

Diploma in Web Development – Part I



Lesson 7

Generating Revenue

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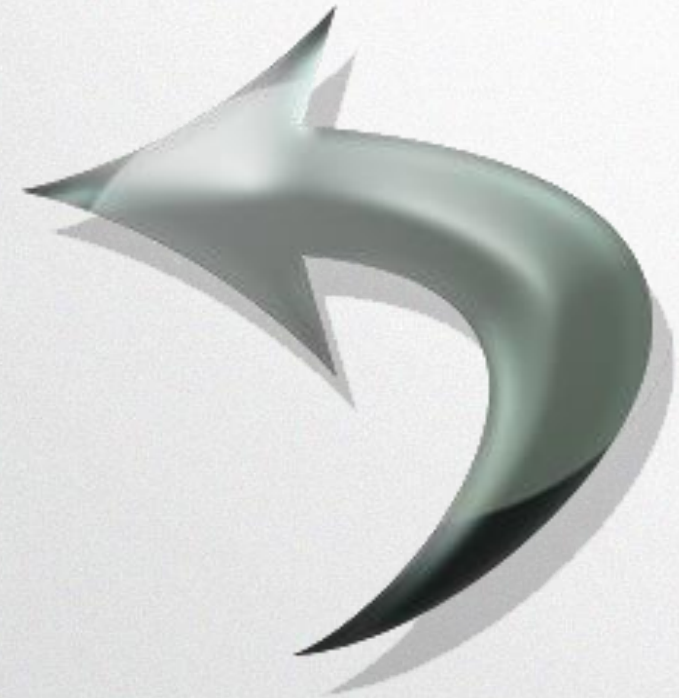


Lesson 6 Recap

The Full Stack – Choose Your Path

- Professional Development Roles
- Freelance Development & The Full Stack Developer
- Roles in Peripheral Industries

- Summary
- Q&A



Generating Revenue

- Choosing a Revenue Model
- Ad-Supported Websites
- Payment Portals & Security

- Summary
- Q&A

AGENDA



Let's Begin!



Choosing a Revenue Model



Choosing a Revenue Model

What kind of website are you building?

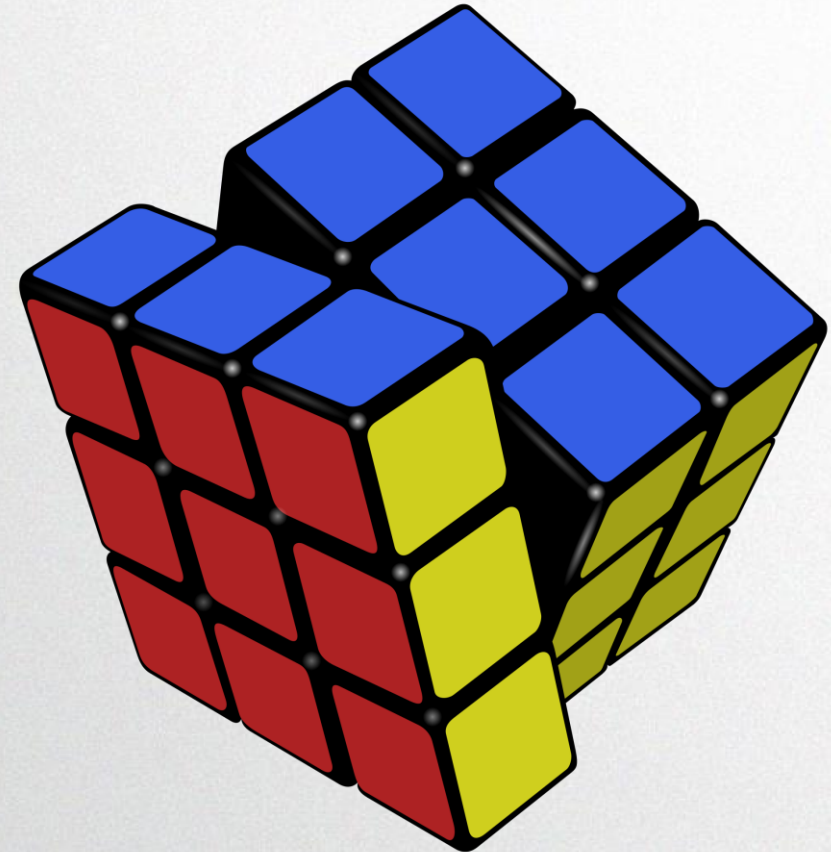
- Selling a physical product?
- Selling a digital product?
- Providing an online service?



Choosing a Revenue Model

Physical Product

- Payment Portals
- As many payment options as possible
- Multiple currencies



Choosing a Revenue Model

Digital Product

Pay to Use:

- Payment Portals
- Numerous payment options
- Multiple currencies



Choosing a Revenue Model

Digital Product

Free to Use:

- Donations
- Advertising



Choosing a Revenue Model

Online Service

- Donations
- Advertising
- Corporate Partnerships



Ad-Supported Website



Ad-Supported Website

is a website that makes its income from advertising



Ad-Supported Websites

Types of Advertising

Banner ads

Pop-up ads

Interstitial ads



Ad-Supported Websites

Types of Advertising

Sky scrapers

Affiliate programs

Coupons



Ad-Supported Websites

Most Popular Advertising Agencies

Search

Social Media

AdWords

AdMob

Bing

YouTube

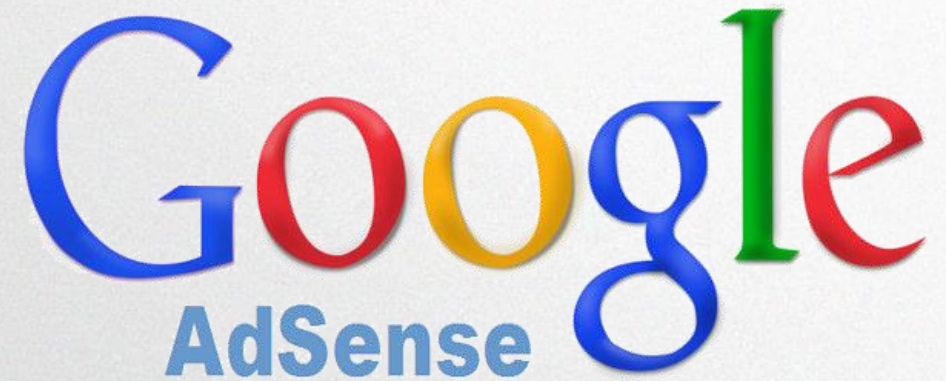


Ad-Supported Websites

Getting Adverts into your Website

Google AdSense

1. Apply to Google
2. Configure ads
3. Past Google AdSense code into the web page
4. Enter Pin into AdSense account



Ad-Supported Websites

Notes on Advertising

Never click on your own ads!

Need high-traffic website for reasonable ad income



Ad-Supported Websites

Notes on Advertising

Don't advertise on an e-commerce site

Include:

- About Us
- Privacy Policy
- Contact Us



Ad-Supported Websites

How adverts earn you money

CPC-Cost per Click

CPM-Cost per 1000
Impression

CPS-Cost per Sale



Ad-Supported Websites

How adverts earn you money

CPA-Cost per Action

CTR-Click Through Rate



Payment Service Provider



Payment Service Provider

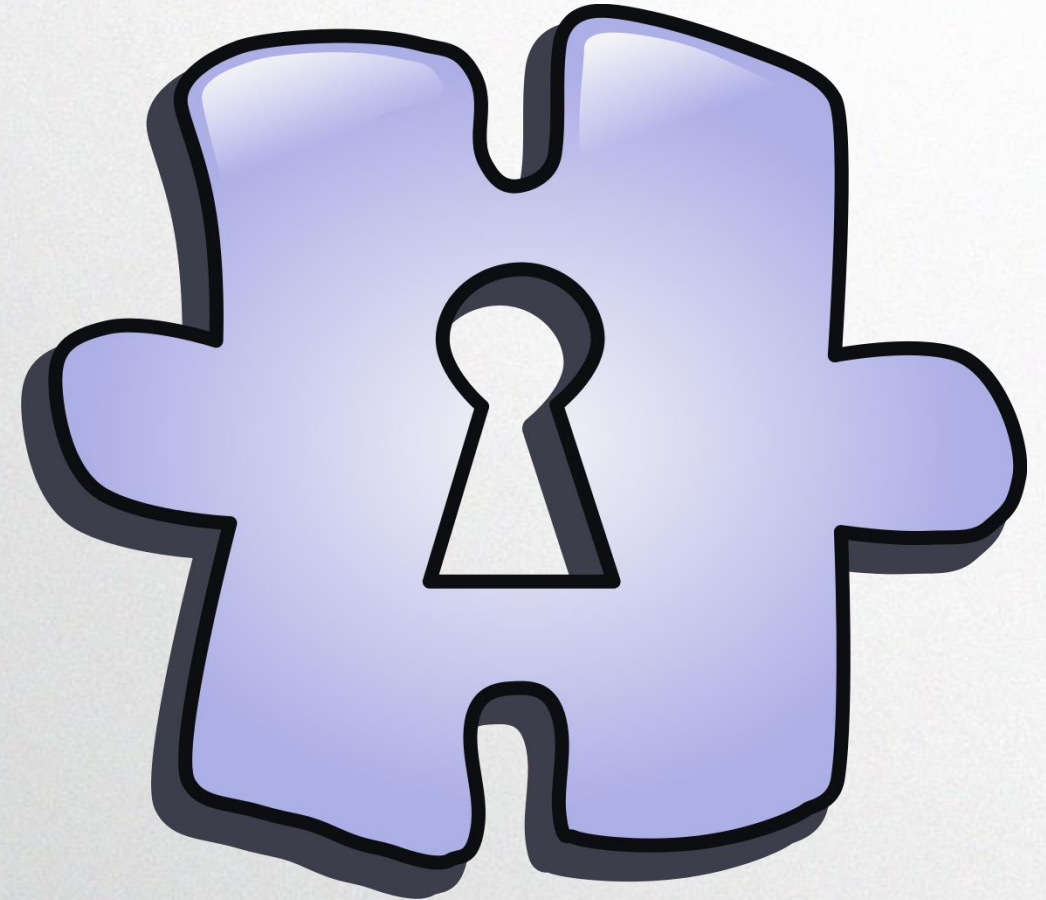
is an application service provider that authorizes credit card payments on behalf of an e-commerce website



Payment Portals & Security

Why use a Payment Service Provider?

- Lower security requirements
- Not responsible for storing extremely sensitive user data
- User is more inclined to trust dedicated platform



Payment Portals & Security

Payment Portals

PayPal

Stripe

Authorize.net

Payline



Payment Portals & Security

Factors to consider

- Can your platform support it?
- Is the payment form external or internal?
- Does your target market use 'X'?
- Fees?
- Reputation?



Data Protection Laws



Data Protection Laws

are laws designed to protect personal information which is collected, processed and stored by automated means

Vary around the world



How do we use a payment portal?



Application Programming Interface



Application Programming Interface

is a set of tools for communication with a particular software application

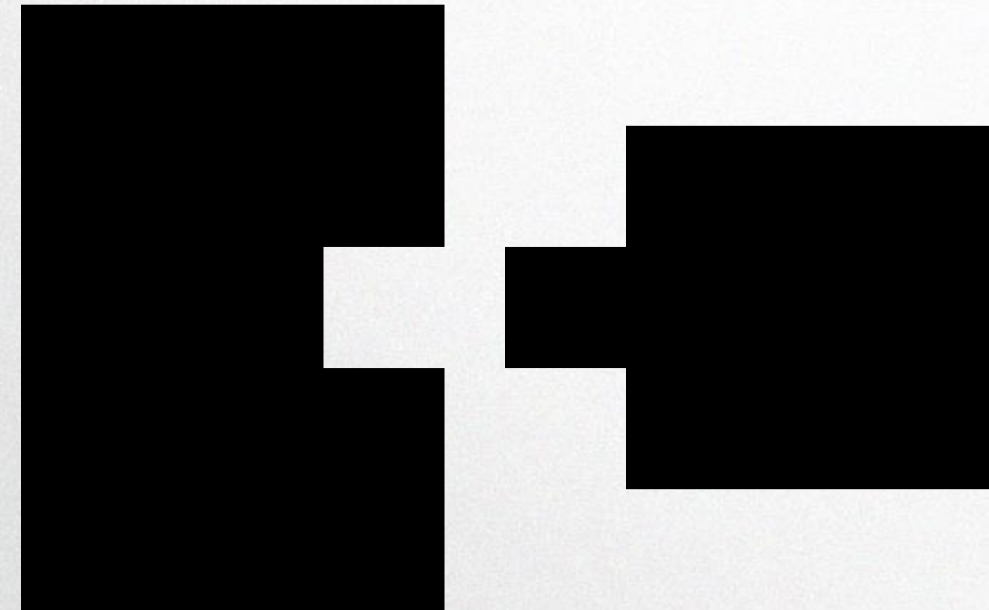
More concisely, it is a set of defined rules which determine how to interact with a particular program



Payment Portals & Security

Payment Portals & APIs

- Web programming tools have APIs
- Payment portal providers have their own APIs
- If you choose to use X platform, learn their APIs
- This applies to frameworks, libraries, custom applications



Next Lesson

- The next session is “**Inbound Marketing & SEO**”
 - Generating an Organic User Flow
 - Semantic HTML & SEO
 - Data Analysis & Google AdWords
- Attend all lessons **LIVE** to grow your knowledge
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