

Dawson College - Centre For Training and Development

**Building A Successful Business Using The Internet
Session 4 – Welcome Back!**

The Goal Of This Session

- Complete your **Site Content Blueprint**.
- Investigate/plan your monetization mix.
- Learn about AdSense types of ads.
- Learn how to refine your **Site Concept** by continually reviewing and revising keyword and monetization options.

Is It Time To Register Domain?

- It's almost time, but first...
- Have you completed brainstorming?
- Are your keywords pruned and sorted?
- Have you built a 3-tier blueprint?
- Have you planned your monetization mix?

TOBI's List

This display shows results for your current Seed-Search-And-Sort
Your sort is by Keyword

BETA SITESELL SUPPLY

Show 250 per page

Page 1 of 2 | First | Previous | Next | Last | Go to page Go

Brainstorm Seed Word Menu											
Choose Brainstorm Seed Word						Profitability		Ideas		Search It!	
All						Yahoo!	WordTr.	Content	Monetize		
<input type="checkbox"/>	1st birthday cake	209	130	338		1222	613				
<input type="checkbox"/>	21st birthday cake					802	778				
<input type="checkbox"/>	30th birthday cake					855	444				
<input type="checkbox"/>	40th birthday cake	568	360	396		1434	909				

TOBI's Pruned List

Brainstorm Seed Word Menu

All

460 words of 460 total (1000 max)























































Search												
? Check All --Uncheck All Delete Checked		? Demand		? Supply		? Profitability		? Ideas		Search It!		
? Keyword		? Yahoo!	WordTr.	Google	Site Info	Yahoo!	WordTr.	Content	Monetize			
<input type="text" value="Enter New Keyword"/>		<input type="button" value="Get Data"/>										
<input type="checkbox"/>	how to make vanilla frosting www	117	60	0		∞	∞					\$
<input type="checkbox"/>	cool whip icing recipe www	89	450	3		29667	150000					\$
<input type="checkbox"/>	no bake cookie receipe www	86	450	4		21500	112500					\$
<input type="checkbox"/>	how to make homemade frosting www	129	90	1		129000	90000					\$
<input type="checkbox"/>	recipe for whip cream frosting www	157	240	5		31400	48000					\$
<input type="checkbox"/>	wedding cake serving set www	2474	20040	504		4909	39762					\$
<input type="checkbox"/>	birthday cake clipart www	479	4500	122		3926	36885					\$
<input type="checkbox"/>	sugar free icing recipe www	102	180	5		20400	36000					\$
<input type="checkbox"/>	no bake cheese cake recipe www	162	330	10		16200	33000					\$

Keyword Anomalies

Brainstorm Seed Word Menu

All

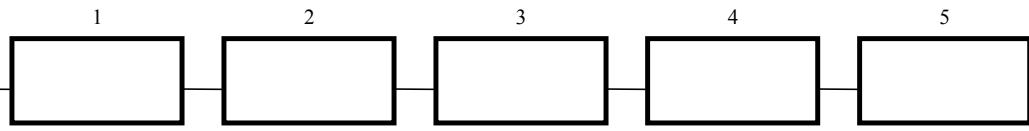
460 words of 460 total (1000 max)

<input type="text"/> <input type="button" value="Search"/>		<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="button" value="Search It!"/>
<input type="button" value="Check All"/> -- <input type="button" value="Uncheck All"/> <input type="button" value="Delete Checked"/>		Demand		Supply		Profitability		Ideas		
Keyword		Yahoo!	WordTr.	Google	Site Info	Yahoo!	WordTr.	Content	Monetize	
<input type="text" value="Enter New Keyword"/>		<input type="button" value="Get Data"/>								
<input type="checkbox"/>	how to make vanilla frosting 	117	60	0		∞	∞			  \$
<input type="checkbox"/>	cake ticket 	463070	60	814		568882	74			  \$
<input type="checkbox"/>	how to make homemade frosting 	129	90	1		129000	90000			  \$
<input type="checkbox"/>	charm city cake 	5268	150	51		103294	2941			  \$
<input type="checkbox"/>	free no bake cookie recipe 	257	60	3		85667	20000			  \$
<input type="checkbox"/>	best buttercream frosting recipe 	298	90	5		59600	18000			  \$
<input type="checkbox"/>	no bake chocolate oatmeal cookie 	1100	60	31		35484	1935			  \$
<input type="checkbox"/>	birthday cake for man 	377	120	12		31417	10000			  \$
<input type="checkbox"/>	recipe for whip cream frosting 	157	240	5		31400	48000			  \$

Tier 3 KFPC

TIER 2

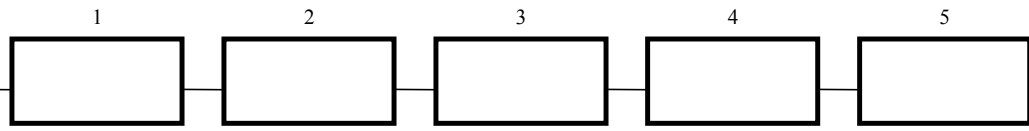
KFCP 1



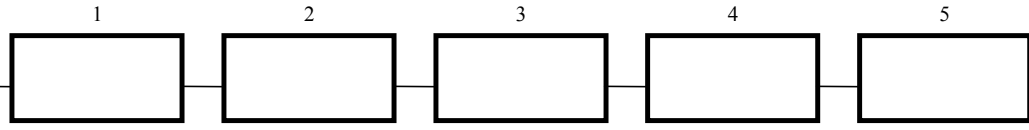
KFCP 2



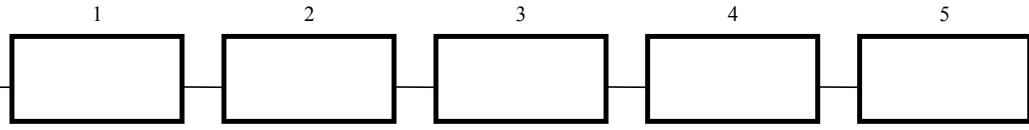
KFCP 3



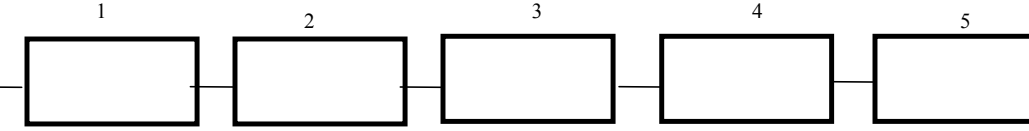
KFCP 4



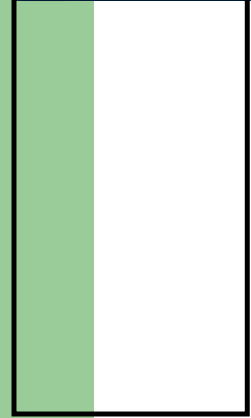
KFCP 5



KFCP 6



TIER 1



TIER 2

KFCP 1

Menu: Recipes
KW: cake recipes

Tier 3 KFCP

1 2 3 4 5



KFCP 2

Menu: Baking
KW: baking

1 2 3 4 5



KFCP 3

Menu: No Bake
KW: no bake

1 2 3 4 5



KFCP 4

Menu: Weddings
KW: wedding cake

1 2 3 4 5



KFCP 5

Menu: Birthdays
KW: birthday cake

1 2 3 4 5



KFCP 6

Menu: Toppings
KW: cake icing recipe

1 2 3 4 5



TIER 1

Keyword: cake
USP: All you need for the best cakes ever.

Class Exercise

Complete your Site Content Blueprint.

15 Minute Break...

Hurry back for M!

The #1 Mistake – Starting At The M

The M Comes Last



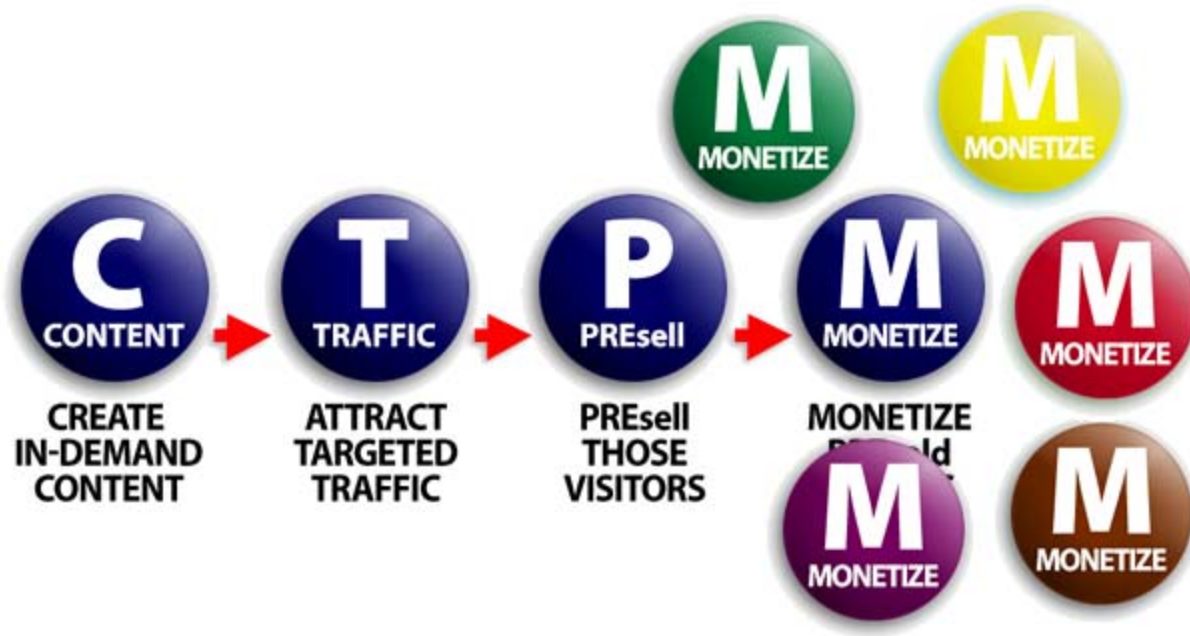
IF **M** comes last, Why do it now?

- You must execute **C-T-P** first to monetize successfully.
- BUT you must plan **M** now to avoid future disappointment.
- You can always refine the **Site Concept** according to the Monetization Mix.

The M Comes Last

- Think about potential income streams, monetization models, NOW.
- Identify enough good monetization models to have several ways to convert PREsold traffic into dollars.
- Find those monetization models now and understand how they will "fit" with your Site Concept.
- Do this before you commit to a domain name.

The M Comes Last



Tobi's Monetization Potential

- Monetize individual pages.
- Monetize entire site, for example:
 - Become a pro and build sites for others.
 - Joint venture with products/services partners, to market/sell their stuff for a percentage.

Page Monetization Potential 1

1. Represent the products/services of related, non-competing online businesses and earn affiliate (commission) income.
2. Partner with an offline business, such as a real estate agent or hotel/motel owner, sending them customers, on a pay-per-click, per-lead, per-sale, or per-month basis.
3. Sell your hard goods, such as jewelry, tools, books, and so on, and ship them yourself, have them drop-shipped, or handled entirely by a fulfillment house.

Page Monetization Potential 2

4. Sell your soft goods, such e-books, software, music, and so on, that can be delivered electronically through services such as ClickBank.
5. Add contextual advertising, such as Google AdSense or Yahoo ads, to your content and earn click income.
6. Sell advertising directly to advertisers with products related to your content.

Page Monetization Potential 3

7. Sell your services, such as copywriting, programming, event planning, and so on.
8. Advertise items you're selling on eBay directly.
9. Insert eBay auction items directly into related content pages.

Page Monetization Potential 4

10. Build warm leads for your Network Marketing ("MLM") venture.
11. Rent stuff, anything from heavy equipment to extras for movies to your own time-share villa.
12. Send traffic to your own business, such as a Yahoo! store, your jewelry web site or your local brick and mortar business, expanding its reach.

What Should Tobi Do?

Follow the Guide

Successful Monetization Tips

- Consider each one carefully.
- Tailor choice to your time and priorities.
- Consider your **Site Concept** growth.
- Look for diversification. **It's key.**
- Use your PREsold traffic.
- Monetize every visitor.

Google AdSense

- Practical, positive, credible monetization option.
- Serves up ads related to content.
- Rewards keyword-focused, content-rich sites.
- Google algorithm considers many factors.
- Blend ads into, don't distract from, content on page.

The Best Monetization Information

<http://sbitips.sitesell.com/index.html#MON>

Concept and Monetization Forms

Best-Horror-Movies

<http://www.best-horror-movies.com>

The Ultimate Quit Smoking Guide

<http://www.quitguide.com>

All About Puppies

<http://www.all-about-puppies.com>

Homework – See You Next Class!

- Complete **Site Content Blueprint**.
- Use Site Info and SearchIt! to refine.
- Complete monetization planning.
- Review Day 5 of the Action Guide.
- Think of possible domain names.

Questions? Contact Us!

Don Coggan: 450-534-4253

info@the-online-business-institute.org