

# Web Content: A Case Study for Monetization of an Online Home-Based Business

**Ehi E. Aimiuwu**

*Edofolks Inc.*

*info@edofolks.com*

**Abstract.** This case study is for college students in an e-commerce or business strategy class who are interested in studying the role of social media, search engines, Google Analytics, Google AdSense, and mobile technology in building and maintaining a successful conventional website. The aim of the case is to demonstrate the value of Web content as a product and the use of online strategies for the monetization of such content. John Uyi is an online sole proprietor who runs four unrelated websites: Cultureak.com, a cultural website; Mathak.com, a math tutorial website; Animalak.com, a website for farm animals; and Travelak.com, a travel website. He aims to interest his viewers in advertising on the Cultureak website, clicking on the advertisements there, and/or purchasing his books, movies, and motivational and language CDs. Based on his analytics report, John later added a Bible reading program to attract more clickers. Despite John seeing a tremendous increase in page-views for Cultureak, its income has only reached about \$350 monthly. John wonders what he needs to do to increase his revenue to about \$2000 monthly.

**Keywords:** e-commerce, monetization, business strategy, online consumer behavior, Google Analytics, Google AdSense, Facebook, Web 2.0.

## 1. Case Summary

John owns and manages Cultureak Enterprise, which operates four websites. Cultureak.com receives the most page views and unique visitors (e.g., a single user who might visit many pages). John also entered a profit-sharing agreement with the Web developer, Tom Ede. They have succeeded in growing a website that has high visitor traffic but are unhappy with the revenue generated from the website. Through trial and error, they eventually go through the motions of using business data from search engines; GoDaddy statistics, Google Analytics, YouTube, Google AdSense to acquire and retain online customers, advertise the website, increase their revenue, and monitor their revenue in real time for better strategic planning on a daily basis. Business data that is turned into information and then turned into useful knowledge is good for making good decisions for acquiring customers and maximizing profit (Aimiuwu & Bapna, 2013).

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*Any enquiries, please contact the Publishing Editor, Peter Neilson [pneilson@neilsonjournals.com](mailto:pneilson@neilsonjournals.com)*

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Contrary to expectations, a Math tutorial website that was insignificant, but highly searched for content, generated more revenues through Google AdSense than even selling informational CDs and books. Moving forward, the proprietor needs to implement strategies to bring more visitors to the Math tutorial site, and create other sites with a similar framework.

## **2. Introduction**

John Uyi had a sleepless night going over Google's AdSense reports over and over again. Cultureak.com had started off as being an information website devoted to the Cultureak language, which is spoken by less than a million people. John Uyi, the proprietor of the website, recognizing its revenue-generating potential enhanced it into an e-commerce website. The website was receiving about 11,000 monthly visitors, making around \$350 in monthly sales, and costing about \$85 annually (to register the domain name and host the website). John, and his web developer friend, Tom Ede, had worked hard to determine what they needed to do to make the website generate more revenues. The other three web sites were put up by John four years ago and John was not updating those sites at all. What had started as a hobby for John had a potential to produce revenue. They had tried various strategies, including attracting traffic from other sites; using PayPal to guarantee payment and meet risk-free personal financial data security needs; using Facebook and YouTube; as well as utilizing mobile technology. These strategies had increased the number of visitors to the website, along with increasing revenues, but no pattern was emerging as to what was causing those increases. It is important to understand online customer behavior and consumption pattern before implementing online strategies (Durukan, Bozaci, & Hamsioglu, 2012). Moreover, the total revenue being generated was not enough for John and Tom to feel that they were successful entrepreneurs.

### **2.1. The Entrepreneur**

Five years before starting the business, Uyi earned an MBA with a specialization in Management Information Systems. In an attempt to practice what he was learning in his MBA classes, the now 35-year-old John Uyi created four websites, which are all commercial. The websites are Cultureak.com; Mathak.com; Animalak.com; and Travelak.com. Of these websites, Cultureak.com has the most visitors. It has unique content on the cultureak language, culture, and history as well as reflecting John's passion. Mathak.com is an online math tutorial website which has just five webpages with the intent to tutor mathematics for high school and college students. Animalak.com sells farm animal medicines online, while Travelak.com caters to those traveling to cultureak. Periodically, John used