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Making Money From A Content Site

By Calin Jonel

Many Internet companies have based their business model solely on advertising revenue, and most have failed. Perhaps it's because Internet advertising is still in its infancy, perhaps it's because current advertising models don't work. Either way I'm here to give you a quick rundown of the basics of selling advertising and how you can generate some additional revenue by selling advertising space on your site.

First you'll need to know some basic Advertising Industry Definitions:

- CPM – Cost per thousand impressions (banner ad views)
- CPC – Cost per Clickthrough (every time someone clicks on the banner)
- CPA – Cost per Action (sign ups, filled out forms, purchases, clicks)
- ROI – Return on Investment

How to start generating additional revenue now:

One easy way to start earning extra money right away is to join an Ad network, though lately many have begun rejecting sites simply because of the enormous glut of inventory that they already have. Nevertheless my recommendation is that you try to join several banner networks such as: Adflight, Adtegrity, Advertising.com, BurstMedia, Engage, FastClick, Sonar, ValueClick and Websitesponsors and divide your ad inventory between those that accept you. If you carefully monitor the results from each ad network over a period of one to three months you'll be able to maximize your revenue opportunities by dropping the weakest performing networks from your site.

Another way to generate additional revenue from your website is to try various affiliate programs, both AssociatePrograms and ClickQuick have a thorough list. I recommend that you experiment selling products and services that fit the profile of your site's audience and calculate how much money you're making per 1000 ad views. Be aware that many affiliate programs are very poor, and will make you very little money. You'll have to hunt around quite a bit to find one that pays well. My recommendation is that you don't run banner ads to promote these affiliate programs, but rather use text links and newsletter ads. Use your Banner ad space for ad networks.

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Two other options of generating revenue have caught on recently. Number one is search box programs in which you put a form on your site and get paid on a per-search basis. Search123, SearchTraffic and SearchReferral are all popular and well respected. You can expect to make 3 to 10 cents per search generated through your site.

The other method of generating revenue, cost-per-action (CPA), is best accomplished by joining networks like OnResponse, or CyberBounty which will compensate you everytime one of your visitors downloads a piece of software, registers for a contest or something similar. Many people have had great success with these CPA Networks, especially freebie oriented sites.

Your last option is to hire an advertising sales representative. This option is not viable for smaller sites

(less than 1,000,000 page views/month) as many of these rep firms won't even look in your direction unless you have lots of traffic. Some also charge a sign-up fee of several thousand dollars. The problem with taking this route is that these companies charge huge commission fees (in the area of 30 to 50%). The upside to all of this is that you have one less thing on your to do list, and you can concentrate on creating content for your site and building traffic levels.

Doing it Yourself for the long-term

Ultimately, the only way to generate significant revenue through advertising is to do it yourself.

Don't even consider selling advertising by yourself unless you get at least 10,000 unique visitors per month. The more traffic you have, the greater the chance that you will be able to sell advertising by yourself. The majority of advertising dollars go to the Top 25 sites, and as you can imagine there is a battle going on for every last advertising dollar among tens of thousands of other sites. Make sure you have good statistics about the visitors on your site; a log file analysis package like WebTrends will help you with this.

Still with me? Ok, let's move on. In order to do this you will need to:

Install your own ad serving solution

Choose ad sizes that you'll be using around your site

Price your Inventory

Create a media kit/advertising information pages

Sell newsletter advertising

Know what to do with unsold advertising space

Calin Jonel, editor

<http://www.best-cheapwebhosting.com>

10 Profitable Ways To Recycle Your Content

By Larry Dotson

Making Money From A Content Site

1. Repackage your web site content in to different products to sell. You could create speeches, audio books, classes, and video tapes with your content.
2. Divide your content up and use it for promotional articles. You could submit them to other web sites or ezines for publicity. Just add your resource box.
3. Allow people to link to your web site's content. This is a fast way to get hundreds of people linking to your web site.
4. Add to your content and create an ebook to sell. You don't want to sell your free content, but if you add to it you can. It's an extra profit stream.
5. Compile it into a free ebook. You could submit it to free ebook directories. Use it as a bonus for when people subscribe to your e-zine.
6. Use your free content as a lead in product for your fee based content or private site. Just allow them the option of up grading to the paid version.
7. Place it on follow-up autoresponders from your web site. This is a great way to remind people to come back and revisit your web site.
8. Create a free bonus out of your content for your main product. When you add new content, remove the old content and create a bonus product with it.
9. Use the content to create a press release. This works well if you need extra information for your press release announcement.
10. Trade content with other web sites. It will give you the chance to get new content and promote your web site at the same time. -----

As a bonus, Bob

Osgoodby publishes the free weekly "Your Business" Newsletter – visit his web site to subscribe and place a FREE Ad!

10 Profitable Ways To Recycle Your Content

High Quality Text Links!

Adsense Content Sites: Lock in Your Long Term Adsense Wealth.

Content is Crucial!

Adsense Tips: Build Empire And Make Money!

Dream Psychology

Home Vegetable Garden

Palmistry

Instant Site Safe And Folder Safe

Affiliate Marketing PLR Kit



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