



OPTIMIZATION CHALLENGE WORKBOOK

Optimize your top content to improve SEO,
user experience and ad revenue

MEDIAVINE OPTIMIZATION CHALLENGE

RESOURCES

Here's a list of our top optimization resources from our blog posts, help guides, videos and more. All of these can help with pagespeed, SEO and RPM, because everything we do with ads is done with search engines at top of mind.

RPM CHALLENGE

Our three-part challenge to help you optimize your posts for better RPM and SEO. We recommend taking it at least once per quarter to help you maximize your earnings.

- [Week 1 – Identifying Posts to Optimize](#)
- [Week 2 – Optimizing Your Posts](#)
- [Week 3 – Sharing Your Work and Tracking Growth](#)

SEO BEST PRACTICES

- [The Ultimate Easy SEO Checklist](#)
- [Mediavine Guide to SEO Best Practices](#)
- [How to Choose the Right Keyword for You](#)
- [Improving Rankings with Google Search Console](#)

SEO & ADS

- [Ads & SEO: Can They Co-Exist?](#)
- [Mediavine Script Wrapper 2.0](#)
- [Lazy Loading Ads: Why Mediavine Ads Load 200% Faster](#)

OPTIMIZING

- [Mediavine Guide to Optimizing Content for Better SEO and Ad Performance](#)
- [Optimizing Your Most Valuable Content for Better RPM and SEO](#)
- [Improve RPM and SEO with Headings](#)
- [Increase Font Size and SEO and RPM Along With It](#)
- [Word Count: Why More is More for SEO and Ad Revenue Alike](#)
- [Get Your Site Ready for Q1](#)

PAGE SPEED

- [Why Page Speed Matters](#)
- [Optimize Ads for Mobile Pagespeed](#)
- [Optimize Ads for Desktop Pagespeed](#)
- [Scroll to Play Video Player](#)
- [Lazy Loaded Video Player](#)
- [Optimize Images with Short Pixel](#)
- [How to Do a Plugin Self Audit](#)

VIDEOS

- [Go For Teal Series](#)
- [Unlocking RPM](#)
- [SEO Tips & Tricks](#)
- [Sizzlin' SEO](#)
- [Growing Your Traffic](#)
- [Theory of Content Live! episode](#)
- [Harnessing SEO Without Losing Your Mind](#)

CREATE BY MEDIAVINE

Our WordPress plugin [Create](#) is built with SEO in mind. Add printable recipe cards, how-to craft cards and lists that are marked up with Schema that search engines love to use for rich results.

THEORY OF CONTENT PODCAST

Mediavine's co-founder Amber Bracegirdle is a co-host of the [Theory of Content](#) podcast, along with Joshua Unseth, the in-house director of marketing for Alarm Grid. Together they discuss how they go about thinking about making content.

SITE CHECKLIST

The way your content is formatted and how fast it runs can affect how your ads perform. Making some tweaks to your website can improve performance, so do a quick run-through of your posts to make sure your ads perform the absolute best.

MOBILE SITE

- ☐ Is the body copy font at least 18px?
- ☐ Is the line height at least 1.5?
- ☐ Are the beginnings of your posts visible in the first screenview?
- ☐ Does your logo take up less than half of the first screenview?

DESKTOP SITE

- ☐ Is the body copy font at least 18px?
- ☐ Is the line height at least 1.5?
- ☐ Are the beginnings of your posts visible in the first screenview?
- ☐ Does your logo take up less than half of the first screenview?
- ☐ Is your above-the-fold sidebar ad visible in the first screenview? *(Mediavine publishers)*
- ☐ Does your sticky sidebar ad come into view around 1/3 of the way into your blog posts? *(Mediavine publishers)*

SITE SPEED

- ☐ Run your site through Google PageSpeed Insights. What is your score?
<https://developers.google.com/speed/pagespeed/insights/>
Mobile: _____ / 100
Desktop: _____ / 100
- ☐ Are your images optimized with an optimization plugin (e.g. Short Pixel)?
- ☐ Is Gravatar turned off in your comments settings?

MEDIAVINE OPTIMIZATION CHALLENGE

DATE:

GOOGLE ANALYTICS AUDIT

Take a look at your most popular seasonal posts last year. Why? Because it's safe to assume that they'll perform well again this year. Check out the traffic, where it's coming from, what device readers are reading on and make a plan of action.

QUARTER: Q1 Q2 Q3 Q4

MONTH: _____

YEAR: _____

#	POST TITLE	SOURCE	% MOBILE	STATS:	TO DO
1				Word count: _____ Image count: _____ Video: _____ Other: _____	<input type="checkbox"/> Optimize for ads <input type="checkbox"/> Recipe/craft card <input type="checkbox"/> Pinnable image <input type="checkbox"/> Affiliate links
2				Word count: _____ Image count: _____ Video: _____ Other: _____	<input type="checkbox"/> Optimize for ads <input type="checkbox"/> Recipe/craft card <input type="checkbox"/> Pinnable image <input type="checkbox"/> Affiliate links
3				Word count: _____ Image count: _____ Video: _____ Other: _____	<input type="checkbox"/> Optimize for ads <input type="checkbox"/> Recipe/craft card <input type="checkbox"/> Pinnable image <input type="checkbox"/> Affiliate links
4				Word count: _____ Image count: _____ Video: _____ Other: _____	<input type="checkbox"/> Optimize for ads <input type="checkbox"/> Recipe/craft card <input type="checkbox"/> Pinnable image <input type="checkbox"/> Affiliate links
5				Word count: _____ Image count: _____ Video: _____ Other: _____	<input type="checkbox"/> Optimize for ads <input type="checkbox"/> Recipe/craft card <input type="checkbox"/> Pinnable image <input type="checkbox"/> Affiliate links
6				Word count: _____ Image count: _____ Video: _____ Other: _____	<input type="checkbox"/> Optimize for ads <input type="checkbox"/> Recipe/craft card <input type="checkbox"/> Pinnable image <input type="checkbox"/> Affiliate links
7				Word count: _____ Image count: _____ Video: _____ Other: _____	<input type="checkbox"/> Optimize for ads <input type="checkbox"/> Recipe/craft card <input type="checkbox"/> Pinnable image <input type="checkbox"/> Affiliate links
8				Word count: _____ Image count: _____ Video: _____ Other: _____	<input type="checkbox"/> Optimize for ads <input type="checkbox"/> Recipe/craft card <input type="checkbox"/> Pinnable image <input type="checkbox"/> Affiliate links
9				Word count: _____ Image count: _____ Video: _____ Other: _____	<input type="checkbox"/> Optimize for ads <input type="checkbox"/> Recipe/craft card <input type="checkbox"/> Pinnable image <input type="checkbox"/> Affiliate links
10				Word count: _____ Image count: _____ Video: _____ Other: _____	<input type="checkbox"/> Optimize for ads <input type="checkbox"/> Recipe/craft card <input type="checkbox"/> Pinnable image <input type="checkbox"/> Affiliate links

BLOG POST CHECKLIST

The way your content is formatted and how fast it runs can affect how your ads perform. Making some tweaks to your website can improve performance, so do a quick run-through of your posts to make sure your ads perform the absolute best.

AD & UX OPTIMIZATIONS

- ☐ Are paragraphs broken up into chunks of 1-3 sentences?
- ☐ Is the post at least 300 words long?
- ☐ Are there lots of long, vertical images?
- ☐ Is the “focus” of the post at the end? (Recipe, video, instructions, etc.)
- ☐ Are you utilizing a recipe or craft card? (For food & DIY posts)
- ☐ Do you have a video embedded in the post?
- ☐ Are ads displaying well? (*Use ?test=houseads to check Mediavine ads*)

SEO

- ☐ Is the keyword present in the post title?
- ☐ Did you use the keyword in the first sentence?
- ☐ Have you included the keyword in alt titles and image descriptions?
- ☐ Have you linked around to your own site content, on the keyword, at least twice?
- ☐ Have you linked out to another site, on the keyword, at least twice?
- ☐ Are all links hyperlinked on the keyword? (e.g. cornbread muffins, not click here)
- ☐ Have you answered some questions in the post?
- ☐ Is your content organized well with easy-to-read headings?
- ☐ Have you linked to this post in all of your other relevant or related content?
- ☐ Do you have a numbered list or a bulleted list included as part of your post?

OTHER

- ☐ Have you included affiliate links?
- ☐ Do you have a pinnable image?

SOCIAL MEDIA CHECKLIST

Get your posts ready to share and be shared! Go through all of the posts you optimized and make a social media sharing plan to help you send your work out into the world.

PINTEREST

- ☐ Create vertical (2:3 ratio) pins for Pinterest for any post without one.
- ☐ Write social posts with good keywords.
- ☐ Pin your posts to relevant boards or use a scheduling tool.

INSTAGRAM

- ☐ Research relevant hashtags on Instagram.
- ☐ Write a like-worthy caption.
- ☐ Crop images to a square, then save them to your phone or scheduling tool.
- ☐ Respond to comments.

FACEBOOK & TWITTER

- ☐ Write social posts with good keywords.
- ☐ Tag any relevant accounts if you're discussing them.
- ☐ Schedule posts with eye-catching images.
- ☐ Respond to comments and mentions.

YOUTUBE

- ☐ Upload any videos you have created to your YouTube channel, if you have one.
- ☐ Write a keyword-friendly description.
- ☐ Add a custom thumbnail image.
- ☐ Respond to comments.

EMAIL NEWSLETTER

- ☐ Resize pictures as needed for your newsletter.
- ☐ Schedule newsletters including your newly updated posts.

MEDIAVINE OPTIMIZATION CHALLENGE

SOCIAL MEDIA PLANNING

DATE:

Now that you’ve revamped your top-performing posts, it’s time to share them! Make a plan to share your work on all your relevant social channels throughout the next quarter.

IDEA	DATE	TO DO	DONE
			<div><input type="checkbox"/> Drafted</div> <div><input type="checkbox"/> Images</div> <div><input type="checkbox"/> Scheduled</div> <div><input type="checkbox"/> Posted</div>
			<div><input type="checkbox"/> Drafted</div> <div><input type="checkbox"/> Images</div> <div><input type="checkbox"/> Scheduled</div> <div><input type="checkbox"/> Posted</div>
			<div><input type="checkbox"/> Drafted</div> <div><input type="checkbox"/> Images</div> <div><input type="checkbox"/> Scheduled</div> <div><input type="checkbox"/> Posted</div>
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			<div><input type="checkbox"/> Drafted</div> <div><input type="checkbox"/> Images</div> <div><input type="checkbox"/> Scheduled</div> <div><input type="checkbox"/> Posted</div>

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POST GROWTH TRACKING

DATE:

Track your analytics, social growth and search ranking (use Google Search Console or a third-party tool like SEMrush) and compare to last year, if possible, to see how far you've come!

QUARTER: Q1 Q2 Q3 Q4

POST TITLE:

	MONTH		MONTH		MONTH	
	LAST YEAR	THIS YEAR	LAST YEAR	THIS YEAR	LAST YEAR	THIS YEAR
SESSIONS						
PAGEVIEWS						
USERS						
SEARCH POSITION						
FACEBOOK						
INSTAGRAM						
TWITTER						
PINTEREST						
YOUTUBE						