

Site vs Link

Summary

DAO.AD supports two traffic source types: Site and Link.

Choose Site when you own a website and can install DAO.AD ad code directly on the page.

Choose Link when you want to monetize traffic without direct access to a website, such as traffic from social networks, messengers, redirects, or other external sources.

Before You Begin

- Role: Webmaster
- Estimated time: 1 minute

Source Types

Site

A Site source is used when **you own or manage a website**.

You will need to:

- Add your website URL
- Verify website ownership
- Provide traffic statistics
- Install DAO.AD ad code on your website

Typical examples:

- News websites
- Blogs
- Content portals
- Forums
- Entertainment websites

Link

A Link source is used when traffic is sent from external platforms and **you can not install code directly on a website**.

You will need to:

- Specify a traffic source name
- Select a category
- Provide traffic statistics

Typical examples:

- Social media traffic
- Messenger traffic
- Redirect traffic
- Purchased traffic
- Arbitrage traffic

Comparison

Feature	Site	Link
Website required	Yes	No
Website verification	Yes	No
Traffic statistics required	Yes	Yes
Ad code installation	Yes	No
Suitable for website owners	Yes	No
Suitable for external traffic	No	Yes

When to Choose Site

Choose **Site** if:

- You own the website
- You can modify website code
- You want to monetize website visitors directly

When to Choose Link

Choose **Link** if:

- You buy traffic from external sources
- You use social media traffic

- You use redirect or arbitrage traffic
- You do not have direct access to website code

Related

- [Create a Site Source](#)
 - [Create a Link Source](#)
 - [Site/App Approval](#)
 - [Placement Rules](#)
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