



# 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.  
Reference Section: Prerequisites — What You'll Need Before You Start
- ☐ **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.

Reference Section: Time & Difficulty — Expected Effort and Timeline

## ☐ **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.

Reference Section: Time & Difficulty — Expected Effort and Timeline