

How to Monetize a Website?

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So you've created a beautiful website showcasing your incredible product, knowledge or services, and looking for ways to start generating traffic and boosting your revenue.

We're here to help, with an easy guide on how to start monetizing your site, building a strong customer base and pulling in those profits.

1. Affiliate marketing.

The World Wide Web is a booming market place just like any other, and thrives through referrals. Affiliate marketing allows you to earn extra bucks by referring clients to other businesses, much like allowing others to advertise on your site.

For instance if you recommend a service or product offered by another business and someone buys it, you make a percentage of the sale.

Affiliate marketing can positively boost your own potential revenue by generating customers based on their interests, location and needs.

For successful partnerships to happen, remember to only sell products you trust and be transparent about the fact that it is an affiliate product, this ensures the trust of customers and other businesses, and upholds the integrity of your site.

The easiest way to make use of this would be to sign up with a company, such as systeme.io that offers an inclusive service for managing an affiliate program for you, making life easier by automating your affiliate payouts and providing a secure, trustworthy experience.

2. Tutorials and Webinars

An excellent way to earn money through your site is to create value around your product or services. Whether you're a business consulting firm or selling false lashes, creating informative tutorials and webinars surrounding your product is a key tool in drawing interest, adding value, as well as, connecting with your clients to build further bonds with your site.

Here are some great examples:

- Workshops on how to use your product.
- Vlogs that showcase lifestyle experiences.
- Life coaching Webinars.
- Tutorials on how to manage finances.
- Beginners guides.

System.io is for entrepreneurs seeking an all-inclusive marketing tool which allows users to host high quality evergreen webinars.

These can also be used to encourage customers to sign up to paid subscriptions, buy affiliate products and include links to your own products.

3. Pay-Per-Click Advertising

Many new website owners want customers to find them organically, but by paying for ad space you're able to have your site displayed on search engines, like Google and websites that have an established customer following that are potentially interested in your services or product.

You're essentially paying a fee every time someone clicks on your ad that directs them to your site. Another great advantage to this, is that you too can earn by selling ad space on your own site, potentially making 70% of what the advertiser pays.

This is a great way of broadening your client base and putting your site on the map.

4. Sponsorship deals

If you're not comfortable creating webinars yourself you can always partner up with YouTubers that already have established followers and that review products.

Sponsorship deals with other businesses is a great tool, where affiliate businesses mention your product or services in their tutorials and webinars, and on their sites.

For example Lisa runs a successful blog on self care and lifestyle and Chris asks her to promote the book he's written on nutrition, Lisa can earn a commission from the book sales and Chris can gain valuable traffic to his site, furthering his own sales.

5. Paid subscriptions and freebies.

By limiting some of your services you allow for clients to pay for certain exclusivity, for example newsletters can be used as paid-for content.

Newsletter subscriptions can include:

- Podcasts
- Events
- Marketing materials
- Tutorials
- Coaching sessions

Systeme.io offers packages that include emailer campaigning to make it easier and more efficient for entrepreneurs to market their products and services.

If you're offering a service you can also create a membership scheme, allowing for a standard, prime and elite pricing system, which is also included when using online marketing companies such as Systeme.io.

Having give-aways works equally as well, by offering something for free creates interest and draws traffic to your site.

6. Conclusion

The most important thing to remember when trying to monetize your site, is that traffic comes first. Focus on generating as much traffic as possible and making money will eventually start streaming in.

The most convenient and cost effective way to monetize your site is to sign up with experts who can manage the separate elements of generating traffic and creating revenue for you, such as [systeme.io](#).

They are able to create systems that manage everything from your marketing strategy, email campaigns, webinars, affiliates, blogs, courses and business automation for the most effective site optimisation and revenue streaming.