

MONETIZATION OF NEWS SITES: FROM PROMOTION TO PROFIT

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Monetization of news sites also offers great opportunities, since you can choose many different ways to earn money. We will talk about it in today's article.

News web resources, websites or blogs are a separate category of Internet projects with their own features of content filling, with specific traffic, nuances of SEO promotion and monetization. Let's look at each item in more detail.

Content

The main content is text news. You can also post videos and images to improve behavioral factors. As a rule, news reports cover incidents briefly, so their size most often varies between 1000-2000 characters, but it can be more.

Content should appear daily, as this is the most important point in the promotion. Unlike information sites, where an article is written once and sometimes brings traffic for years, news sites have a very short period of content relevance. Consequently, the traffic to the news fades very quickly, so you need to throw people fresh portions of content every day. It is advisable to publish at first at least 3 news items a day, and they must be unique (at least a rewrite).

Traffic

Traffic to news sites, as a rule, is unstable. There are sharp jumps and declines. It all depends on how high-profile and popular events are covered on the site, and how successfully the event queries reach the top.

The main source of visitors is, of course, search engines. Traffic also comes from aggregators: Yandex. News, Rambler.News, Google.News and the like. When the news site starts to link and share events, some of the visitors will come from other sites and social networks. Also, with regular content, people will start adding your project to the browser bookmarks, subscribe to the e-mail newsletter, and your pages in social networks.

The purchasing power of the target audience of the news site depends on the subject of the project, but in general, these are people who do not buy very willingly. They go to news sites in between work, over a cup of coffee in the morning, so the traffic is "cold". However, due to the fact that the increase in visitors as promotion occurs intensively, they are monetized due to the volume of visitors quite successfully (especially if you chose a monetary theme with a high cost of click in contextual advertising).

Promotion features

As we have already mentioned, regular content is the most important criterion. For the first few months, you need to publish at least 4 news items daily in order for the site to be accepted into aggregators, because they can bring tens or even hundreds of thousands of visitors a day. This is a pretty powerful source of traffic.

Internal optimization is the same as for other projects:

- Unique meta tags-title, description;
- CNC;

- internal linking;
- regular filling.

External promotion is the purchase of links, the creation of your own channels in social networks and the publication of news in them, the purchase of shares (reposts). With links, you need to be very careful: set unique anchors, make most of the links unencumbered, and do not publish links on “garbage” sites.

It is better to buy backlinks infrequently, but from trust news sources:

- TIC from 50;
- domain age-more than a year;
- lack of sanctions;
- finding the site in Yandex.News and Google News.

You can limit yourself only to content and internal optimization, and do not purchase links. Your project will grow even without them, just a little slower. The peculiarity of news portals is that ordinary people themselves willingly put links to them on forums, social pages and other sites with free comments.

Features of monetization of news sites

The site can be monetized after several months of promotion, so that at the very beginning it does not attract too much attention from search engines. News projects are monetized mainly through contextual advertising, teasers, banners, link sales, and other methods. Let's talk about them further.

Blocks of teaser networks. Teasers-enticing images with text that encourages you to make a click. Consequently, webmasters get paid for each click. The advantage of teasers is that ad blocks are easy to put, and many networks allow projects to participate with minimal traffic (from 50 unique visitors per day).

There are more disadvantages: to earn money normally, you need to have a well-visited portal (several thousand visitors per day). You have no control over which ads appear in the teaser block. Outright slag in advertising can significantly damage the reputation of the site, worsen its behavioral factors and indirectly affect the ranking in a bad way.

Banners. You need to register in the banner network and offer places for advertising on your site. The payment will be made for every 1000 impressions or for a certain period of time (usually 1 month). You can also place banners of partner companies and CPA networks, as well as direct advertisers. In these cases, the earnings may be higher than when working through the network.

Both on the news and information portal, banner advertising is a traditional way of monetization. However, do not overload the site with intrusive blocks to increase earnings. You should place a maximum of 4 banners on the page, as a larger number of them can worsen behavioral indicators and increase the site loading speed.

Contextual advertising. Contextual blocks are the best way to earn money on a news site. The user is shown ads that are relevant to the user's content or recent search queries in the search engine. The cost per click here is higher than in teaser networks, especially if you run a news portal about finance and business: these are some of the most effective topics for earning money in Yandex.Yandex. Direct and Google Adwords.

Direct advertisers. They tend to appear on their own as traffic grows. The main thing is to create a "Contacts" section so that customers can find you and provide additional income. The advertiser can order a banner, link placement, review writing, or other collaboration format.

Offers. In CPA networks, they pay for certain actions of customers that you bring from your news project by clicking on the link. For example, there are offers with payment for registration, sales, application installations, etc. If you guess the theme of the affiliate program, you will earn many times more than in contextual, teaser or banner advertising. The downside is that for effective monetization, you need to constantly monitor the relevance of the offer: it may be unclaimed, or it may be disabled and traffic will go to waste. You will have to go through more than one affiliate program until you are satisfied with the amount of earnings.

Native advertising. The native format is the most harmless for earning money on a news site, since advertising information is presented in useful content in a veiled form. For example, it may be news about the introduction of new technologies in the advertised company. Among the rest of the content, the native format looks quite natural and does not cause irritation among visitors, does not violate the rules of search engines.

Selling links and articles. You can sell places for links or articles on exchanges or to advertisers directly. Content and link promotion of sites is still in demand, although it already has a much smaller impact on positions than before. To earn money on a news site using links, you need to add it to specialized exchanges or create a separate section - "Advertiser", where you can indicate the cost of placement and at the same time tell about the advantages of your project and its audience. This is how much it can cost to publish a news item on the Webartex exchange:

In addition, the site owner can find the advertiser himself and offer him cooperation.