

# Basics of online monetization

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Tips from a  
non-entrepreneur

# Who I am (and am not)

- ❑ NOT an entrepreneur but a
  - Teacher
  - Writer
  - Webmaster
- ❑ Creates, develops and maintains website (dannyyarao.com) and blog (risingsun.dannyyarao.com)
- ❑ "Earns" from online presence



# What is online monetization?

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- ❑ Monetize – to turn anything into money
- ❑ Making money online
- ❑ Newest trend of income-generation for the mass media
  - Traditional media (print, radio, TV) – advertisements, subscriptions, direct sales
  - New media – **a whole lot more!**



# Importance of online monetization

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- ❑ Offsets cost of maintaining websites (mainly domain name registration, web hosting)
- ❑ Online presence less expensive, global reach
  - Financial crisis – radio, TV production getting more capital-intensive
  - Closure of print publications – traditional print media pressured to rethink long-term strategies

# Major forms of online monetization

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- ❑ Third-party advertisements
  - Google AdSense, Bidvertiser, AdBrite
- ❑ Affiliate marketing
  - Referral programs of third-party advertisers, others
- ❑ Paid links
  - BlogRolled, LinkWorth
- ❑ Paid posts/sponsored reviews
  - ReviewMe, PayPerPost

# How does it work?

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## □ Third-party advertisements

- Payment based on number of clicks on advertisements and “per thousand unique visits”
- High-traffic websites or blogs = high click-through rate (CTR); high cost per mille (CPM)

### Liberty or Mastery?

The two competing worldviews of our time; which is yours?  
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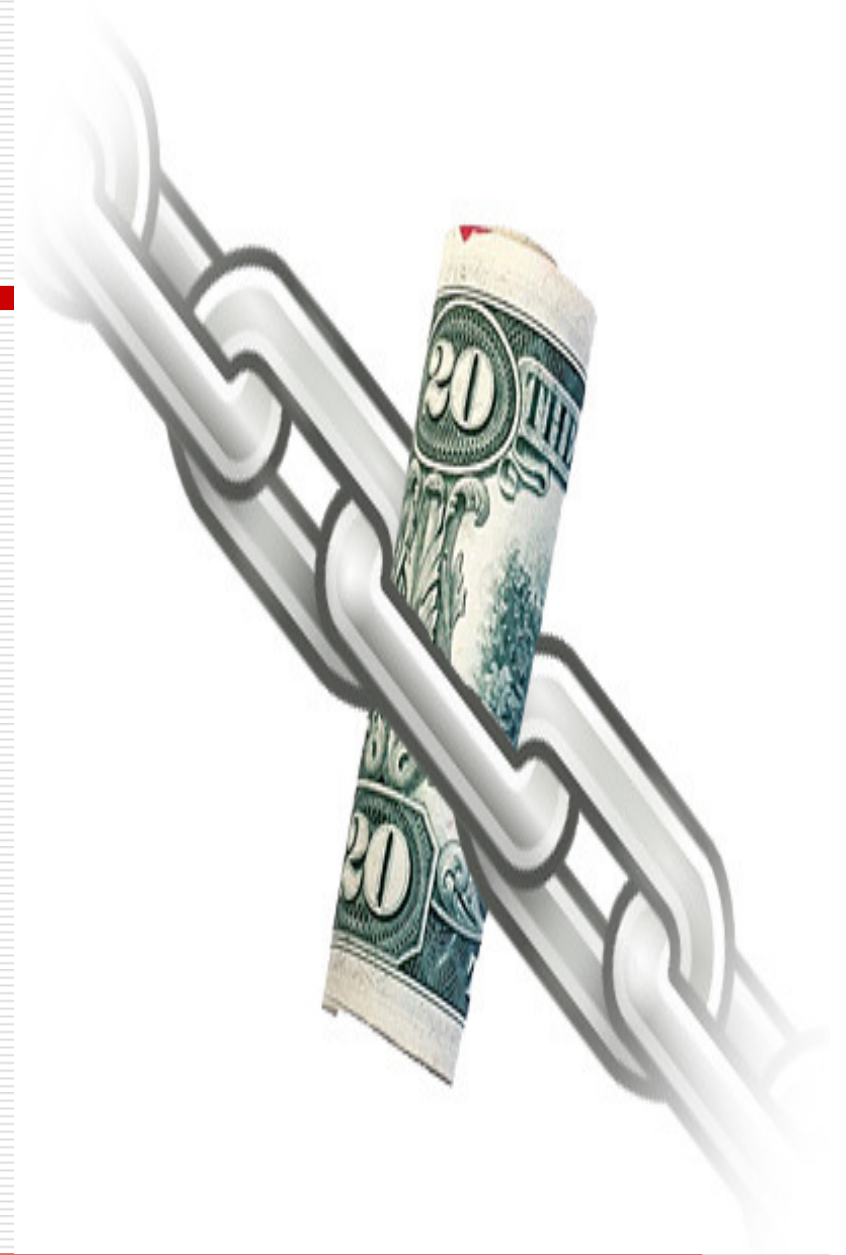
Ads by Google



# How does it work?

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- ❑ Affiliate marketing
  - Payment based on successful referrals made
- ❑ Paid links
  - Paid monthly to include links in blogroll (BlogRolled)



# How does it work?

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- Paid posts / sponsored reviews
  - Paid based on posts written for a client
  - Posts usually positive for the client and requires use of words and phrases to be linked to particular URLs
  - Some examples in the next slides...



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**Campaign Name:** | [REDACTED].com

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**Product Type:** | Page Content

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**Marketing Materials:** |

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**Link Text:** | Online backgammon

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**Link URL:** | [http://www.\[REDACTED\].com](http://www.[REDACTED].com)

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**Product Description:** | POST SHOULD NOT BE PRESENTED AS PAID/SPONSORED IN ANY WAY.

1. Post should not be presented as paid/sponsored in any way.
2. The blog must not have disclosure specifically on the post.  
(a general disclosure is more than fine, but not specified in the post)
3. If you ever did a review/post to one of these sites, consider this offer as canceled. It is a mistake.

We require to link to three sites:

[http://www.\[REDACTED\].com](http://www.[REDACTED].com)

<http://www.onlinebackgammon.com>

<http://www.backgammon.com>

Each should use one the following anchors:

Backgammon - <http://www.onlinebackgammon.com>

online backgammon - [http://www.\[REDACTED\].com](http://www.[REDACTED].com)

Backgammon Online - <http://www.backgammon.com>

In addition, feel free to link to any of the inner pages. Post should look real and authentic and should be an integrated part of the blog. Please make sure to take the time and write a meaningful full blog post. An insignificant post saying "I like Backgammon" or a like will not be accepted.

In addition, if your blog is about cats, it will be very strange making a post about backgammon. That is why I expect to receive a post that resembles the structure and theme of your blog's niche.

Make sure to place it in correct categories as well, not paid/ads/sponsored, etc...

Have Fun!

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**Product Description:** | Can right about any prodcuts or these type of lights,  
Flourescent

Halogen Flood Lights

LED

Incandescent

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**Categories:** | **All Categories Related to This Campaign:**

- Business
- Government
- Autos
- Education
- House & Home
- Shopping
- Electronics
- Technology
- Outdoors

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**Payout:** | \$12.50

**Campaign Name:** | Audio Cables

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**Product Type:** | Product

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**Marketing Materials:** |

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**Link Text:** | Audio Cables

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**Link URL:** | <http://www.sjmediasystem.com/>

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**Product Description:** | Can create any articles from prodcuts on our sites,  
speaker or cable, here are some expamples  
<http://www.sjmediasystem.com/bl-1695a-500.html>  
<http://www.sjmediasystem.com/bl-7804r-500.html>

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**Categories:** | **All Categories Related to This Campaign:**

- | Business
- | Government
- | Autos
- | House & Home
- | Electronics
- | Technology
- | Gaming
- | Outdoors
- | Music

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**Payout:** | \$10.00

## Other means to earn a few cents...

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- ☐ Getting paid to read advertisements (e.g., hits4pay, clixsense)
- ☐ No websites/blogs required
- ☐ Paid at least \$0.01 for every viewed advertisement



Looking to make some extra change?  
ClixSense.com Can help!  
Get paid to view 30 second webmercials



# Unfortunately...

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- ❑ Market is SATURATED already
- ❑ Webmasters resort to more “creative” means to earn...
  - Accepting **direct** offers from advertisers
  - **Direct** selling of ad space to potential clients
  - Capitalizing on high Google PageRank to **directly** sell links to start-ups

# Ethical issues / points of debate

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- ❑ Deception (challenge is how to blend advertisements with your content)
- ❑ Linking websites based not on the latter's credibility but on the money that was paid
- ❑ Sponsored posts written mainly to earn --- NOT to provide information, NOT to objectively analyze issue, product or service



# Personal experience

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- ❑ At present, blog and website AD-FREE
- ❑ Experimented with ads and paid links in the past, but only to know how they work
- ❑ Signed up for a paid post site, but did not accept a single offer
- ❑ Google PageRank went to 0 because of ads, paid links in the past
  - PR reverted to 4 when these were removed

# What do I do?



- ❑ “Content is king” principle
- ❑ Upload latest articles, speaking engagements, media interviews, etc.
- ❑ Constant promotion of website and blog through e-groups and social networking sites like *Twitter* and *Facebook*
- ❑ Periodic analysis of blog metrics
  - Google Analytics and Google Tools
  - Alexa
  - Technorati
  - Awstats
  - MyBlogLog



# Blog stats

- Google PR: 4
- Alexa rank
  - #3 (Journalists)
  - Korea: 1,385
  - Philippines: 49,080
  - Global: 225,620
- Technorati
  - 187,802



## Top Sites

Sites in this category and its subcategories ordered by popularity.

[Top](#) > [News](#) > [Media](#) > [Journalism](#) > [Journalists](#)

Sub-Categories: ▼ Related Categories: ▼

### Sites in this Category

1. **Bill O'Reilly**  
[billoreilly.com/](http://billoreilly.com/)
2. **Pipes, Daniel**  
[www.danielpipes.org/](http://www.danielpipes.org/)
3. **Arao, Danny**  
[www.dannyarao.com/](http://www.dannyarao.com/)
4. **Tingle, Greg**  
[www.mediaman.com.au/](http://www.mediaman.com.au/)
5. **McManus, Sean**  
[www.sean.co.uk/](http://www.sean.co.uk/)
6. **JournalismNet**  
[www.journalismnet.com/](http://www.journalismnet.com/)
7. **American Journalism Review**  
[www.ajr.org/](http://www.ajr.org/)
8. **O'Reilly-Sucks.com**  
[www.oreilly-sucks.com/](http://www.oreilly-sucks.com/)
9. **Cullen, Dave**  
[www.davecullen.com](http://www.davecullen.com/)
10. **Ripley, Amanda**  
[www.amandaripley.com/](http://www.amandaripley.com/)

# So how do I earn?

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- ❑ Constant updating of website and blog
- ❑ Accommodating requests for online interviews and posting the answers online
- ❑ Quickly replying to inquiries both serious and mundane
- ❑ **MOST IMPORTANT:** Promptly scheduling meetings with potential clients

# Snowball effect

- ❑ Requests for speaking engagements based on previous topics
- ❑ Offers to contribute articles based on writing ability as gleaned from the website and blog





# Snowball effect

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- ❑ Requests for consultancies based on credentials, specializations
- ❑ Referrals drawn from satisfied requesting organizations





# In other words...

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- ☐ Don't quit your day job!
- ☐ Website and blog mainly used to provide information
  - You could earn on the side, but this should not be priority in putting up a website or blog
  - Main income should still come from what you do in the real world

# Parting shots...

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- ❑ Money does not grow on trees, and also not on websites!
- ❑ Making money online may be new, but the market has been saturated already
- ❑ The connection between your real and virtual lives should be clear, because the real can be marketed in the virtual

# Thank you!

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www.dannyarao.com

