

How to Create and Effectively Monetize an **Online Dating Website**





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Overview

A bit of love is enough to wipe away puddles of loneliness. There's ample evidence justifying this; everywhere you see around yourself, you see people either enjoying the company of their beloveds, special friends, or for that matter, partners for intimate moments! Dating is no more a sinful pleasure, and people don't mind being blatant about their searches for dates. People look for dates everywhere - outside colleges, at cafes, in football games, and even online! Yes, online dating is alive, thriving, and kicking. The search for company, friendship and love leads people into looking for partners on social media websites. However, specialized dating oriented websites are where they'd always want to be, because such websites make the searching phase more fulfilling. Here's more about how online dating websites can mean serious business for you, and how you can go about planning and executing your very own dating website that can be really rewarding to your members in terms of helping them find partners to fill the gaps in their lives, and to you in terms of helping you enjoy enviable revenues from the same.

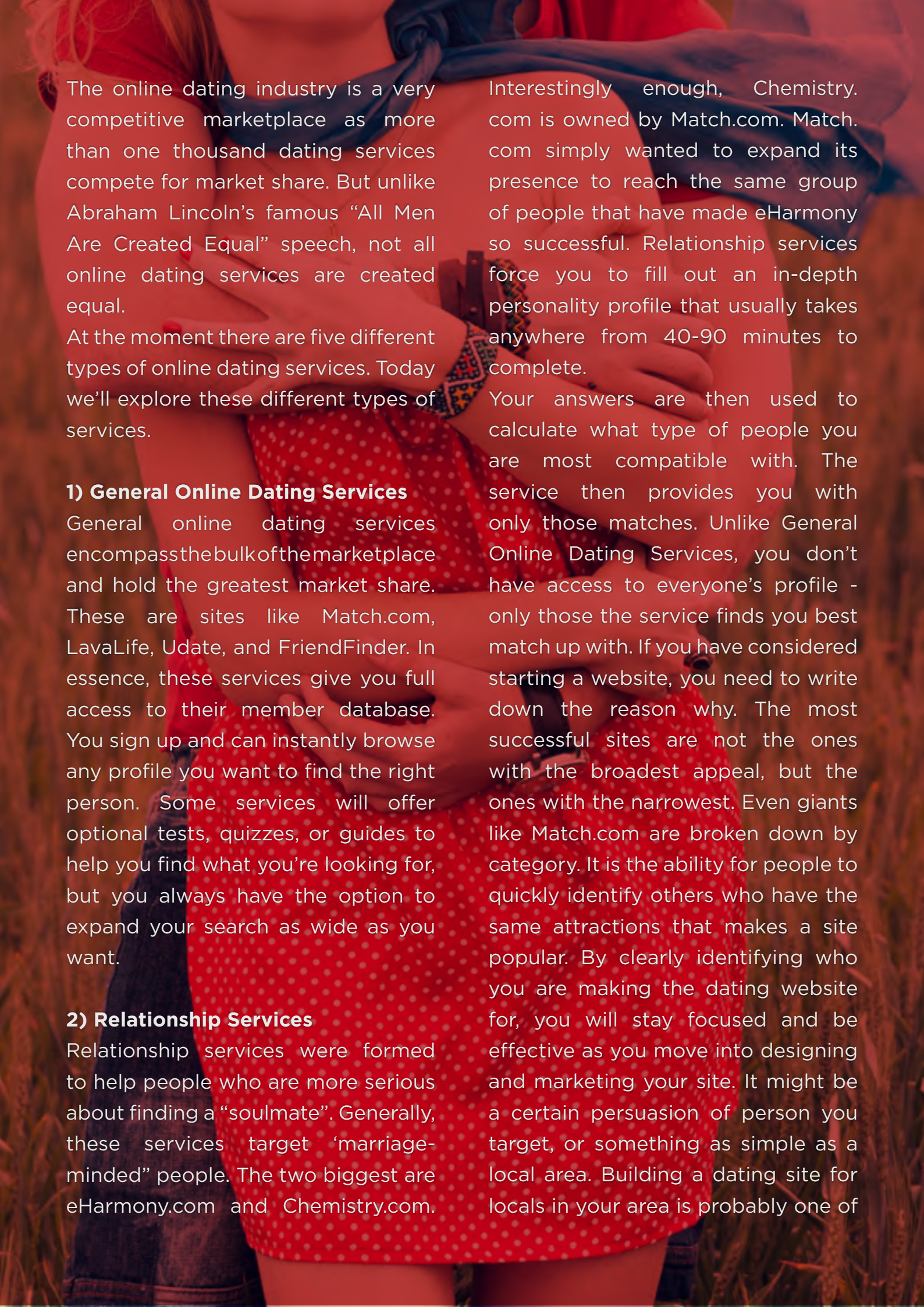


Find your Niche.

Niche online dating sites are becoming more and more popular such as black, gay, christian etc., which targets specific niche and aimed at particular tribes. The momentum will continue as people search out their tribes – people with shared values, beliefs and lifestyles. The key thing is people want to find their potential partner as quickly as possible. Any dating site which narrows down the choice for clients, whilst keeping it relevant, meaningful and real to them, will do well in 2015.

If you have considered starting a website, you need to write down the reason why. The most successful sites are not the ones with the broadest appeal, but the ones with the narrowest. Even giants like Match.com are broken down by category. It is the ability for people to quickly identify others who have the same attractions that makes a site popular. By clearly identifying who you are making the dating website

for, you will stay focused and be effective as you move into designing and marketing your site. It might be a certain persuasion of person you target, or something as simple as a local area. Building a dating site for locals in your area is probably one of the best ways to get started without needing to spend huge amounts of money for advertising.

A couple is shown from the waist up, embracing in a field. The woman is wearing a red dress with white polka dots and a colorful patterned bracelet. The man is wearing a blue shirt. The entire image has a semi-transparent red overlay. The text is placed over the image in white font.

The online dating industry is a very competitive marketplace as more than one thousand dating services compete for market share. But unlike Abraham Lincoln's famous "All Men Are Created Equal" speech, not all online dating services are created equal.

At the moment there are five different types of online dating services. Today we'll explore these different types of services.

1) General Online Dating Services

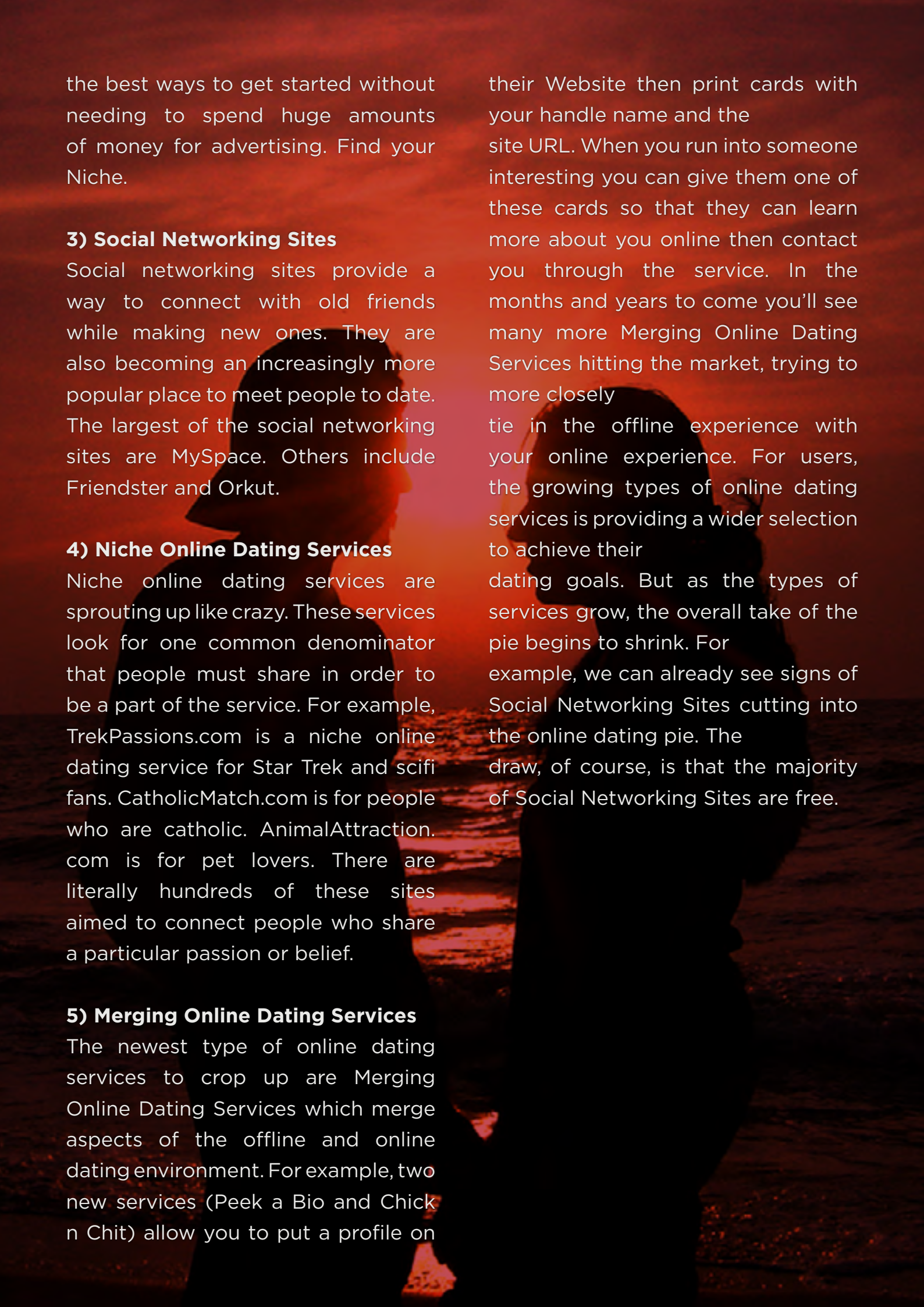
General online dating services encompass the bulk of the marketplace and hold the greatest market share. These are sites like Match.com, LavaLife, Udate, and FriendFinder. In essence, these services give you full access to their member database. You sign up and can instantly browse any profile you want to find the right person. Some services will offer optional tests, quizzes, or guides to help you find what you're looking for, but you always have the option to expand your search as wide as you want.

2) Relationship Services

Relationship services were formed to help people who are more serious about finding a "soulmate". Generally, these services target "marriage-minded" people. The two biggest are eHarmony.com and Chemistry.com.

Interestingly enough, Chemistry.com is owned by Match.com. Match.com simply wanted to expand its presence to reach the same group of people that have made eHarmony so successful. Relationship services force you to fill out an in-depth personality profile that usually takes anywhere from 40-90 minutes to complete.

Your answers are then used to calculate what type of people you are most compatible with. The service then provides you with only those matches. Unlike General Online Dating Services, you don't have access to everyone's profile - only those the service finds you best match up with. If you have considered starting a website, you need to write down the reason why. The most successful sites are not the ones with the broadest appeal, but the ones with the narrowest. Even giants like Match.com are broken down by category. It is the ability for people to quickly identify others who have the same attractions that makes a site popular. By clearly identifying who you are making the dating website for, you will stay focused and be effective as you move into designing and marketing your site. It might be a certain persuasion of person you target, or something as simple as a local area. Building a dating site for locals in your area is probably one of



the best ways to get started without needing to spend huge amounts of money for advertising. Find your Niche.

3) Social Networking Sites

Social networking sites provide a way to connect with old friends while making new ones. They are also becoming an increasingly more popular place to meet people to date. The largest of the social networking sites are MySpace. Others include Friendster and Orkut.

4) Niche Online Dating Services

Niche online dating services are sprouting up like crazy. These services look for one common denominator that people must share in order to be a part of the service. For example, TrekPassions.com is a niche online dating service for Star Trek and scifi fans. CatholicMatch.com is for people who are catholic. AnimalAttraction.com is for pet lovers. There are literally hundreds of these sites aimed to connect people who share a particular passion or belief.

5) Merging Online Dating Services

The newest type of online dating services to crop up are Merging Online Dating Services which merge aspects of the offline and online dating environment. For example, two new services (Peek a Bio and Chick n Chit) allow you to put a profile on

their Website then print cards with your handle name and the site URL. When you run into someone interesting you can give them one of these cards so that they can learn more about you online then contact you through the service. In the months and years to come you'll see many more Merging Online Dating Services hitting the market, trying to more closely tie in the offline experience with your online experience. For users, the growing types of online dating services is providing a wider selection to achieve their dating goals. But as the types of services grow, the overall take of the pie begins to shrink. For example, we can already see signs of Social Networking Sites cutting into the online dating pie. The draw, of course, is that the majority of Social Networking Sites are free.



Cost and Service

Now that you know who the site is for, it is time to think through how the site is going to support itself. This is something you want to consider before building the site as it will shape the tools and scripts you choose. Many successful sites offer two tier access to their dating profiles. Visitors can conduct a search for free, but often cannot see the full profile or contact the member unless they have joined. You will need to decide if your site

is going to use a paid membership model, where people have to pay to be a member, or a free site but where people have to pay to actually make contact. Or even a completely free site. One of the most successful dating sites in the world is 100% free for users, and it makes millions of dollars from the banner ads it places around the site.

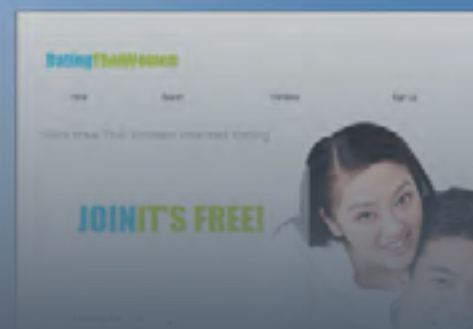
Build the Site

Website builders offer you the inimitable advantage of being single stop solutions for everything you want under one roof, sorting out all your concerns beginning from hosting to after implementation support. If you're in favor of opting for a fully convenient end to end solution, look no further than these terrific website builders. Before you get ultra-excited, it might be added here that creating a dating website is not an easy task. In order to make your dating website a success, you need to have functionalities like advance search options, payment gateway integration, profile creation, multimedia playback, instant messenger, match suggestions, memberships and much more. That's where tools like website builders, web scripts and themes come in handy. Now that you have a fair idea of how a dating website functions, we take you straightaway through lessons regarding the different methods of creating such a website.



Dating Software, Script, Free Templates and Profiles

Create Your Own dating, social networking site



DatingSiteBuilder.

DatingSiteBuilder is an uncomplicated solution for all your dating website creation requirements. Whereas you would not have to sweat much to find site builders that leave most of the work to you, DatingSiteBuilder brings in a fresh change and offers you complete end to end service. Competitive advantage will be all yours with this dating website builder as you are left just with the responsibilities of admin and marketer for your website. The user experience design is awesome, as all technical aspects of website creation are taken away from you. No undesirable branding, no difficult coding exercises, and zero hassle customer feedback – these are some of the vital hallmarks of your experience with this website builder. Setting the website up is a 5 minutes' job, literally, and then you have a massive collection of well designed templates that give a vibe of professionalism to your website. You get to customize the templates in many ways, so that the ultimate look for your website is just what you envisage. All the advanced profile creation features you can expect from a dating website are available, and you can implement the paid

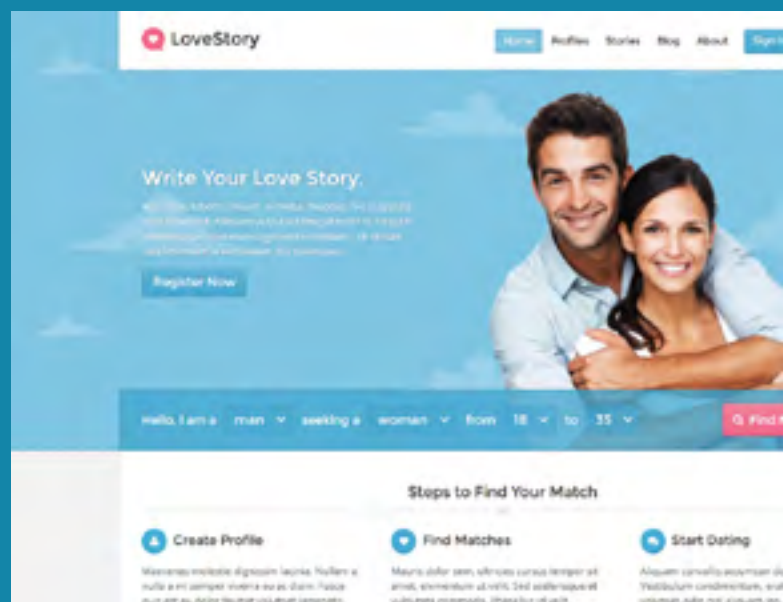
membership model easily as this website builder allows you to charge members for access privileges. DatingSiteBuilder doesn't leave you wanting in any respects, right from providing you an all inclusive website creation pack, giving you a chance to populate your website with thousands of profiles that can be purchased as packages, enabling webcam chat softwares for you to explore bolder business opportunities, and then helping you offer your website as vividly on mobile devices as on desktops and laptops. Making your dating website service visible and prominent online is also enabled with this website builder's SEO features which can give you the advantage of social networking, social bookmarking and commenting, forums, press releases and article directories, and video commenting. Also, the fact that you can create your very own social networking site with this website builder deserves accolades. The core philosophy with DatingSiteBuilder is – pay for it, and they'll take your website to the higher level! The services come to you in 3 variants – Premium, Small Business, and Corporate.

WordPress Dating Website Themes.

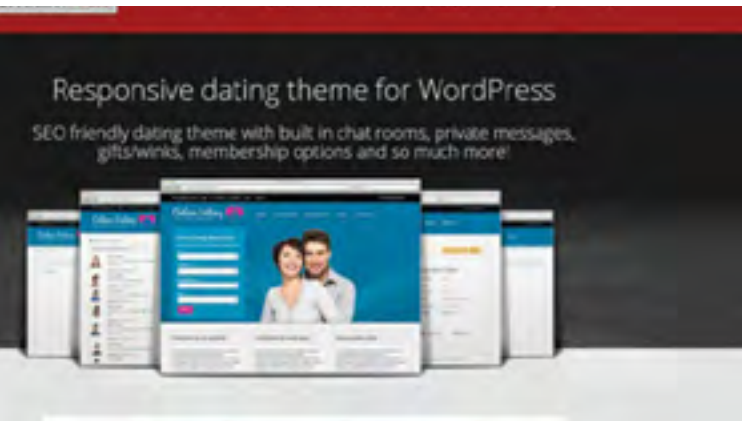
WordPress hardly needs any introduction; the CMS empowers every 1 out of 4 websites on the World Wide Web today, and the craze is spreading like wild fire with every passing upgrade to the swanky platform. Creating your website is a piece of cake with WordPress, as you will be able to use the WYSIWYG styled editor to create a website quickly. Adding multimedia is as easy as a clap of a hand, and then you have plugins to add to the functionality of the website. However, you'd need to realize here that WordPress as a platform is not sufficient to help you create a top class dating website. You'll need to leverage some of the most amazing dating website themes to work in conjugation with WordPress for you to create a stunning online dating website. We help you begin your search by telling you more about three of the most popular dating website themes for WordPress. These are premium themes, and you can have them licensed to you at pretty reasonable prices, which also makes this method dearer to those on a tight budget.

LoveStory Dating WordPress Theme

LoveStory could hardly have been named any better; the interface evokes the feeling of appreciation for beauty and desire for soft love, and you can leverage the same for success with your online dating service based on this theme. User experience design is terrific, and creation of extended profiles is visually motivated. Integrate WooCommerce plugin with this theme and begin inviting payment based memberships without any hassle at all. Providing different levels of access is easily achieved, and searching through user profiles based on criteria is also a breezy affair.



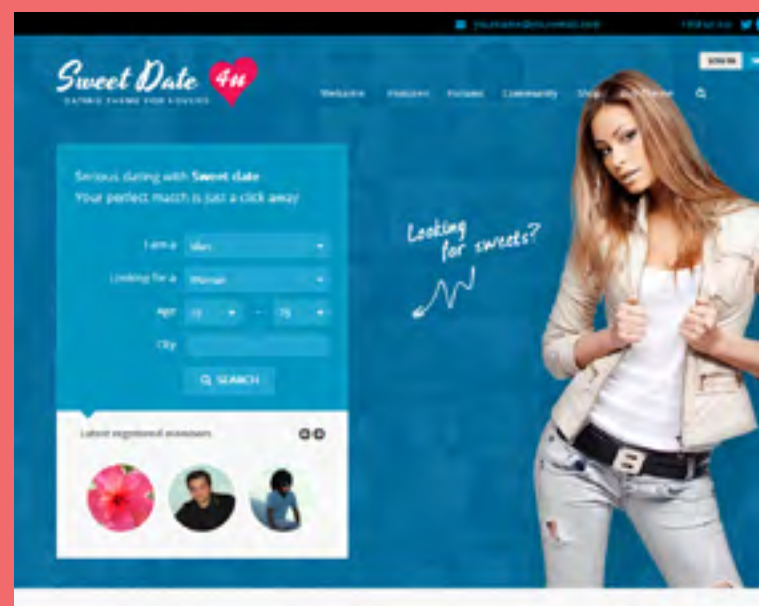
Dating WordPress Theme



Another top notch dating website theme for WordPress, Dating Theme is the perfect amalgam of style and substance. Sending gifts and private messages, using in-built chat rooms, using status indicator for being online, and distance calculator to help users know each others' geographical location better - all these tools help enhance the user experience of your dating website's members. You can monetize your website by using this theme as it allows you to implement a paid membership and ad revenue based business model. Moreover, this theme keeps users engaged with actionable inputs on how the site's doing. Child themes are included in the package and help you change the appearance of different pages.

Sweet Date Dating WordPress Theme

LoveStory could hardly have been named any better; the interface evokes the feeling of appreciation for beauty and desire for soft love, and you can leverage the same for success with your online dating service based on this theme. User experience design is terrific, and creation of extended profiles is visually motivated. Integrate WooCommerce plugin with this theme and begin inviting payment based memberships without any hassle at all. Providing different levels of access is easily achieved, and searching through user profiles based on criteria is also a breezy affair.





Dating Software and Scripts

Apart from website builders, you can go about creating your functionally rich dating portal by using a script or a software package that's specifically designed for creating such websites. You open up your consideration set by letting online dating website scripts impress you, and could well strike upon a great deal in the form of a cool script. Some of the scripts are open-source, which ensures that you get access to resources like widgets and themes. Here, we help you understand how software and scripts can serve you by introducing you to the best ones from the market





WPDating App

WPDating offer a different approach to dating software, the WordPress Dating Plugin. The WordPress Dating Plugin is a unique dating software for the super SEO friendly WordPress platform and the best part about the WordPress Dating Plugin is that it has more features than any other dating software application. Being a WP Dating customer, you get access to over 130 Premium WordPress Themes. No other dating software provider has that many themes and you get them free and since it's WordPress, you have access to even more themes. Thousands of FREE themes for your dating site can be found all over the net and that means your dating site can look different than any other dating site out there. WPDating offer more features than any other dating software

application such as Advanced Search, Saved Search, Custom Colors, User Stories, Near Me, Side Bar Browse etc. And combine that with the thousands of different WordPress plugins, and your dating site will be more unique than any other dating site on the Internet. WP Dating.com also has the Mobile Dating App. They've taken all the features that are in the desktop version of the WordPress Dating Plugin and put them into a really cool Mobile Dating App for Android and iPhone users. At Present more and more people are using their mobile phones to connect to websites. Now you can capture those visitors with the all new Mobile Dating App. Complete with all the features that the desktop WordPress Dating Plugin has and nicely bundled into a really cool app.

SkaDate Dating Software



Online Dating Software and Community Script

Build your own dating/community site with SkaDate dating software

- ✓ 100% unencrypted source code
- ✓ Lifetime software updates
- ✓ Free customer support forum
- ✓ Full-featured package at a one-time fee
- ✓ Free software installation
- ✓ Free SkaDate branding removal
- ✓ Video tutorials and manuals
- ✓ Free social networking and dating templates

DEMO TEMPLATES MOBILE

skadate master

skadate date on-the-go

The image shows a promotional banner for SkaDate. On the left, there's an orange background with white and yellow text. The main headline is 'Online Dating Software and Community Script' in white. Below it, a sub-headline reads 'Build your own dating/community site with SkaDate dating software' in yellow. A list of seven features is presented in white text with blue checkmarks. At the bottom left, there are three white buttons with orange arrows: 'DEMO', 'TEMPLATES', and 'MOBILE'. On the right side, there's a white box representing the software package. The top of the box has the 'skadate' logo in black with a pink heart icon. A large black heart is centered on the box, with the word 'master' in black below it. The side of the box is labeled 'skadate' and 'date on-the-go'.

Positioned as a simple yet sophisticated website builder for dating portals, SkaDate is a top class solution for all your dating oriented ideas such as an out and out dating service website, chat based service, and what not. The website builder is without any tricky coding exercises for you, so you can enjoy your blog and web page creation experiences. Once your website is populated with profiles, finding the right one among them will be easy for users, because of the profile search settings. The Speed Dating feature is a contemporary online dating method for adventurous users, and you can leverage text chat, video chat applications to provide the same to your website users. Completeness bar acts as a visual motivator for site members to add more information about themselves,

and multiplayer games on the website provide ample incentives for them to stick with the website. Watermarks can be easily added on to images, email implicit contact forms for effective communication, inventive smilies that make chatting fun, and flexibility of choice between free registration or invitation based registration for users – the world of options with this script is huge. You can monetize your website in multiple ways, including offering advertisements, affiliate programs, and others. You can also offer secure usage to your visitors by using the several security relevant features such as criteria based IP blocking. SkaDate allows you to offer your content in multiple languages, making it a truly scalable and globally relevant online dating website creation script for you.

eMeeting



Another heavily packed online dating service based website creation script, eMeeting, is enough to appeal to those looking to make their online dating service ventures long term successes. Encompassing online dating, community specific, social network styled and business website creation functionalities, eMeeting is already a heartthrob of many. Its simple admin controls, some special website templates, multi-language support, integrated payments and customizable profiles are just the beginning of a joyride for you. It's convenient to consider eMeeting as a geared drive to the perfect online dating service website. Once you install the free software and set it up, all you need to do is to select a classy template from the catalog and

hit the top gear inside the management area that encapsulates all the amazing options and features packed into this superb software.

There are no recurring fees for using this browser based software, and you can get through the website creation phase without having to invest any time. Personalizing profiles is easily enabled, and this makes your dating website a cut above the others. Also, you can accommodate unlimited members for your dating service, and can also offer FaceBook login and registration. Payment provider gateways are integrated with the software, and you can enjoy complex analytics results for the continual improvement of your website.

DateMill



etano
Community Builder

Home Demo Docs Features Addons Forums

Open Source PHP Script

Etano can be used to start up a dating site, a social networking site or any type of site involving groups of people.

Etano is a free open source project that's Unencrypted and Unencoded. That's right, you get the full source code allowing you the freedom to modify the script and customize it however you want.

Download Etano

The latest version of Etano (2.0) can be downloaded from Google Drive. Some addons & PDF guides are also available / [more info ...](#)

Documentation

An online user manual is available that has instructions for installing Etano and addons as well as using the admin panel, etc.

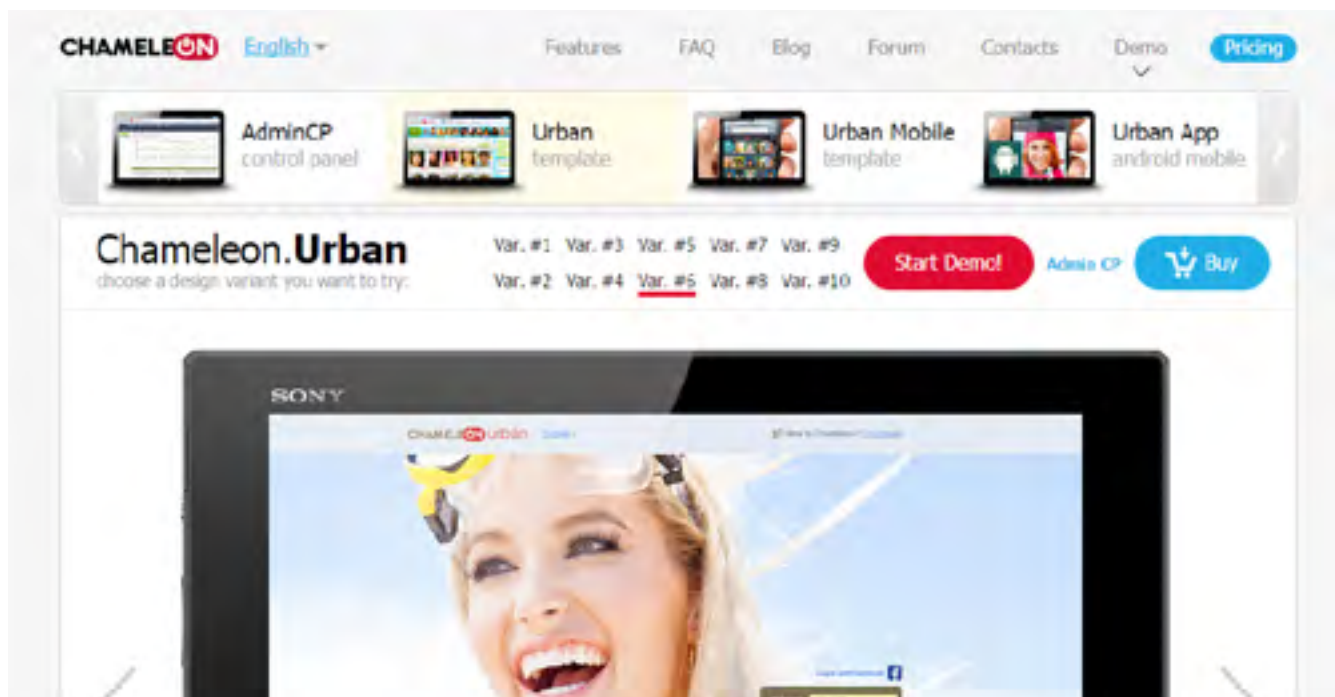
Support

Support is provided by the community in the forums. Most issues have already been covered so please first search the forums before posting.

Whether you wish to have a social networking website for singles to patch up, a full-fledged dating website with potentially thousands of profiles, or a bold adult content website, Etano will have your needs covered and provided for. This is an open source and unencrypted script that offers you advanced online dating website management features, along with the leverage of being able to tweak the code to achieve more from the your website. The pool of general features is pretty impressive, encompassing image watermarking facility, support for adding captcha codes to forms, designing top class templates without meddling with the platform code, simple backing up of precious member profiles, cache based website access and CSS based design. User experience is top notch, and the

functionalities here include unlimited photos addition, commenting on photos, saving of searches, preference based alerts from the website, advanced searching of profiles, easily manageable mailbox with labels, advanced site usage settings including privacy options, individual personal blogs with profiles, networking among limited number of members, and blocking of troublesome members. Administrators can use the script in several ways to achieve their website goals; moreover, the range of features spreads far and wide, encompassing functionalities like multiple profile types, moderator profile creation and management, automatic approvals and rejections of profiles, bulk actions, payment gateway integration and a lot more.

Chameleon.



Strong admin features that can be conveniently used are hallmarks of a great online dating portal creation script, and Chameleon has it all to impress you. Admins can use the control panel to make site wide changes, configure settings, approve and ban users, keep a tab on the kind of content being uploaded, manage payments from the members of the website, and a world of other admin features. The Smart Profile feature deserves a special mention here, as it allows users to create profiles they love themselves, which in turn is a huge retention factor for your website. Moreover, Chameleon empowers the user experience with some gripping

games, which also helps retain members. The Chameleon script is unencrypted and open source, thus allowing you ample opportunity of tweaking your way to great functionalities. Using your Chameleon empowered website will be easy as well as safe for your users, and the geo networking feature helps members find out the geography of other members. If you're looking to migrate on to Chameleon from another script, think no more as transporting to this script is easy. Integrated payment gateways help you flexibly monetize your website, and video chat facility adds another feather to the cap of amazing features.

Why WPDating?

Take a look at the summaries of the functionality provided by each App which is being summarized in the following table.

Factors	WPDating	SkaDate	PG Dating Pro	AspNetDating	DatingScript
PRICE					
Low	\$99	\$499	\$699	€ 290	\$150
Middle	\$199	\$649	\$1,999	€ 490	\$200
High	\$269	\$949	\$3,200	€ 590	\$250
Open source	x	o	o	o	o
PHP based script	o	o	o	x	o
USER FEATURES					
Mobile application	o	o	o	o	o
Social media integration	o	o	o	o	o
Google+ inviter	x	o	o	o	o
Facebook connect	o	o	o	o	o
Facebook friends inviter	x	o	x	o	o
Profile search	o	o	o	o	o
Private Messaging	o	o	o	o	o
Video instant messenger	o	o	o	o	o
Matchmaking	o	o	o	o	o
Proximity Search	o	o	x	x	o
Virtual gift-shop	o	o	o	x	o
Speed-dating	o	o	x	x	x
Games	x	o	o	x	x
Shoutbox/Activity Wall	x	o	o	o	x
Real-time Notifications/Events	o	o	o	o	o
Audio/video profile	x	o	o	o	x
Video-chat	o	o	o	o	x
Cometchat	x	o	o	x	o
Profile builder	o	o	o	o	o
Profile Cover Gallery	o	o	x	x	x
Profile completeness bar	x	o	o	o	o
Profile guestbook	x	o	o	o	o
Customizable profile status	o	o	x	o	o
Visitors List	o	o	o	o	o
Black list	o	o	o	o	o
Bookmarks	x	o	o	o	o

Factors	WPDating	SkaDate	PG Dating Pro	AspNetDating	DatingScript
Send profile to a friend	X	O	O	O	X
Invite a friend	X	O	O	O	O
Preferences page	O	O	O	O	O
User rating system	O	O	X	O	O
Member reports /Success Stories	O	O	O	O	O
Blogs	O	O	O	O	O
Forums	X	O	O	O	O
Tags / Cloud Interest	O	O	O	O	X
Polls	X	O	O	O	O
Referral system	X	O	O	O	O
Groups	X	O	O	O	O
Friends networking	X	O	X	O	O
Photo upload	O	O	O	O	O
Music upload	O	O	O	O	O
Music player	O	O	O	O	O
Video sharing	O	O	O	O	O
Photo albums	O	O	O	O	O
Photo/video/blog ratings	O	O	X	O	O
SITE FEATURES					
Responsive Design	O	O	O	O	O
Multiple languages	O	O	O	X	O
Google maps integration	O	O	O	O	O
Photo-gallery slideshow	O	O	O	O	X
Customizable splash screen	X	O	X	O	O
Customizable badwords list	X	O	O	O	O
Google sitemap	O	O	O	O	O
Distributed contact form	X	O	X	O	O
Smiles/Wink	O	O	O	O	O
SEO tools	O	O	O	O	O
Advertisement tools	X	O	O	O	O
Affiliate program	X	O	O	O	O
Watermark on photo/video	X	O	O	O	O
Free registration or by-invitation	O	O	O	O	O
Navigation	O	O	O	O	O
Custom pages	O	O	O	O	O
Online Status	O	O	O	O	O
CAPTCHA fields	O	O	O	O	O
Site security	O	O	O	O	O

Factors	WPDating	SkaDate	PG Dating Pro	AspNetDating	DatingScript
SPAM Protection	o	o	x	o	o
Links page	x	o	o	o	o
Hash & Salt user passwords	x	o	o	o	o
Newsfeed	x	o	o	o	o
Profile lists	o	o	o	o	o
Coupon codes	o	o	x	x	x
Paid Spotlight	x	x	x	x	x
ADMINISTRATOR FEATURES					
Finance tools	o	o	o	o	o
Payment systems included	o	o	o	o	o
SMS-billing	x	o	o	o	o
Moderators	x	o	o	o	o
Matchmaking setup	o	o	o	o	o
Membership management	o	o	o	o	o
Registration notifications	o	o	o	o	o
Photo verification	x	o	o	o	o
User photoes moderation	x	o	o	o	o
Automatic photo crop tool	o	o	o	o	o
Mass mailing tool	o	o	o	o	o
Limited features management	o	o	o	o	o
Profile questions and fields	o	o	o	o	o
Dependent profile fields	o	o	x	o	o
Member homepage customization	o	o	o	o	o
Activity scheduler	x	o	o	o	x
Google Analytics	x	o	o	o	o

Dating Website Marketing and Promotion Ideas

If you have an online dating site or you are planning to make one in the near future, then in order to make it a success, you would require to promote it in a proper way. Online dating is becoming popular each and every day and millions of people search for their partners for life on internet using these online dating sites. So, there is lot of demand for it for sure and if you can handle the members and cater to their requirements properly then you can certainly make your online dating site a success story.

There are lots of ways to advertise an online dating website. Some of them are free, others ask for investment and you can choose from them as per your needs and of course, budget! One of the free ways to advertise a website is to place classified in forums and other website that do not charge anything for posting a classified. Another way to advertise an online dating site is through social networks like facebook, twitter, Orkut etc. If you are using any of these social networks then they do make it easy to get free promotions and if you can get things right, then you can promote your dating site through viral marketing, which won't cost you a penny and simultaneously draw large traffic to your website.

People are mostly interested in online dating and are always in search for such sites and therefore it is not hard

to get them on your website. What is more important is that once they get there, you have to make sure that you keep them there. This is only possible if you are sincere in providing online dating matches to them. You should seriously consider their preferences of dating partners and try to find match for them accordingly. This is the only way (and the most effective one as well!) to keep the members.

The other way of promoting an online dating website is to make them free at first, this site is great example <http://www.koopa.com/>. Free online dating service attracts much more members than the paid ones. Once you have permanent members, you can start charging monthly subscription fees for it but free online dating service is the best way to get things started. This will also help in advertising of your site. You can always use this trait while promoting your online dating site and expect lots of members for your site.

These are some of the free ways for advertising your online dating site. If you have a decent budget then you can also opt for advertisement programs like Google adsense, which is a pay per click program and if you plan your ad campaign wisely then you can draw targeted traffic for your site at dirt cheap price.



Here are some more of the online marketing methods to generate traffic:

SEO - Make sure your title tags are unique on every page, and you research your keywords thoroughly. (Use Google Keyword Planner for this, it's free)

Link Directories - A quick way to generate some traffic, there are many online directories to list your new dating site in. Most are free. Do a google search to find these.

Craigslist - I like craigslist you can generate traffic this way, but you can also get flagged quick. Whatever works right!

Facebook - Facebook has a really simple and affordable advertising program. You have to have a facebook account to get started. You can set a budget as

little as \$5 a day and start sending super targeted traffic to your site immediately. Google Facebook Ads for details.

Local Ads - I am sure there are single people where you live. Why shouldn't they know about your website. I see bandit signs all over the place talking about "Find Georgia Singles". It's worth a shot, I'm sure it helps.

Recruit Affiliates - Affiliate programs work. If you have a pay to join dating website, you can pay affiliates/ recruiters a % of each sale for sending you new members.

Email Marketing - Make sure from the moment you decide to start you online dating website you are collecting email address. Communicate regularly through email to get referrals and keep your members active.



Getting Paid From Your Online Dating Website

So What's the BEST Way to Monetize A Dating Site? There is no one-size-fits-all answer. Picking the right monetization strategy for your dating site is almost like finding the right romantic partner for yourself. You need to know yourself (your website and customers), be aware of what the competition is up to, and do a little experimenting (but not too much!) to find the perfect match; but unlike your soulmate your monetization strategy is fully customizable, and you can even change it over time to adjust to evolving technology and market trends. Remember that while a solid revenue model is critical to your site's success, in the end it's all about conversions. If you can't convert potential users into paid members your monetization strategy is worthless

Paid Memberships

Some online dating sites opt to have users pay to use their site's services, usually by charging them a monthly or annual membership fee that's billed at regular intervals. The paid membership model promises sites revenue from every user who signs up, but may show slower user growth when compared to free dating sites. Most paid dating sites use the membership model to their advantage, promising potential customers a more select pool of potential matches who are "higher quality" or "more serious" about dating. It's important to note that paid dating sites are not limited to revenue from account subscriptions as they can always choose implement any of the monetization methods used by free-to-use sites.

Freemium

Some sites, especially niche dating sites, choose to let users sign up and use their product for free. These "free-to-use" dating sites have a low barrier to entry, which can encourage impulse sign-ups. While the free-to-use model may give dating sites a boost when it comes to building a user base, it won't bring in any revenue on its own, therefore they must incorporate other revenue streams into their business models such as working with affiliate networks, allowing users to exchange gifts, charging for premium content or offering VIP memberships.

Advertising and Affiliate Networks

This is the oldest website monetization trick in the book and plenty of dating sites still choose affiliate networks as part of their overall strategy. In most cases the CPA (cost per action) model is preferred by both dating sites and affiliates, but sometimes CPC (cost per click) can work as well. Increase your odds of success with affiliates by displaying deals from businesses relevant to the dating industry such as florists, jewelers or candy stores. If your dating site is niche, consider working with affiliates that cater to that niche.

Google AdSense

Never be naïve enough to forget the stable business model propounded by Google. You can smartly place advertisements and make your dating website a source of steady income for yourself. Choosing a builder that offers seamless AdSense integration is the way to go.



Digital Gifting

If it matches up with your site's target customer and overall structure, allowing users to send gifts to one another is one of the hottest and newest ways niche dating sites are monetizing their membership base. You can charge users to send virtual gifts like greeting cards, gift cards, digital flowers, digital candy or partner vouchers that are redeemable for physical products. Dating sites that support giftgiving between users often do so as an extension of their affiliate programs but many are now making this a mainstream option to allow users to "stand out" when introducing themselves to a prospective date or as a "Thank You" for a nice date experience.

Premium Content or Add-on Features

Some sites give users access to basic site features and offer access to extra tools or content for a small fee. For example, let users pay for a "boost" to show up in more searches or have them make a small payment to see more information about potential matches. Fair warning: this method will only be successful for your site if you make it easy for users to make micropayments. If you choose to go this route be sure your payment gateway can tokenize and store card data for repeat purchases, your users will not want to re-enter payment information for each transaction.

VIP Memberships

Some free-to-use dating sites choose to offer two or more tiers of membership, users can sign up and use basic features for free, or pay for a VIP membership that gives them extra features or services. Not to be mistaken for premium content purchases, which are made on a sporadic basis, VIP or tiered membership plans are subscription based, meaning users are billed on a recurring basis. Be sure to offer enough extra features to VIP users to justify the cost of the membership, you'll want to test this carefully.

Offline Monetization Through Live Events

Many dating companies have begun hosting local dating events such as speed dating, charity auctions and local dating mixers as an extension of their online services, bringing virtual users together in the "real" world, bringing a sense of authenticity to online dating. Dating sites can either host the event themselves and sell event tickets online to site members or partner with local networking organizations and local restaurants or venues.





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