Michael Dutzman

COSC 412 102

Business viable blog idea

This site will be purely academic so the monetization feature will be set up but not active (meaning I will not be receiving any money from this) and in compliance with it being considered an academic project by the given hosts standards. After the assignment is graded, I plan to archive the site to show to future employers but otherwise the site will be deactivated afterwards.

My idea is to create a blog that is monetized through third party ads, sponsoring post, and selling products to users of the site, to make the site business viable. I want the users with an account to be able to comment on various posts and be able to reply to each other (although I do not know the difficulty level of this). If I finish the basics of making a site and it does not interfere with my work in the group project or other classes, I plan on giving the user the ability to moderate their feeds by blocking or letting the user know if their comment has been interacted with.

This blog will be about video games targeting mid-older aged individuals who enjoy the game types mentioned. The game types I will focus on will be strategy and world building games which appeal to an older audience. In particular, I plan on explaining various mechanics in games like Europa Universalis 4, Crusader kings 3, and other Paradox like games. Paradox is a large corporation which dominates the strategy market and unlike other companies has a very good relationship with its customers. I mentioned this because they have promoted blogs covering their games before on their website and seem to be interested in more conversation around their games to make them more well known to the wider audience. Forums of theirs also promote blogs that they enjoy and are brought to their attention.

Video game blogging has become a million-dollar business and makes big money through the ways I have mentioned earlier. While there are a lot of general video game blogs, the is a lack of specialized video game blogs which have more information about the game they are talking about. While some may have information, they lack interactivity which make the user more engaged with they content of the blog.

Sources:

\*, Name. “How Much Do Video Game Bloggers Make?” *One More Cup of Coffee*, 7 Jan. 2021, onemorecupof-coffee.com/how-much-video-game-bloggers-make/#:~:text=$468 per month!-,How Do Video Game Bloggers Make Affiliate Sales?,is already extremely product-focused.

“From Clicks to Customers: 16 Online Business Ideas You Can Build on the Side.” *Shopify*, www.shopify.com/blog/online-business-ideas.