

Class 3: Analytics & Revenue Generation

Know your visitors – analytics and demographics

- Patterns of use

- Visitor flow

- Demographics (Quantcast)

Content is valuable

- Free content

- Freemium

- 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

References

Above the Fold by Brian Miller

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

[Understanding Google Analytics: A simple guide to advanced terms](#)

[The marketer's guide to Google Analytics: How to extract numbers that drive action](#)

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

[Google AdSense FAQ](#)

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.

Familiarise yourself with other useful tools such as [Quantcast](#) and [SimilarWeb](#).