

# Generate Revenue from Ads

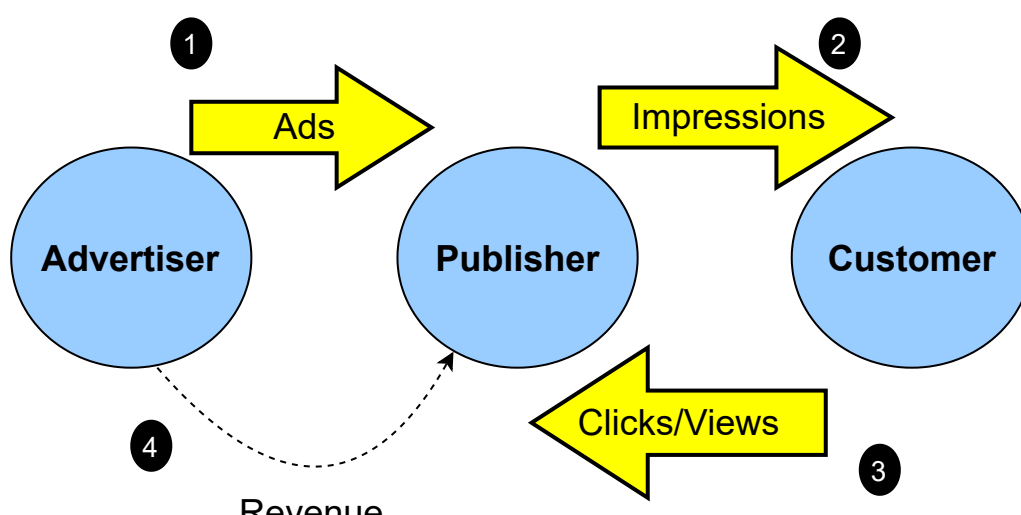
This lesson explains how you can generate revenue from your website through ads. We will also find out why Google AdSense is the best platform available out there to manage ads on our website.

## We'll cover the following ^

- Types of Advertisement Strategies
  - Ad Space
  - Pay-Per-Click Advertising
  - Popups
  - Affiliate Advertising
  - Publish Paid Reviews
- Payment Models
- What is Google AdSense?
  - Advantages

You can use multiple ways to generate revenue out of your website for example by selling your own product(s), by adding *affiliate links*, or you can do it by advertising content on your website. In this lesson, we are going to discuss the advertisement approaches being used to generate revenue!

But first... let's take a look at this illustration to see how internet ads work.



## Types of Advertisement Strategies #

Now-a-days even advertisement can be done in many ways. Like for example,

### Ad Space #

In this approach, you allow an advertising company to use a particular section on your website to display their ads. This approach is rarely used anymore as the advertisers have to pay a constant amount of money no matter how many clicks and views the publisher's site is able to generate.

### Pay-Per-Click Advertising #

This modern approach is by far the most popular approach as it benefits the publisher and the advertiser equally. In this approach, the advertiser is only obliged to pay you when a visitor clicks through their ad. Every time a visitor clicks on the ad, a small deposit will be made in the publisher's account from advertising company.

### Popups #

No matter how much people dislike them, they are still a good source to make money online. The popup ads can be made less annoying if we design them professionally, for example, don't disappear the close button to annoy the users, then the popups can get us a lot of conversions!

### Affiliate Advertising #

If you have a huge traffic on your website, then you can affiliate products of other brand on your website. A user might get attracted to it and make a purchase, if he does, you will get a certain percentage of the profit the other brand will make. This is what we call "Affiliate Marketing".

### Publish Paid Reviews #

This approach is similar to affiliate advertising, but instead of promoting it directly on your website, you write paid reviews about the product and get paid accordingly. The price of the review depends on the traffic that your website gets.

# Payment Models #

As discussed above, Pay-Per-Click (PPC), also called Cost Per Click (CPC), follows a payment model in which publisher only gets paid when a click is made on the ad. In addition to this model, there are two other models that needs to be discussed here:

- **CPM:** This is the oldest model used in the world of marketing and advertisement. In this model, you can paid for every 1000 views on the ad, no clicks needed this time. Only large websites with very heavy traffic can earn some decent amount of money through this model.
- **CPA:** Stands for Cost-Per-Action. This model is similar to “Affiliate Marketing”. “Action” can be referred as a “purchase” or “lead”, so the ad publisher only gets paid when a lead is made.

Now to make the payment process easier and to manage what ads should appear on your website, you will need to use a platform. There are hundreds of platforms available online but the most popular and reliable one is Google AdSense!



## What is Google AdSense? #

This is a platform offered by Google that helps manage the revenue between publishers, Google given by the advertisement company. Currently, Google has million of advertisers who want the traffic to their site. These advertisers pay on per-click bases. Google gets these ads from another platform called Adwords and then helps the publisher display them on the website. As a return it keeps a small percentage of the revenue given in exchange by the advertisement company.



### Did you know?

Google AdSense is one of the most popular and highest paying online advertisement service provided by Google.

## Advantages #

- One very noteworthy advantage of Google AdSense is that it looks up at the content of your website and then serve those ads that are relevant for your traffic
- You don't need to look up for advertisers anymore as there are millions of advertisers associated with Google who want to appear on website to gain traffic. So you don't have to find any advertisers!
- Google shares 50% of the revenue with the publishers which sometimes is huge, considering the fact that it shows only relevant ads to the chances of lead generation are very high.

To learn more about Google AdSense, see this [link](#)

---

That's it folks – we have finally covered all of the steps required to publish a website!