

 **MEDIAVINE**

# **RPM CHALLENGE WORKBOOK**

Optimize your top content to get the most possible revenue every day of the year

# MEDIAVINE RPM CHALLENGE

# SITE CHECKLIST

DATE:

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?
- Does your sticky sidebar ad come into view around 1/3 of the way into your blog posts?

## SITE SPEED

- Run your site through Google Page Speed 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 RPM 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: _____<br>Image count: _____<br>Video: _____<br>Other: _____ | <input type="checkbox"/> Optimize for ads<br><input type="checkbox"/> Recipe/craft card<br><input type="checkbox"/> Pinnable image<br><input type="checkbox"/> Afilliate links |
| 2  |            |        |          | Word count: _____<br>Image count: _____<br>Video: _____<br>Other: _____ | <input type="checkbox"/> Optimize for ads<br><input type="checkbox"/> Recipe/craft card<br><input type="checkbox"/> Pinnable image<br><input type="checkbox"/> Afilliate links |
| 3  |            |        |          | Word count: _____<br>Image count: _____<br>Video: _____<br>Other: _____ | <input type="checkbox"/> Optimize for ads<br><input type="checkbox"/> Recipe/craft card<br><input type="checkbox"/> Pinnable image<br><input type="checkbox"/> Afilliate links |
| 4  |            |        |          | Word count: _____<br>Image count: _____<br>Video: _____<br>Other: _____ | <input type="checkbox"/> Optimize for ads<br><input type="checkbox"/> Recipe/craft card<br><input type="checkbox"/> Pinnable image<br><input type="checkbox"/> Afilliate links |
| 5  |            |        |          | Word count: _____<br>Image count: _____<br>Video: _____<br>Other: _____ | <input type="checkbox"/> Optimize for ads<br><input type="checkbox"/> Recipe/craft card<br><input type="checkbox"/> Pinnable image<br><input type="checkbox"/> Afilliate links |
| 6  |            |        |          | Word count: _____<br>Image count: _____<br>Video: _____<br>Other: _____ | <input type="checkbox"/> Optimize for ads<br><input type="checkbox"/> Recipe/craft card<br><input type="checkbox"/> Pinnable image<br><input type="checkbox"/> Afilliate links |
| 7  |            |        |          | Word count: _____<br>Image count: _____<br>Video: _____<br>Other: _____ | <input type="checkbox"/> Optimize for ads<br><input type="checkbox"/> Recipe/craft card<br><input type="checkbox"/> Pinnable image<br><input type="checkbox"/> Afilliate links |
| 8  |            |        |          | Word count: _____<br>Image count: _____<br>Video: _____<br>Other: _____ | <input type="checkbox"/> Optimize for ads<br><input type="checkbox"/> Recipe/craft card<br><input type="checkbox"/> Pinnable image<br><input type="checkbox"/> Afilliate links |
| 9  |            |        |          | Word count: _____<br>Image count: _____<br>Video: _____<br>Other: _____ | <input type="checkbox"/> Optimize for ads<br><input type="checkbox"/> Recipe/craft card<br><input type="checkbox"/> Pinnable image<br><input type="checkbox"/> Afilliate links |
| 10 |            |        |          | Word count: _____<br>Image count: _____<br>Video: _____<br>Other: _____ | <input type="checkbox"/> Optimize for ads<br><input type="checkbox"/> Recipe/craft card<br><input type="checkbox"/> Pinnable image<br><input type="checkbox"/> Afilliate 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 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*)

## 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?

# MEDIAVINE RPM CHALLENGE

DATE:

# AD INCOME AUDIT

Take a look at your ad settings in your Mediavine dashboard. Is your site set up to earn well next quarter? Use the chart below to track where your site is today, what your goals are and how you perform over the next 3 months.

| SITE HEALTH                  | TODAY | GOAL | TO DO | COMPLETED |
|------------------------------|-------|------|-------|-----------|
| Sticky Sidebar Ad Score      |       |      |       |           |
| Mobile In-Content Ads Score  |       |      |       |           |
| Desktop In-Content Ads Score |       |      |       |           |
| Privacy Policy Score         |       |      |       |           |
| Ads.txt Score                |       |      |       |           |

## AD SETTINGS

|  |  |  |  |  |
|--|--|--|--|--|
| Ad Frequency - Desktop %   |  |  |  |  |
| Ad Frequency - Mobile %  |  |  |  |  |
| Ad Density - Desktop   |  |  |  |  |
| Ad Density - Mobile  |  |  |  |  |
| Ad Limit - Desktop   |  |  |  |  |
| Ad Limit - Mobile  |  |  |  |  |
| Mobile Adhesion  |  |  |  |  |
| Desktop Adhesion   |  |  |  |  |
| Tablet Adhesion  |  |  |  |  |
| Featured Video   |  |  |  |  |
| Mobile Video Adhesion  |  |  |  |  |
| Sticky Video Player  |  |  |  |  |
| Leaderboard  |  |  |  |  |
| Opt Outs   |  |  |  |  |
| Ads Disabled In Any Top Posts?<br>(Check Incognito Or With<br>?Test=Houseads At The End) |  |  |  |  |

## MEDIAVINE RPM CHALLENGE

DATE:

# 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 RPM CHALLENGE

DATE:

# SOCIAL MEDIA PLANNING

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   |
|------|------|-------|--|
|      |      |       | <input type="checkbox"/> Drafted<br><input type="checkbox"/> Images<br><input type="checkbox"/> Scheduled<br><input type="checkbox"/> Posted |
|      |      |       | <input type="checkbox"/> Drafted<br><input type="checkbox"/> Images<br><input type="checkbox"/> Scheduled<br><input type="checkbox"/> Posted |
|      |      |       | <input type="checkbox"/> Drafted<br><input type="checkbox"/> Images<br><input type="checkbox"/> Scheduled<br><input type="checkbox"/> Posted |
|      |      |       | <input type="checkbox"/> Drafted<br><input type="checkbox"/> Images<br><input type="checkbox"/> Scheduled<br><input type="checkbox"/> Posted |
|      |      |       | <input type="checkbox"/> Drafted<br><input type="checkbox"/> Images<br><input type="checkbox"/> Scheduled<br><input type="checkbox"/> Posted |
|      |      |       | <input type="checkbox"/> Drafted<br><input type="checkbox"/> Images<br><input type="checkbox"/> Scheduled<br><input type="checkbox"/> Posted |
|      |      |       | <input type="checkbox"/> Drafted<br><input type="checkbox"/> Images<br><input type="checkbox"/> Scheduled<br><input type="checkbox"/> Posted |
|      |      |       | <input type="checkbox"/> Drafted<br><input type="checkbox"/> Images<br><input type="checkbox"/> Scheduled<br><input type="checkbox"/> Posted |
|      |      |       | <input type="checkbox"/> Drafted<br><input type="checkbox"/> Images<br><input type="checkbox"/> Scheduled<br><input type="checkbox"/> Posted |
|      |      |       | <input type="checkbox"/> Drafted<br><input type="checkbox"/> Images<br><input type="checkbox"/> Scheduled<br><input type="checkbox"/> Posted |

# MEDIAVINE RPM CHALLENGE

DATE:

# POST GROWTH TRACKING

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 |
| <b>SESSIONS</b>        |           |           |           |           |           |           |
| <b>PAGEVIEWS</b>       |           |           |           |           |           |           |
| <b>USERS</b>           |           |           |           |           |           |           |
| <b>SEARCH POSITION</b> |           |           |           |           |           |           |
| <b>FACEBOOK</b>        |           |           |           |           |           |           |
| <b>INSTAGRAM</b>       |           |           |           |           |           |           |
| <b>TWITTER</b>         |           |           |           |           |           |           |
| <b>PINTEREST</b>       |           |           |           |           |           |           |
| <b>YOUTUBE</b>         |           |           |           |           |           |           |
|                        |           |           |           |           |           |           |
|                        |           |           |           |           |           |           |
|                        |           |           |           |           |           |           |



# MEDIAVINE RPM CHALLENGE

DATE:

# RPM TRACKING

Record your ad earnings and your RPM from your dashboard to compare to last year's data, if possible. Throughout the quarter, keep an eye on your top posts and optimize them even more as needed.

**QUARTER: Q1 Q2 Q3 Q4**

| DATE    |        | SESSIONS  |           | EARNINGS  |           | RPM       |           |
|---------|--------|-----------|-----------|-----------|-----------|-----------|-----------|
|         |        | LAST YEAR | THIS YEAR | LAST YEAR | THIS YEAR | LAST YEAR | THIS YEAR |
| MONTH 1 | WEEK 1 |           |           |           |           |           |           |
|         | WEEK 2 |           |           |           |           |           |           |
|         | WEEK 3 |           |           |           |           |           |           |
|         | WEEK 4 |           |           |           |           |           |           |
| MONTH 2 | WEEK 1 |           |           |           |           |           |           |
|         | WEEK 2 |           |           |           |           |           |           |
|         | WEEK 3 |           |           |           |           |           |           |
|         | WEEK 4 |           |           |           |           |           |           |
| MONTH 3 | WEEK 1 |           |           |           |           |           |           |
|         | WEEK 2 |           |           |           |           |           |           |
|         | WEEK 3 |           |           |           |           |           |           |
|         | WEEK 4 |           |           |           |           |           |           |