

Class 6: Revenue generation models

Know your visitors – analytics and demographics

- Patterns of use

- Visitor flow

- Demographics

Content is valuable

- Free content

- Freemium

- Subscription

Advertising overview (as publisher)

- Types of advertising

- Pricing models

- Advert sizes – Interactive Advertising Bureau (IAB)

Advertising programmes

- Google AdSense

- Other networks

- Specialist networks

Ad management software

Ethical advertising

Affiliate schemes

Other revenue generation ideas

References

Above the Fold by Brian Miller

[The Small Business guide to Google Analytics](#)

[A Guide to Google Analytics and Useful Tools](#)

[Understanding Google Analytics: A simple guide to advanced terms](#)

[The marketer's guide to Google Analytics: How to extract numbers that drive action](#)

[Beginner's Guide to Google AdSense for Publishers](#)

[The AdSense YouTube channel](#)

Class 6 Homework

Read: Chapters 9 and 10 of Above the Fold

The links above to get a good understanding of Google Analytics and AdSense.

The “takeaway” from this week’s session is that you should do all you can to obtain a good understanding of who your website visitors are. At the very least, you should have some sort of analytics running on your websites. Google Analytics is a good choice because it is easy to implement, it’s free and it provides advanced functionality such as visitor flow.

If you have not already done so, get yourself a Google Analytics account, add the code to one of your sites and see what information is available about your visitors.

If you have not already done so, please upload your seminar presentation to our [Speaker Deck](#) account.

Continue implementing the improvements to your small business website for Project 2. Think about responsive design, mobile first, modular development with PHP server-side includes, custom error pages and adding SEO features.