

My Verdict on BlogKits Vs. AdSense

Sunday, 04 February 2007

Here's my verdict on BlogKits Vs AdSense after more than 2 weeks of battle.

Final Verdict: AdSense leading by 2-0 over BlogKits.

So is it a bust or still plausible that BlogKits can earn some income?

BUST FACTOR:

Well the fact that you will only earn when someone

1. Someone clicked your link
2. Redirected to the other website
3. Sign-up
4. Make a purchase
5. Then only you get a payment from BlogKits

The process is quite tedious and long. 90% won't even bother the advertising banner being displayed. The 5% who clicked on the banner just wanted to see what's going on the other side – curious. And 3% who wanted to buy got confused by the registration procedure. The remaining 2% possible buyer really wanted to buy the product, but unfortunately didn't have a credit card with him or her.

It's only 0.0001% that you will get a sale done. If you have 300,000 traffic a month, you will make 30 sales. Unfortunately, not everyone has a high traffic website. 90% of normal blogs or website has only 1% to 10% of the 300,000 traffic.

Furthermore, BlogKits does not have a referral system. It would be much more juicier if they implement such a system. I'd recommend people to use this program just for the referral. Too bad – they have none.

PLAUSIBLE FACTOR:

It might work if you have

1. A high traffic website
2. A website that has been around for quite some time and is targeted at recommending and selling products
3. Loyal fans for your website
4. Spam 100 million email and hope that 0.0001% might buy something from there.

So I'm sorry BlogKits, I'm going to boot you out from DotMySpot.com – you are eating my bandwidth you!

#PS – JIM YOU ARE FIRED!

#PS2 – A tribute for your effort Jim