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Monetizing a Company's Web Site (revised)

By Dave Hertner

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Description: Do you know that most corporate web sites make NO money for the companies that own them? This article explains the steps involved in seeking out these 'Dead Sites'. It shows the reader how to find and 'Monetize' these sites for profit.

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Do you know that most corporate web sites make NO money for the companies that own them? They simply set up this elaborate whiz-bang site that is intended to provide information to the public about the products or services they offer.

What a bunch of phooey!!

A web site should not exist if its sole purpose is anything other than to make money for the entity that owns it.

I don't know whether or not you noticed or not but for me there were costs involved in the creation and maintenance of my web site.

I work for a large company that receives about 35,000 visits to its website per year. They have a web master who gets paid about \$50,000 per year and he does a beautiful job in maintaining a beautiful web site. This translates into a cost of \$1.43 per visit. How long would you and I last in business if we had to pay \$1.43 to each person who visited our site?

One day I went to the president of the company and asked him how much the web site was earning the firm. He just sort of blinked. "The web site isn't a revenue generator" he said. I asked him if he knew what an 'Unrealized Asset' was. I got a blank stare and 'a you are starting to waste my time' look.

This is a VERY common occurrence!! You would think that in this day in age the people running these large companies would be utilizing every mechanism within the company to generate additional revenue. This is just not the case.

Here is an OPPORTUNITY!!! Take note please!! If you have even modest skill with the computer you will be able to go into a company and turn their web site into a revenue generator.

Here are the steps:

1. Look through your local phone book and target the medium size businesses. Businesses where you cannot buy their products either through retail or wholesale channels are

best.

2. Visit their web sites and find out whether they have any advertising or buttons that link you off to areas where you can make purchases. If not you have yourself what I call a 'Dead Site'.

3. Your next move is to call the company and ask for the Web Master. Ask this person whether he/she thinks that the management/owner would like to generate additional non-core product revenue. If the answer is yes you make an appointment to meet the Web Master and his/her boss as soon as possible.

4. You will need to work out a compensation agreement with the company that may be a flat fee coming out of revenue

generated or it could be a percentage of the total gross revenue generated as a result of your efforts.

5. The next step is to monetize the site through the use of an Affiliate Program Manager. This is a NO cost process that places advertising and links into sites that pay commissions. There are some very good firms out there that have the whole process down to a science. <http://www.commissionjunction.com> is one such company that can accomplish this for you.

6. The last part of the puzzle is to do some promotion of the site. This can be accomplished by putting out a press release or by writing an article about the company and submitting it to a trade publication. You should state clearly that the web site is new and improved and that it now offers much more to the visitor than simply information about the company. You want to create an experience for those who visit the site.

There are thousands of companies out there that have no idea that their web site can make a respectable income. You need to show them that the traffic currently visiting the site can be grown and that monetizing the web site will make an impact on the bottom line.

To Your Wealth!!!

Dave Hertner

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Web Hosting: 4 Factors in Choosing a Hosting Company

By Richard Martin

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When choosing a web hosting company there are a whole lot of different factors that should go into your decision making process. One of the biggest factors should be:

1) Phone support. Email support is nice, but email occasionally falls in between the virtual cracks. Getting someone on the phone when your site goes down can take a lot of mystery out of the entire process. A lot of the bigger web hosting companies offer toll free support and weekend hours to boot. Phone support is a great benefit for any web hosting client.

2) Another factor to use in deciding whether to use a particular web hosting company is their history. How long has this company been in business? Web hosting companies that have been in existence for less than a year might not be the best choice. A hosting company with a proven track record and a ton of happy clients is certainly a good sign and might work well for you.

3) How about the company's software? This varies widely between web hosting companies. I am rather fond of Cpanel merely because I am used to it, understand where the buttons are and what the features do. It's much easier to stick with something you know than switching to a new User Interface. Some web hosts offer Frontpage features and others don't. Another specific area you might want to research are the statistics programs. What sort of web statistics software is included with your web hosting account? Is Awstats included? This is one area you definitely want to heavily research before signing up.

4) Fees. I'd rather pay a little more to get all the features than fight it out with a sub par web hosting company who I can't reach if my site goes down. I've found decent web hosting for as cheap as \$4 per month but generally pay around \$15 per month if I want all the bells and whistles that I'll need to host a larger site. A lot of people worry about hosting fees, but I've had the experience that I generally get what I pay for.

Finally, I'd look carefully at the web hosting company's refund policy. Most offer a full refund if you aren't happy with your service. If you are paying for a full year of web hosting up front, you might want to examine the company's refund policy in detail.

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Richard Martin is a contributing writer at LegalClips.com. LegalClips.com has articles.



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