

PROFYTE.COM

100 Website Challenge



100 Websites in 45 Days

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What???

Objective

- Deploy 100 websites in 45 days
 - Utilizing DNN portals
 - Adsense enabled, channel tracked
 - Sponsor advertising

Objective:

Deploy 100 websites in 45 days



Results:

Over 100+ DNN portals & 500+ pages created during the course of the project

- Proved the ability of DNN & Hosting companies to handle this many portals.
- Content was the limiting factor. The ability to create portals exceeded the time and resources necessary to produce quality content.

Objective:

AdSense Enabled, Channel Tracked



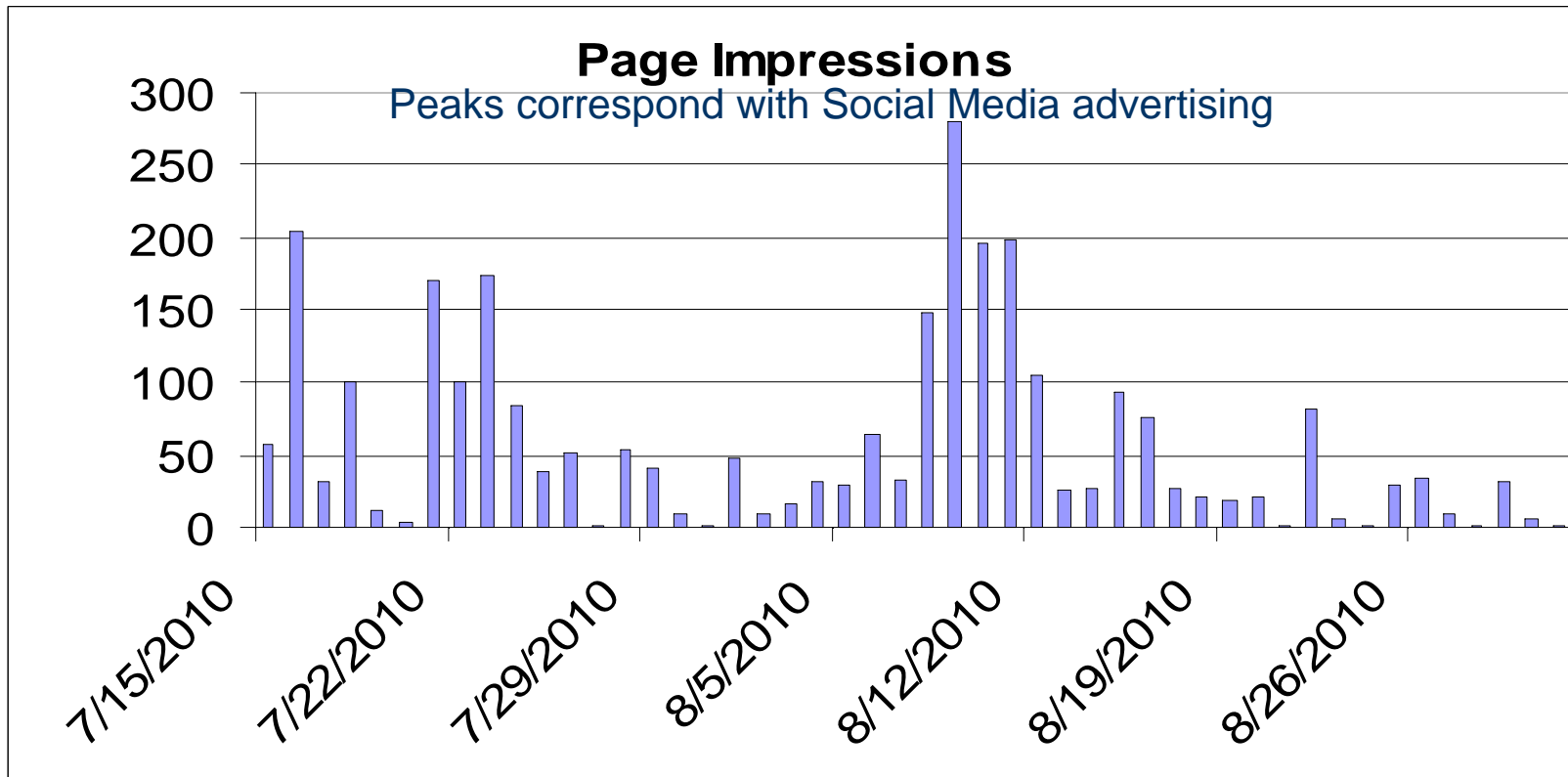
Results

- 11 Custom AdSense channels created
- Average 3 ad units per public facing page
- In 45 days, 2805 Page Impressions, 4663 Ad Unit Impressions, *Only 2 Ad Clicks*
- Daily high# of impressions 280, average daily impressions 48

Compare to tens of thousands of daily impressions on major sites

Objective:

AdSense Enabled, Channel Tracked



Desired Outcomes

Accomplishments

Established a portfolio of web properties

- MyCityFaves brand & portfolio created (50+ portals)
- Assorted other websites

Developed technical ability

- Now comfortable with many new aspects of DNN
- The ability of DNN to track and manage vendor ads is set up

*The door has been opened on many topics
needing further exploration*

New Objectives:

What has yet to be accomplished?



Phase Two Proposal

- Further explore channel tracking of ads
 - More information on using Google ads needed
- Incorporate alternative ad networks
 - Google's not the only game in town
- Traffic analysis & SEO
 - A baseline has been established, now it is time to maximize

And... **Make money!**

- Generate clicks
- Generate sponsored ads

Who???

Thomas Brock, MBA

- Founder of Profyte.com
- Accounting, Controller & CFO Services
 - ...Accounting setup, rapid website deployment, operating plan development, outsource management and more.

tombrock@profyte.com