



## **Professional Web Content Management Course**

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### **Course Module 3:**

## **ONLINE PORTAL AND ADVERTISING REVENUE**

The major source of income for portal is traffic monetization using pay-per-click and pay-per-impression model. Have you ever wondered why yahoo.com, gmail.com hotmail.com and others are giving you a free email account or why social networking websites like facebook.com, myspace.com will do anything to keep you constantly visiting their website? The singular reason is that you make them more money whenever you visit their website and read more of their pages. For every page you view on their website, being it a user profile or a message on your inbox, it all turns out finally to the portal as revenue.

Therefore every portal employing content manager will only be looking for persons with expert knowledge on how to build and increase their web traffic, because with more traffic, the portal makes more revenue. Before we take a deeper look at the main content of this module, I will like to explain some of the terms that you will be seeing throughout this module.

### **( i . ) Page Impression:**

#### *Definition:*

A page view (PV) or page impression is a request to load a single page of an Internet site.

#### *More Information:*

On the World Wide Web a page request would result from a web surfer clicking on a link on another HTML page pointing to the page in question.

These page impressions may be counted as part of web analytics. For the owner of the site this information can be useful to see if any change in the page results in more visits. If there are any advertisements on the page, the advertisers would also be interested in the number of page views to determine their expected revenue from the ads. For this reason it is a term that is used widely for Internet based marketing and advertising.

#### *Classical Example:*

Mr. John wanted to visit yahoo.com to checkout the latest news and events around the world, he enters [www.yahoo.com](http://www.yahoo.com) on the browser address bar, and yahoo.com (home page) loads, and he saw a news headline or caption about the current humanitarian situation in Haiti, he decided to read further details about it by clicking on the news title.

Mr. John has just given Yahoo 2 page impressions. He opened the home page and then loaded another page within yahoo.com containing the detailed news about the situation in Haiti.

Summarily, whenever you load a page to view or read articles on websites, you create a page impression. This is an important web metrics used for website revenue. We will learn more about this shortly.

## **( ii ) CPM**

*Definition:*

Cost per thousand impressions or page views.

*More Information:*

The CPM model refers to advertising bought on the basis of impression. This is in contrast to the various types of pay-for-performance advertising, whereby payment is only triggered by a mutually agreed upon activity (i.e. click-through, registration, sale).

The total price paid in a CPM deal is calculated by multiplying the CPM rate by the number of CPM units. For example, one million impressions at \$10 CPM equal a \$10,000 total price.

$$1,000,000 / 1,000 = 1,000 \text{ units}$$

$$1,000 \text{ units} \times \$10 \text{ CPM} = \$10,000 \text{ total price}$$

The amount paid per impression is calculated by dividing the CPM by 1000. For example, a \$10 CPM equals \$.01 per impression.

$$\$10 \text{ CPM} / 1000 \text{ impressions} = \$.01 \text{ per impression}$$

## **( iii ) Website Traffic:**

*Definition:*

The amount of visitors and visits a Web site receives. If you have 2,000 visits to a website monthly, we say that the website's monthly traffic is 2,000.

*More Information:*

Web site traffic was initially viewed as an all-important metric for gauging success on the Web. This assumption was due in part to the lack of other business metrics to explain the .com phenomenon. Now much of the focus has shifted back to profitability, and Web site traffic is only part of the equation.

$$\text{Web site traffic} \times \text{conversion} = \text{Results}$$

Web site traffic is still very important, as you can't have conversions without visitors, but it is becoming less important as a standalone metric. The conversion represents your monetization source. The monetization of website traffic is instant and this makes it very easy for us to calculate the worth of every website. A website worth is determined by its results which is a combination of its traffic and conversion source. You can have a very beautiful and well designed website and it could be worth nothing if it has not traffic or visitors.

## **Classical Examples and Workshops**

Let's take a classical example to vividly illustrate the three concepts introduced above; I will be using the Impenia.com Google AdSense Publishers' account daily revenue stream to explain how these metrics work. See snapshot below:

	Page impressions	Clicks	Page CTR	Page eCPM [?]	Estimated earnings
<b>AdSense for Content</b>	94,681	1,152	1.22%	€1.82	€172.38
	Queries	Clicks	CTR	eCPM [?]	Estimated earnings
<b>AdSense for Search</b> ▶ <a href="#">top channels</a>	3	0	0.00%	€0.00	€0.00
<b>AdSense for Domains - <a href="#">Get started</a></b>					
<b>AdSense for Feeds - <a href="#">Get started</a></b>					
<b>Total estimated earnings</b>					<b>€172.38</b>

From the snapshot above, we have 94,681 total page impressions and Google AdSense is paying impenia.com \$1 as CPM.

€1.82 (\$2.6) CPM means that Google.com is paying €1.82 for every 1,000 page view or page impression.

Therefore,

$$\begin{aligned}
 1 \text{ Page Impression} &= \frac{€ 1.82}{1000} \\
 &= € 0.00182
 \end{aligned}$$

Also the income Impenia.com has generated from pay-per-impression revenue conversion metrics is:

$$\begin{aligned}
 94,681 \text{ Impressions @ } €0.00182 \text{ per impressions} &= 0.00182 \times 94,681 \\
 &= €172.32
 \end{aligned}$$

With this clearly understood, we can then calculate what some popular websites we visit daily are making from just pay-per-impression traffic monetization mechanism. To do this, we will be using some web tools which independently calculate website average daily page view. I will be using [www.websiteoutlook.com](http://www.websiteoutlook.com) as our web tool. It is one of the most used web tools around for determining website daily traffic and page view estimation. It will give us a good start to understanding what some web portals around us are making:

**Note:** *Websiteoutlook.com is calculating daily revenue using a CPM of \$3. Google AdSense average CPM is around this rate but can get higher or lower depending on your site keywords. Business and money making related keywords can go as high as \$5 CPM.*

( 1 ) *Nairaland.com – Daily Estimated Revenue Base on Page Impressions or Views*

**Daily Pageview** 258,945

**Daily Ads Revenue** \$779.07 ( ₦117,000 )

From websiteoutlook.com results, Nairaland.com gets an average of about 258,945 page impressions daily, producing about ₦117,000 daily from pay-per-impression monetization mechanism alone.

*( 2 ) Facebook.com – Daily Estimated Revenue Base on Page Impressions or Views*

**Daily Pageview** 550,000,000

**Daily Ads Revenue** \$1,650,003 (₦249,000,000)

From websiteoutlook.com results, Facebook.com gets an average of about 550million page impressions daily, producing about ₦249million daily from pay-per-impression monetization mechanism alone.

*( 3 ) Youtube.com – Daily Estimated Revenue Base on Page Impressions or Views*

**Daily Pageview** 275,000,000

**Daily Ads Revenue** \$825,003 (₦124,000,000)

From websiteoutlook.com results, Youtube.com gets an average of about 275million page impressions daily, producing about ₦124million daily from pay-per-impression monetization mechanism alone.

**( iv ) Pay Per Click PPC**

*Definition:*

This is an online advertising payment model in which payment is based solely on qualifying click-throughs.

*More Information:*

In a PPC agreement, the advertiser only pays for qualifying clicks to the destination site based on a pre-arranged per-click rate. Popular PPC advertising options include per-click advertising networks, search engines, and affiliate programs.

Paying per click is sometimes seen by some as a middle ground between paying per impression and paying per action. When paying per impression, the advertiser assumes the risk of low-quality traffic generated by the publisher. In the PPC model, the publisher does not have to worry about the sales conversion rate of the target site, and the advertiser does not have to worry about how many impressions it takes to attract the specified number of clicks.

Google AdSense runs both the pay-per-impression and pay-per-click from one single account. Meaning that if you are a publisher or site owner using Google AdSense as your means of monetizing your website traffic, you automatically get paid for every page viewed on your site that contains a Google ads and also for every clicks made on a Google ad.

Google AdSense pays about \$0.1 – \$5 per click depending on the keywords and website. On Nairaland.com, the minimum per click bid is about \$0.4 and on USAToday.com, it is \$1. US traffic is the most expensive and most targeted traffic in the world.

**( v ) Click-Through Rate CTR**

*Definition:*

Click-through rate is the average number of click-throughs per hundred ad impressions, expressed as a percentage.

*More information:*

It is important to distinguish what a click-through rate does and does not measure. The CTR measures what percentage of people clicked on the ad to arrive at the destination site; it does not include the people who failed to click, yet arrived at the site later as a result of seeing the ad. As such, the CTR may be seen as a measure of the immediate response to an ad, but not the overall response to an ad. The exception involves ads that display no identifiable information about the destination site; in these cases the click rate equals the overall rate.

	Page impressions	Clicks	Page CTR	Page eCPM [?]	Estimated earnings
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From the Google AdSense snapshot above, the CTR (click-through rate) is 1.22%, meaning for every 100 page impressions, 1.22% of those impressions resulted in 1.22 qualified clicks.

This implies that if impenia.com has 1,000,000 page impressions, it is most likely going to generate 12,200 clicks. Assuming its minimum per click bid is about \$0.2, this will produce revenue of \$2,400 (N360, 000) outside the revenue generated from page impression.

On a modest note, when calculating website estimated revenues, use \$1 per 1000 page impressions (\$1 CPM) and \$0.1 per click (PPC). Also use a 1% CTR (Click through rate).

**Classical Example and Workshop:**

Make a modest estimation of the total daily revenue gumtree.com makes using the pay-per-impression and pay-per-click traffic monetization model.

*Hint:*

- ( i ) Use [www.websiteoutlook.com](http://www.websiteoutlook.com) to determine gumtree.com estimated daily traffic.
- ( ii ) For modest estimation, use \$0.1 PPC, \$1 CPM, and 1% CTR

*Solution:*

From [www.websiteoutlook.com](http://www.websiteoutlook.com), gumtree.com has a daily page impression of 1,218,161.

**Revenue from Page Impressions**

Daily Page Impression or Page View = 1,218,161pages

If CPM is \$1, then a page view is valued at: = 1/1000 = \$0.001  
 1,218,161 page Impressions: = 1,218,161 x 0.001  
 Revenue from page Impression = **\$1,218**

**Revenue from Clicks**

If CTR is 1%, total clicks generated from 1,218,161 impressions we be:  
 = 1% of 1,218,161 impressions  
 = 12,181 clicks

If 1 click is valued for \$0.1, then 12,181 clicks will be:  
 = 0.1 x 12,181  
 = **\$1,218**

Therefore, the estimated daily revenue for Gumtree.com using the modest CPM and PPC monetization mechanism is:

= Revenue from Impressions + Revenue from Clicks  
 = \$(1,218 + 1,218)  
 = \$2,436

From the analysis above, we can infer that the net worth of a web project is directly related to the total page impressions it makes daily. From research carried out at ACL design lab, building a very high traffic web project can only be achieved through a coordinated network of over 100 web masters and content managers. You can see the difference in daily revenue generation a well organized web project like facebook.com, youtube.com with over 20,000 web team is getting compared to a web project like Nairaland.com run and managed by less than 10 persons.

This is the singular reason we have embarked on training more experts within the Africa community to understand clearly how online revenues are generated and how we can be part of these massive cash floating in cyber space. 12 senior members of the ACL team were invited to join the research team of Omavo.com portal which is currently undergoing development with a Slovenia base content management development company. Omavo Media Ltd was looking for ways it can build its network of publishers to produce a daily page impression of over 12,000,000 pages.

After 2 weeks of analysis and research, ACL discovered that they will need no less than 120 competent web experts to publish at least 400 articles weekly with all articles fully optimized and bookmarked. All ACL first certified Web Content Managers will be sent the invitation to join the Omavo.com portal team. At the end of this course, we will be certifying only successful students.

ACL certified web content managers will soon be very hot in the IT labor market because of the increasing demand for web experts and the new wave taking on the internet. More web portal projects are been developed monthly in Africa. Information dissemination is on the rise and investors are realizing that there is more wealth locked up in web projects than real estates or assets like stocks, bonds, currencies etc.

**Advert Networks & Vendors**

Google appears to be the largest ad vendor at the moment taking over 70% percent of the market share. See excerpts from their last year quarterly revenue statement:

*Excluding traffic acquisition costs of \$1.56 billion paid to Google partners, the company reported revenue of \$4.38 billion, exceeding analyst estimates of \$4.24 billion and backing up CEO Eric Schmidt's recent statements that Google was seeing more spending from advertisers. Overall revenue was \$5.94 billion for the period ending September 30 2009.*

*To read the full report see:*

[http://news.cnet.com/8301-30684\\_3-10376046-265.html](http://news.cnet.com/8301-30684_3-10376046-265.html)

From the first paragraph of the report, you will notice that google.com paid \$1.56billion to acquire traffics from its network of websites called Google partners.

### **Who are Google Partners?**

Google currently serves adverts through a network of publishers who have decided to share advert revenue with Google. Google.com does this through its partnership program called Google AdSense which connects advertisers to publishers.

Google AdSense is a fast and easy way for website publishers of all sizes to display relevant, un-obtrusive Google ads on their website's content pages and earn money. Because the ads are related to what your users are looking for on your site, you'll finally have a way to both monetize and enhance your content pages.

The program is free, and combines pay-per-click and pay-per-impression advertising - meaning you get paid for valid clicks on the ads on your site or search results pages as well as impressions on your content pages.

### **What is AdSense?**

#### **A Brief History**

Google AdSense is an outgrowth of the Google Content-Targeted Advertising program that was launched in early March 2003.

This early program let large websites integrate Google AdWords into their websites. Each deal was independently negotiated with Google, and sites with less than 20 million page views couldn't participate.

The Google AdSense program lets much smaller websites play. Even if your site only gets a few hundred page views per month, you can now apply to the AdSense program.

### **Who Benefits Most From Google AdSense?**

#### ***Here are 10 types of websites who benefits most from Google's AdSense program:***

Google AdSense is a fast and easy way to generate revenue from your website. However, not all websites and website owners benefit equally from this program.

Here is a list of 11 types of websites that can benefit most from Google AdSense:

1. Great information sites with lots of content -- whether or not they have started generating revenue.
2. Narrow niche sites that haven't yet started generating revenue.
3. Sites that provide great information about high paying keywords.
4. People who have a passion for a topic but have not yet created a website on that topic because they didn't know how to earn money from it.
5. Sites that currently use banner exchange programs and want to start generating some revenue instead.
6. Sites that currently offer banner advertising and want to increase revenue.
7. Sites too small to attract advertisers (or those who don't want to go through the time and effort to find relevant affiliate programs).
8. Sites with affiliate programs that aren't generating any or enough revenue.
9. High traffic sites that contain sections or pages that aren't currently generating revenue.
10. Website publishers with extra advertising inventory.

In other words, AdSense allows publishers and web designers to focus on what they are interested in and do best -- producing the content of their sites -- without having to worry about finding advertisers or affiliate programs to make their sites profitable.

### **Who Benefits Most: Sites That Will Not Benefit From Google AdSense**

Here is a list of some of the types of websites that won't benefit from AdSense (or won't be accepted to the AdSense Program):

- Sites about drugs and drug paraphernalia
- Pornography sites
- Gambling or casino-related content sites
- Sites with hacking or cracking content
- Personal pages
- Sites under construction
- Sites containing excessive profanity
- Sites with broken links
- Sites promoting hate, violence, racial intolerance, or advocating against any individual, group, or organization

- Sites offering any incentives whatsoever for users to click on the ads
- Sites that are difficult to navigate
- Sites with "excessive advertising"
- Other content-targeted or text-based ads on the pages that display AdWords ads
- Sites containing pop-ups that interfere with the navigation of the site
- Sites that get no traffic.

With the exception of the last item, sites that get no traffic, all of the other types of sites on this list will not be accepted to the AdSense program.

## **How to Apply to Google's AdSense Program**

### ***Who is Eligible to Apply to Google's AdSense program?***

Google AdSense is currently open to any English, French, German, Italian, Dutch, Portuguese, Japanese, Spanish, Danish, Finnish, Norwegian, Swedish, Chinese, Korean, Polish, Russian, Hungarian, or Turkish language websites, and add new languages are added all the time. You don't need to be based in the United States to participate.

Google AdSense offers payment to publishers in US dollar checks, and also offers local currency options for publishers in 43 countries with Nigeria included. All that is required is that you own a website and meets up with the other requirements.

Applying to the Google AdSense program is extremely easy and just takes a few minutes. Simply visit the **Google AdSense** home page ([www.google.com/adsense](http://www.google.com/adsense)).

### **Hearing Back From Google**

Google says it will just take two or three days to receive your acceptance or rejection. Google often responds even more quickly.

Naturally, Google reserves the right to reject sites -- and they do. For example, they will reject sites on drugs, pornography, or gambling. They will also reject personal pages, sites with excessive advertising or other content-targeted or text-based ads, incentives of clicking on the keywords, profanity, or hate of any sort.

### **What if Google did not accept my website, are there any other alternatives?**

Some webmasters are either not accepted into the Google AdSense program, or do not wish to do business with Google.

For those webmasters, there are many alternatives to Google AdSense, these alternatives are listed below:

- 24-7 RealMedia
- Accelerator Media
- Ad Volcano
- adagency1
- AdBrite

- AdDynamix
- AdEngage
- Adgenta
- Adhearus
- Adify
- AdKnowledge
- AdPepper
- MIVA AdRevenue Xpress
- Adtegrity
- Advertising.com
- AffiliateFuture
- AffiliateSensor
- AffiliateSensor
- AllFeeds
- AVNads
- AzooglesAds
- BannerBoxes
- BardzoMedia
- BidClix
- Bidvertiser
- BlinkAds
- BlueFN
- BlueLithium
- Buds Media Network
- Burst Media
- Casale Media
- Chitika
- Claxon
- ClickBooth
- Clickcent
- Clicksor
- ClickThruTraffic
- ClickXchange
- ClixGalore
- Commission Junction
- contextWeb ContextAd
- Convert2Media
- CoverClicks
- CPX Interactive
- DynamiContext
- Enhance Interactive
- eType Europe
- eType USA
- ExpoActive
- Fastclick
- Federated Media
- FluxAds
- Hurricane Digital Media
- Hyperbidder
- IncentaClick
- Industry Brains
- Vibrant Media IntelliTXT
- Interclick
- Kanoodle Bright Ads
- Kontera

- LinkShare
- Mamma Media Solutions
- MarketBanker
- MaxBounty
- Mirago
- MSN AdCenter
- Nixie
- Oridian
- OutBout Media
- Oxado
- Paypopup
- PeakClick
- Quigo AdSonar
- RealCast Media
- RealTechNetwork
- Revenue Pilot
- Revenue Science
- Right Media
- Rydium
- Searchfeed
- Vibrant Media SmartAd
- TargetFirst
- TargetPoint
- TextLinkAds
- ThunderText
- TMP Express (Traffic Marketplace)
- Traffic Marketplace
- Tremor Media
- Tribal Fusion
- ValueClick
- Veoda
- Yahoo Publisher Network

### **Conclusion:**

From this module, the student should understand how important is the role web traffic plays in web content management and also in keeping web projects monetized. Traffic building is the power of the web content manager. If a web content manager can guaranty a monthly page impression of over 20million, he definitely will be employed by any web portal.

After this course, you will understand clearly how through team work and team strength, you can generate a monthly page impression of over 20million page view using your team's strength. Huge web traffic is a factor of team work because almost all medium through which the greater mass of internet users sees a page is greatly dependent on the numbers of people digging, voting, linking back, bookmarking and recommending it. All the barometers point to team work. Therefore, a one man managed portal can hardly get close to be seen in the pile of web pages clamoring for exposure. The game is getting matured daily and only those who know exactly what to do are getting results.

### **Next Module – Module 4**

On our next module, we will be handling the main part of this course, which is the content itself. All students will need to build their own contents using their feedback websites and also optimizing these contents to show clearly they are following the course. To access the next course

module, you will need to submit your feedback website. You can obtain one by visiting Netpages High Solution Web Development Company – [www.netpagesonline.com](http://www.netpagesonline.com).

### **What is a feedback Website?**

As a web portal editor or content manager, you are required to have a feedback website of your own where summary of all your articles are indexed.

Firstly, your feedback website helps to keep records of all articles you have been publishing and which portals they were published to. It represents the singular tool whoever is employing uses to access your competence and experience.

Secondly, it also serves as a development ground for every article you submit to any employer or web portal. Every web portal expects you to initially publish your article on your feedback website before notifying them (web portal) for approval, if the article meets the web portal's requirement, they approve it and copy directly from your feedback website to their portal. Once the approval and the loading process to the main portal is completed, you are required to keep just the title and a little caption (maybe first sentence) on your feedback website with a link pointing to the detailed article on the main portal. On module 4 you will learn how it works in detail.

The feedback website can be likened to a social bookmarking media and it uses almost similar technology. It can also drive income to the owner if it is monetized through pay-per-impression and pay-per-click web traffic monetization model.

### **Workshop 2.0**

Make a modest estimation of the total daily revenue **vanguardngr.com** and **mail2web.com** makes using the pay-per-impression and pay-per-click traffic monetization model.

*Hint:*

( i ) Use [www.websiteoutlook.com](http://www.websiteoutlook.com) to determine **vanguardngr.com** and **mail2web.com** estimated daily traffic.

( ii ) For modest estimation, use \$0.1 PPC, \$1 CPM, and 1% CTR

**Note:**

To access the next course module, the solution to Workshop2.0 and your feedback website must be submitted to [contact@impenia.com](mailto:contact@impenia.com).