

The Short & Simple Guide to Building an Adult Website



Table of Contents

Evaluate the Feasibility of Your New Site

10 Steps to Launching Your Site

Marketing Your Adult Site

12 Points for Membership Site Success

Evaluate the Feasibility of Your New Site

1. Evaluate the Market

What is the purpose of your site?
Who are the closest competitors?
How will your site attract sales away from the competition?
What is the revenue model?

2. Evaluate the Content

What is the budget for content?
Will you produce or buy?
Will there be enough content to pre-stock and update the site?
How does your content differ from the competition?

3. Evaluate the Profitability

Determine pricing based on competition pricing.
How many sales a month are needed to meet expenses?
Can the site survive & update for 6 months to a year without relying on sales?
Do you have a marketing budget?
Do you have hosting, design, and programming budgets?

10 Steps to Launching Your Site

1. Choose a niche, write a business plan
2. Get a tour designed
3. Choose a hosting option (shared or dedicated)
4. Post 'coming soon' tour page, start collecting email addresses
5. Buy a CMS to manage your tour & members area

Porn CMS offers the best adult CMS on the market!!

www.porncms.com

6. Generate & upload your content
7. Find a billing company – apply, get approved, install join page
8. Build affiliate program page
9. Launch the site
10. Start marketing & updating your new site

Marketing Your Adult Site

- **Newsletters**

As soon as your site has a 'coming soon' splash page, you should be collecting email addresses for your email newsletter. A newsletter is an effective way to keep in touch with your audience by letting them know about content updates, new features, and upcoming items of interest. The frequency of your mailings is up to you, depending on if you have anything to say, but a monthly email would be the minimum for an effective campaign.

- **Free Host Galleries**

Personally I'm against the whole FHG concept (giving away samples of content to post on free sites like www.thehun.com) but it's a necessary evil, especially when a site is new to the adult market. Plan to post at least 1-2 galleries a week to 20 or more FHG sites. A helpful software package for semi-automating this process is www.chameleonsubmitter.com

- **Link Trading**

Another critical step in the process of building traffic is trading links with other sites. Link trading brings direct link traffic, which converts better than FHG traffic and improves your Search Engine rankings. There are million of websites on the Internet so you'll need to focus your link trading to sites related to yours. If you shoot pantyhose content, find blogs, online shops, or other similar adult sites to trade links with. Generally you'll need to list their link somewhere on your site before requesting a link back. The only way around that is to develop an affiliate program that gives the site owners an incentive to send you traffic.

- **Social Marketing**

Creating profiles on the social community sites is a great way these days to build traffic for your site. A majority of the users on the Internet spend most of their time solely on sites like MySpace, YouTube and Hi5. By creating profiles on these sites and interacting with the community (you can't just build it and forget it), you'll create a lot of positive attention.

Marketing Your Adult Site (continued)

- **Message Boards**

There are thousands of surfer boards on the Internet full of guys looking for specific models, niche content, and/or free porn. Joining these boards and developing a recognizable presence keeps your site at the front of the minds of your target market. Many free porn surfers will buy a membership to a porn site if they find the content enjoyable and they respect the site owners.

- **Review Sites**

Getting your site reviewed by the 2 or 3 dozen most popular adult review sites will bring you extremely high converting traffic (if your review is good). A bad review is a waste of time, so a site needs to be relatively established with lots and lots of updates before requesting reviews.

- **Doorways & Blogs**

Building blogs and keyword rich “doorway” sites is another good way to attract targeted traffic and search engine traffic. A good doorway or blog, full of keyword rich content, will rank high on search engines for your primary subjects. Keep in mind these are mini websites in themselves and require constant updating and link trading with other sites.

- **Search Engines**

Search engines are the #1 source for website traffic for adult and mainstream websites. Your site needs to be keyword rich and optimized for the search engines. You also need to submit the site to the search engines (an often overlooked step). A helpful site for doing this is www.ineedhits.com

- **Paid Advertising**

A rather expensive way to attract traffic to your website is paid advertising. Keyword ads can be purchased on any of the search engines on a per-click basis. You can also buy banner ad space on pretty much any site on the web if you ask. I used this strategy before when I was marketing a Spring Break website. We built the site in February but didn't have time to get ranked on Search Engines before the Spring Break traffic rush. So I contacted all the sites with top rankings for my keywords and asked if they'd post our banners. Some sites posted them for free or for a membership to the site and a couple charged a small fee. The result was a flood of traffic the second month the site was live.

Marketing Your Adult Site (continued)

- **Affiliate Program**

An affiliate program is a sales referral system, and an extremely expensive way to market a website. The standard profit share for an adult affiliate program is 60%, although some larger programs will offer \$30 or more per signup. Many site owners say this is a necessary evil, since a lot of large TGP and adult link sites won't list your site unless they are earning a referral fee. I think its necessary to have the program, but I tell clients to make sure its not the only part of their marketing program. If you are giving away 60% of every sale, your profits will be pretty small. The percentage of total sales for your affiliate program should never go above 20%. If it does, you aren't diversified enough.

- **Go International**

Translating a site into languages other than English is a good way to produce non-English traffic and sales. This step is rarely done by porn sites but will potentially increase sales by up to 30%. The key to successfully building an International presence is contacting natural-language speakers in the languages you want to use. The more dedicated you are to each language, the bigger the audience for that language will be. And of course make sure your billing company can process sales in the countries you are targeting.

12 Points for Membership Website Success

(by Peter A. Schaible from Mequoda Daily)

A membership website is not a shortcut to Internet riches. In fact, unless you consider all of these elements and execute each with precision, your membership website or online newsletter will probably fail.

- 1. Narrow niche**—Unless your topic is sharply focused, your membership website will offer nothing extraordinary.
- 2. Unique information or experience**—If other sites offer the same or very similar information—free or paid—it will be difficult to distinguish your membership website.
- 3. Community**—One reason individuals join a membership website is to associate with people who share their interests. A discussion forum or members-only bulletin board is essential.
- 4. Exclusivity**—If there is no prestige to your online community, with benefits not available to non-members, the perceived value of joining your membership website will be severely diminished.
- 5. Leadership**—Membership website subscribers are implicitly expecting to be led by the site's editor or leader. Subscribers generally want one personality who wields the baton.
- 6. Reasons to Join**—As with all purchase decisions, a subscriber's decision to join a membership website is emotionally based. Subscribers need *reasons*, or a "rational armament," to justify their decisions. You must state compelling benefits for joining your membership website, as you would when selling any product. Do not underestimate the necessity for "hot button" headlines.
- 7. Graphic Design**—When it comes to appearances, potential subscribers are as fickle as adolescent girls. Your membership website *must* be attractive. If it looks amateurish, no one will take your content seriously and no one will join.
- 8. Usability**—Simple and quick navigation, plus an intuitive and uncomplicated user interface, are vital to a membership website. If visitors can't easily figure out how to join, your membership website is dead on arrival.
- 9. Ease of Maintenance**—If your membership website requires three graduate engineers and two webmasters to post content, issue passwords and process credit cards, it is going to be too labor intensive to maintain. Buy or build a fully automatic content management and website publishing software program.
- 10. Security**—If your membership website does not process credit card transactions securely, no one will pay to join. Also, if your membership website does not block username and password sharing, no one will *need to pay* to join.
- 11. Metrics**—Business management expert Peter Drucker said it over 50 years ago: You can't manage what you can't measure.

If your membership website is not designed to generate reports on usability, financial transactions, page visits, etc., you will not be able to adjust your business model toward effective practices and away from the ineffective.

12. Business model – You will not make a profit if your membership website is not based on a viable business model. You must know how much to charge, how many subscribers you need, what renewal rate to use, cost of overhead, etc.

http://daily.mequoda.com/i/membership_website_tips/12-points-for-membership-website-success_351-1.html