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Earning Website Revenue From Advertising

There are two “common and very popular” ways you can make money from your website. These are:

1. Selling Goods and Services
2. Earning Money from Advertising

Earning money from advertising, if you are a first time website owner, may be difficult for you to believe. It is possible. Earning money from advertising is what this article will address.

When I first came to the internet I wondered why almost every website I was on had banner advertisements almost everywhere. I soon learned anyone with a website can display advertising banners and get paid for it. The process is through joining affiliate networks. An affiliate network is an intermediary where you can select from a variety of advertisers. Or you can simply look on the menu on most websites selling goods or services for a “join our affiliate program,” or something similar to this. Usually it just involves completing an online form and copy/paste an html code onto your website wherever you want the banner to appear. When your visitors click on the banner, it takes them to your affiliate’s site. Sometimes you get paid for just the referral, other programs pay out when the referral leads to an actual sale. One huge affiliate program that is very popular is <http://amazon.com>.

Different payment schemes:

- Pay Per Impression: You are paid according to the number of times the advertiser’s banner is displayed on your site. If your site attracts a lot of visitors, you have the possibility of earning more.
- Pay Per Click: You are only paid when visitors click the advertiser’s banner on your site. You will probably have better results if the banners you select suit the target consumer of your site.
- Pay Per Sale or Lead: You only earn if your visitors click through the banner on your site and either purchase an item from the advertiser or take some other action such as sign up for a service they are offering. This is like the pay per click in that you will probably get better results if you choose advertising banners to target the consumer of your site.

When do you get paid? Most advertisers will generally wait until you accrue at least \$25 before they make a pay-out.

One of the most popular programs for earning revenue with your website is the Google AdSense program. This is where you run Google ads on your website. Google pays out when you accrue \$100 or more.

Most programs will either send you a check or directly deposit into your bank account.

Probably the best way to choose an affiliate program is not to choose according to the payment scheme. You should choose your affiliate programs according to the kind of consumers or people who will be visiting your website. The number one most important rule for choosing affiliate programs is probably to know who your website audience is. If your website is about “cats,” then choose programs to cater to cats, such as cat food, cat toys, cat books. Google AdSense Program chooses the ads that best suit the page they are displayed upon.

Some studies suggest you only choose a few affiliate programs for your website. Otherwise, your website and establishment may get labeled as an “affiliate farm,” and you will not be taken seriously as an affiliate marketer.

Earning revenue from advertising is one of the easiest ways to earn money from your site. All you need is to get visitors to your site and the banners or codes in place. You virtually make money while you sleep. You might call it an extra check for marketing services of your website to gain visitors, of which, you have to do anyway if you want your website to thrive on the internet.

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