

## Revenue generation from a site

How to make money from a website? If you already have a website, there's a good chance that you've already found a way to make money from it. In fact, you probably started the site as a business from Day 1. Even if you are making money already, though, you're probably not making as much as you could. There are several ways with which you can earn a good income.

### Joining Affiliate Programs:

One of the easiest ways is to join an affiliate program which delivers banner advertisements from your site. There are many banner-advertising firms in which some pay each time an ad is displayed on your website. Some pay a flat fee when a visitor clicks on an advertisement. Others pay based on your sales performance. For example, if a visitor to your website clicks on a banner ad and then subsequently purchases a product, you will receive a portion of the purchase price.

There are literally thousands of companies who will pay you to refer customers to them. This is called **affiliate marketing**. For sites that cover specific industry or niche topics, this is an opportunity to play an effective marketing role for research clearinghouses and large publishers of intelligence reports, analyst insider briefings, white papers and research findings. These types of reports usually carry a higher price tag than normal ebooks and physical publications. The reason for the high price tag is because their content is focused on specific industries and topics, and it has information that's hard to find elsewhere. It can be difficult to find which companies have an affiliate program, but major aggregators like **Commission Junction** make the process much easier. They list more than 1,500 advertisers with affiliate programs and allow you to manage all your affiliate activity in one place. Other highly regarded affiliate aggregators include **Affiliate Fuel**, **LinkShare.com** and **ClickBank**.

### Advertising:

Adding advertising is the easiest and most common method of generating revenue from a site. There is at least a couple of distinct ways to make money with advertising.

But the better way is **Integrated Advertising** which is to make money by actually drawing attention to the product or service with an article or other content on your site, or in an email to your customers. Highlighting the product as content causes it to be read by immeasurably more people, and thus leads to much higher click-through rates and revenue.

Another is **Contextual Advertising**: In this Google AdSense is the fastest, easiest way to start generating advertising dollars is with contextual advertising, and Google AdSense is an excellent program: you get paid when people click targeted ads on your site. This is one of the most popular ad programs on the Internet.

**AdWords** is Google's pay-per-click (PPC) advertising product for advertisers. AdSense is how they show those

AdWords ads on websites around the world. You simply sign up for an AdSense account and put a small snippet of JavaScript on your pages wherever you want ads to appear. Google then reads your page and dynamically determines what ads to display based on the content of your page and which ads perform best over time.

The advantage to AdSense is that you have to do almost nothing to make money. Google handles everything after you put the code on your page. Plus, you get paid when visitors click the ads, not when they actually buy something. There are many other advertisers like **Yahoo! Search Marketing, commission junction, web sponsors, linkshare and befreet.** **Kanoodle** and **MIVA** also allow publishers to show ads from their PPC advertisers, but the payouts there are much lower than with AdSense.

### **Selling Advertising:**

You can offer advertising space to advertisers with complimentary products. This is called **Advertising Networks**. Charge them by the click or perhaps strike a deal where they pay you for every customer they acquire. There are lots of ad networks like **AdBrite** and **Text-Link-Ads.com** that will sell ads on your site for you. You simply block out some space for them, set your prices (they can help with this) and wait for advertisers to sign up. You usually get complete control over which advertisers get to appear on your site, and some of the networks will actively sell the spots for you in exchange for a percentage of the revenue.

**Create a “For Sale” or “Coming Soon” Parking Page:** If you own domains that don't yet have websites designed, you can create a page to offer the domain name for sale, or to let customers know it is in development and “coming soon”. When customers visit these pages, they can be directed to links to similar sites. [www.moniker.com](http://www.moniker.com) offers free parking pages.

**Increase sales 5-15% with an exit pop-up:** Most of us dislike pop-up ads, but if someone is leaving your site without purchasing anything, isn't it worth one more chance to catch their attention? Exit pop-up ads can generate 5-15% of daily sales.

**Sell sponsored content areas:** Selling sponsored space is another option for the independent publisher. While this was associated with prominent flashy banner ads, this is changing and expanding in many ways. The successful strategy is to use selected and relevant sponsors to introduce, give access or extend the value offered by premium content. In many industries, companies would be willing to provide content (articles, online tools and functionality) in exchange for recognition and a link to their website. For example on MSN, ESPN provides sports information and MSNBC provides financial news. A relevant product or service can sponsor a news channel or RSS feed. Having a resourceful bibliography or annotated resources section in your next ebook or mini-guide is also fertile ground to effectively showcase relevant sponsors.

X-events, podcasts, live and recorded web conferences, online interviews are great unobtrusive and relevant sponsorship opportunities.

**Sell 'Opt-in' traffic in the sales funnel:** Many companies will pay for names and email addresses of people who have opted to receive information and special offers. For example, magazine subscription companies will pay a finders fee for every person that agrees to receive a free trial of a publication.

**Sell relevant or complimentary products :** If you sell toys with the required batteries for a special price or a book mark with a book.As long as the affiliate products do not affect the publisher's credibility and provide pointers to useful, high-value products that the publisher fully endorses,affiliate sales are a rewarding monetization channel.

The commissions received for these sales vary depending on the product and the original vendor sales and marketing strategy.If you write and publish your own e-books and other premium content publications, you may want to consider using an affiliate sales program to give your products greater reach and exposure.

**Sell your exit traffic:** When a customer clicks on the little "x" at the top right hand corner of your site, don't despair, send her to a complimentary website. Utilize an affiliate code or arrange for a CPA (Cost Per Acquisition) or CPL (Cost Per Lead) reward for customers that the destination site is able to convert.

### **Putting Text Links:**

**Text links are controversial** for some purists, but for those seeking a way to monetize content without adding clutter and intrusive ads,it is an interesting opportunity to explore further.Text links are an emerging advertising market that brokers small, text-only links, which often don't need prominent placement (the payback is not on the clicks) on your site pages.

**What the advertisers want** is a link presence on your site to gain extra "authority" (like the Google PageRank indicator) in an artificial way. This is why you may have noticed many of these text links being placed at the bottom of content pages or in other non-premium positions. The goal is to increase a site's value in search engines. The good thing is that as this market grows, the independent publisher has more and more options from which to select.

### **Supporting a cause (Donations):**

If you support a cause that goes beyond the mere reporting of news in your areas of interest, why not consider asking your readers for support?

People like to take a stand for the people whom they think can make a difference, so why not use this strategy to finance some of your effective communication campaigns? PayPal Donations, Amazon's Honor System and BitPass all offer a simple way to add a snippet of code to your site to make it easy for people to donate.

Depending on the system adopted, you may opt to receive money in euros, U.S. dollars, Japanese yen, pounds sterling and other currencies.