

Online Freelance Writers: Make a Few Hundred Extra Dollars a Week with These Services

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If you're an online writer who knows search engine optimization (ie, SEO copywriter), chances are you know more -- much more -- than your clients and many other freelance writers about internet marketing. And, if you're good at it, you can make money a few extra hundred dollars a week (or day, if you market right) from this knowledge. This is over and beyond just writing simple SEO articles.

Following are three easy, profitable, add-on services you can offer to your clients. By becoming more of a "one-stop, SEO shop" you will not only increase the number of clients you have, but how much money you make as well.

Internet Marketing Consultant: Many clients -- especially those who are just beginning to pay attention to how powerful the web can be to their bottom line -- know next to nothing about internet marketing.

When you mention things like meta tags, long-tail keywords and keyword discovery, their eyes may glaze over. This is good for you, for you can offer internet marketing consulting packages.

How much should you charge as an SEO consultant? Well, that depends on a variety of things, eg, your level of knowledge, how much time comes in each package, whether you offer a written report, etc.

Do some web surfing to see what others are charging. At a minimum, the going rate seems to be somewhere around \$100/hour. The beautiful thing about being a consultant is that you charge what you want (always keeping in mind what the market will bear).

Social Media Marketing: Many SEO writers are intimately familiar with social networking sites like Twitter, MySpace, Facebook, etc. Many clients aren't.

Again, this presents a perfect opportunity for you to offer these services to clients. Anyone who's ever set up a Twitter account, for example, knows that it can be done literally in under a minute. And, all you have to do is post to it three or four times a day.

If you set up and monitor accounts like this for clients, it's literally just minutes out of your day -- and you can charge handsomely for it as most clients just want to be active in these mediums. BUT, they don't have the time or know how to manage these accounts themselves. So, they gladly pay freelancers like you to do it for them.

Ebook Tutorials: Ebook tutorials are an excellent way for clients to maximize their time, while generating leads and sales at the same time.

For example, if your client is a web design firm, you can point out to them how easy it would be to separate themselves from the competition by giving away a free ebooklet detailing all the benefits of having a website. Or, you can show them how an ebook will help them save time by giving away a "most frequently asked questions" tutorial.

While SEO content may be your bread and butter as an SEO writer, these easy-to-offer ancillary services can be quite profitable. And, they provide variety to your work day.

To learn everything you need about how to start a lucrative SEO writing career, log on to Work-from-Home-Writing-jobs.com for first-hand information from a successful SEO copywriter. There are tons of testimonials from others who've found success as SEO writers on the site also.

Internet Marketing

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