

# SEO Niche Workshop – Session Three

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## Instructor

Michael I. Alcantara

## Email

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## Course Time

10am-2pm  
4 Hours

## Course Materials

All resources will be available online at:  
[www.alcantaramedia.com/SEOworkshop](http://www.alcantaramedia.com/SEOworkshop)

## Session Three – May 25<sup>th</sup> Monetizing Your Website

- **Previous Session Summaries**
  - Learn about and select your Niche
  - Building a website for your Niche
  - Driving Traffic to your website
- **When To Monetize?**
  - Content
  - Traffic
- **Static/Dynamic Ads**
- **Referrals/Affiliates**
  - [www.cj.com](http://www.cj.com)
  - [www.affiliatewindow.com](http://www.affiliatewindow.com)
- **Ads**
  - Google Adwords
    - Remarketing
  - Google Image Ads
  - Bing Ads
- **Word Ads**
  - [www.infolinks.com](http://www.infolinks.com)
- **Monthly Ads**
- **Geo Targeted Ads**
  - [www.geo-wp.com](http://www.geo-wp.com)
- **Hiding URLs**
  - Redirection or HTACCESS
- **Media Kits**
  - Geo?
  - Traffic
  - Pages per visit
  - Duration