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So You Want to Use Your Website to Generate Revenue

Many people who would otherwise never have dreamed of being in business for themselves have found that the web has helped them do just that. And for everyone of these cases, there is another case of someone who has started a blog and wants to generate a little side cash by selling advertising on it. If you are in either of these camps, there is some good basic advice to follow about how to get started. Selling advertising on the web is not a cake walk, but it is also achievable.

One of the great advantages of the web is that it is a highly targeted media form, so when you are looking to sell space, and you have a site that appeals to a sought after niche, you have a great advantage. Advertisers will pay a premium for those site that offer access to some of these narrow niches. However, this is not to say that overall traffic levels are not important, they are, but it is encouraging to know that having a smaller following amongst a prize group of potential buyers is also attractive to ad buyers.

Still, selling ad space does require some planning and success will be easier to attention by following some simple steps. For those just starting out, take a look at the idea of joining a banner ad network. Banner ad networks undertake the work of attracting advertisers. After the ads are brokered, banner ad networks then take on the role of monitoring the success of the ads in addition to helping you find the right placement of ads on your site.

You can also consider selling the any space on your own and many people who have sights that are sufficiently trafficked do just this. Advertisers are in the driver's seat when it comes to calling the shots because there are fewer of them than there are of web sites. So, you will need to present your traffic numbers as well as any information on marketing or other steps you are taking to keep traffic to your site robust. You can use your size to your advantage if you are willing to be flexible on price. Brand name advertisers might be enticed to your site if they can get a better rate, so even if you have to reduce rates a little to do so, getting the bigger advertisers will help to convince other advertisers of the value of your site.

Website Advertising Drives Results

When advertising was first brought to the web, many people said that it would never catch on as a dominant form of advertising. While early adopters saw great promise in the web as an ad delivery vehicle, many people thought that either there would never been enough users to justify the ads or that the use of advertising on the web would not be accepted by viewers. About ten years later, many of the newspapers and magazines that once dominated has advertising vehicles were no longer in business, and the major news organizations were suffering financially.

In between those two periods, advertising migrated to the web, and today web based advertising is the fastest growing segment of the advertising world. This trend has been in play for several years, and shows no signs of slowing. And there are some very compelling reasons why this should continue to be the case.

Second, advertisers hope that the banner ads will be clicked on, which will take the would-be buyer to their site, where they have additional space to continue the sales “conversation.”

Finally, once potential buyers have clicked-through to the advertisers web site, the hope is that they will buy things. Not all banner ads are meant to result in a direct purchase in this way, but even in the case where they are not, the hope is that the potential customer will “walk away” with some of the company’s, for example a download.

The ways in which banners ads are measured against these objectives varies. Generally, advertiser will analyze the number of click throughs produced by an ad. A click through is simply when someone sees the banner and clicks through it to the advertiser’s web site. In fact, this is the basis of pricing for many ads, cost increases with each click through. Related to this is the click through rate, which is simply a ratio of the number times click through occur compared to the number of times the page is viewed.

Advertisers also look at page views, or the number of times the pages are accessed by viewers. This number is indicative of the potential size of the market available to the advertiser. Ad space is also sold in this way, by the number of impression a page receives.

Advertisers also look at the cost of sale, or the amount of money they spent on the ad versus the amount of money in revenue was produced by that ad. This is one of the great advantages of web based ads; they allow for easy and direct tracking of the effectiveness of the ad itself.

Buying Advertising Space on the Web

For the first time advertiser on the web, approaching the process can be a bit daunting. There are good reasons to advertise on the web, and if you are consider the web as a channel for your ads, you’ve no doubt heard about them. Web ads are more targeted and can tend to be a little more cost-effective than traditional forms of advertising.

There are various alternatives for how to go about the process. For starters, you can simply talk with the owners of the web site where you think you might want to place ads. If you have identified only a couple of potential sites for your ad dollars, this can be a good solution, but if you are looking to do a broad campaign it can be a time-consuming way to go. If you do go this route, make sure you get all the critical information from them, such as how well their content fits your demographic, the options they have available for placement and costs. You will also want to learn about each site’s particular process for submitting ads. Many sites post this information on the site itself, but if not, you can call or write for the information.

The costs you can anticipate will vary based on the amount of traffic the site receives. Cost will range from as low as \$5 (perhaps less) to more than \$100 for every 1000 impressions on the site. The main driver of cost is the amount of traffic a site receives, but some sites, those that cater to coveted niche markets, will charge a premium for access to their base.

If you have ad plans that are at all complex, or you are devoting significant dollars to the ad campaign, you can also consider higher an ad agency to do the work of finding the right sites, negotiating the best deals and doing the placements. Ad agencies are a great way to go in