

Look Sharp, Look Deep

Bring Your Operational Effectiveness into Full Swing

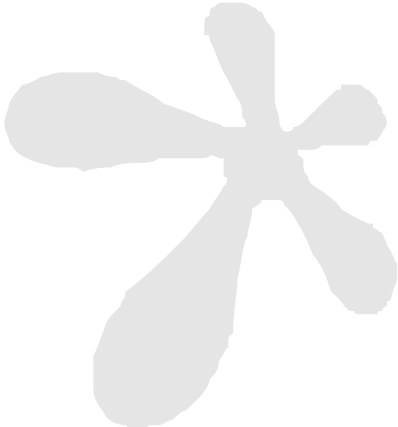
# Content Website

By CCMedia



**webnibbler**  
Professional Partner for Your Website Success

Don't scratch the surface, scratch deep



Blindfolded? / In the dark? / Lost?

Try WebNibbler

**Content Website**

**Internet Hot Topic**

**What is content website**

**Attractive Content**

Primary Customers

Creating Ad Revenue

Increasing Paid Subscription

**Internet Hot Topic**

In recent years, no topic is hotter than online business. Due to its interactive nature, multimedia display, personalization, non-localized flexibility, and other digital information transfer features, the Internet has become the fourth major medium alongside print, radio, and television. The wave of people generated by this new medium has led to new business opportunities. In this position, online content providers aim to attract members, obtain fees, and sell ads. As a new industry that crosses information and communication, it offers instant, interactive, and personalized information to draw visitors to the website. Content websites generate web traffic and offer low ad costs. Thus, traditional advertisers regard the Internet as a new marketing channel, hoping to uncover potential consumers and increase exposure.

**What Is Content Website?**

The online world features not only the familiar online shopping business, but also another type of website. This website model offers various information either for free or a small fee. Main revenue is derived from two sources: ad sales and paid subscription (Picture 1). For example, sports information websites ESPN.com, MLB.com, and NBA.com, financial information websites WallStreetJournal.com, BusinessWeek.com, and Forbes.com, local/international news websites CNN.com, BBC.com, and USNews.com are all classified as content/media websites.

**Attractive Contents**

Content websites primarily provide content services, and grasping customer preferences is an important key to attracting a high number of visitors. Once web administrators achieve this task, they can design a more customer-centric content website. With analysis of web page effectiveness, they can identify popular and unpopular pages and the most attractive contents. This information helps web administrators make periodic updates to popular contents and replace unpopular, unimportant contents with more interesting contents.

## Primary Customers

After attractive contents are created, the website has taken the first step toward online marketing success. The next step is building long-term relationships with customers. Web administrators must identify primary customers and their needs and preferences. An effective web analytics tool can inform web administrators about visitor status, visit tendencies, and loyal customers. In addition, visitor type analysis reveals the source of primary customers, verifying whether or not these primary customers fit the website's original targets. Web administrators can focus on the needs and preferences of their targets to further apply related marketing to attract their attention and browsing.

## Creating Ad Revenue

Ad revenue is the largest profit source as well as the main operating method of content websites. Marketers plan several sections of different sizes on every web page for advertisers to place their ads. Cost per 1,000 impressions (CPM, "M" is the Roman numeral for thousand) is the common rate used, which means that payment is requested from advertisers for every 1,000 times an ad is viewed by visitors. Thus, to enhance ad revenue, content websites must not only increase web traffic, but also carry out content group analysis and visitor type cross-comparison to learn the browsing status of each ad space, find platinum ad spaces (Picture 2), and set up segmented pricing. In this way, the value of limited ad spaces can be maximized.

## Increasing Paid Subscriptions

Another revenue source is paid subscription. Thus web administrators must accurately grasp the level of visitor participation in paid subscription services. For example, a certain content website focuses on a specific time frame for analysis and discovers that 500 out of 10,000 visitors subscribe to its weekly e-newsletters, meaning the participation rate is 5%. This analysis data allows marketers to monitor the disparity between the campaign's actual effectiveness and projected revenue. A performance review helps improve the participate rate, which can serve as the basis for evaluating future marketing effectiveness. When 5% of the total visitors take part in the campaign, marketers can determine how much cost is necessary to create how many subscribers.



Professional Partner for Your Website Success

Content Website

Internet Hot Topic

What is content website

Attractive Content

**Primary Customers**

**Creating Ad Revenue**

**Increasing Paid Subscription**

Web administrators might possess an unlimited well of free contents, but market research reveals that converting web traffic to revenue is the biggest challenge for content websites. How web administrators can achieve this objective is the focal point of great debate.



**webnibbler**

Professional Partner for Your Website Success

**CCMedia Technology Company**

Tel : 886-2-26552828

Fax : 886-2-26551919

Address : Nangang Software Park, 12F, No.19-2, Sanchung Rd, Nangang District, Taipei  
115, Taiwan.

Website : [www.ccmmedia.com.tw](http://www.ccmmedia.com.tw) [www.webnibbler.com](http://www.webnibbler.com)

E-mail : [webnibbler\\_sales@ccmedia.com.tw](mailto:webnibbler_sales@ccmedia.com.tw)