

# Contextual advertising and site monetisation

## The features

Contextual advertising, a form of site monetisation, which works by putting third party advertising on your web site and pays you a cost-per-click for every visitor who responds to it, is an increasingly popular part of the Internet marketing mix.

### Google's AdSense contextual advertising

programme, for example, enables AdWords ads to be dynamically generated according to the page content and you can specify which companies (such as competitors) to exclude from the advertisers. It's very quick and simple to implement and you can be receiving revenue in a few days whilst collecting vital tracking intelligence about your visitors' on-site behaviour and requirements.

In addition, we can implement other forms of site monetisation for you, including **exit traffic referral schemes, skyscrapers and banners, newsletter links and XML boxes.**

Likewise, **affiliate marketing** schemes whereby we build and manage a network of online resellers who would either bring you leads or sales, depending on your e-business model, is another effective and affordable way to monetise your site.

## The next step

For more information about Weboptimiser's contextual advertising and site monetisation services, either email [nicholine@weboptimiser.com](mailto:nicholine@weboptimiser.com), call us on 0207 953 7150 or visit [www.weboptimiser.com](http://www.weboptimiser.com)

## The benefits

The advantage of site monetisation, whether contextual advertising, exit traffic or affiliate marketing is that it creates an additional revenue stream to improve your profitability and off-set many of your marketing costs. Plus contextual advertising, in particular, is a great way to make your site more interactive and content-rich, and gives your visitors a useful service that's relevant to their needs at that time.