

AdSense Page Click-through Rate: How to Improve?

Posted by Syzygy999 - 2010/12/27 00:39

I like the results I'm getting from using the ABS software to autoblog. I started 3 weeks ago and am still in the process of creating a family of blogs, getting traffic for them, etc. Even so I like that I am already getting daily AdSense income and that it is (slowly) increasing. However ...

My CTR (clickthrough rate) is running at about .95% -- less than 1%. I'm told that's really not too good and that if your ad placement is optimized correctly, you should probably be seeing more like 5% (at least).

Carty, if I sent you the URL would you be able to do a quick review and tell me anything I could do better as far as AdSense placement? I realize that's not a part of the package we paid you for, but wanted to ask anyway.

Thanks,
Steve

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Re: AdSense Page Click-through Rate: How to Improve?

Posted by Carty - 2010/12/28 16:44

Definitely Steve. Email me your blog URL and I will give you my best suggestions.

Regards,
Carty..

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Re:AdSense Page Click-through Rate: How to Improve?

Posted by Syzygy999 - 2010/12/28 18:15

Thanks, Carty. I will definitely do that.

BTW, I re-checked my AdSense stats. That .95% figure was for all of my blogs together, including some old ones that I haven't been updating and that were never very good to begin with. When I exclude those, and consider just the blogs I am using ABS on, the figure improves somewhat -- to around 1.5% overall, with some of my individual blogs hitting around 3%. So that's much better, but I could always use any advice on how to improve the CRT even more.

Steve

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Re:AdSense Page Click-through Rate: How to Improve?

Posted by Carty - 2010/12/29 16:12

I have mailed you some more tips on improving it further.

Regards,
Carty..

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Re:AdSense Page Click-through Rate: How to Improve?

Posted by Syzygy999 - 2010/12/30 19:06

Carty,

Just wanted to publicly thank you for the suggestions. They all make sense, and I have implemented most of them. I still need to implement the one about using banner ads to push my content down more; my WP theme doesn't have a widget for that so I will need to edit the theme code to accomplish it. Also, I need to find a niche-specific affiliate program to supply the ad. Clickbank doesn't have much, and I am barred from using Amazon because I live in one of the states that demands they pay taxes if they have affiliates here (so Amazon just cut off all of its affiliates in this state).

But I think all of what I have implemented so far will probably have a positive impact on my CTR, so thanks again.

Steve

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Re:AdSense Page Click-through Rate: How to Improve?

Posted by Carty - 2011/01/02 14:12

You're most welcomed Steve.

Regards,
Carty..

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Re:AdSense Page Click-through Rate: How to Improve?

Posted by keithb - 2011/01/03 07:31

Any chance on saying it out here? =D I think everyone who uses the ABS wants to improve their CTR as well :laugh:

I think I read somewhere that you had a Large Rectangle at the top of the post and a Banner or leaderboard at the bottom of each post with blended colours to the theme?

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