How to Choose Monetization Methods for Your Website

This is an extra resource to go along with the original article:
[4 Ways to Monetize Squarespace Websites](#)

Here are some suggestions for screening website monetization ideas:

1. Looking at advertising someone else's product via sponsored posts or affiliate links? Consider:
   a. Is the person/company a good fit for my brand?
   b. Do they offer specific value for my customers?
   c. What is their overall reputation? (Do a search online and pay attention to any reviews or complaints.)
   d. Do you actually know and like the product/service?

2. Look at your list size and website traffic numbers - what will make sense given those factors? For example, some monetization methods require thousands of daily visitors to make sense.

3. Is the payout worth it? Affiliate payments vary greatly.

4. How much work is involved on your end? Do you have the time/capacity to make the monetization method work and focus on your core business?

5. What will fit in with the overall look of your website?

6. Do you have the time and/or budget to market the product/service?

7. What are the needs of your customers? What problems can you solve via products or services?