



Template: Ad Revenue Optimization Checklist

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Based on Article: "Maximizing Ad Revenue: Choosing the Right Ad Networks for Your Blog"

Website: <https://scaleblogger.com>

A practical checklist for optimizing ad revenue through effective network selection and implementation.

Checklist Items:

1. Set Up Analytics

Create or confirm a GA4 property and ensure it has the necessary tracking for conversion events and traffic segments.

Reference Section: Prerequisites — What You'll Need Before You Start

2. Confirm Traffic Baseline

Ensure your blog receives at least 5,000 monthly pageviews to make data-driven decisions and evaluate ad networks effectively.

Reference Section: Prerequisites — What You'll Need Before You Start

3. Implement Privacy Compliance

Set up GDPR/CCPA-compliant consent flows and ensure you log consent decisions appropriately.

Reference Section: Prerequisites — What You'll Need Before You Start

4. Gain CMS and Ad Placement Access

Verify that you have the necessary admin rights for your CMS and can edit site templates for ad placements.

Reference Section: Prerequisites — What You'll Need Before You Start

5. Establish Performance Monitoring Tools

Install and configure monitoring tools like PageSpeed or Lighthouse to keep track of Core Web Vitals and performance metrics.

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6. Evaluate Ad Networks

Conduct a thorough audit of current RPM, viewability, and content types to choose ad networks that fit your audience and content format.

Reference Section: Time & Difficulty — Expected Effort and Timeline

7. Integrate Ad Networks

Install necessary ad tags, set up consent management tools, and place ad units in your CMS according to the planned slots.

Reference Section: Time & Difficulty — Expected Effort and Timeline

8. A/B Testing Implementation

Run A/B tests to experiment with ad layouts and positions, measuring impacts on revenue and user engagement.

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9. Monitor Metrics Regularly

Establish ongoing monitoring for RPM and traffic shifts, automating alerts for any significant changes.

Reference Section: Time & Difficulty — Expected Effort and Timeline

10. Prepare Reporting Framework

Create a reporting dashboard that tracks RPM, CTR, viewability, and article-specific revenue to summarize progress.

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