MEDIAVINE®

GIVE YOURSELF A RAISE!

CONTENT UPGRADE *challenge*

MEDIAVINE CONTENT OPTIMIZATION CHALLENGE
SITE CHECKLIST

The way your content is formatted and how fast it runs can affect how your ads perform. Making some tweaks to simple things like font size and spacing 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-20px?

☐ Is the line height at least 1.5?

☐ Is the start of your content 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-20px?

☐ Is the line height at least 1.5?

☐ Is the start of your content 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?

☐ Is your lazy loading plugin ONLY lazy loading images (and excluding iframe and video)?

☐ Have you done a plugin audit to get rid of anything you don't need any longer or duplicate/superfluous plugins?

MEDIAVINE CONTENT OPTIMIZATION 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.

** do this a few weeks prior to the start of the upcoming quarter. Doing it too late won't have all the benefits.

QUARTER: Q1 Q2 Q3 Q4   MONTH: _____   YEAR: _____

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

MEDIAVINE CONTENT OPTIMIZATION 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? Adding length, breaking up long paragraphs and adding images all help!

☐ What posts have been gaining a lot of traffic?

☐ Are they well optimized and do they have a good amount of ad impressions?

ADDITIONAL TIPS

1. Look at any outlying posts with way lower impressions, check to see if you're seeing ads throughout. If you are seeing more ads than there are impressions, use a heat mapping tool to figure out why readers are leaving the post early.

2. Heatmapping tools are also super beneficial for identifying any bounce cues that might cause the reader to think they've hit the end of the post and leave early without scrolling. Sometimes this might be a rogue newsletter opt in, or an Amazon widget, or simply because you put the best content at the top instead of the end.

TOP POST AUDIT

LIST ANY TOP POSTS TO OPTIMIZE BELOW:

☐

☐

☐

☐

☐

☐

☐

☐

☐

☐

☐

☐

☐

☐

☐

☐

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 no more than 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, freebie, printable etc.)*

☐ Are you utilizing a recipe or craft card? *(For food & DIY posts)*

☐ Is your video embedded only in your content card?

☐ Do you have ads in your recipe card?

☐ If you use a Jump Button, does it blend in (to discourage clicks)?

☐ If you use a Jump Button do you have the arrival unit enabled?

BLOG POST CHECKLIST CONT.

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 CONTENT OPTIMIZATION 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?

SITE HEALTH	IDEAL	CURRENT	TO DO	COMPLETED
Sticky Sidebar Ad	1.5 or higher			
Desktop In-Content Ads	3.0 or higher			
Mobile In-Content Ads	8.0 or higher			
Mobile Content Viewability	60% or higher			
Desktop Content Viewability	65% or higher			
Ads.txt Score	Up-to-date			
Privacy Policy	Policy up-to-date			

AD SETTINGS	IDEAL	CURRENT	TO DO	COMPLETED
Optimize for Mobile Pagespeed	Enabled			
Optimize for Desktop Pagespeed	Enabled			
Mobile Adhesion	Enabled			
Desktop Adhesion	Enabled			
Tablet Adhesion	Enabled			
Adhesion Close Button	Disabled			
Optimize Ads for CLS	Enabled			
PSAs for CLS Benefits	At least 1 enabled			
Mobile/Desktop Inview	Enabled			

IN-CONTENT ADS SETTINGS	IDEAL	CURRENT	TO DO	COMPLETED
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			

AD INCOME AUDIT (CONT'D)

VIDEO SETTINGS

VIDEO SETTINGS	IDEAL	CURRENT	TO DO	COMPLETED
Universal Player	Enabled			
Mobile Sticky Player Location	Lower left			
Featured Video	Disabled			
Mobile/Desktop Autoplay	Disabled			
Mobile/Desktop Inview	Enabled			
Optimize Video Placement	Enabled			
Video Details for Each Video Description, keywords, blog post link	Added for all videos			

RECIPE/HOW-TO CARD SETTINGS

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)

	IDEAL			
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

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 CONTENT OPTIMIZATION 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 **bottom left.**

☐ Have you connected your YouTube channel?

☐ Have you disabled autoplay?

FEATURED VIDEOS

☐ Instead of featured videos, we recommend running the Universal Player.

☐ Upload more than one video so you can take advantage of all of our playlist features!

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.

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
			☐ Drafted ☐ Images ☐ Scheduled ☐ Posted
			☐ Drafted ☐ Images ☐ Scheduled ☐ Posted
			☐ Drafted ☐ Images ☐ Scheduled ☐ Posted
			☐ Drafted ☐ Images ☐ Scheduled ☐ Posted
			☐ Drafted ☐ Images ☐ Scheduled ☐ Posted
			☐ Drafted ☐ Images ☐ Scheduled ☐ Posted
			☐ Drafted ☐ Images ☐ Scheduled ☐ Posted
			☐ Drafted ☐ Images ☐ Scheduled ☐ Posted
			☐ Drafted ☐ Images ☐ Scheduled ☐ Posted
			☐ Drafted ☐ Images ☐ Scheduled ☐ Posted

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
SESSIONS						
PAGEVIEWS						
USERS						
SEARCH POSITION						
FACEBOOK						
INSTAGRAM						
TWITTER						
PINTEREST						
YOUTUBE						

MEDIAVINE CONTENT OPTIMIZATION CHALLENGE
EARNINGS TRACKING

Record your ad earnings, RPM, CPM and impressions 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		CPM		IMPRESSIONS	
		LAST YEAR	THIS YEAR	LAST YEAR	THIS YEAR	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										