

Optimizing Your Website's Online Ad Revenue

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Chitika



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What is Online Revenue Optimization?



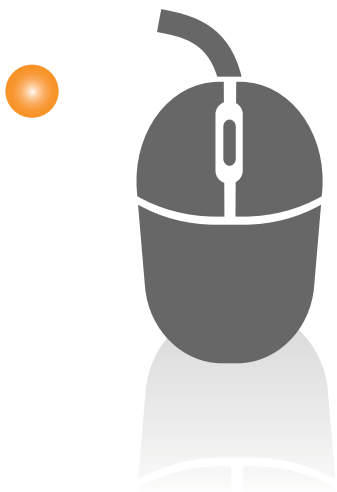
Optimization is the process of modifying your website and how your ads are shown

Proper optimization can improve your site's user experience, traffic quality, and performance of your ads



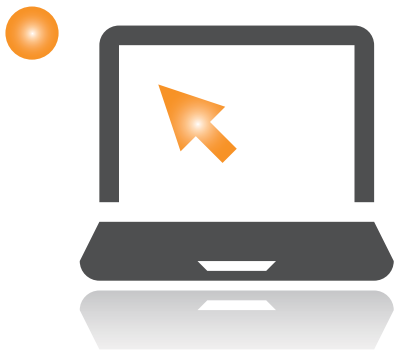
What are the Elements of Website Revenue Optimization?

Based on your goals, optimization can involve ad implementation improvements or changes to your site



Ad Placement

“Where your website visitor is most likely to click an ad”



Relevancy

“Why your website visitor would click the ad in the first place”



Look and Feel

“How the ad will impact the experience of visiting your website”



For Bloggers:

How Does Ad Optimization Impact Your Website's Revenue?

The absolute best spots you can place your ads are in, or as close to, the site's content as possible

3 Tactics for Bloggers:

1. Place the ad directly in between your blog post's title and the actual body of the post
2. Place the ad within the content of the blog post (e.g. in between paragraphs)
3. Place the ad directly below the post, before the comment option

General Tip: Any ad that appears above the page fold (the first page your site's users will see without having to scroll down) performs dramatically better than those further down the page

Managing placement of the ads on a blog is a major factor in optimization

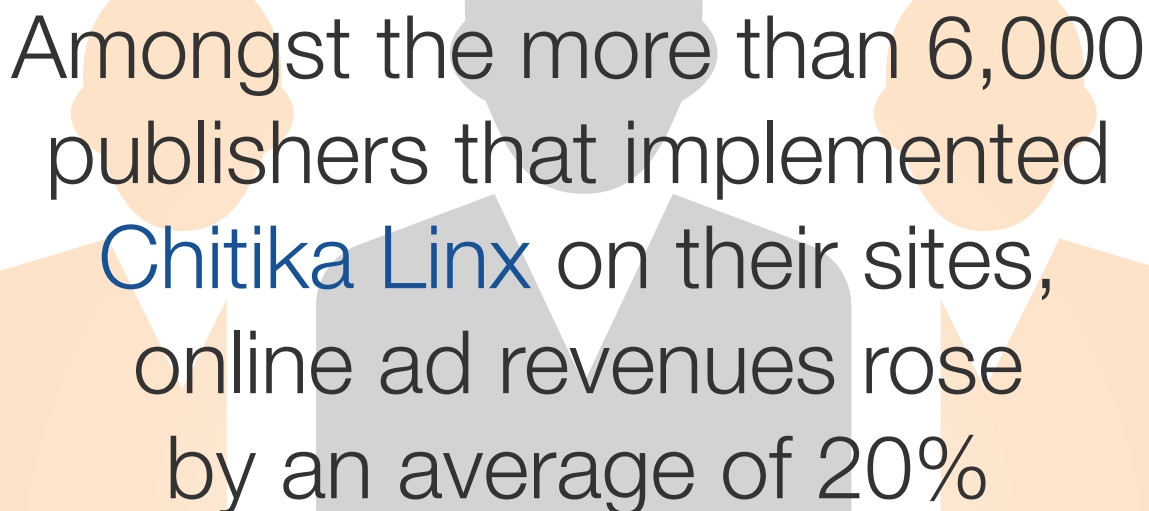
Behavior-Based Ad Units

How can you target your site's ads based on existing content?

Behavior-based ad units provide a new ad revenue source based on the topics already on your site, without taking up page "real estate"

Chitika's offering in this space, [Chitika Linx](#), works by:

- Identifying the most valuable keywords on your site
- Finding relevant ads based on those keywords
- Integrating link-based ads into your website text itself



Amongst the more than 6,000 publishers that implemented [Chitika Linx](#) on their sites, online ad revenues rose by an average of 20%

CONCLUSION

The website monetization ecosystem has grown more diverse as technology continually adapts to address newly measurable consumer habits such as purchasing likelihood and click activity. Website owners can now be much more creative in employing [monetization options](#) that best fit their site's look and feel, along with the wishes of their visitors. In short, these options help answer the question "how do I make more money off my website without driving people away?"

For example, if properly implemented, context-driven advertisements, such as [Chitika Linx](#), are a powerful, yet largely discreet, monetization tool for sites with written content and limited page "real estate" with which to show more traditional advertisements. Alternatively, for less content-heavy websites with a high volume of search traffic, more interactive ads can be the best route to higher revenue. [Chitika's Hover application](#), for instance, displays search-targeted advertisements in a unit that slides in the lower right corner and stays with a site visitor as they scroll down the page - increasing the chance of user engagement with the advertisement, and hence, revenue generation. More broadly, each website has its own set of concerns and owners should objectively examine their monetization mix, between options such as display, search, video, in-text ads, etc., to maximize their revenue.

Thank you for reading!

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