

# Class 3: Analytics & Revenue Generation

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Know your visitors – analytics and demographics

- Patterns of use

- Visitor flow

- Demographics (Quantcast)

Content is valuable

- Free, Freemium, and Subscription

Advertising overview (as publisher)

- Types of advertising

- Pricing models

- Advert sizes – Interactive Advertising Bureau (IAB)

Advertising programmes

- Google AdSense

- Other networks

- Specialist networks

Ad management software

Ethical advertising

Affiliate schemes

Other revenue generation ideas

GDPR

## References

Above the Fold by Brian Miller

[The Small Business guide to Google Analytics](#)

[Google Analytics for Beginners](#)

[Google Analytics Academy](#)

[Welcome to Google AdSense \(video\)](#)

[The Beginner's Guide to Google Analytics for WordPress](#)

## Class 3 Homework

Read: Chapters 9 and 10 of Above the Fold

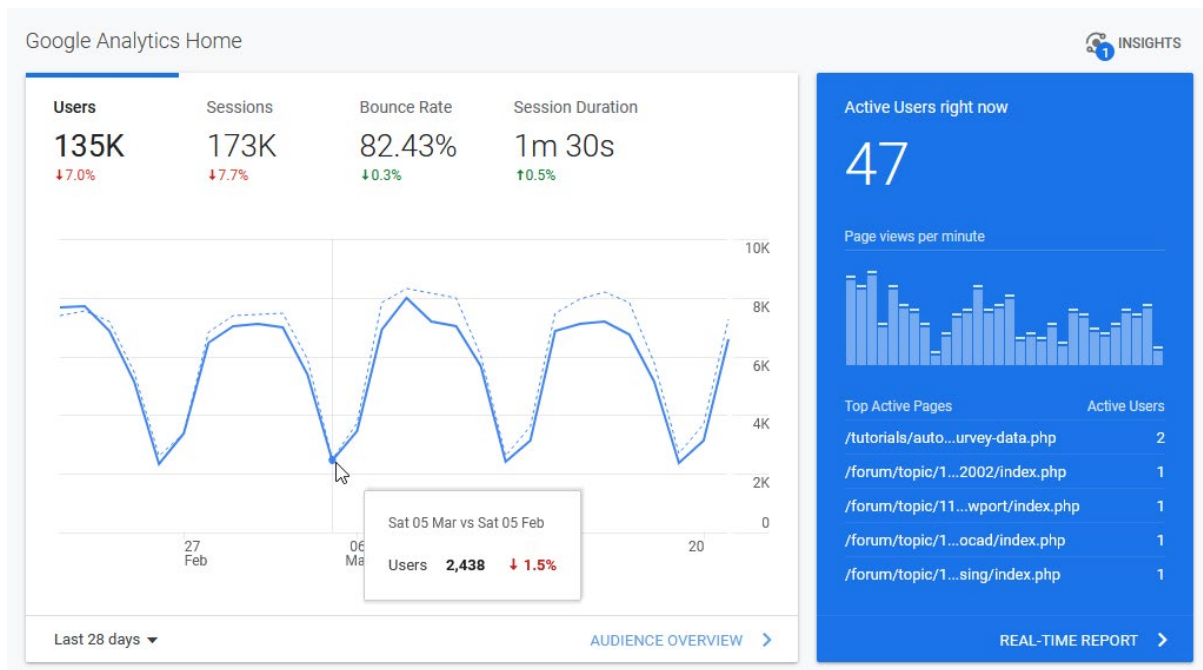
The links above to get a good understanding of Google Analytics and AdSense.

The “takeaway” from this week’s session is that you should do all you can to obtain a good understanding of who your website visitors are. At the very least, you should have some sort of analytics running on your websites. Google Analytics is a good choice because it is easy to implement, it’s free and it provides advanced functionality such as visitor flow.

If you have not already done so, get yourself a Google Analytics account, add the code to one of your sites and see what information is available about your visitors. It will be crucial to monitor the performance of your Major Project site.

Familiarise yourself with other useful tools such as [Quantcast](#) for demographics, and [SimilarWeb](#) for competitor analysis.

Prepare for next week's session, WordPress Theme Design by installing a second instance of WordPress on your hosting account. Use [this video tutorial](#) as a guide.



[Google Analytics](#) can provide crucial insight into your visitor numbers, location, demographics, and behaviour. This information will allow you to design a better user experience for your users and help you to understand how you might monetise your web property.