10 Tips for Top-Tier Ads

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Introduction

So you signed up for an ad network and are ready to start making more money online. But, did you know that hosting ad code on your site is only half the battle?

The approval process you went through while applying to join an ad network that helps maintain quality doesn't stop after your account is approved. In fact, advertisers won't serve you their best high paying ads if you don't keep up with site maintenance. They may even start serving you their "bottom of the barrel" inventory, or worse - they can blacklist you.

Luckily, the experts at Chitika have put together a list of the **10 best practices for staying on an advertiser's good side.** In turn, making you more money.
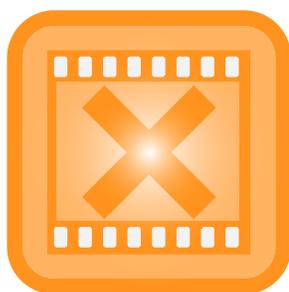
Part 1 : Content Control

Get rid of any broken links or images

1.

Scan your website and test to make sure your links are all working and directing to the desired destination, and that all images load properly! To be safe, remove any images that take too long to load.

2.

Remove all adult content

Advertisers may blacklist you if they detect any adult content on your site.

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Try not to use poor grammar or offensive language

3.

Excessive poor grammar or offensive language can be a red flag to certain advertisers, so our advice is: don't do it!

4.

Avoid using the default template for your site's design

We know you want to get your site up and running as fast as possible, but take the time to choose a different layout than the default. It's worth it!

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5. Be consistent with your content - inconsistent content or not enough content is a red flag

Many ad networks won't approve you in the first place if you don't have enough content on your site, but advertisers can stop serving you quality ads if that is the case! You should also take care to be posting content regularly - waiting long periods of time before adding new content can decrease the quality of ads you're served.

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6. If you can, avoid hosting content unrelated to your domain name

airplanes.com

Advertisers can best serve targeted, high quality ads when your site theme is clear.

Part 2: Ad Management

Disable any full page pop-ups

7.

Low quality ad types are a big red flag for high quality ad networks.

8.

While you're at it, also make sure you remove distracting pop-ups that may block your site content

Top-tier advertisers don't want to be associated with ads that negatively impact user experience.

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Along with adult content, remove any adult ads as well

9.

You know what? Let's just say that in general, anything adult-related is a bad idea.

10.

Don't have too much ad content above the fold

Many publishers use the space above the fold to cram advertisements in due to the high CTR that area is known for. However, if you have mostly ad content above the fold without any organic content, you could get yourself in trouble with advertisers.

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CONCLUSION

As a publisher, following these tips doesn't just ensure that you'll receive the best paying ads from advertisers, but also keeps you on good terms with the ad networks you run on your site! Be sure to keep these tips in mind as you maintain your site in the long-run - one accidental slip-up could cause you to be thrown on an advertiser's blacklist, and it can be very hard to be removed from such a list.

Of course, once you've made sure your site is advertiser-friendly, it's also important to take steps to optimize your site for maximum revenue. Chitika's eBook, "Optimizing Your Website's Online Ad Revenue" provides useful tips on how you can best monetize your existing ad units while keeping your website user-friendly.

At Chitika, we like to do everything possible to make sure that publishers are earning top revenue from advertisers. When a publisher is blacklisted, they aren't the only ones who suffer! Our publisher account dashboard even provides customized tips for how a publisher can make changes to their site to boost their daily earnings. Many ad networks take the "hands off" approach to their network, and publishers can be hard pressed to hear a response from a support email or phone call. Chitika is a great network for publishers looking more for communication. Our support team is always available to help with website optimization.

> **To learn more about how you can monetize your website with a free Chitika account, visit www.chitika.com/apply**

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