

Build A Successful Dating Site

THE RIGHT WAY!

Table of Contents

About Me	2
What You Need To Know First	2
Dating Software Options - What To Expect	3
Custom Dating Software	4
Mobile Dating Apps	5
Building a Mobile Dating App	6
Build a Dating Site Under \$500 Dollars	6
Using WordPress For Free Dating Site	8
Payment Gateways	8
Buying Fake Profiles	9
Social Media Marketing	9
Using ChatGPT/AI	13
Email Marketing	14
Search Engine Optimization	14
Matchmaking Option	16
Running a Dating Site	16
Monetizing Your Dating Site	17
In Closing	18
Contact Me	18

So you want to build a dating website or dating app and you're just starting your journey? This Build a Successful Dating Site guide will show you exactly what to expect, what to know and how to build a successful dating website for next to no money at all.

About Me



My name is Michael Allen and I was a business and technology developer and analyst in the dating space for over 25 years and have created, launched and sold many dating software sites including wdating.com, advandate.com and idatemedias.com.

For the last 20 years I have been developing and marketing dating platforms for small and large scale dating sites including FarmersOnly.com, POF.com, Flirt.com, 420Singles.com and many more.

What You Need To Know First

The first thing you're going to want to know is that you don't have to spend thousands of dollars on starting a dating website. There are dating software providers that will try to sell you thousands of dollars in dating software or mobile dating apps. You're wasting your money on those. You don't need to spend thousands. I'll show you how to do it affordably.

Here's the cold truth. You will most likely give up after 3 months. Why? Because running a dating site is tough and takes time. You won't make money overnight. You need to be in it for the long haul. My customers who are successful understand this and are in it for the duration.

Those niche dating sites that are putting in the time and effort reap the most rewards. Are you going to be one of those that gives up after 3 months or will you put in the time and effort to do it right and reap those rewards?

You have to research your niche before starting it. You want to make sure the niche is not saturated. If you build a niche dating site in a market that is already saturated then your dating site will fail. I've seen this thousands of times. People have pipedreams without doing their research and they start a dating site in a saturated market and then don't understand why it failed. Do it right the first time and you'll save thousands of dollars and tons of headaches!

While you might be looking at buying dating software, I implore you to read this guide because you might not need to buy dating software at all. Keep reading.

There are two types of people that get into the dating space. There are those with an existing following and there are those that don't have any following at all. I'll explain both.

Those that have an existing following will have a head start on building a dating project. These include those that have a Facebook page with hundreds or thousands of followers. I have had clients that have their FB page set up long before they get into a dating site. When they decide to get into a dating site they already have a following with people ready to visit their new dating site. Those people that have this get a head start on building their profile base and it doesn't take long to start charging a monthly subscription and they're off to the races.

Then there are those that don't have a following and they want to start a dating site. This could be more challenging and take more time but it can be done provided you don't give up. This is key. Do not give up. If you start a project, just think where you'll be in one year. When that year comes up and you haven't started one then you've wasted a year thinking about it. Get it done now so you can be a year down the road when that year comes. The time is now but you have to follow my guidance or your dating site will fail.

Dating Software Options - What To Expect

When thinking about starting a dating site you're going to most likely be searching on Google for things like "Start a dating website" or "Dating Software" or "Custom Mobile Dating Apps" or any number of things with the objective being that you need to find dating software to start a dating website. I'll list the major dating software providers below and their prices and what to expect.

SkaDate.com - Russian dating software provider that is located in Russia. They pretend to be in America with a US number but once you call these guys you'll quickly find out that they are Russian.

SkaDate also charges a premium. Their cheapest package is \$3000 dollars. That's a huge price tag for dating software. This is something you must not fall for. You do not need expensive dating software and I'll explain why as we move along.

DatingPro.com - Another Russian dating software provider pretending to be in America. Don't be fooled into thinking DatingPro and SkaDate are American companies. They are not.

DatingPro also pretends to offer their dating software for \$1 dollar. This is a gimmick and a trick. This is designed to get you into their system where they send you countless offers. It's just spam. What they really want to get you to spend is \$3000 just like SkaDate. Don't fall for this. You don't need to spend thousands of dollars to start a dating site. Again, I'll show you this as we move along.

iDateMedia.com

Full disclosure, this is a company that I started and sold in 2023. While I started this company I did sell it to an American out of Utah. This software is reasonably priced at \$399 which is all you

need to get started. You don't need a dating app. I'll explain more about why you don't need a dating app below.

WPDating.com

Full disclosure, this is a company that I started and sold in 2014. This is a company that is now in Nepal north of India.

WPDating is a dating plugin for WordPress. This solution starts at \$149 and goes up from there. This could be a viable solution but keep in mind that major dating sites do not use WordPress. However, that should not deter you from starting with it. WordPress is not really designed to be a highly dynamic dating website with millions of members but would be suitable for thousands.

Also know that WPDating.com is not open on weekends.

AdvanDate.com

Yet another full disclosure. This is a dating software company that I started and sold in 2018 to a buyer in Lithuania and has since ceased operations. They are still live on the site but the dating software has not been updated in years. I do not recommend this dating software solution.

White Label Dating Option (READ CAREFULLY)

There's another option for starting a dating site and it will cost you zero dollars to start and that's a White Label Dating solution. Companies like datingfactory.com and whitelabeldating.com will provide the dating structure, dating profiles (Only popular niches), hosting, payment gateway. You simply provide a domain name and they will provide everything but beware that YOU have to do your own marketing and these companies will only share 50% of the profits. That means if you send people to register and they pay \$50 dollars then you only get \$25 dollars. ALSO, you do not get your members if you decide to leave. They keep them. You only walk away with your domain name. In my opinion, this is a very bad idea for those looking to start a dating site.

Custom Dating Software

This is yet another dating software option that you have at your disposal and this one will cost you a lot. I mean a whole lot. Like starting at \$30,000 dollars and going up from there. The idea here is to build your own dating site from scratch. By the time you're done you'll have spent close to \$100,000 dollars and you haven't even marketed your site yet.

There are custom dating software builders out there and there's not one that just provides custom dating software. Sites like Chetu.com, AppTunix, AppScript, Code-Brew, BuilderAI, DreamcoDesign will sell you a custom dating site solution that will cost you dearly. You do not need to spend thousands to start a dating site.

Now this is not the same as customizing existing dating software. If you want to add custom features and functions to an existing dating software base then that's definitely an option for you but keep in mind that it should be simple when starting. Keep the money you want to spend for custom features and use it for marketing. No reason why you can't add in custom options later but people don't really care about custom stuff. They want a match in the niche they are looking for.

Mobile Dating Apps

There's a huge misconception about "needing" a dating app. You don't need an app. These dating software providers are part of that agenda and it simply means they make more money. In this section I'll break down why you don't need a dating app.

In the niche market world of online dating, attention is key. If you don't capture your user and onboard them quickly then you're going to lose that member. This is why responsive design beats out apps every time.

Responsive design simply means that when the user goes to your site on their mobile device/browser, the site will adjust based on the screen size of the device. You still get all of the desktop features but it's been designed to adjust to the screen size so it won't matter what device they use. Whether it's a desktop, laptop, tablet or mobile phone, it will all fit.

The mobile dating app user experience adds 5 steps to the onboarding process whereas responsive design is just 2. Here's the breakdown:

Mobile Dating App

- User finds app icon on website
- User downloads the app
- User installs the app
- User launches the app
- User registers on the app

Responsive Design

- User finds the website
- User registers on the website

Also keep in mind that Apple has been rejecting new dating apps into the iTunes store for 3 years now. Chances of you getting into the store are slim. They state that the iOS app store is saturated with dating apps. Unless you're unique, different, you're not getting it. Not to mention not being found.

If you succeed with your dating site then the next step would be a mobile dating app but again, not required so don't feed into what dating software providers will tell you. You do NOT need a dating app.

In a niche dating world where attention span is quick, you need to onboard your user very quickly. If you don't you run the risk of losing them. This is why you don't see apps being pushed on major dating sites like FarmersOnly.com, ThaiLoveLines, SpiritualSingles and others. They understand this and so should you.

Resist the temptation to spend thousands on launching a dating app.

Building a Mobile Dating App

If you decide to go the mobile dating app route and you're looking to build a mobile dating app, keep in mind that the money you spend on creating that app could be used for marketing your niche market dating site. There, I said it.

So now you're hell bent on doing it so keep this in mind. The more features you add to the dating app the more time and money it's going to take. If you take sites like Bumble and Tinder, you'll find that it's only a few features. Not the same features you get in say the website like Match.com or others.

When creating a mobile dating app, you don't want to use Native design. This means you'll have to create an app for iOS and an app for Android. If you forgo native design and use Hybrid design, then you can create one app and push it to both iOS and Android. This will save you time and money. Apple and Google don't care about the tech used which means you can use Hybrid over Native design.

Build a Dating Site Under \$200 Dollars

Again, you don't need to spend thousands on dating software or mobile dating apps. What I will show you now is how to build a dating site for less than \$500 dollars.

Keep this in mind, you don't need the best looking dating software or best looking mobile dating app. That doesn't mean shit. You'll spend all that money for nothing. Case in point, FarmersOnly.com, go register and login and look at the interface they have for the users. That interface never changed from 2005 when they bought the dating software from me. They instead focused on marketing and getting people to the site. They now have over 25 Million members and 1 million active monthly.

The steps below outline how to successfully start/launch a dating site. While others might try to tell you that you need the best dating software and the best mobile app, they are doing this to get you to spend thousands and the brutal truth is that you will most likely give up after 3 months. Why spend \$5000 dollars just to give up? Why not spend a few hundred dollars and try to make a go of it? Spending thousands won't make your dating site successful. I've been doing this for 26 years and I know what works and what doesn't.

Steps To Create a Dating Site:

- Research the niche you want to go into. If you need help, reach out to me. Make sure the niche is not saturated.
- Settle on a good domain. iDateMedia offers a free domain if you want it. It's a \$12 dollar value.
- Get dating software from wpdating.com or idatemediamedia.com. You'll only need the under \$500 dollar versions and in some cases, you'll only spend a couple hundred dollars. You don't need an app. Seriously, resist that temptation!
- iDateMedia offers free hosting. Take advantage of that. Hosting will cost you about \$75 dollars per month so get the free hosting from them if you want to use their solution. wpdating.com does not offer free hosting.
- Once you get your default site up, get into it and change the profile questions and any compatibility quizzes and make them relevant to your niche. Again, if you need help, be sure to reach out.
- Replace the logo and images. Keep in mind you do NOT need a fancy logo. Since attention spans are small you don't want the focus to be on your logo. Make it small. Checkout match.com or others and you'll see what I mean.
- You'll want to keep your site free until you build a good member base because no one is going to pay a subscription fee if no one is there.
- Get your About Us pages set up to include a phone number and all about what you're doing and why you're doing it.
- Prepare to do a YouTube video where you talk about why you created your niche market dating site. Then place that video on your front page towards the bottom and or put it on your About Us page. The idea here is that you let people know you're legit and you're there to help them match other like-minded individuals.

Steps To Market a Dating Site:

- Once your dating site is ready to go and that means you have finalized setting up your images, logos, profile questions, about us, quiz questions and testing your site (Register, login, search, advanced search, email, upgrade, contact forms) to ensure the dating site works, then it's time to get going with marketing.
- Set up, at a minimum, X (Formerly Twitter), Facebook, Instagram and LinkedIn. Once you have those accounts set up then add these icons to the footer of your

dating site as well as your About Us and Contact Us pages. You want people to see your links. I'll go into how to use these later in this guide.

Using WordPress For Free Dating Site

WordPress is the number one solution when it comes to creating a website on the Internet. More websites use WordPress than any other platform. This is because WordPress is a stable CMS (Content Management System). It's been around for a long time and has thousands of themes and plugins making it one of the most used platforms around. Oh and it's completely FREE!

Once you install your WordPress website you'll need to add a few things to make it a dating site. While you could use the WPDating Plugin, that will cost you \$149 or more but if you want to do it free then start by adding some essential plugins. Here's a list of essential plugins.

Basics:

All In One SEO Plugin
WooCommerce
Classic Editor
MailerLite WooCommerce Integration
Really Simple SSL
WordFence Security
WP Mail SMTP

Profile Builder:

[User Profile Builder](#)

You can also use an all-in-one plugin called BuddyBoss. They have a free version [WBComDesigns](#) for the free Buddyx theme

So with the above details you can turn WordPress into a free dating site complete with your own app. All with zero dollars. You can use AppMySite.com to turn your WP dating site into an app that you can then download the iOS file and Android APK file and submit those to iTunes. All that costs you no money. Other tools include WPMobile.app, MobiLoud and AppPresser.

These are just a few of the free options you can use to turn WordPress into a dating or social site. If you need help setting this up please [reach out](#).

Payment Gateways

With any dating site you have to have a payment gateway that allows your customers to pay with credit cards. There are two types of dating sites. There are dating and adult dating and

some processors like PayPal will not let you take payments on an adult dating site. Below I have listed a few payment gateways that you should use.

PayPal

Most everyone has a PayPal account. Allowing your customers to pay with PayPal allows your customers to pay with their PayPal account or a credit card. They take 2.9% of the sale plus a .30 cent transaction fee. This is a great option unless you're an adult type dating site.

ccBill

ccBill allows you to run adult type dating sites. They take 10% of each sale and give you back 5% after 3 months. This is to cover any potential chargeback fees.

Chargebacks

Chargebacks are just a part of doing eCommerce. You will get hit with one eventually if you run a successful dating site. Just ensure you keep your records of IP, Email and First and Last Name to give to the credit card processor to show proof of a users payment. Keep in mind that most credit card companies side with their members so get used to losing these cases.

Buying Fake Profiles

Don't do it. You're going to want to populate your dating site with fake profiles. This is something that every dating site owner wants to do. You will want to make your site look busy and full and the bottom line is that you just don't do it. It will destroy your site's reputation and you will make NO MONEY!

When you buy fake profiles, they are most likely hacked from other dating sites and have been sold hundreds of times over. Even if the profile email was real, they are not coming to your site. So when real people email fake profiles with no reply, they will scream foul. This will destroy your site's reputation unless you're going to run an unethical dating site and if that's the case, you're going to get caught and go to jail. I've seen numerous people get in trouble this way. Just Google the Ashley Madison hack.

So by not buying fake profiles you will have the question of how can I get a lot of people on my site? This is a question that every dating site owner goes through and this will just be a growing pain. They all go through it and do it and you're no different. Do it right and before you know it you'll have a good base of profiles.

Social Media Marketing

Using Twitter/X

When using X, formerly Twitter, you want to first set up your account. Try to make the account name (Username) the same as your dating site. Example, if your dating site is mythaidatingsite.com then try to make the Twitter account “mythaidatingsite” so that things are consistent.

You’ll want to set up your bio, add your URL to your site as well as some relevant hashtags (#). Hashtags are keywords so if you’re a Thai dating site then add #thaidating as a hashtag. That way your X account will be found provided you post relevant Tweets.

Once you have your X account set up properly (Reach out if you need help) then you’ll need to post a few Tweets to your account. Be sure to use images and hashtags in your Tweets. Here’s an example of a Tweet:



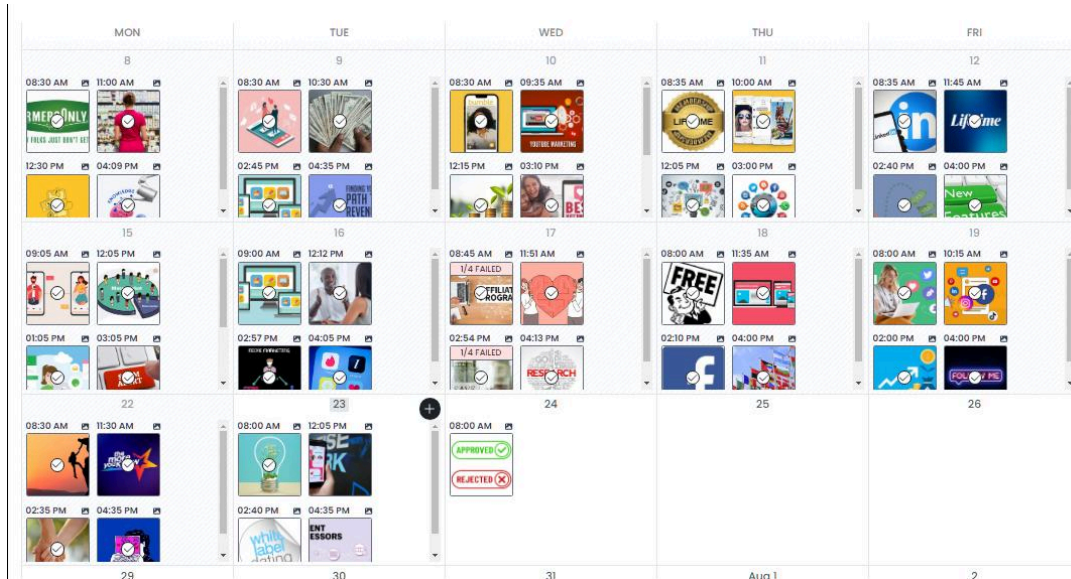
In the image above you will see the Tweet text “Take your dating business from ordinary to extraordinary. Every step of a dating site’s journey is about growth. Are you growing?”. You’ll also find a link to my site (URL) as well as hashtags of what I think people would type to see my Tweet. I also include a relevant image.

Once you have a few Tweets pushed out, it’s time to grow your follower base. This is important. One thing to remember on X is that when you Follow someone, if you’re relevant to what they are into then you can expect a 25% Follow Back rate. That means for every 100 people you Follow then, on average, 25 will Follow you back. These are people that will see what you Tweet. This is how you build a Follow base. Remember to Tweet often. I do it every day or just about every day and about 4 times a day.

I use a site called [Pally.com](https://pally.com) to automate all my social media. This means I can create unlimited pieces of content that get scheduled in the future. What I do is push 4 pieces of content every day to X, Facebook, LinkedIn and Instagram.



You can choose more but that’s what I do. I schedule these for 8:30am, 11:30am, 2:30pm and 4:00pm every day including Sunday. This site allows me to do that. I set it all up on a Sunday for the next two weeks and it all goes out automatically.



Above shows my calendar schedule and I just push 4 pieces of relevant content each day. When I post this to all my social media channels, my Followers will see it. This is free marketing. Again, the objective is to Follow relevant people to get that 25% Follow Back rate.

Also keep in mind that X will limit the number of people you can Follow in one day so if you Follow too many, they may think your account is compromised and they will ask you to change your password. This is normal so don't sweat it. Change it and you're good.

X states that you can Follow up to 250 people per day. This number seems to change so it depends on how quickly you're doing it. Take your time and remember, it's the long game, not the short game.

Using Facebook

Create a Facebook page. Try to call the page the same as your site/X account. Set up your images, and all the content, about, URL details.

This is something I don't put a lot of effort into. I ensure that I push content to my FB page but I don't do any advertising or engagement.

Using LinkedIn

LinkedIn allows you to create a free Company Profile Page. Again, try to use the same company name as your site name to ensure consistency throughout your social media platforms. This is good for branding.

LinkedIn allows you to invite 250 of your Connections per month to your Company Profile Page. So what you need to be doing is set up a LinkedIn account then start Connecting with people that are relevant. So if your dating site is a Christian dating site then search for Christians and Connect with them but don't spam them. The objective here is to get those Connections that you can invite to your Company Profile Page later on.

When you connect Pallyy to LinkedIn, you want to only connect to your main LinkedIn account, not the Company Profile Page. Your Connections will see your content posts more than they would on a Company Profile Page. This doesn't mean you shouldn't post content to your Company Profile Page. You should but your scheduled Pallyy content should go to the main LI account.

I would push different content to your LI Company Profile Page but focus on your main account. Pallyy will know the difference between a LI account and a LI Company Profile Page.

I also write articles on LI. I use AI to do that and I'll go into detail below on how to use ChatGPT to create articles that you can post to your website as well as your social media accounts.

Using Instagram

The same thing you do on X should be done on Instagram. The exact same process. Using Medium.com

Now I do use other social media accounts but I don't push my Pallyy content to Medium.com. I create blog posts and AI (ChatGPT).

On Medium, I will create articles

Using ChatGPT/AI

If you haven't used ChatGPT then you really should. ChatGPT is AI (Artificial Intelligence) and I use it all the time to help write articles.



ChatGPT is all about the prompts you use to create the article. You can't just tell it to write an article. You have to use prompts. I'll show you an example of a good prompt below for a Christian dating site.

"Write a 1000 word blog post about how Christian dating sites are the goto niche for American religious dating sites. Put an emphasis on how Christian dating sites can help Christians find love in the online dating space"

That above prompt will produce about a 1000 word post about Christian dating with the emphasis on what you put in there. You can copy/paste that to your blog post. Be sure to change it up a bit including taking out the first sentence and replacing it with something relevant. Add some new text/images to it and kind of make it your own.

At the time of writing this, Google does not penalize sites for using AI to help create content.

When you create an article or blog post using AI or simply creating one yourself, be sure to push that as content to your social media. You don't need to push the whole content into the post but link to it in the Tweet or post on your social media accounts.

Email Marketing

As you start to build your dating site profile base, each member will be registering with a confirmed email address. This is a lead. A lead is someone that you can market to and make money off of and dating is no different than your typical sales job. It's all in the lead.

When someone registers and confirms their email, you now have a valid email and or phone number to market to. Whether it's sending a monthly newsletter, coupons, upgrade options and or specials, this email is how they will receive this information. If the user registers with their phone number, you can now send offerings to their phone via SMS. Just be sure not to send tons of spam to it or your member will unsubscribe and remove their email.

When thinking about what to send members, be sure you have a few members before you start sending newsletters. I would do it once every week. I recommend every Saturday morning around 11am PST. In your newsletter, I recommend talking about your niche and the dating site. Offer up some coupons to visitors who read and try to get them to upgrade.

Most dating software providers that provide free hosting will not let you mass email from the server. What you want to do is export your members email addresses and take them over to places like [MailerLite](#). These allow you to send out email newsletters and most have a free account that lets you send up to 300 subscribers. It's a great tool for starting out.

When sending out newsletters, you want to use subject lines that will get people to open up the email newsletter. Some will call this clickbait. Well, it works and works well. Just watch just

about any YouTube video and you'll see how clickbait works. It's all in the name. It's bait to get you to click and again, it works well. Just don't spam people!

Search Engine Optimization

I won't get too much into this but it should be something you think about. Because there are so many dating sites, you're not going to get to the top of Google very quickly. It can take years to do that but if you want to get quick organic traffic then use social media.



At a minimum your dating site should have the proper meta tags in place. Those are Title, Description and Keywords. Below is just a sample of what your site should have on the header of each page:

```
<meta name="Title" content="My Niche Market Christian Dating Site." />
```

```
<meta name="Keywords" content="christian dating, online dating, internet dating, romance, relationships, marriage, free personals, online chat, chat, chat room, singles" />
```

```
<meta name="Description" content="Looking for new ways to find a Christian date? Try out our site to find that Christian single." />
```

That above code should be in the header of your site. Most dating software applications will have this but you need to fine tune it with relevant details.

Keywords

There are two types of keywords and I'll show you examples of them below. There are 2 words and then anything other than 2 words would be called "Longtail Keywords".

Keyword: *online dating*

Longtail Keyword: *online christian dating*

Those are the only two types you want to use. You might not rank well on Google for 2 word keywords but you'll rank a whole lot better with longtail keywords.

Anytime you write a blog post or article, be sure to include your keywords into the post. Don't overuse the keywords or that could be considered keyword stuffing and Google does not like that. Try to use the keyword about 2 times in each paragraph.

Matchmaking Option

There's another sector of the dating space that makes money and that's the Matchmaking business. This is where people who have a knack for talking to people, try to help people manually match with other people. This is a Matchmaker.

Matchmakers have a backend system, which you can use the dating software for, that they register and create a profile of their clients. Then they use the algorithm of the dating software to find a match, then they manually match these two people together. They then do an introduction of the two matches.

Matchmakers usually charge a fee. Normal Matchmaker fees range from \$500 to \$10,000 or more. There's such a thing called Millionaire Matchmakers and this is a clientele that gets charged a premium. I've seen these prices go into the 5 digits.

You can run a dating site and a matchmaking service together. This is not as common as just a dating site but once you become established then you can run this Matchmaker business and earn even more money.

Running a Dating Site

When it comes to running a dating site there are a few things you have to remember. I've itemized them below.

- Do not auto-approve content. This means profiles, videos and audio. If you auto-approve it then spammers will decimate your dating site and your members will leave. Manually approve all content so you know what goes into your dating site.
- Put up a message that warns people not to send people they meet on your site money. If anyone asks for money on a dating site then they are a scammer. Educate your members with this. If you don't, your members could lose their life savings. This happens more than you think.

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- Use the anti-spamming and anti-scamming tools that your dating software comes with. Failure to do this will result in scammers getting into your site and causing mayhem.
- If you run a dating site long enough then you'll be the target of scammers and spammers. Cut them off at the pass before they even get into your system. Remove them and block them when you find them.
- Approve content quickly. Don't wait days to approve profiles. Approve/Reject them daily and if you can, multiple times a day. I would do them as they come in but I know that people may not have that kind of time.
- Keep your dating site free until you build a profile base of real people. No one is going to buy a membership if no one is there. You can use AdSense to monetize your dating site while in free mode.
- Market your dating site on social media.
- Get in-front of your dating site. Do videos and put yourself on camera. People love warm fuzzies. Making a member feel comfortable makes them spend money easier.
- Don't add forums, groups or user blogs to your dating site. These are not dating features and dating users don't want to use them. They want to find a match, not read forums, groups and blogs.
- More men join dating sites so focus on getting more women to join your niche dating site. That way you can keep the ratio near 50/50. Otherwise it's a sausage fest!

Monetizing Your Dating Site

When it comes to making money with a dating site, you have a few options. I'll outline those below so you have a better understanding of when to charge, what to charge and what to offer for the subscriptions.

Monthly Memberships

Once you build a good size profile base of real people then you can start charging. Remember, no one is going to buy a subscription if you don't have any members so keep it free until you have a good base of real profiles.

Don't overcharge for your subscriptions. Most likely you're niche. Keep it well under what the general dating sites charge. Bumble charges over \$60 per month. That's really high but they have the general dating market. You want something in the neighborhood of \$20 dollars.

You could offer different tiers of subscriptions for your dating site for certain features. You always want to charge for any form of communication between users; i.e. Live Video Chat, Email etc. You might also want to charge users to see who has interest in them or Likes them. These are tiers you can think about charging for.

Lifetime Memberships

The average life expectancy of a dating site user is 3 months so if you charge \$20 dollars per month you're only getting about \$60 dollars but if you offer a Lifetime Membership for say \$190, you'll make more. You'll be surprised how many people opt-in to that Lifetime Membership.

100% Free Dating Site

If you run a 100% Free Dating site then you'll have to monetize it some way. The only real way is through advertising. I highly recommend Google's AdSense. You get paid when people click the ad and view the ad. This setup takes a couple weeks to really get going but it's great for those sites that are 100% free.

Once you get a good amount of people visiting your free dating site then your AdSense revenue will continue to go up. Remember this, do not click your own ads or Google will ban your account. Don't encourage people to click the ads. Google will ban your account.

Affiliate Marketing

There are tons of options out there when it comes to affiliate marketing. You can sign up as affiliates for other dating related products and services. You're going to have exit traffic on your dating site so why not send them somewhere via an affiliate link and earn a commission from it? Just find related dating services that offer commissions for sending people to their site. Put those banners in your dating site and start earning commissions on your exit traffic.

In Closing

When thinking about starting a dating site, keep in mind that you do NOT have to spend thousands and you do NOT need a dating app. Do not listen to these Russian providers that only want you to spend thousands because they make thousands off of you. I've been in the dating software business for over 20 years and I know how this works. You simply need some inexpensive dating software that works, a niche idea and some marketing. You don't need to spend tons on marketing either.

Running a successful dating site takes time and it won't make money overnight. My customers that run successful dating sites know this. If you like 5 digit monthly revenue then you need to be in it for the long haul because if you put in the time and effort, you will be rewarded!

Go through these options here you see in this guide. I have 25 plus years in the dating business space. I have run my own dating sites, sold dating software, marketed dating sites for years and what I have just posted above will point you in the right direction if you want to Build a Successful Dating Site!

Don't spend money on dating conferences. I've been to them. Save your money and follow me and I'll tell you exactly what they will do.

Contact Me

If you want to take your dating site to the next level then contact me at any method below.

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