

Spaceships and Laser Beams is turning a personal blog into a thriving media brand with Google-supported ad revenue.

The Challenge

Stephanie Keeping originally started her blog, Spaceships and Laser Beams, to share party ideas for her son. After discovering via Google Analytics that the site was generating significant web traffic, she saw the potential to turn her passion into a full-time business and expanded her content to include family-friendly recipes. Her challenge was to monetize this growing audience effectively, allowing her to create content full-time while keeping her popular ideas free for readers.

Solution & Partner

To turn her passion into a profession, Stephanie embraced an ad-supported model powered by Google's publisher tools. She partnered with Mediavine, a Google Certified Publishing Partner, to implement programmatic advertising on her site. This solution allowed Google's platform to automatically match the right ads to the right readers in real-time, creating a steady and reliable income stream that let her focus on what she does best: creating content.

Impact

The ability to generate steady ad revenue was life-changing for Stephanie. Ad revenue now accounts for 99% of the site's income, a success that allowed Stephanie's husband to leave his traditional nine-to-five job and join the family business. This growth also enabled Stephanie to hire a team of eight contributors, creating flexible work for her community. The blog's earnings have even funded a second venture: a new agritourism business. With help from Google-supported ad revenue, Spaceships and Laser Beams has grown from a personal blog into a media brand that supports its founder, her family, and her team.


NEW RECIPES LAUNCHING DAILY

“[Google-supported ad revenue] changed my life, my family’s lives, and the lives of the people who work for me.”

Stephanie Keeping,
Founder

