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THE MONEY BOOK

HOW TO

MONETIZE

YOUR WEBSITE

IN 2022?

EXCLUSIVE!

*THE BEST
ADVICES
FOR 2022*

**the
moneytizer**
OPTIMIZE YOUR AD REVENUES



INTRODUCTION

HOW TO MONETIZE YOUR WEBSITE IN 2022?

You might be asking yourself this question... The answer is yes. Indeed, **it is still possible to monetize your website or blog in 2022!** For that, there are many possibilities: donations, sponsored content, affiliate marketing or even advertising.

The way you'll choose to monetize your website will depend on different factors. Most of them will require an investment in time and effort. You shouldn't expect immediate benefits but some options will pay off quicker than others.

Before thinking of monetization, you have to ensure you have one thing without which nothing will be possible. Your website must generate traffic! **You can find some articles on this subject on our [blog](#).**

To attract traffic, it is essential to **create original and unique content on a regular basis.** It will enable you to grow your SEO which is essential for your visibility. The same way, you can **use social media to federate and engage your community.** Being present on different channels is the best way to develop your audience.

In this ebook, we will present the different possibilities that are available to you to monetize your website. Pros, cons, methods... You'll be sure to make a smart choice in your monetization.

Ready to discover the 8 best ways to monetize your website? Let's go!

2.



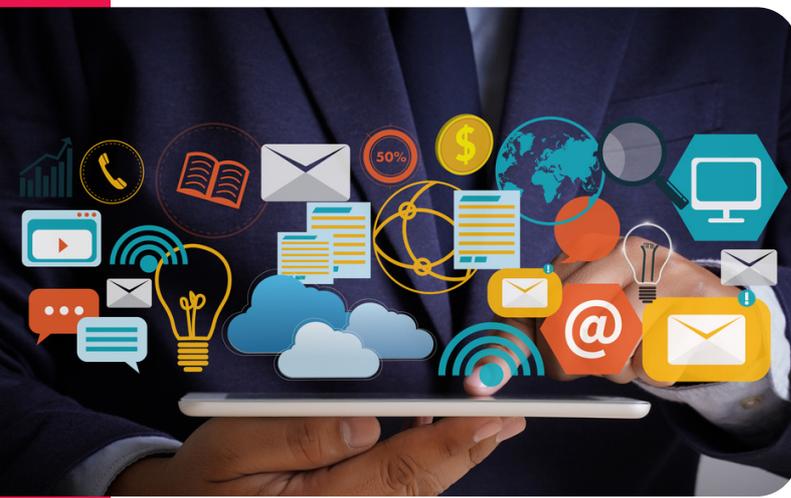
USE AFFILIATE MARKETING

But what is that? This method consists in **earning a commission in exchange for the promotion of products or services** of a company. You must have come across this type of posts on blogs! This has been growing over the past few years.

Companies take advantage of targeted audiences to boost their sales thanks to a **2.0. word-of-mouth**. As an influencer, your earning takes the form of a commission on the number of sales generated by your post. It is counted thanks to a link or a dedicated promotion code. Depending on the size of your audience, you can cumulate the two.

Thanks to affiliation, you don't have to sell your own products. It is called passive revenue. There are many platforms you can use such as Clickbank, Awain or Effiliation.

Be careful though. **This method requires a large audience and a high engagement level.** Affiliate marketing efficiency depends on the product you promote. If they are in line with your content and the interests of your subscribers, it is most likely to work. Coherence is key! Stay genuine ;)



3.

USE SPONSORED CONTENT

Though it is close to affiliate marketing, they shouldn't be confused! Sponsored content enables you to monetize your website by offering visibility to products or services of another brand. So far, it seems like the same thing but there are a few differences.

Those are generally **“one shot”** contracts. The publisher is paid for a precise post. On the contrary, **affiliate marketing** works on **performance earning: per clicks, sales or even subscriptions**. Its objective is conversion whereas sponsored content aims towards visibility.



You can also sell sponsored links! SEO is a major subject for all publishers and one of the most efficient ways to achieve it is netlinking. If you have enough traffic, why not sell links to websites and blogs which want to enhance their SEO?

It can take different forms :



SPECIAL OFFER;



RETURN OF EXPERIENCE;



ADS...

The article can be written by the company but you'll be able to charge more if you write it yourself. If you haven't been contacted but want to try it, it is recommended to start small with little or local brands. If those campaigns work, then you'll be able to work with specialized agencies to contact bigger companies.

Sponsored content is valued by brands as it is less risky than affiliate marketing. You can win big but it depends on many factors: your influence, the number of articles per month, the brand value or even the time spent creating the content. Here too, you can use the most popular automated platforms such as Getfluence, Influence4you or Reech.

Much like affiliate marketing, this method requires a large audience!



DISPLAY ADS

You can manage your ad space inventory yourself but it implies that you need to constitute a media kit with a detailed presentation of your website, its visitors and its performances. Then you will have to broadcast this media kit to different advertisers. It is significant work and convincing advertisers can turn out to be complicated. Thankfully, there are easier solutions!

As for any monetization method, your website must meet certain criteria:

- an important traffic, that is to say a sufficient number of Unique Visitors
- or a particularly targeted audience on a niche subject
- an efficient design: responsive, controlled loading time, thoughtful user experience,...

Your revenues can be calculated in different ways but the most common are the Cost per Click (CPC) or per Thousand impressions (CPM). **The latest is usually more interesting since it doesn't require any interaction from your visitors.**

To display ads on your website, you just have to register on a monetization platform such as The Moneytizer. Registration is free. If your website meets certain criteria, it will be validated and you'll just have to place the script in your code. With a WordPress website, it's even easier, a plugin is enough!

No interference in the user experience, you control the ad units you want to display on your website. Forget your preconceived ideas on online advertising!

By working with a platform like The Moneytizer, you will have no intrusive ad.

There's no concession on browsing fluidity. The ad units are perfectly integrated to your website's design.

Online advertising has many advantages. **Compared to other monetization methods, it is really easy to set up and the results are quick.** However, it requires enough traffic.



5. SELL YOUR EXPERTISE

When we think about e-commerce websites, they are generally associated with products. But, to monetize your website, there are many other things you can sell. **Do you have an expertise? Take advantage of it!**

Many formats are available to you. Still rare a few years back, **online classes** are now very popular. Those classes can be on any topic: language, photography, music, cooking... **The possibilities are infinite!**

Those online classes can take the form of **audio files, well-made videos, or even PDF to download.** Do not hesitate to mix the different formats to offer complete classes. **Videos are particularly attractive** but it is also the kind that requires the most work. However, once they are done, you can count on a **long-term passive revenue.** Think of sport videos for instance.

Once again, if you have an important audience, your likelihood to monetize your classes will be higher. You will also be able to charge more for it. **Your audience can give you legitimacy,** an essential element to propose online classes.



Don't forget that you need to have a real added value with exclusive and original secrets! Once your content is ready, it's up to you to promote it.



HAVE YOU THOUGHT ABOUT EBOOKS?

Undisputed digital product, ebooks can be related to a premium article. Once again, all the topics can be discussed. This format offers the opportunity to treat topics in-depth and therefore is of real interest for the buyer.



This monetization method is particularly interesting for **content creators with a very engaged audience**. This system mostly works for artists, musicians, authors, videomakers,... Since they are making their work available, getting financial compensation in return seems logical. If you are doubting the efficiency of this system, think of Wikipedia or more recently Twitch where many streamers manage to earn good money.

Donations are extremely simple to set up. You just need to create a button to link to the specialized platform of your choice. We can think about Paypal, Stripe or even Fundly.

This monetization system isn't the one that will offer the best performance. Furthermore, it can take time to be efficient. A large craze is a rare phenomenon. If you wish to monetize your website quickly and sustainably, other options should be considered.



6.

ACCEPT DONATIONS



Be cautious, it is not recommended to cumulate donations with other strategies such as advertising or an online store. If your visitors perceive that you are trying to monetize at all cost, they won't be prone to donate.



7. CREATE AN EMAILING BASE

In 2020, 4 billions of people had an email address in the world. More than half of them connected to it everyday. And this number is not diminishing! We can consider emails to be old-school, but we challenge you to give us one company which doesn't use it. Indeed, this method is one of the most efficient acquisition levers.

What if you went further in the exploitation of your emailing base? It might have more value than you think. You can choose to share your database with advertisers in return for financial compensation.



***Make sure you are in compliance with the GDPR regulations.
You need your visitors' consent to email them.***



Here, we are talking about a long-term strategy. You will never see your revenues grow exponentially overnight but loyalty is worth it. Especially if it is coupled with personalization.

Be careful to organize your email addresses according to the interests of their owner if you want to personalize your future campaigns. For that, a CRM is the most thorough option but a good Excel file will do just fine.

There are many ways to get email addresses:



ACCOUNT REGISTRATION;



CONTEST;



NEWSLETTER SUBSCRIPTION;



LEAD MAGNETS...

8 • CREATE A SUBSCRIPTION SYSTEM

Your content has value! Just like different media websites, you can choose to set up a subscription system to access specific content. This works if your content has real added value and if it's updated regularly. You have to be legit in your domain to offer a subscription system.

Two models are available:

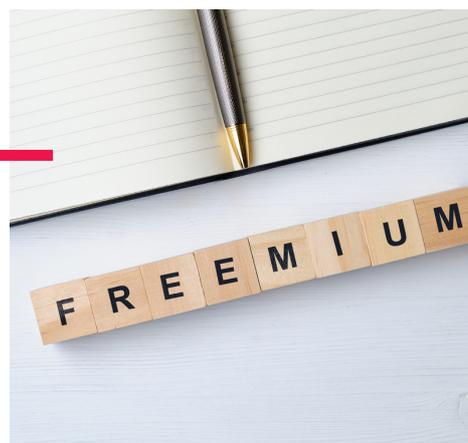


01

Subscription: users pay on a monthly or annually basis to access content.

02

Freemium : content is free until a certain point (inside an article or with a limit of 3 articles per month for example). They will need to pay to keep on reading.



If you have a WordPress website, you just need to set up a plugin such as Member Press to restrain your content.

You now have all the keys to start monetizing your website or blog!



*Do you still have questions? Need advice?
Don't hesitate to contact [The Moneytizer!](#)*



Who are we?

The Moneytizer is a global advertising platform that allows any website publisher to optimize its advertising revenue in a simple and intuitive way.

Our goal

The goal is to **democratize** the programmatic advertising world and to **develop** technologies to enable the maximization of publishers' revenues.



How does it work?

Sign up

Our platform is without contract and for free. Then, you just have to integrate our ads.txt file and consent banner.

Choose your ad units

In our dashboard, discover and select the ad units that suit you.

Monitor your revenues

You are paid on a **CPM** basis for each ad display on your website! Cashout from \$50.

We handle the rest

Our **header bidding** technologies and our **algorithms** enable us to offer your the best revenue at any given time.

A website or a blog

Active (regular content)

Brand safe

More than 10 000 vu/month

You have...



Contact us

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Prénom

Nom

Email

URL de votre site

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