3 Factors that Impact Your Earnings -- And What You Can Do About It

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Introduction

Making money with your blog doesn't have to be difficult or complicated. All it takes is a little digital housekeeping, and the willingness to play around and see what works best for you. Below, we've outlined three major factors that contribute to your earnings: Your site, your ads, and your traffic. Read on to learn exactly what you can do to optimize each area and make the most money possible!

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1. Your Site

A beautiful site is a profitable site. Make your website shine to bring in more money!

- Use an aesthetically pleasing design with crisp images and fonts
- Get rid of broken links and images, and make sure your navigation bar works
- Keep your site content consistent and clean. That means, get rid of any content irrelevant to your site's main theme and be sure to use proper grammar
- Remove all adult content, including adult ads

For more tips, check out these helpful articles: Getting to Gold with Chitika, Gold-Level Tips for Smaller Sites

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2. Your Ads

Thoughtful ad placement can increase your revenue many times over. Experiment with different sizes and styles to see what works best for your visitors.

- Our 550x250 Mega ad unit works best on most websites, often resulting in higher CTR (and more money!)
- Try to place no more than three ads on each page so you don't overwhelm visitors
- Place ads at the end of a blog post or content. Ads will be more relevant increasing the likelihood a visitor will click!

Remember: Chitika ads are search-targeted. That means the ads you are seeing may not be what your users see. Clicking your own ads is against our terms & conditions.

For more, see: Best Practices for Chitika Ad Implementation and Where Should I Put My Ads?

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3. Your Traffic

Traffic quality influences your CPC and CPM rates. Aim high!

- Advertisers tend to pay more for traffic from the U.S. and Canada
- If you have a low volume of traffic, try using SEO, blog communities, and social media to give it a boost
- You can also use some of our own content we created to help you gain more visitors! Try starting with the Beginner's Guide to Online Advertising.

For more, see: Spotlight: Traffic Sources that Make You $$

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Don’t forget about our Referral Program! Simply by getting friends or people in your network to sign up for Chitika, we’ll pay you 10% of what they earn!

We’ve even created special banners and social media content to get started quick.

Log in now to get our newest banners and ready-made tweets with your customized referral code.

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