

Name \_\_\_\_\_

## The Web's Money Magic: How Websites Make Dough

### Open-Ended Response Questions

1. Imagine you run a blog about cooking and receive offers for sponsorships from kitchen appliance companies. How would these sponsorships benefit your website, and how could you use the money earned?
2. Discuss the advantages and disadvantages of websites relying on donations as a source of income.
3. How might a website's content change if it relies heavily on pay-per-click ads for revenue?
4. In your opinion, which website monetization method do you think is the most effective, and why?

