

Webinar

MAY 2024

WEBINAR

ADSENSE
ALTERNATIVES TO
MONETIZE YOUR SITE

 edirectory



AdSense Alternatives to Monetize your site

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Next Events

- May 15th - Building a Successful Niche Directory
- May 29th - The Online Directory Business Model
- June 12th - How to Pitch your Online Directory
- June 26th - The eDirectory Apps

Register at edirectory.com/webinars



Background on the eDirectory platform

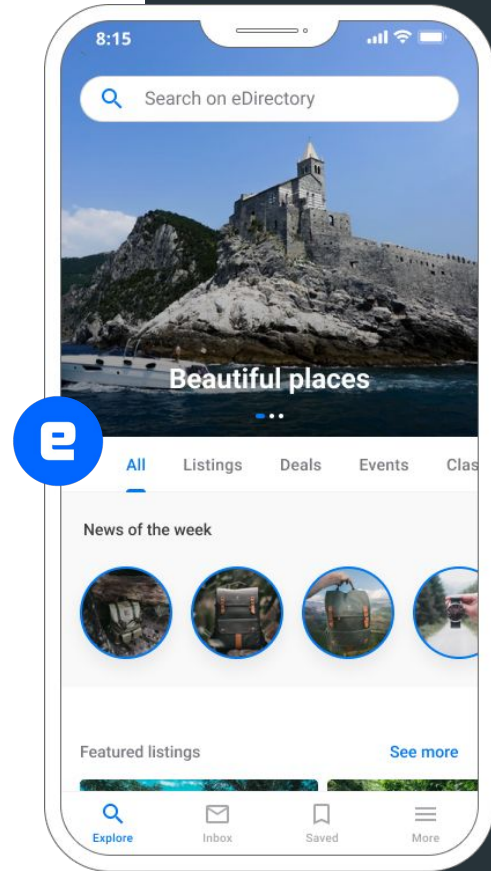
Fits sites for any industry or purpose

Highly customizable

Integrated apps

SEO Optimized and Source code available

Visit eDirectory.com to Schedule a Private Demo



Google AdSense Alternatives To Monetize Your Site



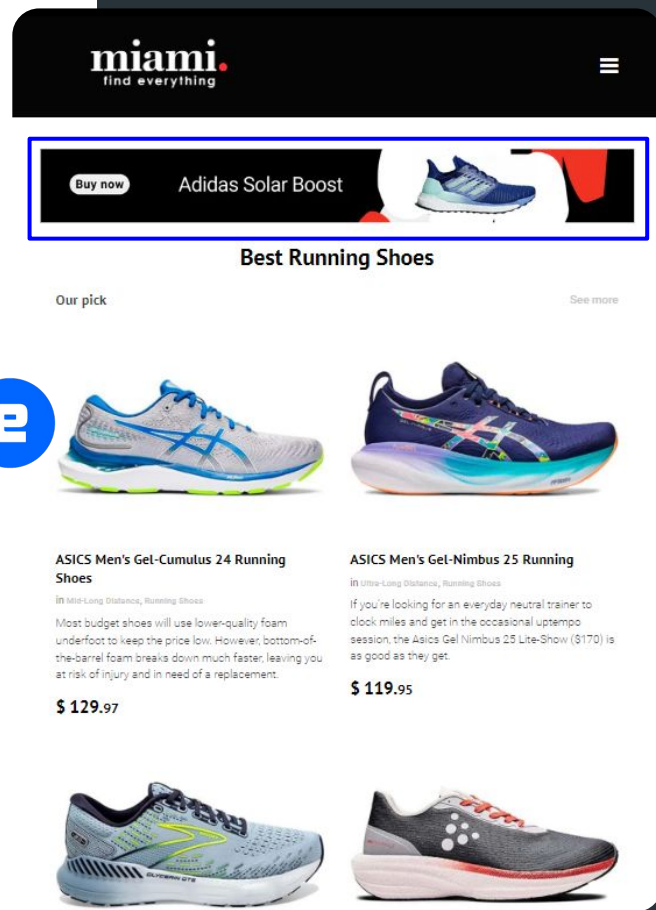
Webinar topics for today

- eDirectory monetization options
- What is Google AdSense
- Why consider alternatives
- Hands on demonstration
 - How to insert banner ads in eDirectory
- Other alternatives
- Q&A



eDirectory Monetization options

- Listings
- Classifieds
- Events
- Articles
- **Banner Ads**



The screenshot shows a website interface for 'miami. find everything'. At the top, there is a navigation bar with the logo and a menu icon. Below it is a banner ad for 'Adidas Solar Boost' shoes, featuring a 'Buy now' button and an image of the shoes. The main content area is titled 'Best Running Shoes' and includes a sub-section 'Our pick' with a 'See more' link. There are two columns of shoe listings. The first column features a blue circular icon with a white 'e' and lists 'ASICS Men's Gel-Cumulus 24 Running Shoes' with a price of '\$ 129.97'. The second column lists 'ASICS Men's Gel-Nimbus 25 Running Shoes' with a price of '\$ 119.95'. Below these, there are two more shoe images in a row.

miami.
find everything

Buy now Adidas Solar Boost

Best Running Shoes

Our pick [See more](#)

e

ASICS Men's Gel-Cumulus 24 Running Shoes
In Mid-Long Distance, Running Shoes
Most budget shoes will use lower-quality foam underfoot to keep the price low. However, bottom-of-the-barrel foam breaks down much faster, leaving you at risk of injury and in need of a replacement.
\$ 129.97

ASICS Men's Gel-Nimbus 25 Running Shoes
In Ultra-Long Distance, Running Shoes
If you're looking for an everyday neutral trainer to clock miles and get in the occasional uptempo session, the Asics Gel Nimbus 25 Lite-Show (\$170) is as good as they get.
\$ 119.95

eDirectory Banner Ads System

- Widget-based placements
- Adaptable settings
- Support for 5 industry-standard sizes
- Compatibility with image, text, and external script types

Alternative:

Custom Content Widget for both image and scripts



What is Google AdSense?

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



2 million people have chosen AdSense, here's why



Earn 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 a more chance they'll be seen and clicked.

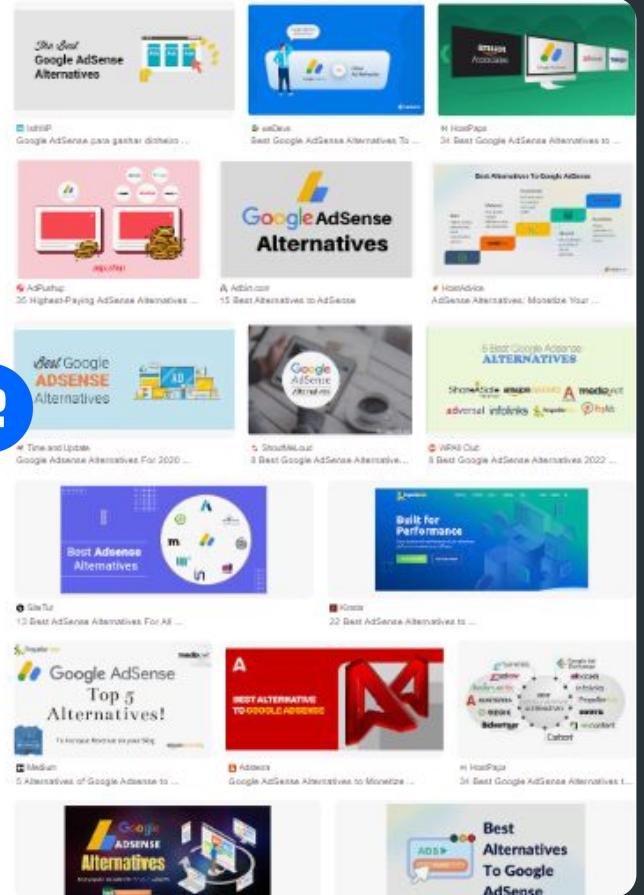


Save time

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.

Why Should I Look for Alternatives to AdSense?

- Not the only choice
- There are over 20 alternatives
- Diversify your income streams
- Target certain niches



8 Top AdSense Alternatives

- Media.net
- Adversal
- PropellerAds
- Sovrn
- Infolinks
- BuySellAds
- Adsterra
- Amazon Shopping Ads

adversal

media.net

sovrn

PropellerAds
advertising platform



infolinks

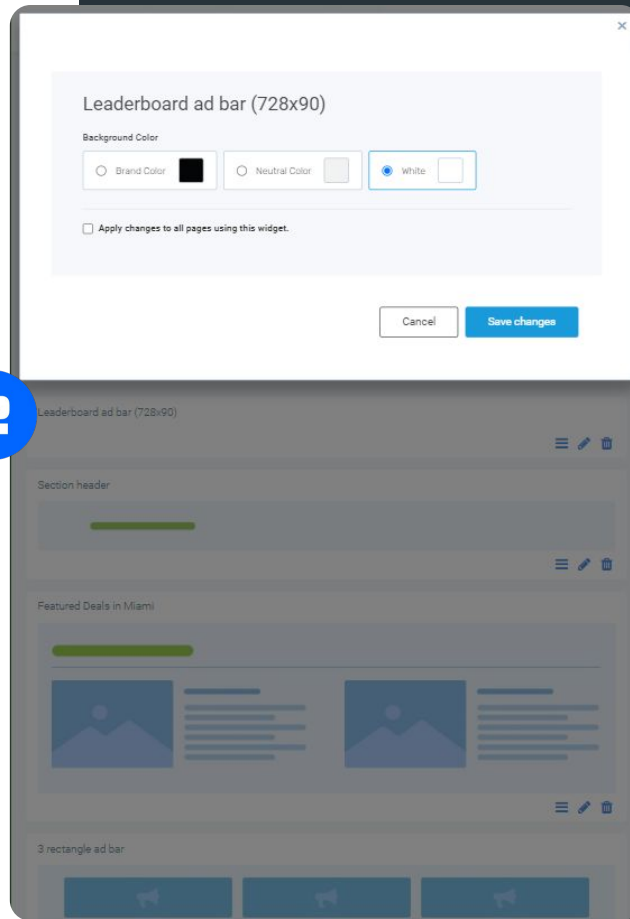


ADSTERRA

amazon ads

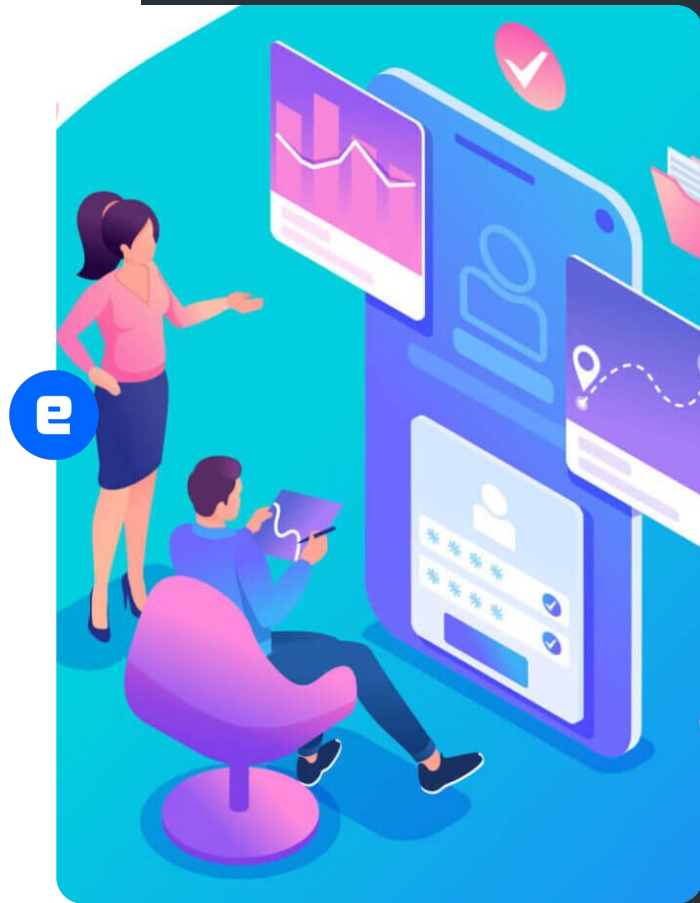
Inserting banner ads

- Using the Page Editor
- Edit or Add new Widgets
- Select among Banner options



Other Alternatives to AdSense

- Sponsored content
- Email marketing
- Membership/Subscriptions
- Referral/Affiliate Programs



Conclusion

- Diverse Monetization Options within eDirectory
- Exploring Alternatives to AdSense
- Choosing the Right Monetization Strategies
- Continuous Optimization for Better Results

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find everything

Buy now Adidas Solar Boost

Best Running Shoes

Our pick See more

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Buy now

Questions?

