A Beginners Guide to Online Advertising

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1 Introduction

So you have a website, and you want to start monetizing it. What's next? Well, you have a lot of options. With all of the different ad networks out there, it can be a bit overwhelming to get up and running. It might seem easier to just drop an ad code on your website and forget about it, but in order to maximize your revenue (while still making the user experience on your site a good one), there are a few things to keep in mind. As a beginner, you should focus on these **three main areas:**

- Ad Placement
- Ad Customization
- Multiple Ad Use
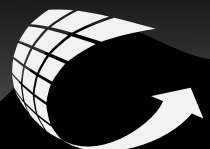
Part 1: Ad Placement

Location, location, location.

Believe it or not, the realtor's mantra applies to your ad

units. You might have an awesome site with great traffic,

but it won't matter if your ads aren't in the right place. Ad

placement can make or break a site's chance at earning

good ad revenue.

The absolute **best**

spots you can place the ads are in or as close to your site content as possible. Here are your best placement options:

1 Place the ad directly below the post, before the comment option

2 Place the ad directly in between your post's title and the actual body of the post

3 Place the ad WITHIN the content of the post (i.e. in between paragraphs, lists, etc)

Any of these options will be much more successful than a sidebar or footer ad.

To give you a better idea of what we're talking about, check out this heat map that shows your best ad placement options:

Website Header

Blog Title

Page Fold

Comments

■ **Best**
■ **Good**
■ **Bad**
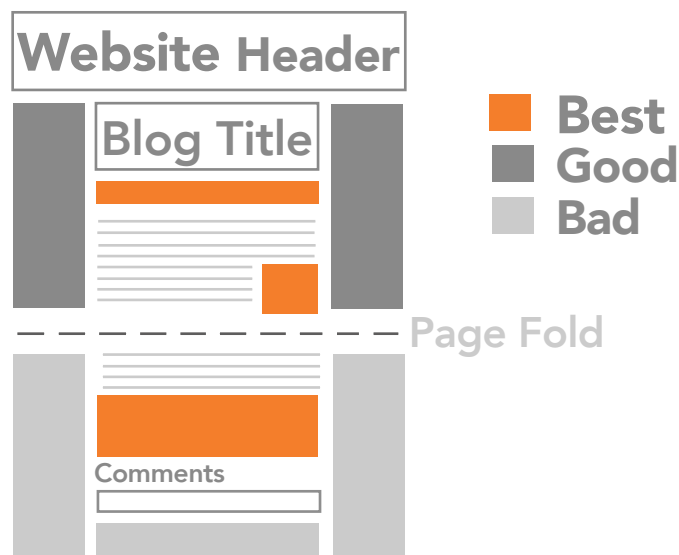
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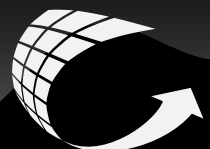
The Fold

AD

The fold is the bottom of the first screen a user sees when they visit your page without scrolling down. Anything below this space is considered "below the fold." In general, ads that are above the fold have a much higher click rate than ads below the fold.
It's important that you have at least one ad above the page fold repeated.

The last thing you want to do is make your users work to find your ads, and an ad's position on your page has a substantial impact on your potential revenue. Chitika Insights metrics point to ad units above the fold performing 25-50% better than those below the fold in terms of click through rate (CTR).
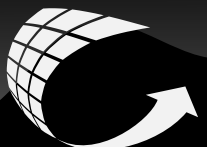
CTR of above the fold ads is
25%-50%
better than below the fold ads

AD

It might seem like a good idea to place ALL of your ads above the fold. However, this can actually lower the revenue potential from your ads due to advertiser policies. To learn more about how to keep your advertisers happy, download our eBook, "10 Tips for Top Tier Ads."
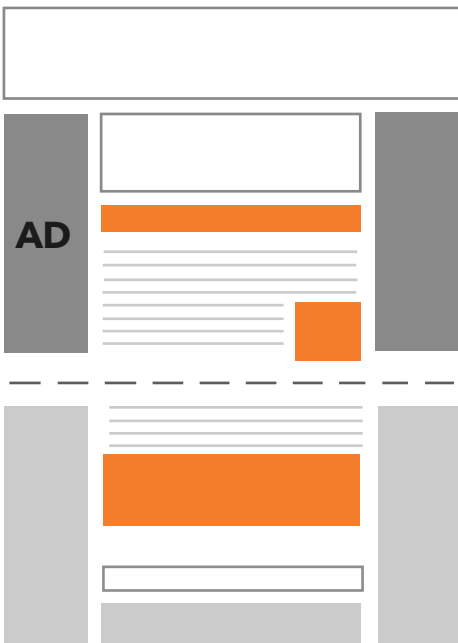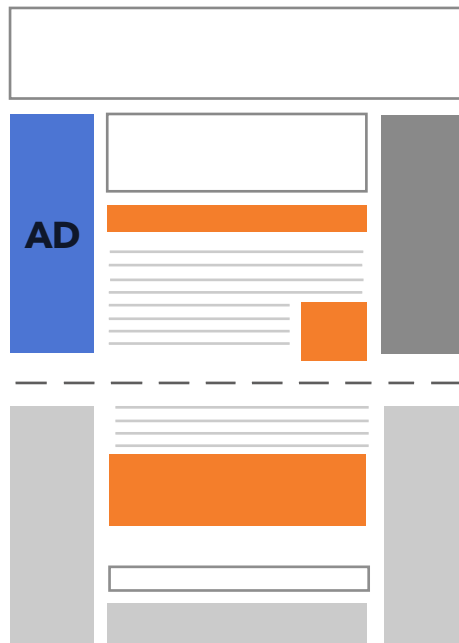
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Part 2: Ad Customization

Customized

Not Customized

If you aren't accumulating as much revenue as you'd like, have you considered that maybe your ads don't blend in with the rest of your page? This is just one of the problems site owners run into when their ad revenue just isn't cutting it. Fortunately, customization features are typically available on ads and can ramp up your ad activity. Utilizing these tips is quick and easy… and the results will be more than worth it!
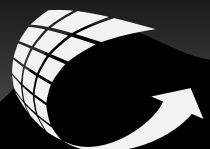
Font Color: A matching color scheme

will greatly improve the flow of your site. Why? Users will have trouble telling the difference between your site and your ads.

AD

Ad Size: It might seem like a good idea

to choose the biggest ad size possible. But, think about selecting a size that best fits your site aesthetics. Ads shouldn't distract users - they should enhance their site experience.
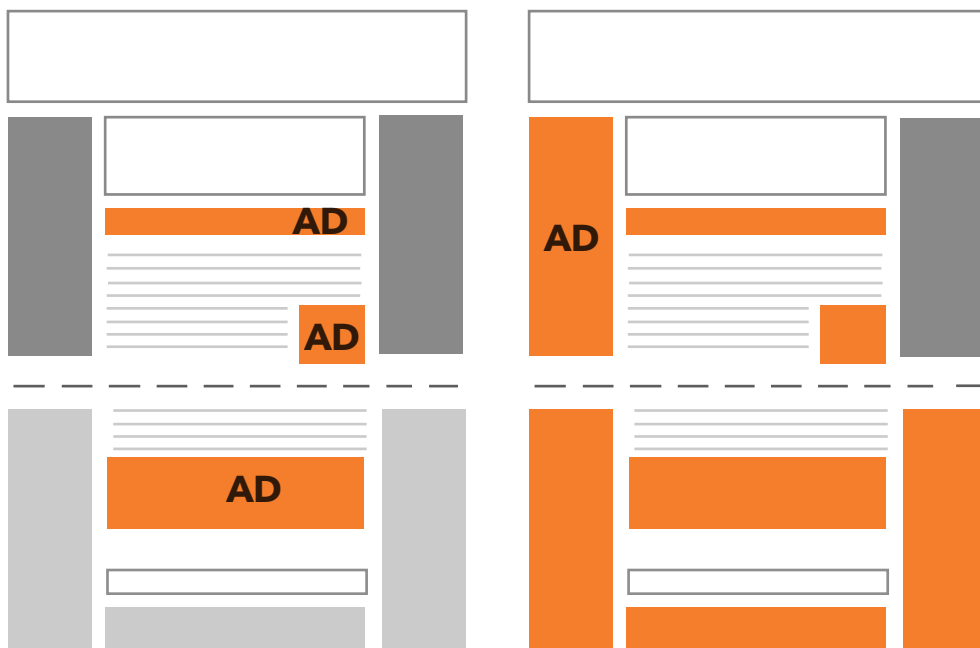
AD

Font Type: Just like coordinating the

colors, coordinating the font will create a seamless transition between the ads and your page.

AD

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Part 3:
Using Multiple Ads

Obviously you won't want to throw just one ad up on your website. However, there are certain guidelines you should follow should you decide to display more than one ad.

Here are a few of the most basic things you need to know about displaying multiple ads:

1. We recommend showing up to three ads per page. Any more than that will actually have a negative effect on your ad revenue, as your users will experience "ad blindness" and disregard them completely!

2. Use different ad networks together. You don't need to commit to just one! For example, publishers who use both Chitika Ads and Google AdSense together have seen a 30% boost in revenue, as opposed to if they used AdSense alone.
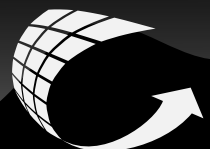
CONCLUSION

After your ads are successfully set up and you're beginning to earn money, keep in mind that there are still many things you can do to boost your ad revenue! From site and ad optimization, to optimizing for high quality ads, the improvements you can make are endless. For tips on how you can boost your revenue through ad optimization (i.e. different types of ad units, optimizing your website), download our free eBook, "Optimizing Your Website's Online Ad Revenue" here.

As we mentioned before, you can also optimize your ads in order to receive the highest quality (read: highest paying) ads from certain advertisers. Download "10 Tips for Top Tier Ads" today and get started maximizing your revenue potential!

Optimizing Your Website's Online Ad Revenue

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Why Google Results Positioning Matters

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