THE WAYS OF MONETIZATION OF NEWS SITES

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Entertainment, gaming, and film industry news. Such projects are very easy to fill and cheerfully gain traffic, but it is poorly converted into sales, so the profit here is small compared to other topics. If you still want to create a similar project, then monetization is possible here with the help of gaming partners, offers with payment for app installations, and other methods listed above. Product offers are not going very well here, as people who are interested in entertainment are potentially not ready to buy, or have not reached the age of paying. Although you can try monetization with WOW-offers (goods of explosive demand), which people buy impulsively, on emotions.

Sports news. A great way to earn money here is to make forecasts for sports events. For example, in the Betadvert affiliate program, you can put a forecast widget on a news portal and attract users from there to the landing page with a subscription to free forecasts. If they buy a premium subscription, you will receive a considerable percentage of sales. How to make money in other ways: look for sports goods or food, dietary supplements and offer sellers places for advertising. In addition, there are many affiliate programs for monetization on sports topics.

Politics. How to make money on political events? One option is to sell souvenirs, T-shirts and other things with prints of slogans, flags and other patriotic symbols. It is also worth understanding that adult solvent people are interested in politics, so they can be offered other offers, not only commodity, but also financial (microloans, loans, etc.).

Gadgets. Here you can write reviews and news for new products in the world of gadgets and offer them to purchase on the advertiser's website with an affiliate link. And, of course, there are additional ways to earn money: context, banners, and so on.

Science, medicine. Webmasters who run news portals in this niche can set up their monetization with the help of pharma partners and CPA offers offering generic drugs and herbal medicines. Here you can also add offers from the category of beauty and health: creams, gadgets for weight loss, anti-wrinkle products, baldness and much more. Under the product, the news is written, for example, that clinical trials of a miracle drug were conducted and it showed high effectiveness. Inside is a link to the landing page, where it can be purchased.

Regional and city news. You can make several news projects for major cities or regions. In this case, there is a great chance to attract advertisers from offline businesses: restaurants, food delivery services, boutiques, etc. You can attach a bulletin board to the city portal and take money for publishing ads.

Celebrities. Scandals and gossip about celebrities have always attracted crowds of people, so news stories about them are a great idea. As a rule, women are interested in the life of stars, so you can monetize such projects with a wide range of products for beauty and health, clothing, accessories and other ladies ' things.

General topic. News sites about everything in the world are good because it is easier for owners of portals with a wide coverage to find advertisers for monetization. However, you should understand that you will need to write content for each category of news on a daily basis. The more sections, the more content you need to create, the more investment you need. But for each category, you can find and test different affiliate programs and offers that are suitable for the topic. Remember also that the owners of

sites with a general theme will have to survive in a highly competitive environment. In narrower niches, you can find low-competitive areas, but the circle of potential buyers of advertising will be the smaller, the more specific the topic.

Zen and Pulse channels

You can also post content from the news site to Yandex.Zen channel. This will attract a lot of new traffic to both the channel itself and the site. In addition, Zen channels can be monetized separately from the site, which will give additional income.

Pulse from Mail - a news feed of the Yandextype.Zen, but news gets there automatically from your RSS feed. Pulse cannot be monetized separately.

PUSH mailing lists

In the news-related field, users often subscribe to PUSH notifications so that they don't miss important news. This can be used to monetize mailing lists using numerous services.

Recommended PUSH partner programs: Leocash, Evadav, Pushprofit, Megapush.

Novice mistakes that prevent you from making money on a news project

They abandon the publication of news. To promote a news site, you need to regularly update the content over a long period of time. As a rule, you will have to work and invest money for at least 6 months before it begins to bear monetary fruit. Beginners give up the idea after working for 1-2 months. You should not do this, because the newsman "dies" very quickly, if you do not feed him with fresh news.

Unnecessarily stuffed with advertising at first. After receiving the first 50 unics a day, they strive to squeeze the maximum out of the project in the first months, for which they receive bad behavioral factors, pessimization in search engines and zero earnings.

They make mistakes in monetization. For example, they

choose an affiliate program that does not correspond to the target audience. Another case: a novice puts contextual advertising ad blocks and does not test them in any way, does not consider other formats and places for placement. Because of this, he does not know the full potential of the site and makes little money on it.

Wrong, in a large number of purchases of links. The link profile is teeming with backlinks from garbage sites that do not bring traffic. They not only do not work, but also drag the project to the bottom with a stone. It is better to invest in content and high-quality links than to strive for a large volume of garbage incoming links.

Starts selling outgoing links from the news portal too intensively. This makes the newscaster a link washer, for which it is subject to sanctions in the PS and traffic drops to a minimum. If you do not know how to make money on links, first study the current information, because the rules of the game for search

algorithms change several times a year, and the old tips do not work. Monetization should not be harmful.

A news site is a good choice for a novice webmaster with a small budget. Even if there is no money for content, you can rewrite the news yourself until the project reaches its first profit. It can be reinvested in content to make the process go faster.

To create a news portal, it is best to use a Wordpress CMS. You can use one of the thousands of free or paid templates or use a unique design.

After creating a website, you need to always "keep your finger" on the pulse and follow the latest news. The earlier the news will appear on your site-the better. Subscribe to the RSS feeds of major news portals and publish the latest news as soon as it appears. Don't forget to add the news to the Zen Channel before your competitors do.

After your site gets a certain trust and passes the test of time, try to apply to the news aggregators:

Yandex.News, Google News, Rambler News

Add your site to less well-known aggregators, for example, Anews or Subscriber.

Do not forget about social networks. The more people who follow you, the better. You can try to work on a different" feed " of news than other sites. It will give you a personality.

Also, be sure to use accelerated versions of the pages. For news sites, this is very relevant. Turbo pages from Yandex and AMP pages from Google.

Already, it is safe to say that online publications and Internet representations of news agencies have become quite an effective communication channel. An important argument in favor of electronic resources is the fact that today, for most journalists of traditional publications, the Internet has become one of the main sources of information. According to the Public Opinion Foundation, in the fall of 2010, the proportion of Internet users among the adult population of the country is 40% (or 12 million people). At the same time, 7-8 million people can be attributed to the active part of the audience accessing the Network at least once a day. Two years ago, about the same coverage was a monthly Internet audience (10.7 million). In large cities (with populations of 100,000 or more), Internet penetration exceeds the average for Uzbekistan. In cities with populations from 100 thousand to 1 million people, the monthly Internet audience is about 45%. In small towns and villages, the Internet is still not so widespread, but it is here that the largest increase is recorded: over the season (since summer), the Internet audience in cities with a population of less than 100 thousand people and villages has grown by about 10%, and over the year - by 28% and 31% respectively [1, 45-51].

All online media are divided into three types:

- the first is a complete copy of the materials of the printed publication on the Internet;

- the second is popular print media, which have an independent online edition, but at the same time the archive of the printed publication in electronic form is posted on the site;

- the third is a full-fledged independent online media.

On the Internet, such an integral feature of the media as periodicity is manifested in a new way. We can say that the generally accepted idea in the media community about the regularity of publications (publication, broadcast) of print media, radio and television programs in the new environment "does not work". True, the daily, weekly, monthly frequency of content updates is transferred from the parent offline publications to their online versions, but even in this case such "old" approaches are combined with new sections updated in a different rhythm (for example, news feeds in online versions of daily newspapers can updated every hour).

The web edition, like any print publication, has its own edition, i.e. materials posted in it are edited. It seems to be taken for granted - if there is a publication, then it should have a revision, however, the Internet provides the possibility of existence of publications in which the materials are not edited, but are placed by the authors themselves at their own peril and conscience.

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