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Setup you Website with PPI VPS Shared Hosting for Free

Setting up your Website with PPI for Free

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December 18, 2020

Requirements

01

No Website

Any member without website can join the PPI VPS (Virtual Private Server) Shared Hosting

02

Domain

Let us know your preferred domain name and we will register it. Domain fee will be shouldered by the Member.

03

Ready your content

Soft copy of news articles, List of Categories, Logo / Banner / Masthead, SocMed details, Soft copy of news articles, PDF Files of Newspapers Layout, Video contents, Images or Videos of Direct ad placements, Contact us details, About Us

Step 1

Get a Domain Name and register via PPI VPS Hosting

Step 2

Join to PPI Internal VPS Shared Hosting

Step 3

Install CMS via cPanel inside PPI's Hosting / Server

Step 4

Design and Develop your website

BUSINESS NEWS

50% Lorem
25% Ipsum
70% Dolor
55% Amet

100% 50%

Step 5

Install SSL Certificate

Step 6

Install WordPress
Plugins

Best Plugins to install

For News Website

- iThemes Security
- Yoast SEO
- Google Site Kit
- Shared Counts
- Insert Headers and Footers
- PWA for WP & AMP
- AMP by AMP Project
- Print, PDF by PrintFriendly
- 3D FlipBook
- Simple Author Box
- Duplicator
- Easy Google Fonts
- Really Simple SSL
- Editorial Calendar
- MemberPress
- W3 Total Cache

Step 7

Upload all the content: posts, media, pages

Step 8

Connect your website to Google AdSense
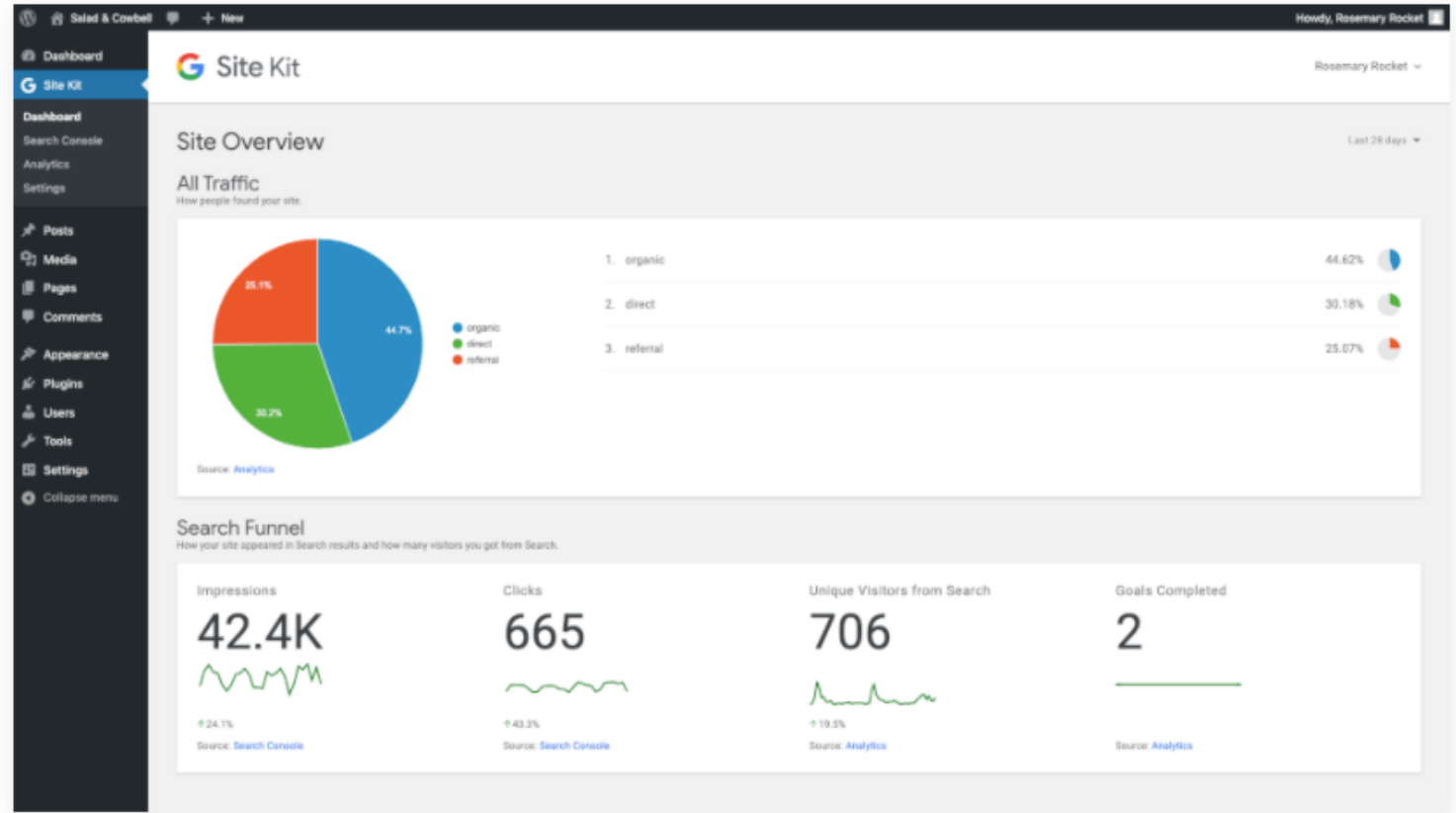
For Website Monetization

Step 9

Set up your Google Site Kit: Analytics, Search Console

Website Insights & Monetization Dashboard

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Google Site Kit

Dashboard

What's included: Easily set up Google tools on your site and see everything in a single Dashboard inside WordPress. No code editing required.

Search Console
Measures your site's Google Search traffic and performance

Analytics
Tells you how users find, use, and engage with your site

PageSpeed Insights
Analyzes your site and suggests ways to make it faster

AdSense
Helps you to earn money from your online content

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Step 10

Set up your PWA and AMP Plugins

*For Google AdSense Revenue boost
And advance website performance*

That's it!

Maintain your website with highly engaging stories and content

To increase more web traffic and generate more ad impressions – revenue

Google AdSense 101:
What you need to know

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What is Google AdSense and how does it works?

AdSense is a free, simple way to make money by placing ads on your website.

Monetizing your website, that is.

- ✓ AdSense is an ad network that connects publishers (you) and advertisers.

- ✓ You connect your websites to the ad network, thereby allowing advertisers to bid for displaying their ads on your websites.

- ✓ If a website visitor clicks or views an ad from your website, you'll be paid a specific portion of the advertiser's bid for the ad.

- ✓ Google takes the difference as the fee.

What's the difference between Google AdSense and Google Ads?

❑ Google AdSense (for Publishers)

Google AdSense allows publishers to sell space on their website to advertisers who wish to show ads. With Google Ads, the advertiser pays Google on a pay-per-click (PPC) basis. In AdSense, the publisher is paid by Google in terms of cost-per-click (CPC).
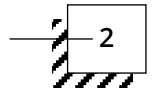
❑ Google Ads (for Advertisers)

Google Ads allows marketers to pay to advertise their products or services on either the search network or the display network, or both.

Google Ad Network Ecosystem
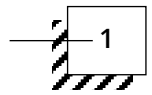
Users

Users feel respected, and protected, and continue to return to publisher sites with valuable content

Advertisers

Advertisers find ROI in their investment in online advertising, with their ads shown alongside content that does not negatively reflect upon their brand
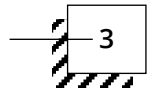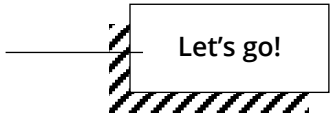
Publishers

Publishers earn ad revenue from relevant ads that do not distract from their content

Happy Advertisers

Positive User Experience

Google

Publisher Revenue Growth

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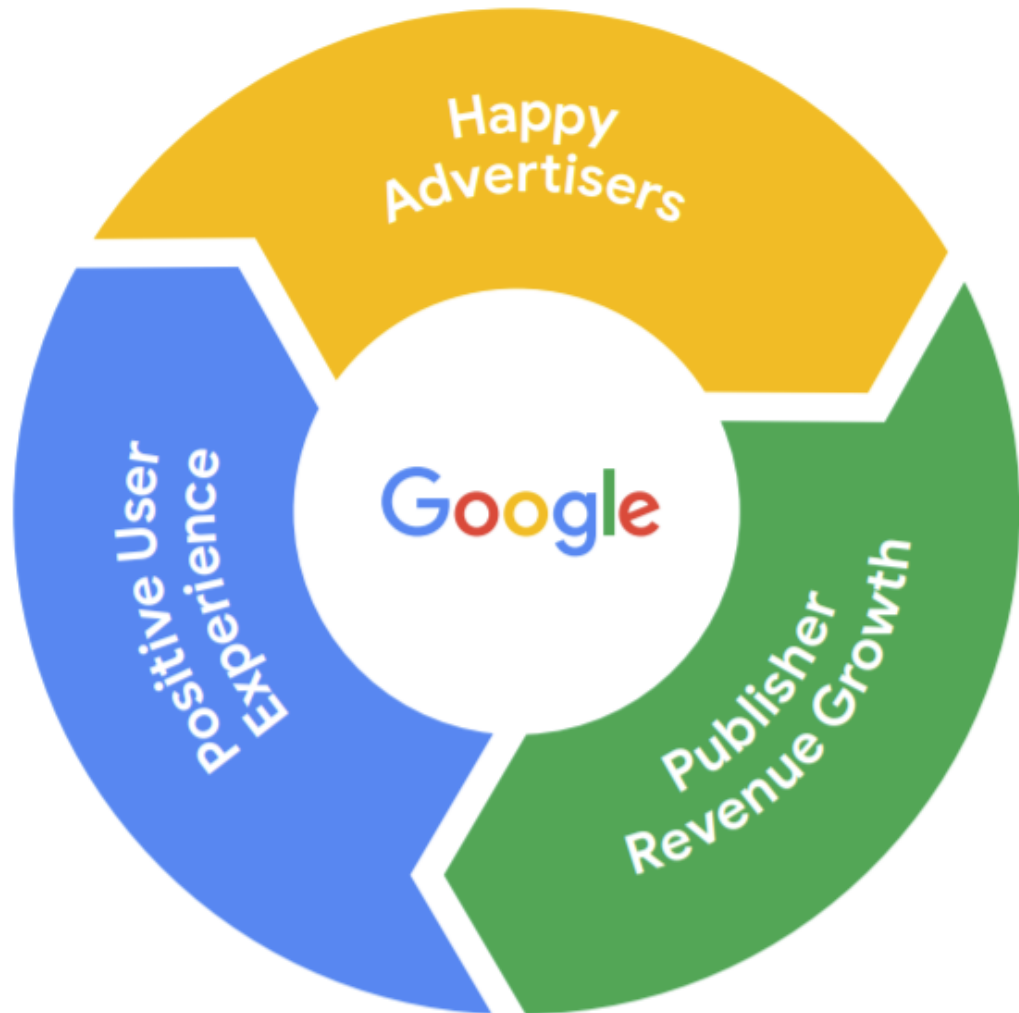
Here's how you can get started.

Before you can start earning money from your content, you'll have to submit your website for approval.

Let's go!

☑ Make sure you include an 'About' page, 'Contact' page, and a 'Privacy' page on your site.

☑ Include as much original content as possible; websites that post duplicate content will not be considered.

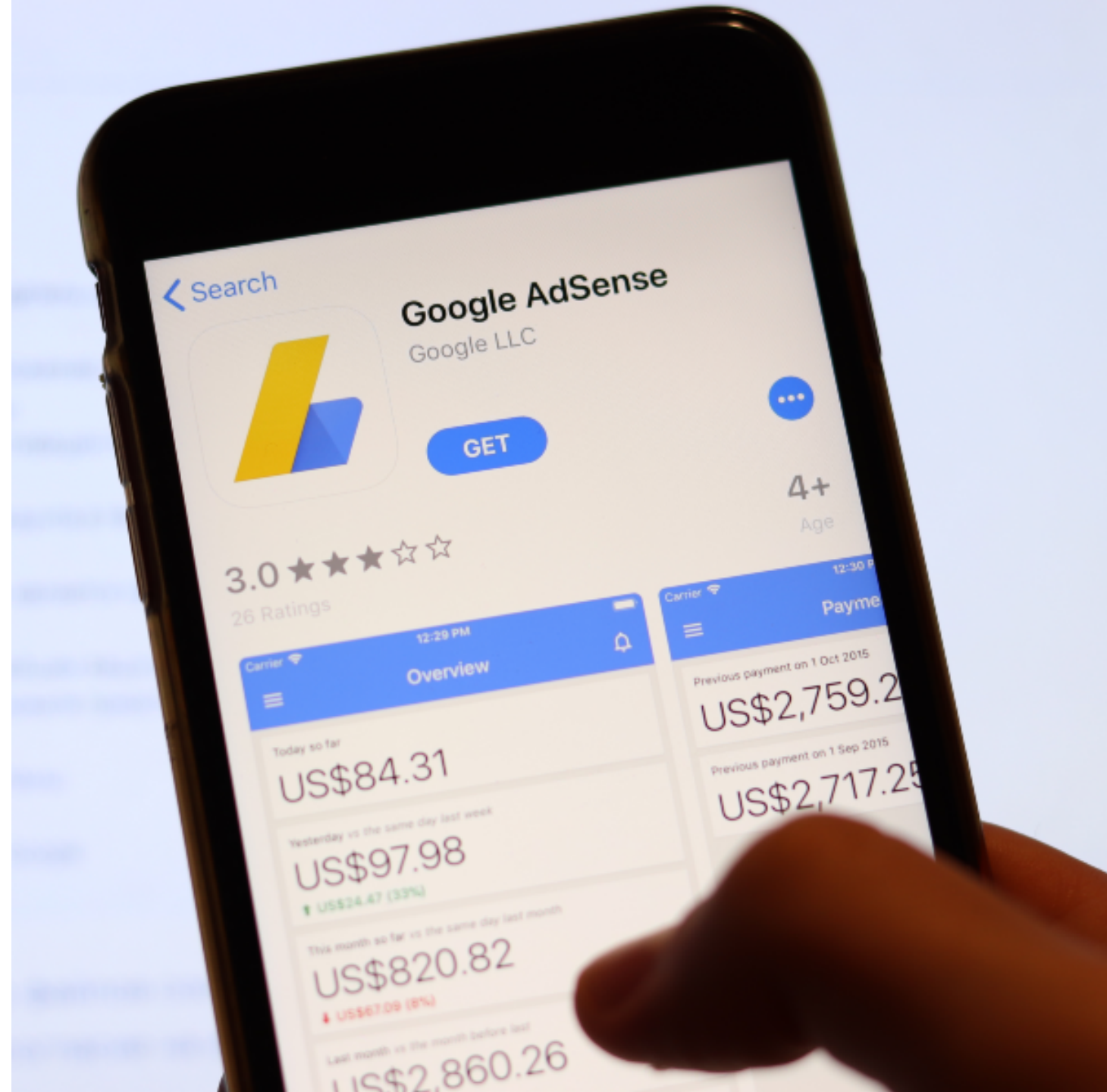☑ Make sure you have full ownership of the website you're submitting, or permission from the owner.

☑ Ensure that your site adheres to the AdSense program policies.

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How long does it take to get approved?

Usually, publishers get accepted within 24-48 hours, but it can even take up to 1-2 weeks to get approved.

Worth the wait!

You call the shots on the ads that appear on your website.

With AdSense, you're in complete control of the type of ads that appear on your site.

❑ Choose the ad formats you'd prefer (text, display, rich media etc.), then highlight where on your website you'd like them to display.

❑ Block specific categories of ads that you don't want to display, so only products or businesses relevant to your content can bid on your inventory.

❑ Adapt the look and feel of text ads to match the style of your website.
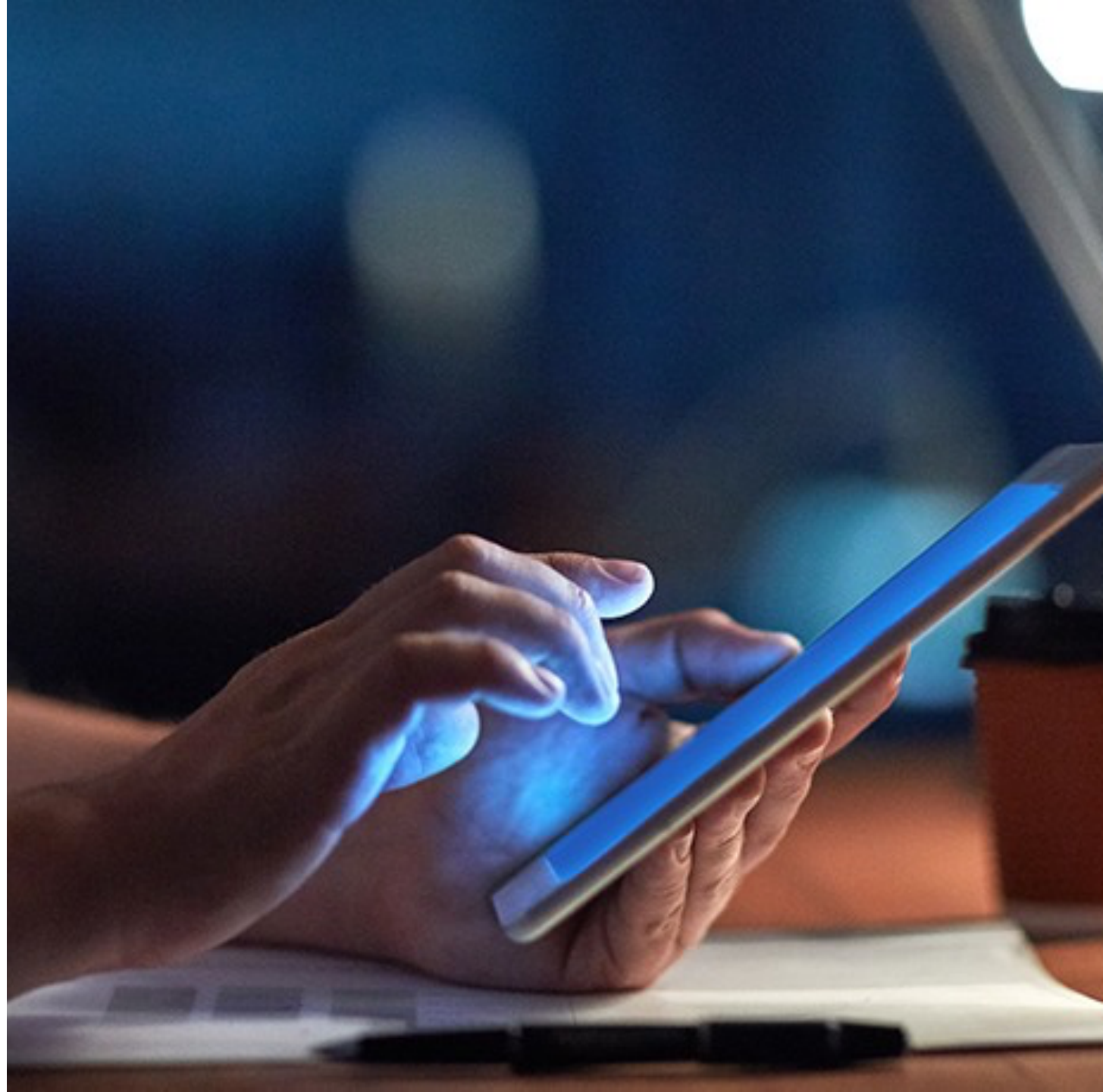
Different Types of AdSense Ads

1 **Display Ads**

2 **In-Feed Ads**

3 **In-Article Ads**

4 **Matched Content**

5 **Link Ads**

Display Ads

Display ad units are responsive by default. They allow you to support a wide range of devices by automatically adapting the size of the ads to fit your page layout.

❏ A great all-rounder, these ads work well anywhere.
❏ Display ads are responsive by default, which means they automatically adapt their size to fit your page layout and your users' devices.
❏ They can be customized to show fixed ad sizes.
❏ They're also compatible with AMP pages.

Best with AMP
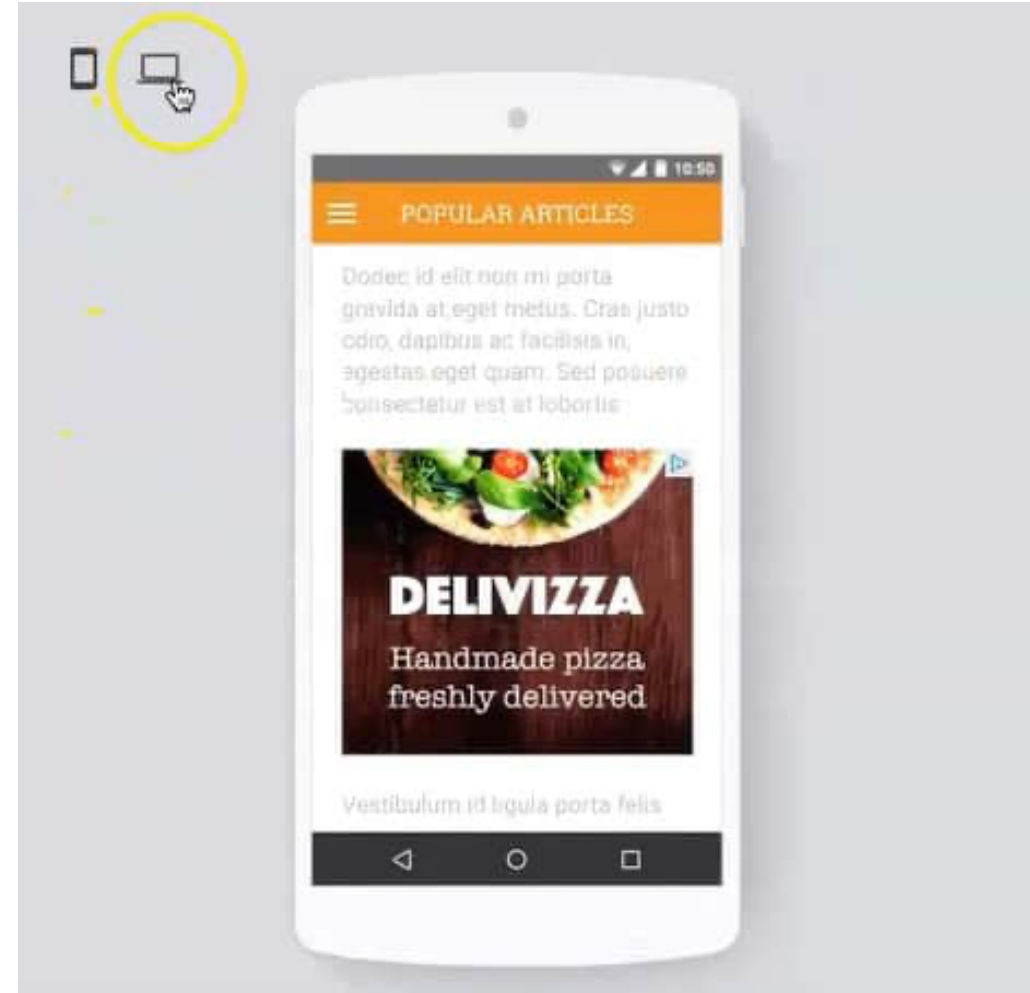
In-Feed Ads

Native ads that fit in a feed, sidebar, or list. They flow naturally and provides a better user experience.

❑ Better user experience: In-feed ads offer a better user experience to your visitors. They're part of the user's flow and match the look and feel of your site.

❑ Monetizing new ad spaces: In-feed ads offer the opportunity to further monetize your pages by placing ads in new places, i.e., inside your feeds.

❑ Ideal for mobile: In-feed ads are ideal for mobile as they can help you to better monetize the smaller screen spaces available on mobile devices.
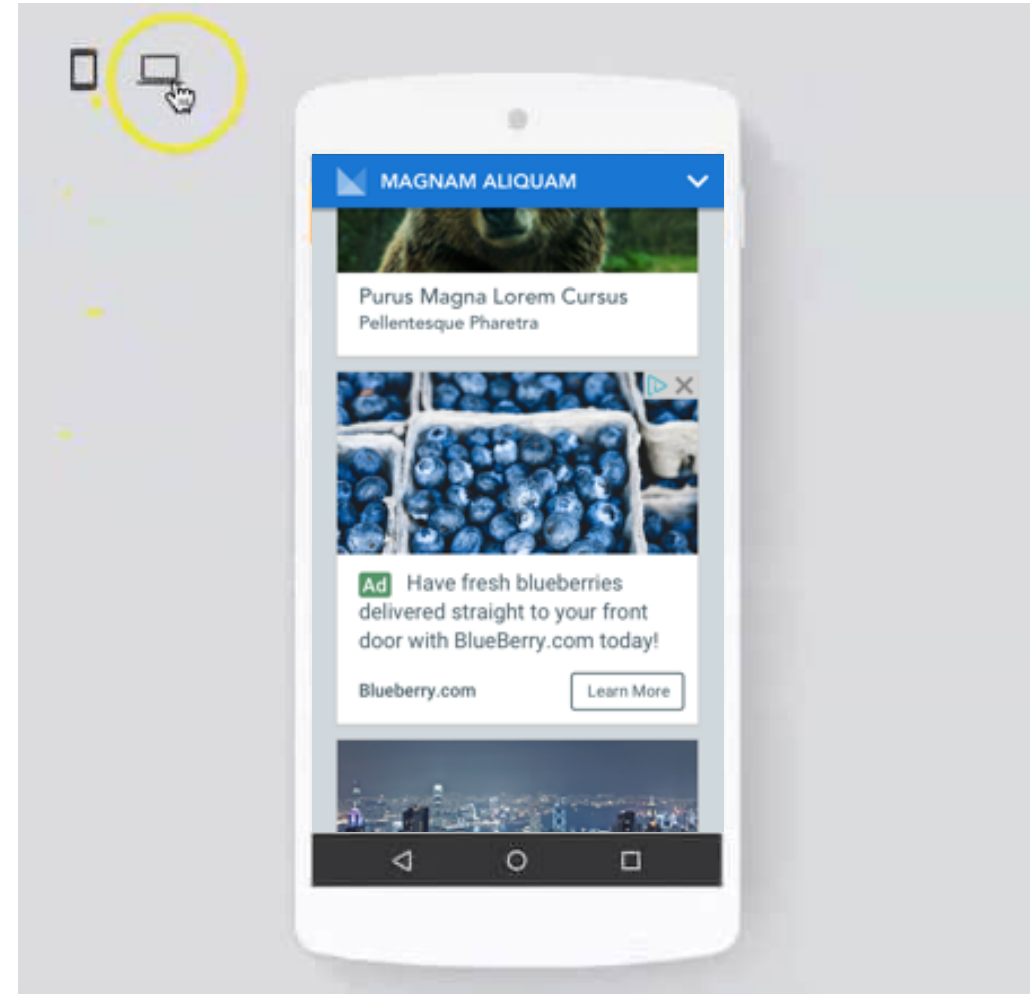
In-Article Ads

Native ads that fit seamlessly in between the paragraphs of your pages for an enhanced reading experience.

❏ Better user experience: In-article ads use high quality advertiser ad elements so they look great and provide a better user experience for your readers.

❏ Ideal for mobile: In-article ads are full width ads that are ideal for monetizing the smaller screen spaces available on mobile devices.

❏ Google optimized: In-article ads are optimized by Google to ensure that they perform well on your article pages.
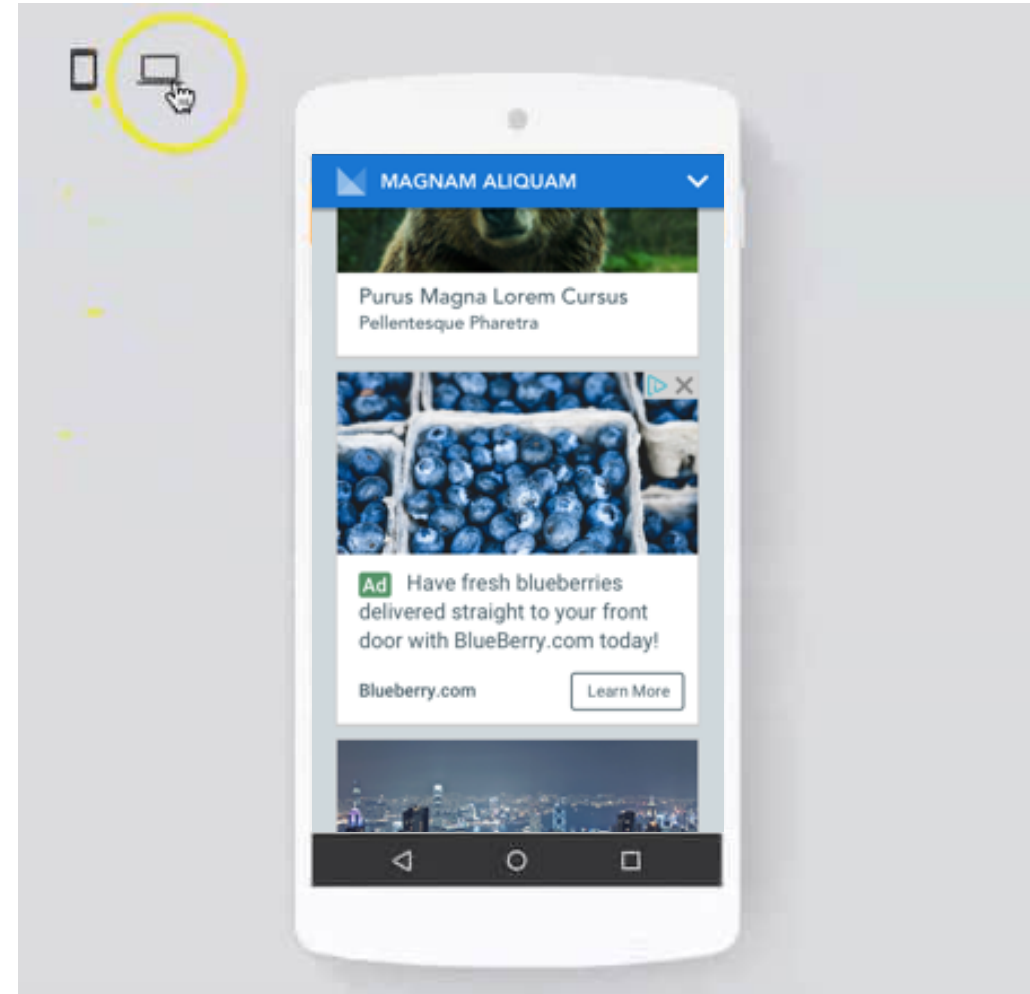
Matched Content

Recommendations that promote your content to visitors and potentially increase revenue, page views, and time spent on site.

*Available to select publishers only with required traffic volume and unique users.

Link Ads

Ads in a text link format that can be responsive or with a fixed size. It displays topics relevant to your page content.

*On March 10, 2021, link units are being retired.

Best Practices for
Google AdSense

Best Practices to Remain Policy Compliant

Create outstanding content

Your content should be the focus of your site. Turn casual visitors into loyal users. Advertisers must find value in where their ads are placed.
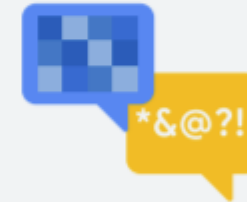
Replicated Content

Google Ads should only be placed on content that you've created, that provides value to users. Do not copy content from other sources.
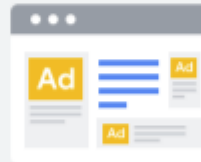
Valuable Inventory

Advertisers and other paid promotional material should not exceed the content of a page, or site. The content of a page, or site should always be the focal point for users visiting the page/site.

Dangerous or Derogatory Content

Ads should not appear next to content that contains derogatory terms, harmful images, hate speech, threatening speech, or content that harms marginalized groups.

Best Practices to Remain Policy Compliant

Keep it family safe, and legal

Illegal content can never be monetized. Ads cannot be placed alongside content that negatively impacts their brands
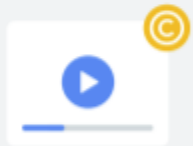
Copyright

Ads cannot be placed alongside material that you don't have authorization to use, including content that violates copyright laws.

Illegal File Sharing

Unless you have the necessary legal rights to this content, it is disallowed in our network.
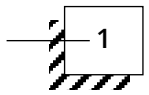
Enables dishonest behavior

Ads may not be placed on pages that promote content that enables dishonest behavior.

Sexually Explicit Content

Google Ads cannot be placed on adult content that is sexually explicit, intended to be sexually gratifying.

# Website monetization tips to optimize your Google AdSense revenue

1 Does your site provide a good user experience?

Google will also look for elements of user experience such as transparency and reliability, ease of navigation, and fast page loading.
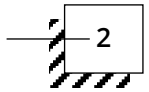
2 Does your site has a Privacy Policy?

Google recommends creating a privacy policy that discloses any use of data related to Google services on your site, or creating a prominent link to your site on the How Google uses data .
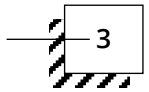
3 Does your site follow Google's Webmaster Guidelines?

In summary, these guidelines set the standard for site owners to properly promote their sites using tools provided by Google

Ad Sizes for Best Result

These examples are for high-end mobile devices.

300 X 200

300 X 50

300 X 100

250 X 250

200 X 200

Ad Sizes for Best Result

These examples are for when people see your ads on computers.

300 X 250

728 X 90

970 x 90

468 x 60

336 x 280

300 X 600

160 x 600

250 x 250

200 x 200

Demo: Creating your First Ad Unit

NEWS

Most Read

Latest Stories

News Website & Google AdSense

It eases up readers' access to the newest articles and allows them to share the hottest of them seamlessly between different touchpoints.

AdSense

Ad network that connects publishers and advertisers

Publishers connect their websites to the ad network, thereby allowing advertisers to bid for displaying their ads on those websites.

How to Set Up
Google AdSense

All you have to do is put a short AdSense code on your website and it will work immediately

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Step 1

Sign Up to Google AdSense

Be sure to have dedicated Google Account for this linked to your website

Google AdSense | **Sign Up**

Your website

URL of your site

URL is required

Your email address

Your email

Get helpful AdSense info at that email address

○ **Yes,** send me customized help and performance suggestions

○ **No,** don't send me customized help and performance suggestions

Save And Continue

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Select your country

Be sure to indicate the correct territory and country, Google will use this info for proper audience targeting

Google AdSense | **Sign Up**

Philippine Press Institute
ppressinstitute@gmail.com

Use A Different Account

URL of your site
http://philpressinstitute.onlir

You have indicated that you are willing to receive occasional AdSense performance suggestions.

Change this info

Select your country or territory

Country or territory
Philippines

Please review and accept our Terms and Conditions

remeayo at ilimitasyon ng Kasunduan. Lahat ng impormasyong binunyag konektado sa pamamagitan, kasama ang pagkakaroon ng pamamagitan, ay magiging Kumpedensiyal na Impormasyon na pinamamahalaan ng probisyon sa pagiging kumpedensiyal sa Seksyon 9. Subalit, ang mga partido ay maaaring magbunyad ng naturingang impormasyon sa angkop na korte sa ilalim ng mga restriksiyon sa pagiging kumpedensiyal, kung kailangan upang makakuha ng pagpapatupad ng anumang gantimpala o pasya ng pamamagitan o upang kumuha ng anumang lunas na pinahihintulutan sa ilalim ng mga tuntunin nito.
Force Majeure. Wala sa alinmang partido ang mananagot sa hindi sapat na pagganap sa sakop na dulot ng isang kundiyon (kalimbawa, natural na sakuna, pagkilos ng digmaan o terorismo, kaguluhan, kalagayan ng pagtatrabaho, pagkilos ng pamahalaan at abala sa Internet) na lagpas sa makatwirang kontrol ng partido.
Mga Komunikasyon. Konektado sa paggamit mo sa Mga Serbisyo, maaari kaming makipag-ugnayan sa iyo patungkol sa serbisyo, mga anunsiyo, administratibong mensahe at ibang impormasyon. Maaari kang mag-opt out mula sa ilan sa mga komunikasyong iyon sa iyong mga setting ng Account. Para sa impormasyon tungkol sa kung paano makipag-ugnayan sa Google, mangyaring bumisita sa aming pahina ng pakikipag-ugnayann.

* * *

16. Mga Tuntuning Partikular sa Serbisyo

✅ Yes, I have read and accept the agreement.
You represent that you are an administrator for this Account and that you are authorized to act on behalf of, and bind to this Agreement, the owner of this Account.

Create Account

Step 2

Add Payments Profile

Indicate the proper account type. This is important when getting the payments via Western Union or via other gateway.

Payment address details

To make sure you get paid, please provide your address. We need this to send you important information about your account.

Payments profile ⓘ
Choose the payments profile that will be associated with this account or transaction. A payments profile is shared and used across all Google products.

👤 Create payments profile ⌄

Customer info

Account type ⓘ ✏️

Individual ▾

Name and address ⓘ

Name
_____
Name is required

Address line 1

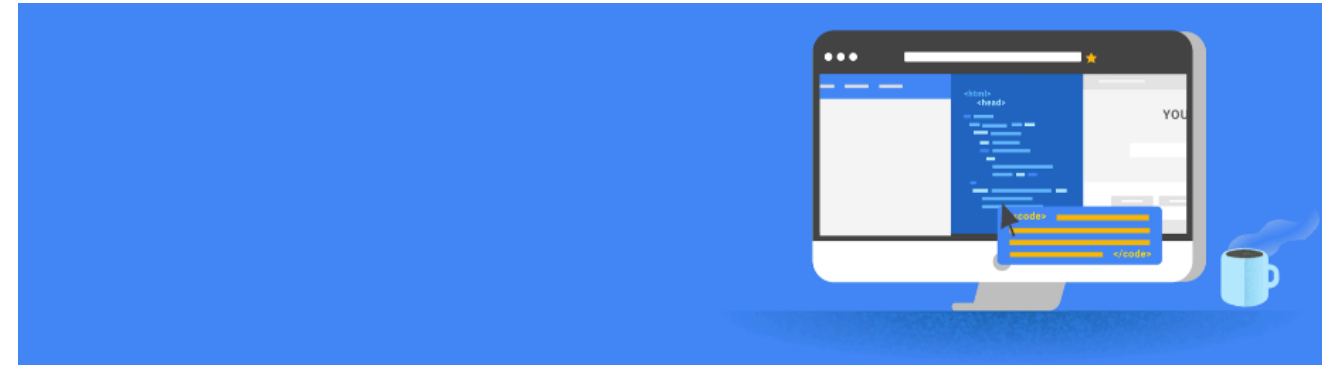Address line 2

Suburb

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Step 3

Connect your site to AdSense

Just copy the provided AdSense code between the <head> and </head> tags

This code contains your publisher id Looks like this **pub-9821683089902222**

Connect your site to AdSense

It's as easy as copying and pasting.

1. Copy the code below
2. Paste it into the HTML of http://philpressinstitute.online, between the <head> and </head> tags
3. Check the box and click done when you finish

WordPress user? Get help with adding AdSense code.

URL of your site

http://philpressinstitute.online ✎

Your AdSense code

`<script data-ad-client="ca-pub-9821683089902222" async src="https://pagead2.googlesyndication.com/pagead/js/adsbygoogle.js"><`

Copy

☑ I've pasted the code into my site

Done

Your site now is under review

Usually it takes 24-48 hours

✓ We're reviewing your site

This usually takes a few days, but in some cases it can take up to 2 weeks. We'll notify you when everything's ready.

Paste it into the HTML of http://philpressinstitute.online, between the <head> and </head> tags

Your AdSense code

```
<script data-ad-client="ca-pub-9821683089902222" async src="https://pagead2.googlesyndication.com/pagead/js/adsbygoogle.js"></script>
```

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