ideal world, Google, Yahoo, MSN, Ask etc would get somebody in person to review the quality and usefulness of your web pages in relation to relevant search terms that are entered into the search engine. However, given the sheer quantity of web pages out there, this is just impossible. What happens, therefore, is that they automate the review process through what are known as web crawlers or spiders (well it is the World Wide Web). A web crawler or a spider is just a computer program that evaluates the page it is reviewing according to various criteria.

What Are The Spiders Looking For?

Well to start with they want to know what keyword the webpage is built around, so they can match this keyword to the search phrase that people type into the search engine box.

Every page on a website is unique and consists of the name of the website, followed by the keyword around which the page has been built. This is what is known as the website address for each page, take a look at the web addresses of some of my forensic psychology pages (the keyword for each page is in bold)

http://www.all-about-forensic-psychology.com/**what-is-forensic-psychology**.html

http://www.all-about-forensic-psychology.com/**criminal-profiling**.html

http://www.all-about-forensic-psychology.com/**psychological-autopsy**.html

http://www.all-about-forensic-psychology.com/**forensic-psychology-degree**.html

The only exception to this rule is the homepage of the website. This is the main page on a website, from which all the other pages shoot out from. The website address of the homepage, therefore, is built around a keyword linked to the website's central theme, in my case **Forensic Psychology** i.e.

http://www.all-about-forensic-psychology.com

So when you build a website you will have a home page and a number of other web pages, all or which are built around a keyword. Now if a person enters one of your keywords (e.g. criminal profiling) into their search engine, you will be competing with all the other pages on the Internet that also contain the keyword criminal profiling. The question is what determines which pages are listed at the top.

The simple answer is relevance. The quality of a search engine is directly linked to the relevance of the results it brings back. If you are searching for information on a topic and the results you check out are not relevant, chances are you won't use that search engine again and this is really bad news for the search engine company in question.

Checking For Relevance

When the spiders go out to review a webpage there are a number of things they look for in particular. As mentioned above, the first thing they look for is the keyword around which the page has been built; and having done this, they then look for further examples of this keyword to ensure that the page is well and truly about what it appears to be.

When you build a webpage, in addition to choosing a keyword, you will also give the page a title; and you will write a brief taster of the webpage before finally writing the content for the page. The search engine spiders will also be looking in these places for a mention of your keyword. They will then use this information to help calculate where your page should rank in relation to all the other pages that also contain the same keyword. This information also forms the basis of the result entry that is listed.

Let me give you an example using one of my own pages. As indicated above, one of the topics I cover on the forensic psychology website is the psychological autopsy.

Keyword:

Website page built around the keyword **psychological autopsy**

Web address:

http://www.all-about-forensic-psychology.com/**psychological-autopsy**.html

Page title:

What Is A **Psychological Autopsy**? Find Out All You Need To Know Here.

Brief taster:

Whereas a medical autopsy is essentially a physical examination of the deceased, a **psychological autopsy** is essentially a mental state examination of the deceased.

Content:

Click here to have a quick look at the page itself and you will see that the keyword psychological autopsy appears several times in the content.

Now let's have a look at what happened once the search engine spider had been to review the page.

Click here to visit Yahoo. In the search box at the top of the page type in psychological autopsy and click on the Web Search button.

At the time of writing my page was listed 7th out of over 350,000 results. The listing based on all the headings outlined above looks like this:

[What Is A **Psychological Autopsy**? Find Out All You Need To Know Here](#)

autopsy is essentially a physical examination of the deceased, a **psychological** ... Back To Top Of The Page. Go From **Psychological Autopsy** Back To The Home Page ...www.all-about-forensic-psychology.com/**psychological-autopsy**.html - 48k - [Cached](#) - [More from this site](#)

In addition to my psychological autopsy page listing on Yahoo, The All About Forensic Psychology Website also has first page listings on one or more of the all the other major search engines i.e. Google, MSN (Live Search) and Ask. Keywords associated with these top webpage listings include:

- ✓ Forensic Psychologist

- ✓ Forensic Psychology Books

- ✓ Forensic Psychology Conferences

- ✓ Forensic Psychology Course

- ✓ Forensic Psychology Newsletter

- ✓ Forensic Psychology Website

- ✓ Crime Scene Investigation Degree

- ✓ Eyewitness Memory

- ✓ FBI profiler

- ✓ Forensic Psychology Forum

- ✓ History of Forensic Psychology

- ✓ Forensic Psychology Blog

What I've just outlined taps into what is known as Search Engine Optimisation (SEO); and what I love about SEO is its inherent fairness, because all the search engines are bothered about is providing the best, most relevant search results possible. So if you know you have built a quality, content rich webpage relating to a keyword that people search for, I hope that I have shown that it is possible to get listed towards the top of the major search engine results.

It All Sounds Very Technical
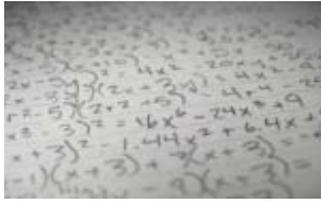
It is very technical, but fortunately that isn't something you have to worry about anymore. In the past Search Engine Optimisation was impossible without hiring an expert to do it for you but as I mentioned at the very beginning anybody can now build a website and they don't need any technical expertise to do so, and that includes Search Engine Optimisation.

I also mentioned earlier that having carefully considered the various options I chose Site Build It to host; register and build my website and initially fell in line with the "80/20" rule (80% of users only use 20% of the features available), because to begin with I just wanted a professional looking website for my students to look at. However, once I realised that I could earn money from the website if it was seen by a much larger audience I started using more of the software features available, which included the Search Engine Optimisation function.

Once you build a webpage with Site Build It, you are advised to click on the Analyse button to make sure that the page is optimised for the search engines. If it's not, it tells you what to do to make sure that it is e.g. include your keyword at least 4 more times and no more than 10 times in your main content. Once you have made all the necessary adjustments, your page is ready to go onto the World Wide Web and you can rest assured that when the search engine spiders arrive to review your site, they are going to be impressed with what they find.

The best thing about this brilliant but incredibly easy to use function is that it allows you to compete on a level playing field with similar pages on the Internet that have also been optimised for the search engines. However, most Internet pages are not actually optimised for the search engines, so by spending a few minutes extra making sure that each of yours is, you will start overtaking the majority that aren't.

Spread The Word

Getting visitors to your website via the search engines is vitally important and there is nothing to stop you from making this happen. In addition to Search Engine Optimisation you should also be on the look out for any other way to spread the word about your website. What follows are just some of the ways that I have been able to do just that.

Before I do though, I just want to reiterate that everything I've already discussed, and I'm about to discuss is based on newly acquired knowledge. This is all stuff that I have picked up and have implemented along the way; and this is all stuff that anybody can do.

It is also worth repeating the central message of this information guide that before you do anything proactive you must have a quality, useful and content rich website to show people. I feel like I am stating the obvious when I say this, but it doesn't matter how many people you attract to your website, if they get there and are disappointed with what they find, they are hardly likely to return, let alone recommend your site to others. So assuming you do have a great website up and running what can you do to maximise its profile?

Make Sure Visitors Remember You

Most visitors will arrive at your home page, and as in any walk of life first impressions are really important. My site is about forensic psychology so I expect the majority of my visitors to be seeking information about the subject. Having

looked at my home page, I want my visitors thinking, wow, I've struck gold; a principle that applies whatever your website happens to be about.

Don't assume that the people who visit your website will be able to find you again should they wish to do so. Also make sure you give your visitors a reason to come back. Have a quick look at my home page. You'll see that towards the bottom of the home page, I've made it possible for visitors to bookmark my website; this includes both a traditional and a social bookmark option. If you are not sure what Internet bookmarks are click here.

In terms of encouraging visitors to come back, you will notice that I make the point that the website is growing all the time. If people like what they see, they will be hungry for more, so adding fresh content on a regular basis is very important. Another good reason for building a website around something you love, you want this to be a pleasure, not a chore.

In addition to the bookmarking options on the home page, I've also built a Share This Website page that can be accessed via the main menu. This provides visitors with another opportunity to bookmark the website for future reference, as well as providing a very easy way for other website and blog owners to link to my site.

Connect With Your Visitors

The great thing about building a website around something that you are passionate about is that it gives you the perfect platform to connect further with your visitors.

There are a number of ways that I do this via the homepage, a couple of which are listed below; and again, these are things that can be implemented whatever your website happens to be about.

FORENSIC PSYCHOLOGY NEWSLETTER

This is an absolutely brilliant way of connecting further with the visitors to your website. Not only is it a great way to guarantee repeat visits to your website but it also builds your credibility as someone who is genuinely passionate about what they are doing.

Visitors to the website can subscribe to the newsletter for free via a simple form on the homepage. That same subscription form is also accessible via a dedicated free newsletter page, a link to which is included as a footnote on the bottom of every page on the website. This has resulted in over 3000 subscriptions in less than a year.

Earlier on I mentioned the ripple effect (a *gradually spreading effect or influence*) in relation to changing your frame of reference. I also found that sending out a newsletter produced an equally amazing ripple effect. Not long after sending out the first edition I was contacted by a forensic psychology expert form the USA who very kindly offered to write a series of articles for the newsletter, the inclusion of these articles have greatly enhanced the kudos of the newsletter. I've also generated some very nice advertising income from the newsletters as well from forensic psychology related service providers e.g. Universities advertising their forensic psychology degree course.

You can take a look at the latest edition of the newsletter (at the time of writing) by clicking here. If you are thinking I wouldn't have a clue how you go about producing and maintaining a newsletter subscription service, remember I would have thought exactly the same this time last year. However, taking care of all the technical aspects of producing a newsletter was another function of Site Build It that I had initially ignored. It's actually remarkably easy; the hard part is making sure you find time to write the newsletter in the first place.

THE FORENSIC PSYCHOLOGY BLOG

Another great way to connect further with your visitors is through a blog. As you are probably aware a blog is like an online journal where people discuss things that have caught their attention, so in my case I discuss things of interest from the world of forensic psychology. Setting up a blog is free and very easy to do, in fact, you can be up and running in minutes. I use Blogger which is not only incredibly easy to use and helps bring repeat and new visitors the website but it also allows you to include AdSense ads, so it can earn you some money as well.

 Click here to find out more about Blogger.

Attract New Visitors

There are lots of ways that you can attract new visitors to your website and the key to this is not being afraid to show off. It's back to my central point again, if you have concentrated on the quality, usefulness and content of your website, people who share your interest but as yet don't know about your website, will be very grateful that you have made it possible for them to find it.

FORUMS & MESSAGE BOARDS

One of the first things I did to attract new visitors to my website was to place announcements on appropriate forums and message boards. Whatever the topic of your website you will be able to find such places. I just did a quick Google

search, found numerous psychology forums and message boards and spent a couple of days introducing myself along with a link to my website.

QUALITY WEBSITE LINKS

Another thing that brought lots of new visitors to my website was when I built a quality links page. As with my recommended books page, this was something I already had in place before I realised I could make money from the website. I had put together a hand-picked collection of quality psychology websites and all I did to attract new visitors was contact each of the website owners to let them know that I had mentioned their website, and politely requested that they linked to my website if they thought it was appropriate to do so.

Most of the website owners were more than happy to do so. For instance, take a look at Encyclopedia of Psychology. My website was listed here in December 2005 and to date has received over 2000 visits as a result.

ARTICLE SUBMISSION

Submitting brief articles to article submission sites is another great way of getting people to visit your website. Thousands of people visit these sites looking for information, as do other website owners looking for content. Whether people are reading your article direct from the article submission site or from another site that features your article, in both cases there is an excellent chance that they will visit your site, primarily because at the end of your article is an author box which among other things includes a direct link to your website. Click here to see my profile with just one article submission website. To date I have submitted 18 brief articles, which collectively have been viewed over 6000 times.

SOCIAL NETWORKING WEBSITES

A social networking website is simply one that is driven by the users of the site themselves. The most popular social networking website is MySpace; and these incredibly popular sites provide an excellent way of connecting with people who share your interests; which in turn means lots of new visitors to your website.

To see the amazing potential of these types of websites, check out my MySpace page.

Keep it real: Know what hurdles you face.

The first principle is that you must not fool yourself - and you are the easiest person to fool. (Richard Feynman, US educator & physicist 1918 - 1988)

I am totally convinced that anybody can build a quality website from scratch, even if as in my case they have no website building experience and technical knowledge what so ever. As I have already noted the great news is that the technical hurdles of building your own website have been removed, however, the content and the quality is down to you and as with anything in life; you get out what you put in. My forensic psychology website is the culmination of a years' hard but very enjoyable work. Another reason for adopting the frame of reference outlined earlier is that it should safeguard you against developing unrealistic expectations.

Your biggest hurdle will be finding the time to put together the material for each page on your website. However, this time will be much easier to find if you are actually looking forward to doing the work involved; which should definitely be the case if your website is about one of your passions. But the hard work doesn't stop there, once you have a great website up and running you should be regularly adding new pages and as discussed above continually looking for ways in which you can spread the word about your website, connect with your visitors and attract a regular flow of new visitors to your website.

Building a website, particularly one that has the potential to earn you a very nice income is a long-term commitment and yet again this brings us back to our central theme.

Making money should be the last thing on your mind, in my case it didn't figure at all to start with. Just concentrate on the quality and usefulness of your website and the rest will take care of it self. Your frame of reference is vital, if your sole intention in building a website is to earn money you will quickly find yourself among the 99.9% of people who have failed in doing so. If, however, you decide

to build a website as a vehicle to share a particular passion of yours, there is a very good chance that this passion will be rewarded financially.

Another very good reason for adopting this frame of reference is that you will be far less likely to fall for any of the get rich quick schemes that are constantly banded around the Internet. I must admit to being tempted myself, the promise of untold riches in double quick time, without hardly any effort is seductive but ultimately complete and utter nonsense; plus you will be paying for the privilege of finding this out.

I really hope that you found this information guide useful despite the fact that I have only really scratched the surface in terms of discussing the all things I have learned about as my website has grown.

I didn't want to mention how much money my website was making until the end because that would have contradicted the central message throughout this guide. At the time of writing my website was 12 months old but it's only in the last 6 months or so that it has included money making features i.e. AdSense and the Amazon affiliate program.

In this time, my earnings have increased every month, the latest figure being just over $1,100 for November 2006. During this month the website was visited 13,750 times and a total of 32,468 pages were accessed.

This is why I called this e-book the amazing value of nothing because if you set out to make a website hoping to gain nothing other than enjoying and learning from the experience of doing so; not only will this frame of reference make it much more likely that your website will be able to generate income, but you will also stand to benefit in so many other different ways.

Next Steps

If you are seriously considering building your own website make sure your read this guide a couple more times.

Use [Site Build It](#) to host; register, build and help drive visitors to your website. You've seen what it enabled me to do with my website and I can't recommend it highly enough. You will be able to find cheaper options but this will be a false economy choice on some many levels.

If you do decide to use Site Build it, let me know as I have lots of information that you will find useful. I've only discussed a handful of the numerous ways in which you can spread the word about your website, connect with your visitors and attract a regular flow of new visitors to your website.

It's probably the teacher in me but since I started building the website I've kept a detailed record of all the things I've learned along the way, along with step by step instructions of what I did. This includes:

- Finding and adding great free pictures to the website.
- Various ways of increasing AdSense earnings.
- Producing Newsletters.
- Generating fresh website content ideas.
- Making the website more interactive e.g. custom built search engine.
- Building effective social networking profiles (MySpace etc).

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I'm more than happy to make this information freely available. The best way to do this will probably be via e-mail. This way I can also send out new tips as soon as I put them into action on my website.

If you would like to receive this information, just leave your details via the form on the 'about this forensic psychology website' page. Click here to access the form.
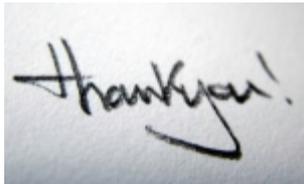
Thank you for reading my first ever e-book, I hope you found it useful.

Wishing you all the very best for 2007

David Webb BSc (hons), MSc