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Making money with a website: the honest options, and what each one asks of you

SEO & Marketing

CODE	VERSION	COUNTRY · LANGUAGE
RLX-MZ-KB-1796	v2026.10.18	Mozambique · English

Interweb Mozambique
RLX Holdings, S.A. · Group RLX Holdings
Tax ID (NUIT) 401 191 607 · Legal entity no. (NUEL) 105 045 974 · Economic activity code (CAE) 62022

https://www.meu.interweb.co.mz/knowledgebase/1796

Making money with a website: the honest options, and what each one asks of you

SEO & Marketing Created on **October 15, 2026** Updated on **October 18, 2026** 3 min read



The short answer: a website does not make money just by existing. It makes money when it helps you **sell something to someone who wants it**, and that takes time, work and almost always some investment. Anyone promising quick, easy earnings is selling you something else. These are the honest ways, from the one that gives most control to the one that gives least.

The options, side by side

Option	How it works	What it asks of you
Selling what you already do (services, products, lessons)	The site brings customers for what you already know how to do or sell.	Having something people want. The safest, and the quickest to start. See **Which plan for a small company**.
An online shop	Sells products (yours or others') and takes payment on the site.	Products, stock, delivery, customer support. See **An online shop with local payment methods**.
Being an affiliate	You recommend a service and receive a commission for the customers you bring.	An audience, or acquaintances who need the service. It is not guaranteed money. See **The affiliate programme**.
Reselling hosting	You sell hosting to your own customers, at your prices.	Customers of your own, billing and first-line support. See **Reseller hosting or one plan per client**.
Advertising on a blog	Ads pay for views or clicks.	A lot of traffic to earn a little, and years of content. Rarely the best first choice. See **A blog that brings visitors**.

Option	How it works	What it asks of you
Building sites for others	You charge for creating and maintaining clients' sites.	Knowing how to build them and learning to sell. See **Affiliate or reseller**.

How to start without fooling yourself

1. **Start with what you already know how to do.** The first sale almost always comes from a skill or service you already have.
2. **Test before investing:** a simple page and a WhatsApp contact tell you whether there is interest, for little money.
3. **Do the sums:** domain, hosting, your time and advertising, if you use it. How many sales do you need to cover this?
4. **Get found:** see **Being found on Google** and **Online ads explained**.

Distrust schemes

that promise guaranteed income, that ask for a payment to "join" or that pay mainly for bringing in more people. You can lose the money and, if you share the link, the trust of those who listen to you. In Mozambique, Angola and other countries there are scams that use websites and social networks: see **How to recognise a phishing message**.

We cannot promise you how much you will earn, and nobody honest does. What we can do is explain the tools. To see the plans, see **the plans**.

NEED A HAND?

Have a business idea and want to know what site and plan you need? Describe it in a ticket.

Open a support ticket →

In our plans

Services or an online shop. One site, so Pro (1 site, 10 GB SSD NVMe) is the entry. Databases are unlimited. Order e-mails count against the hourly limit: 100 on Pro, 200 on Plus, 300 on Ultra.

- **Blog or affiliate site.** The same plans. Pro for one site, Plus for 6, Ultra for unlimited sites.
- **Reselling hosting.** A reseller plan (WHM): I has 10 accounts and 50 GB, II has 30 accounts and 120 GB, III has 60 accounts and 250 GB. The account count caps how many customers you can host.
- **Building sites for others.** Ultra (unlimited sites, 30 GB) or Business (50 to 200 GB); Plus holds 6 sites.
- **Your own limit.** The Statistics sidebar in cPanel shows the space, databases and e-mail accounts in use.

SEE ALSO

- **The affiliate programme** →
- **Affiliate or reseller: which suits someone who builds sites for clients** →
- **Online ads explained: search ads, social ads and how to start without wasting money** →
- **Being found on Google: Business Profile, Search Console and the basics** →

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