



**RPM**  
**CHALLENGE**



**MEDIAVINE®**

# MEDIAVINE RPM CHALLENGE

## 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 that they can.

### 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 first sidebar ad hidden from the first screenview?
- Is your sidebar as simple as possible, with only a few widgets?

### SITE SPEED

- Run your site through Google PageSpeed Insights. Check a blog post.  
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?
- Are you lazy loading images?
- Have you done a plugin audit to get rid of anything you don't need?

## MEDIAVINE RPM CHALLENGE

# GOOGLE ANALYTICS AUDIT

Take a look at last year's most popular seasonal posts. Why? It's safe to assume that those will perform well again this year. Check out the traffic, where it's coming from and what device readers are reading on to 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

# MEDIAVINE RPM CHALLENGE

## TOP POST AUDIT



Mediavine publishers, look at the page-level data in your Dashboard for your top posts. Make a list of the top posts you want to optimize. (Note: Page-level data only dates back to January 2020.)

### QUESTIONS TO ASK

- Which posts in your top 10-15 have the most ad impressions?
- Do any posts have a much lower amount of ad impressions?
- What posts can you optimize more?
- What posts have been gaining a lot of traffic?
- Are they well optimized and do they have a good amount of ad impressions?

**LIST ANY TOP POSTS TO OPTIMIZE BELOW:**

## MEDIAVINE RPM CHALLENGE

# BLOG POST CHECKLIST

The way your content is formatted and how fast it runs can affect how your ads perform. Optimizing your top posts with a few quick tweaks can improve your ads' performance, so there's no time like today to get started earning even more!

### AD OPTIMIZATIONS

- Are paragraphs broken up into chunks of 1-3 sentences?
- Is the post at least 300 words long?  
*(Ideally 700-1,000+ words)*
- Are there lots of long, vertical images spaced throughout the content? *(5 or more is ideal)*
- Are ads displaying well in the post?  
*(Add ?test=houseads to the end of the URL in an incognito/private window)*

### CONTENT CARDS

- 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 AND the recipe card?
- Do you have ads in your recipe card?
- If you use a Jump Button, does it blend in (to discourage clicks)?

### SEO

- Is the keyword present in the post title?
- Does your post have a short and sweet permalink?
- Have you answered some questions in the post?

- Is your content organized well with easy-to-read headings?
- Did you use the keyword in the first sentence?
- Do your links have good anchor text?  
*(e.g. cornbread muffins, not click here)*
- Have you linked to an external site, on the keyword they're targeting?
- Have you linked out to another site, on the keyword, at least twice?
- Do internal links open in the same tab?
- Do external links open in a new window?
- Have you linked back to this post in all of your other relevant or related content?
- Do you have a numbered or bulleted list included as part of your post?
- Do your images have alt text?
- Do your images have keyword-optimized file names?
- Did you add a meta description?
- Are you using the keyword enough, but not too much? *(Avoid keyword stuffing!)*

### OTHER

- Have you included affiliate links?
- Do you have a pinnable image?
- If you have a Table of Contents, is it defaulted to collapse?

# MEDIAVINE RPM CHALLENGE

## AD INCOME AUDIT

If you're a Mediavine publisher, take a look at your ad settings in your Dashboard. Is your site set up to earn well next quarter? Use the chart on the next two pages to track where your site is today, your goals and performance.

<b>SITE HEALTH</b>	<b>IDEAL</b>	<b>CURRENT</b>	<b>TO DO</b>	<b>COMPLETED</b>
Sticky Sidebar Ad	1.5 or higher			
Mobile In-Content Ads	8.0 or higher			
Desktop In-Content Ads	3.0 or higher			
Privacy Policy	Policy up-to-date			
Ads.txt Score	Up-to-date			
Ad Viewability %	70% or higher			

<b>AD SETTINGS</b>	<b>IDEAL</b>	<b>CURRENT</b>	<b>TO DO</b>	<b>COMPLETED</b>
Optimize for Mobile Pagespeed	Enabled			
Optimize for Desktop Pagespeed	Enabled			
Mobile Adhesion	Enabled			
Desktop Adhesion	Enabled			
Tablet Adhesion	Enabled			
Adhesion Close Button	Disabled			

<b>IN-CONTENT ADS SETTINGS</b>	<b>IDEAL</b>	<b>CURRENT</b>	<b>TO DO</b>	<b>COMPLETED</b>
Mobile Ad Frequency	High or CBA			
Mobile Ad Spacing	2 Paragraphs			
Mobile Ad Limit	Optimized for Content Length			
Desktop Ad Frequency	Medium or High			
Desktop Ad Spacing	2 Paragraphs			
Desktop Ad Limit	Optimized for Content Length			
Placement Rules	Run Anywhere			

# MEDIAVINE RPM CHALLENGE

## AD INCOME AUDIT (CONT'D)

VIDEO SETTINGS	IDEAL	CURRENT	TO DO	COMPLETED
Autoplay First Mobile Video	Enabled			
Autoplay First Desktop Video	Enabled			
Optimize Video Placement	Enabled			
Featured Video	Enabled			
Mobile Sticky Player Location	Top Right			
Video Details for Each Video Description, keywords, blog post link	Added for all videos			

RECIPE/HOW-TO CARD SETTINGS	IDEAL	CURRENT	TO DO	COMPLETED
Card Placement	End of the post			
Jump to Recipe/Card Button	Disabled			

### Create by Mediavine Settings (in the WordPress Plugin Settings)

Ad Density	Normal			
List Items Between Ads	2			

### WP Tasty or WPRM Settings (in Mediavine Dashboard > Ad Settings)

Enable Jump to Recipe Arrival Unit	Enabled (if running a JTR button)			
Recipe Instruction Density	Default			
Default Recipe Ads	Default			

OTHER IMPORTANT SETTINGS	IDEAL	CURRENT	TO DO	COMPLETED
Grow.me	Enabled			
Category Opt Outs	3 or fewer			
Do any top posts have ads off? Check Incognito or with ?Test=Houseads	None			
Ads in HTML Lists	Enabled			

# MEDIAVINE RPM CHALLENGE

## VIDEO CHECKLIST



When you are making a video and uploading it to your Mediavine Dashboard, make sure it hits all the boxes for optimization and SEO. Go back and check for any uploaded videos that may need some extra love.

### UPLOADING A VIDEO

- Is the video 45 – 90 seconds long?
- Did you add a link to the most related blog post?
- Did you add lots of descriptive and general keywords (e.g. “desserts” and “cheesecake”)? These are ONLY for advertisers!
- Did you add a thumbnail?
- Did you upload a caption file?
- Did you also upload the video to YouTube and Facebook?
- Did you enable schema (for videos that should be marked up for search engines) or turn it off (for videos that should not be)?

### VIDEO SETTINGS

- Place your sticky player on mobile in the **top right**.
- Make sure your videos are set to autoplay! (Ads will not have sound by default.)
- Have you connected your YouTube channel?

### FEATURED VIDEOS

- Do you have a featured video enabled?
- If you have a featured video, have you changed your featured video recently?
- If you have no video, send us an email at [publishers@mediavine.com](mailto:publishers@mediavine.com) and we can make one for you! Ideas to get you started: “Best of,” “Reader’s Favorites” or “Get Started with...”
- Once you have a video, add another so you can take advantage of video playlists and our Up Next feature!

### PLAYLISTS

- Do you have a boosted video?



## MEDIAVINE RPM CHALLENGE

# 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

# 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 <input type="checkbox"/> Images <input type="checkbox"/> Scheduled <input type="checkbox"/> Posted
			<input type="checkbox"/> Drafted <input type="checkbox"/> Images <input type="checkbox"/> Scheduled <input type="checkbox"/> Posted
			<input type="checkbox"/> Drafted <input type="checkbox"/> Images <input type="checkbox"/> Scheduled <input type="checkbox"/> Posted
			<input type="checkbox"/> Drafted <input type="checkbox"/> Images <input type="checkbox"/> Scheduled <input type="checkbox"/> Posted
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			<input type="checkbox"/> Drafted <input type="checkbox"/> Images <input type="checkbox"/> Scheduled <input type="checkbox"/> Posted

## MEDIAVINE RPM CHALLENGE

# 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

## RPM TRACKING

Record your ad earnings and your RPM from your Mediavine 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						