

# Webinar

SEPTEMBER 2023

WEBINAR

ADSENSE  
ALTERNATIVES TO  
MONETIZE YOUR SITE

 edirectory



AdSense Alternatives to Monetize your site

# Our Team



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# Next Events

- Oct 11th - Custom Pages For Location + Category

Register at [edirectory.com/webinars](https://edirectory.com/webinars)



# Background on the eDirectory platform

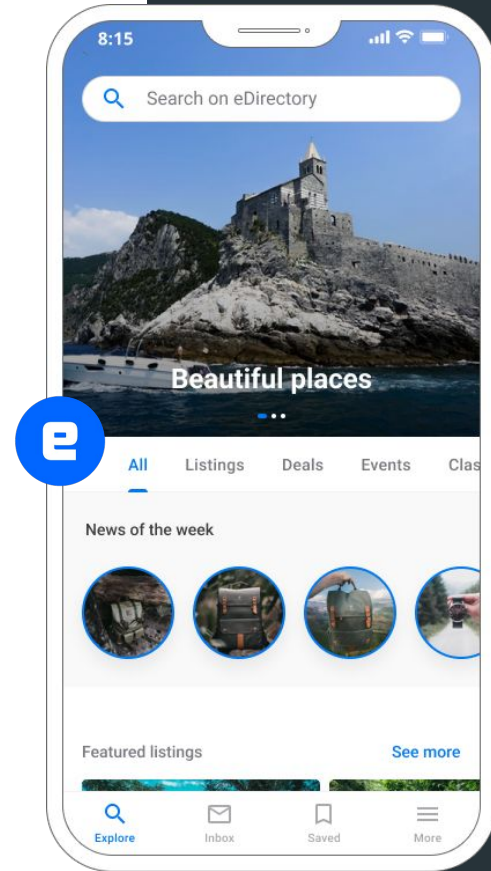
Fits sites for any industry or purpose

Highly customizable

Integrated apps

SEO Optimized and Source code available

Visit [eDirectory.com](https://eDirectory.com) to Schedule a Private Demo



# Google AdSense Alternatives To Monetize Your Site



# eDirectory Monetization

- Listings
- Classifieds
- Events
- Articles
- Banner Ads
- Custom Invoices



The screenshot shows the homepage of the Miami Online Directory. At the top, there is a dark green header with the logo 'MIAMI ONLINE DIRECTORY' and a search icon. Below the header is a large banner image of Times Square at night. Overlaid on the banner is the text: 'Sign up today - It's quick and simple!' followed by a paragraph: 'Demo Directory is proud to announce its new directory service which is now available online to visitors and new suppliers. It boasts endless amounts of new features for customers and suppliers. Your directory items are also controlled entirely by you. We have a members interface where you can log in and change any details, add special promotions for Demo Directory customers and much more!'

Below the banner is a dark green section with the heading 'Promote your business today!' and the subtext 'Get yourself out there with premium features!'. There are five tabs: 'Listing Options' (highlighted), 'Event Options', 'Classified Options', 'Article Options', and 'Banner Options'.

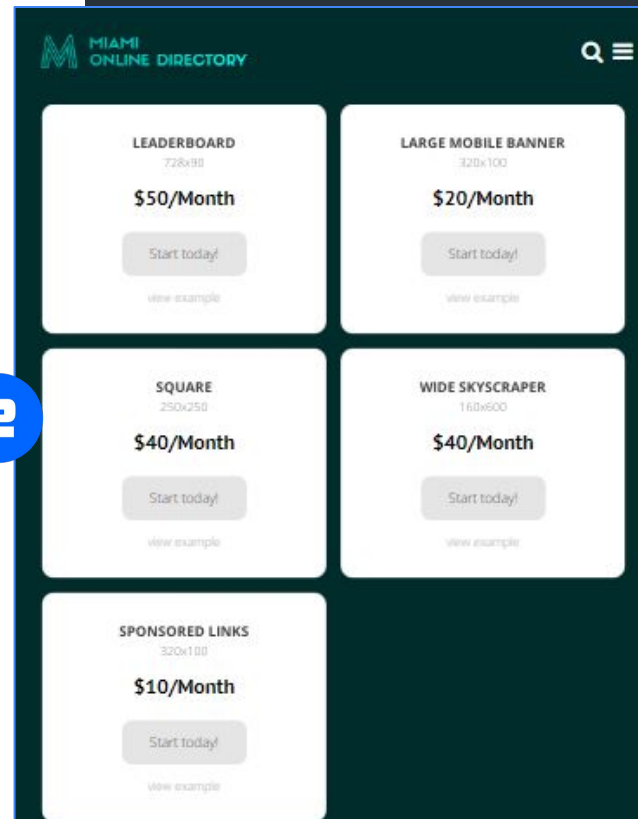
At the bottom, there are two pricing cards. The first card is for 'BRONZE' and is 'Free' with a 'Start today!' button. The second card is for 'SILVER' and costs '\$29/Month or \$99/Year' with a '30 days free trial' button.

## eDirectory Banner Ads System

- Widget-based placements
- Flexible setting rules
- 5 Industry-standard Sizes
- Image Type
- Text Type
- External Script Type

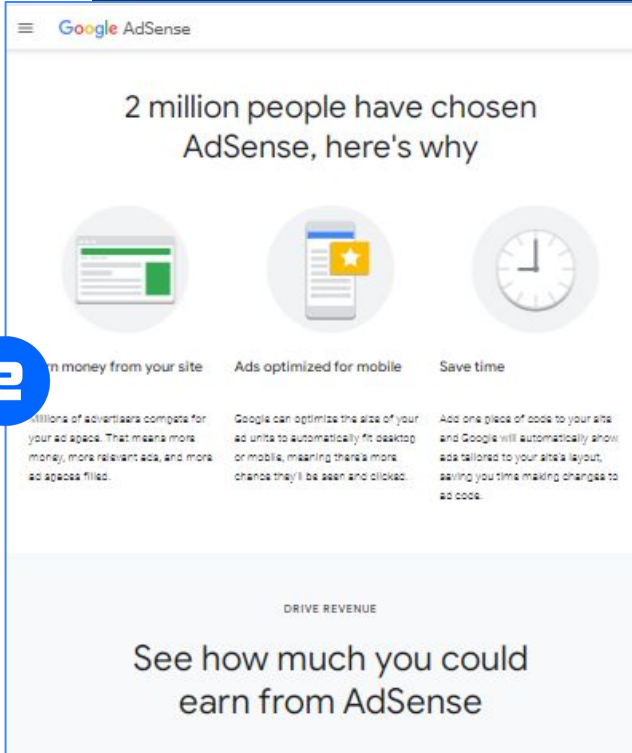
Alternative:

Custom Content Widget for both image and scripts



# Google AdSense

- Advertising Program
- Launched in 2003
- Text and Graphic Ads
- Display Network
- \$0.2 – \$2.5 per 1,000 views (avg)



The image is a screenshot of the Google AdSense website. At the top, it says "Google AdSense". The main headline reads "2 million people have chosen AdSense, here's why". Below this, there are three circular icons representing different benefits: a computer monitor for "Earn more money from your site", a smartphone for "Ads optimized for mobile", and a clock for "Save time". Each icon has a corresponding text block below it. A blue circle with a white 'e' is overlaid on the left side of the screenshot. At the bottom of the screenshot, it says "DRIVE REVENUE" and "See how much you could earn from AdSense".

Google AdSense

2 million people have chosen AdSense, here's why

**Earn more money from your site**

Millions of advertisers compete for your ad space. That means more money, more relevant ads, and more ad spaces filled.

**Ads optimized for mobile**

Google can optimize the size of your ad units to automatically fit desktop or mobile, meaning there's more chance they'll be seen and clicked.

**Save time**

Add one piece of code to your site and Google will automatically show ads tailored to your site's layout, saving you time making changes to ad code.

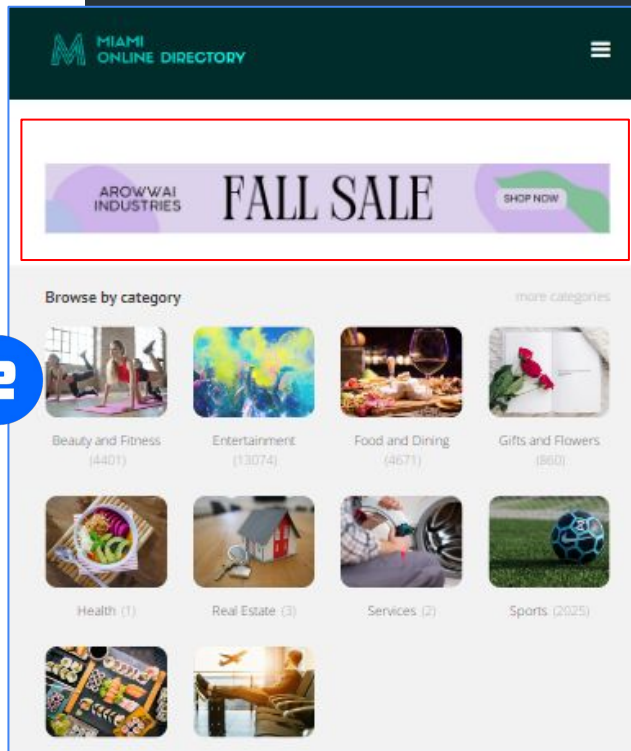
DRIVE REVENUE

See how much you could earn from AdSense



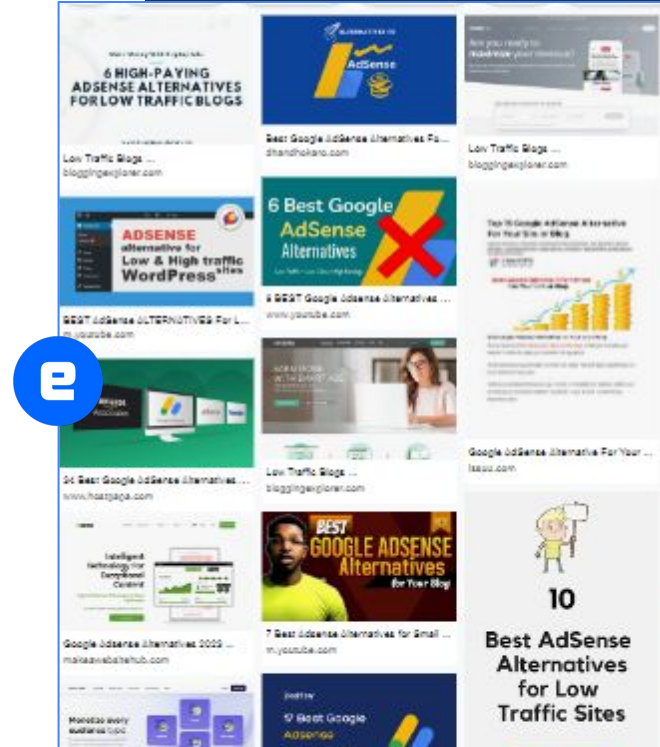
## AdSense Alternatives

- Dozens of Options
- Same script type
- Banner Ads
- Sponsored Content Ads
- Niche Ads Networks
- High and Low Traffic



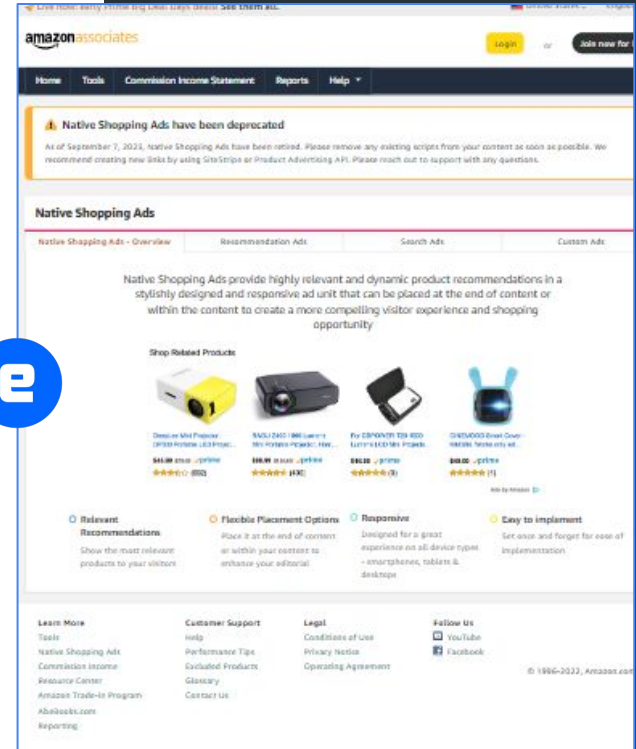
## 10 AdSense Alternatives

- Media.net (Yahoo/Bing)
- PropellerAds.com (+ push)
- Adsterra.com (niche and verticals)
- Adversal.com (50k views/mo)
- Monumetric.com (CPC and CPM)
- Infolinks.com (global network)
- Yllix.com (more ad types)
- SheMedia.com (female audience)
- Outbrain.com (content)
- Taboola.com (content)



# Affiliate Marketing

- Hundreds of Programs
- Amazon.com
  - Native Shopping Ads
  - Recommendation Ads
  - Search Ads
  - Custom Ads
- eDirectory Banners
- eDirectory Classifieds
- Blogs and Articles (page and text body)



# Questions?

