



Template: Blog Monetization Checklist

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Based on Article: "Monetizing Your Blog: Platforms and Tools for Financial Success"

A practical checklist to guide you through the monetization process of your blog, ensuring you cover essential steps for financial success.

Checklist Items:

- ☐ **1. Choose Your Revenue Models**
Select one primary revenue model and one secondary model that align with your audience's intent, such as display ads and affiliate marketing.
Reference Section: Choose the Right Revenue Model
- ☐ **2. Set Up Display Ads**
Sign up with an ad network, add ad placeholders, and implement best practices for ad placement. Remember to install ad tags and configure viewability tracking.
Reference Section: Direct Monetization: setup and optimization
- ☐ **3. Launch Affiliate Marketing**
Join relevant affiliate networks, choose high-converting offers, and incorporate contextual links and comparison content to improve conversion rates.
Reference Section: Direct Monetization: setup and optimization
- ☐ **4. Prepare for Sponsored Posts**
Create a media kit for sponsors, define your rates and deliverables, and set up a review/approval workflow to streamline collaborations.
Reference Section: Direct Monetization: setup and optimization
- ☐ **5. Test Product-Based Monetization**
Validate product types like digital downloads or courses using methods like building an email waitlist and running pre-sales.
Reference Section: Product-Based Monetization: what works and how to validate
- ☐ **6. Establish Your Selling Platform**
Choose a platform to host and sell your products, ensuring it aligns with your control, SEO requirements, and built-in monetization options.
Reference Section: Platforms to Host and Sell
- ☐ **7. Launch Your First Product**
Validate your product concept through a landing page, integrate payment gateway, and soft-launch to an alpha list for feedback.
Reference Section: First-product launch flow for selling platforms

☐ **8. Monitor and Optimize Metrics**

Regularly track RPM, conversion funnels, and A/B test different elements like calls-to-action and headlines to maximize revenue efficiency.

Reference Section: Optimization tips

☐ **9. Review and Adjust Monetization Strategy**

Continuously assess the impact of your chosen monetization strategies on user experience and revenue, making adjustments based on real data.

Reference Section: Understanding these trade-offs