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

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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).
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 websites 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
to update Travelak.com, but had stopped doing that over three years ago to concentrate his energies on the flagship site, Cultureak.com, which was getting the most visitors. John currently works as an information systems instructor in Atlanta. He also worked as a business analyst with Cox for a year and was a store manager with British Petroleum for two years.

2.2. The Web Developer

Tom Ede is the Web developer and an online strategist for Cultureak.com. Tom and John had been friends before Tom joined John’s business on a profit-sharing agreement. He joined John a year after John started the business and after John realized that the website can bring more traffic and revenue with more technical expertise. Tom earned his MBA the same year as John with a specialization in Management Information Systems as well, but in a different city. The 35-year-old Tom Ede works as a math teacher at a high school in Atlanta and has signed a 40% profit-sharing agreement/contract with John. It was Tom’s suggestion that he would want to partner with John to make the site more profitable and John readily agreed since it provided a sense of being an entrepreneur to John. John realizes the technical expertise that Tom brings to the business and is grateful that Tom is a partner in the business.

3. Web 1.0 Revenue Generating Strategies

In December of 2008, John noticed that his hobby, the website Cultureak.com, had moved from getting an average of 500 monthly page-views to about 1,200. He interpreted that to mean that people were interested in his articles, poetry, and the cultural content. So he decided to partner with Tom, to make sure that each HTML page was adequately titled, had excellent descriptions, and that the meta-tags were in order. John also worked on the keywords, with the goal of improving the placement of the website in the search engine results. Within a year, the page-views of Cultureak.com jumped to about 8,000 monthly.

Eight months later, John realized that the topics he wrote about were not as highly searched among the keywords on Google and Yahoo search engines. He therefore decided to start writing articles on more current political, social, and economic issues. This increased his page-views to about 20,000 monthly.

John began to get emails from around the world. His readers identified what they wanted from him and his website. Some who were married to Cultureak speakers wanted him to translate love messages, or suggest Cultureak names for their children, and many wanted to learn the Cultureak language. Some governmental agencies and corporations that contacted him were looking for
Cultreak language translators, and others were just looking for jobs in a bad global economy.

3.1. The Value of Banner Advertising

The initial business model that John and Tom identified was an affiliated advertising model. In the advertising model, banner advertisements could be placed on Cultureak.com (which would become an affiliate for the sponsoring website) and Cultureak.com would get revenues through combinations of three sub-models: CPA (Cost per Action), CPC (Cost per click) and CPM (Cost per Mille). In the CPA sub-model, an affiliate would get revenue only if the banner advertisement results in an action (such as a purchase) by the customer who clicks on the banner. In the CPC sub-model, whenever a user clicks on the banner advertisement that drives the traffic to the affiliated website, Cultureak.com would get revenues. In the CPM sub-model, each impression of the banner advertisement on Cultureak.com would result in monetary revenues in increments of 1,000 impressions. “Most affiliated Internet sites do have banner advertisements and thus this model would certainly work out”, according to John. John sent emails to readers and big corporations about placing their advertisements on Cultureak.com but no one showed any interest. Rather, several of them wanted Cultureak.com to advertise on their sites or referred Cultureak.com to various affiliated advertising programs that the big corporations were involved with, where Cultureak.com would get a percentage for each purchase. After trying these CPA affiliated programs for a few months, John and Tom realized that not a single visitor bought a thing because it was cheaper to get it directly from the companies than through the advertising programs, so they stopped using the affiliated model. Some other online revenue generating strategy was needed.

3.2. The Value of Unique Products in Online Revenue

Based on this realization, Tom enhanced the content of the website to now include Cultreak language CDs; a list of Cultreak children’s names; a college job section; and an online Cultreak language dictionary. Cultureak.com also did a few translation assignments for government agencies and produced some motivational CDs for the website. According to John, “This was the first time that money started coming in. We started selling language CDs, Motivational CDs, and my books were being shipped to all the continents around the world, but at the rate of $100 per month. I had tried selling my products on eBay and Craigslist before I launched my website, but I sold nothing and was charged a fee. It was clear that the unique products and perhaps the unique web content mattered a lot towards increasing visitors’ traffic to the website. Web content allows potential
customers searching for information to find you and you then have the opportunity to give the visitors products they may like to buy.”

Despite the fact that his website was now generating about 40,000 monthly page-views, it was bringing in only around $200 monthly in sales. Based on Google Analytic reports (Figure 1), John knew that visitors came from about 181 countries and the popular keywords that brought customers to the website were Cultureak capital city, culture, history, language, and names.

John felt that there was certainly a broad segment of visitors out there interested in visiting Cultureak.com and that the physical products were popular. John suspected that the reason for the low revenue could be that many of the visitors would rather pay cash at physical stores than shop online and that there were many other potential buyers who would have not yet identified the website. It was clear that additional online strategies were needed to drive more visitors that like to pay online to the website.

Figure 1: Google Analytic Report on Countries that Viewed Cultureak.com: May 1, 2010 – February 4, 2011

3.3. The Value of Targeted Advertising

Google AdSense advertisement is programmed to advertise products and services that match the content of the web page in which the advertisement is displayed.
The products and services to be advertised are generated automatically based on the content of the webpage. This targeted approach towards advertising is simple to implement and may be more effective than implementing the banner or affiliated advertisement programs. Visitors who come to the page are already interested in the content and may click on the Google advertisement to obtain more information on the content that is related to the content of the webpage they are currently in. Every click on these automatically generated advertisements results in revenues being generated. Starting from May 2010, a Google AdSense account was created and Google AdSense advertisements were placed on every page of the Cultureak.com site. Figure 2 shows the revenues generated by means of placement of Google AdSense on web pages.

Figure 2: Google AdSense Report for Payment for May 2010 – March 2011

During the first month itself, John was happy to see the additional revenue stream coming in. However, the stream declined to a fraction of the original stream, only to increase markedly in March 2011. Moreover, on the face of the data (Table 1) the increase in revenue did not reflect the increased number of visitors to Cultureak.com, which was perplexing to John and Tom.

3.4. The Value of Cross-Marketing

A successful e-commerce website must develop a presence on related websites in an attempt to diversify and increase its customer base. Google’s search algorithm
ranks web pages on search terms based on the number of incoming and outgoing links after accounting for the number of outgoing links on a page (eFactory, 2013). This page rank algorithm would rank a web page higher if several other authoritative web pages are linking to that web page. Moreover, the ability to attract customers by interacting with other websites is a form of marketing and strategic partnership (Hoffman & Novak 2000, Aimiuwu 2012, Aimiuwu, Bapna, & Ahmed 2012). Based on Tom’s explanation of the algorithm, John decided to start publishing his articles around August 2010 about global affairs in foreign newspapers in order to lure a more diversified population who might not be as interested in culture, but in current affairs, to his website.

Table 1: Google AdSense Payment & GoDaddy.com Page-views: May 2010 – March 2011

<table>
<thead>
<tr>
<th>Year</th>
<th>Website Page-views</th>
<th>Google Payment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009 (Aug 20 – Dec 31)</td>
<td>222,190</td>
<td>-</td>
</tr>
<tr>
<td>May 2010</td>
<td>24,493</td>
<td>$245.54</td>
</tr>
<tr>
<td>June 2010</td>
<td>57,894</td>
<td>$173.29</td>
</tr>
<tr>
<td>July 2010</td>
<td>53,852</td>
<td>$43.53</td>
</tr>
<tr>
<td>Aug 2010</td>
<td>39,817</td>
<td>$46.34</td>
</tr>
<tr>
<td>Sept 2010</td>
<td>52,385</td>
<td>$43.73</td>
</tr>
<tr>
<td>Oct 2010</td>
<td>59,732</td>
<td>$48.03</td>
</tr>
<tr>
<td>Nov 2010</td>
<td>195,503</td>
<td>$41.38</td>
</tr>
<tr>
<td>Dec 2010</td>
<td>45,455</td>
<td>$37.13</td>
</tr>
<tr>
<td>Jan 2011</td>
<td>46,532</td>
<td>$70.79</td>
</tr>
<tr>
<td>Feb 2011</td>
<td>45,110</td>
<td>$83.92</td>
</tr>
<tr>
<td>Mar 2011</td>
<td>47,426</td>
<td>$517.62</td>
</tr>
</tbody>
</table>

Tom reasoned that this strategy would not only result in Cultureak.com showing up higher on search results, but would also attract a population that did not mind buying online, were intellectuals and would want to buy books, or were language lovers and wished to learn a different language.

John succeeded in publishing numerous articles in newspapers in the USA, Asia, Africa, and the Caribbean. A report of the hosting company for Cultureak.com, GoDaddy.com, generated on February 3, 2011, showed that the website received over a million page-views and served over 172,000 distinct hosts (distinct users or computers, which could have repeat visitors) from August 2009 to March, 2011. The site got almost 200,000 page-views in November 2010 due to the mid-term American elections, but it did not generate any additional revenues. According to John “Wide and growing readership, numbers of visitors, and pages per visitor/host were not an issue at all, but rather, the visitors were not spending their money online at Cultureak.com.” Some revenue was being
generated through AdSense, but, it was not enough to enable John and Tom to leave their jobs.

John added, “The sales cannot be low because of the quality of our products. In fact, some customers that have bought just one language CD initially came to buy another CD. Moreover, many have e-mailed compliments to us for our products and our quick delivery. All our products are produced and packaged professionally. We also deliver in the United States within 3 days of ordering and within 10 days anywhere else in the world. We also sell our CDs and books for about $15, but the cost of the production and packaging is about $2 each while average shipping cost globally is about $5 each.”

4. Web 2.0 Revenue Generating Strategies

Web 2.0 differs from Web 1.0 in the sense that the latter has few content creators and large users acting as content consumers, while in Web 2.0, all participants create and consume the content using various technological means. According to Chen and Chen (2010), Google AdSense becomes a middle entity between the content creators, content consumers, Web platform, and the company where Google, blog operator, Web services, and search engines make profits. This interrelation business model presented in Figure 3 shows the one directional relationship between profit and content creator, blog/website, Facebook/Web services, search engine, Google, and advertising company/firm. It also shows the interrelation relationships between these factors. In this model, the content creator is a separate entity than the consumer/viewer even though they are both consumers of each other’s content; the content creator is the originator of the content.

Figure 3: Web 2.0 Interrelation Business Model
According to this model, electronic stores (online businesses) need to get on social networks, have potential customers become their online friends, and have a dialogue with them regularly. According to Meadows-Klue (2008), brands that can persuade customers to fall in love with their conversations in Web 2.0 will be successful. Once a website has good content, it must utilize strategic advertising on other websites; search engines; mobile networks; and social networks to get as many potential and unique customers as possible. This is because the number of visitors to a site is related to the number of visitors that are converted into buyers (Hoffman and Novak 2000) or advertisement clickers (Aimiwu 2012, Aimiwu et al. 2012).

4.1. The Value of Social Media

In social networking, there is already a form of familiarity; confidence; comfort; trust; loyalty; as well as one-to-one or peer-to-peer relationship between friends. So information shared in social networks or Web 2.0 environments is usually received with some level of ease and trust (Aimiwu 2013). Social media will play a critical part in driving purchasing intent and increasing brand engagement in the digital society (Meadows-Klue 2008). Relationship marketing is based on the idea that customers share, and have the confidence to question and ask their “friends” (Meadows-Klue 2008).

E-commerce websites need to have social capital to promote their goods and services in a comfortable and trusted environment, such as on social networks. According to Ellison, Steinfield, & Lampe (2007), social capital is having people stay connected and sharing ideas within a community that is already inhabited. In so doing, ideas and involvement are shared without physical contact and, in some cases, without people actually knowing each other.

4.1.1. Value of Facebook

In order to provide a service that customer may want on a regular basis, Tom decided to create a daily Bible reading calendar that would prompt Bible readers to access the website daily. He also wanted customers to click on the Google advertisement targeted at Bible readers with the help of Facebook.

Cultureak.com started a daily Bible reading program on February 7, 2011, and has been using Facebook to promote it daily since March 2, 2011. John and Tom then invited all their Facebook friends to join in, since many were Christians and several were already quoting verses from the Bible on a daily basis on Facebook anyway. So instead of waiting for the potential customers to visit the website through the search engines, Cultureak.com used Facebook to drive them to their website. The goal was to get more clicks on the Google AdSense
advertisement by targeting a new and daily dedicated Bible reading audience. This strategy had the potential to generate incremental revenues from the clicks and could supplement the low product sales.

On the same day that Cultureak.com stated inviting Facebook friends to the Bible reading content of the website, they added Google AdSense code to all the pages of the three other websites that John owned.

Figure 4: Google AdSense Report for Payment: January 2011 – July 2011

![Google AdSense Report](image)

In addition to John’s expectation of increased revenues, Tom stated, “We created an account on Facebook and invited all our friends to join. We now have about 460 Bible reading friends. Each day we send them the day’s Bible reading for all of them to read and they seem to be visiting our Google advertisement in the process. So, whenever they leave a comment or check that they ‘like’ our Bible message for the day on Facebook, their friends, whom we do not know, get to see it too. These unknown friends may also request our friendship on Facebook. So we are using Web 2.0 or social networking to create loyalty, trust, and build a one-to-one marketing relationship and experience with our visitors (Aimiwu 2012, Aimiwu et al. 2012).”

On April 1, 2011, John ran the Google AdSense report to analyze if Facebook had any impact, and he noticed that there was a marked increase in revenue starting from March 2011. John remarked, “We’ve found the holy-grail for online revenue generation. Social Networking results in getting new set of consumers who click on Google AdSense links.”
He continued generating the reports, which are summarized in Figure 4. The decrease in the AdSense revenues from May, 2011 onwards was puzzling to both John and Tom.

Figure 5: Google AdSense Report on CPC & CPM: January 2011 – July 2011

Cost per Click (CPC) & Cost per Thousand views (CPM) Revenue
You Tube is responsible for the CPM

4.1.2. Value of YouTube

John was posting his own videos on YouTube.com even before Cultureak.com was launched. However, with the realization that it was possible to monetize the YouTube content, John, created a Cultureak.com account on YouTube.com and linked it to Google AdSense. By March, 2011, Cultureak.com had 124 unique proprietary videos on YouTube. Some on the videos had over 40,000 views and according to John, they were popular. Revenues from YouTube are generated based on the CPM model, whereas, revenues from Google AdSense are generated on the CPC model as shown in Figure 5. Compared to Google AdSense, YouTube AdSense was not adding a significant amount to the bottom line (Table 2).

Table 2: Google AdSense Report on Revenue: March 1, 2011 – August 31, 2011

<table>
<thead>
<tr>
<th>Revenue</th>
<th>AdSense Page views</th>
<th>AdSense Clicks</th>
<th>Click-Through-Ratio</th>
<th>Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google AdSense</td>
<td>117,590</td>
<td>8,036</td>
<td>6.83%</td>
<td>$2,850.13</td>
</tr>
<tr>
<td>YouTube</td>
<td>150,740</td>
<td>870</td>
<td>0.58%</td>
<td>$167.17</td>
</tr>
<tr>
<td>Google Search on Site</td>
<td>875</td>
<td>126</td>
<td>14.40%</td>
<td>$21.22</td>
</tr>
<tr>
<td>Mobile AdSense</td>
<td>393</td>
<td>3</td>
<td>0.76%</td>
<td>$0.84</td>
</tr>
</tbody>
</table>
John was optimistic that Facebook and mobile technologies would enable revenues growth significantly and expressed the following after summarizing the data on revenues from various sources:

We have been very grateful to mobile networks YouTube; Google Analytics; Google AdSense; as well as Facebook. Mobile technology has been very helpful in increasing our revenue daily. We have been using our mobile Blackberry to receive orders of books and CDs in real time notification and packaging orders for delivery without any delay as compared to checking our e-mail whenever we get on a computer. We also use mobile Google AdSense to keep track of real time revenue from clicks and can observe what times of each day customers respond the most. We also use our Facebook mobile to accept friend request instantly to give them access to our daily Bible postings without losing hours or numbers in our Google advertisement clicks. We are also now trying to include Google mobile advertisement for our mobile visitors to click on because it is clear that many of our Facebook friends like to post information with their mobile phones.

5. Google AdSense Detailed Reports

The other day, John discovered that Google AdSense added a new feature called “Sites” which kept track of each website that had Google AdSense on it from June 24, 2011. Therefore if a company had a Google AdSense account and placed its Google AdSense advertisements on many websites, instead of getting the usual one-account result, it was now possible to view which website was performing better than the rest. John decided to look at what the new Google AdSense feature had to show (Tables 3, 4, and 5). He soon discovered that most of their revenue was not coming from Cultureak.com, but rather from Mathak.com. They had put Cultureak.com Enterprise’s Google AdSense Advertisement on all four websites (Google AdSense allows only one account per entity) around March 2, 2011, the same day they began the Facebook campaign for Cultureak.com daily Bible reading. Initially, only Cultureak.com had the Google AdSense Advertisement (for 9 months) because they believed that Cultureak.com would deliver the desired results through the Facebook campaign and did not pay attention to their other smaller websites with fewer visitors.

John emailed the latest reports to Tom and called up Tom. Tom listened intently to what John was saying:

Table 3: Google AdSense Report: June 1, 2010 – February 28, 2011 (Before AdSense on each site)

<table>
<thead>
<tr>
<th>Sites</th>
<th>AdSense Page views</th>
<th>AdSense Clicks</th>
<th>Click-Through-Ratio</th>
<th>Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cultureak.com</td>
<td>116,679</td>
<td>2,243</td>
<td>1.92%</td>
<td>$583.10</td>
</tr>
<tr>
<td>9 month Average</td>
<td>12,964</td>
<td>249</td>
<td>-</td>
<td>$64.79</td>
</tr>
</tbody>
</table>
Table 4: Google AdSense Report on Sites: June 24, 2011 – July 24, 2011 (AdSense on each site)

<table>
<thead>
<tr>
<th>Sites</th>
<th>AdSense Page views</th>
<th>AdSense Clicks</th>
<th>Click-Through-Ratio</th>
<th>Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mathak.com</td>
<td>4,547</td>
<td>766</td>
<td>16.85%</td>
<td>$329.76</td>
</tr>
<tr>
<td>Cultureak.com</td>
<td>12,058</td>
<td>236</td>
<td>1.96%</td>
<td>$23.84</td>
</tr>
<tr>
<td>Travelak.com</td>
<td>548</td>
<td>5</td>
<td>0.92%</td>
<td>$1.07</td>
</tr>
<tr>
<td>Animalak.com</td>
<td>83</td>
<td>0</td>
<td>0.00%</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

Table 5: Google AdSense on Sites: July 25, 2011 – August 25, 2011 (Cultureak with Facebook)

<table>
<thead>
<tr>
<th>Sites</th>
<th>AdSense Page views</th>
<th>AdSense Clicks</th>
<th>Click-Through-Ratio</th>
<th>Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mathak.com</td>
<td>6,074</td>
<td>959</td>
<td>15.79%</td>
<td>$365.25</td>
</tr>
<tr>
<td>Cultureak.com</td>
<td>12,538</td>
<td>263</td>
<td>2.09%</td>
<td>$34.03</td>
</tr>
<tr>
<td>Travelak.com</td>
<td>442</td>
<td>9</td>
<td>2.04%</td>
<td>$1.75</td>
</tr>
<tr>
<td>Animalak.com</td>
<td>53</td>
<td>0</td>
<td>0.00%</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

“Mathak.com is an online math tutorial website and there must be more people searching for math solutions and free math help compared to Language CDs and Bible passages. The click-through-ratio and revenue of Mathak.com is going to be really high because when they get on the math page and need some more help, the Google advertisements targeting that page provides what they most likely want to see. Math as content is more of a necessity for success in our world today on a daily basis than the Bible passages through Facebook. Moreover, we are just a small Web business. Perhaps, Facebook does much more for much larger and recognized brands, but it certainly did not help our small website.

The reason why Mathak.com did well as a website in April 2011 compared to July 2011 very likely had to do with academic schedules. In April, math parents and students were preparing for the finals of the semester or term as opposed to July, which coincides with summer break. Can you come on over to my house?”

Today was a day for them to strategize on what to do considering this new information.

* All websites in this case are real, but website names have been changed to respect owner’s request for privacy.

6. Suggested Assignment Questions

1. Use the Internet to research on Google AdSense. What are the metrics that Google AdSense provides to a website? What are the benefits of those metrics to the website?
2. Rank the following in terms of their importance in online revenue generation specific to this case, and explain your reasoning: advertisement banners; affiliated advertising programs; articles on other websites; search engine(s); and Facebook.

3. While online analytics is important, the strategies are only as good as the analytics available. What aspects in this case lead you to believe this?

4. What other Web 2.0 strategies would you recommend that could increase online revenue and why?

5. What steps should be taken by John and Tom in view of the latest AdSense reports?

References: