



EZOIC Case Study

How Ezoic Impacts Website SEO



The impact of Ezoic on a website's organic search traffic

Ezoic is a Google award-winning artificial intelligence platform that allows users to automatically optimize ads, configure content, and leverage ad mediation to increase ad earnings and improve user experiences on their website.

One of the unique attributes of the Ezoic artificial intelligence platform is its ability to optimize towards user experience metrics like bounce rate, session duration, and pageviews per visit. These play a critical role in website monetization and overall on-site user experiences; however, they also happen to be some of **the most critical factors for search engine optimization (SEO)** as well.

In the study below, we examined the relationship between websites using the Ezoic platform and their corresponding improvements in organic search traffic, organic keyword rankings, avg. bounce rate, avg. session duration, and avg. pageviews per visit.

While SEO improvements are not an outwardly marketed quality of the Ezoic system, this information provides a clear picture of the value that the Ezoic system can bring to this dimension of a website's growth practices. **In all of these cases, Ezoic's website optimizations perfectly mirror search ranking and search traffic improvements on all of these websites.**

104K
KEYWORDS

1.0M
TRAFFIC

\$1.4M
TRAFFIC COST



The impact of Ezoic on SimplyPsychology.org’s organic search results

SimplyPsychology.org started using Ezoic to maximize revenue while also taking into account user experiences on their site. An unexpected and welcome result of their testing and optimization efforts was a significant lift in organic search positioning. From June 2015 to present SimplyPsychology.org has...

- Grown organic traffic over 300%
- Increased keywords that rank in Google by 600%
- Increased ad earnings by 400%

These positive improvements correlate directly with optimizations that were the result of Ezoic’s testing.

After the first few months of testing, the ultimate improvements in pageviews and pageviews per visit correlated directly with the increases in organic traffic. Furthermore, in this timespan **Ezoic was able to drop bounce rate by 20% and increase session duration by approximately 120%** resulting in a +793,000 increase in organic keywords that the website ranked for in search engines.

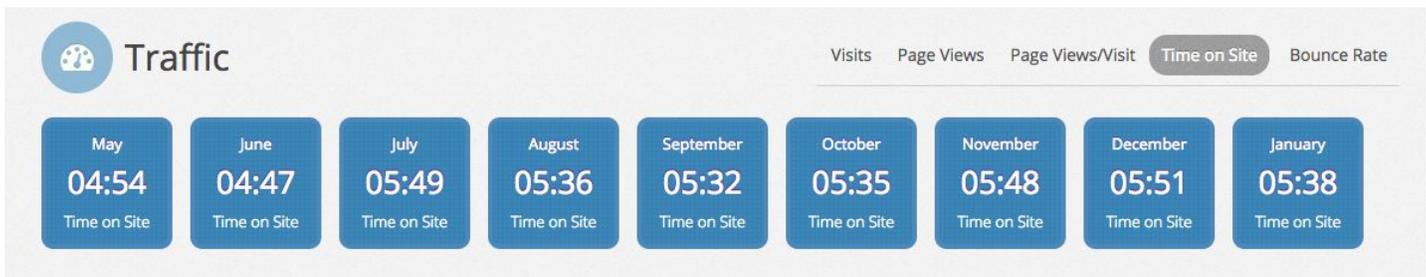




How AndroidInfoTech.com used Ezoic to dominate organic search results

AndroidInfoTech.com started using Ezoic in an attempt to maximize their ad earnings potential. Their testing and optimization efforts also yielded user experience metric improvements that resulted in dramatic search engine ranking increases. In only 8 months, AndroidInfoTech.com saw...

- A 10x uplift in website revenue from ads
- Organic traffic grow by +300%
- Average session duration increase by approximately 1 minute



After the first 2 months of testing, Ezoic already had a powerful impact on optimizing the session duration for AndroidInfoTech.com. Once Ezoic was able to solidify the improvements — around July 2016 — you can see that this directly correlated with the largest keyword improvements for the website.

There were also recorded improvements in bounce rate and pageviews per visit during this same time period that correlate directly with the session duration improvements.



swingbyswing.com Desktop Mobile
Organic Search Positions for google.com database



SwingBySwing.com optimizes revenue, user experience, and organic search

In late 2015, SwingbySwing started noticing declines in their ad earnings from their existing ad relationships and chose to experiment with Ezoic to better optimize revenue and on-site user experience. This resulted in several unprecedented improvements such as...

- 2x increases in monthly site revenue
- 6x increases in organic search traffic
- 25x increase in keywords that the website ranked for in Google

These improvements in revenue and organic search traffic parallel equally dramatic improvements in user experience metrics.

Inside of this timeframe, Ezoic was able to help drive linear progress in session duration by approximately 95%. This identically matches a 35% reduction bounce rate on the site during the same time period.

Ultimately, the Ezoic system's site optimizations perfectly mirror



SwingBySwing.com's organic search improvements.

unscramblewords.com Desktop Mobile
Organic Search Positions for google.com database

4.4K
KEYWORDS

177K
TRAFFIC

\$139K
TRAFFIC COST



How Ezoic helped drive organic growth on an evergreen site

Unscramblewords.com joined Ezoic in an attempt to better monetize their evergreen website. An unexpected benefit of the testing and optimization with Ezoic was growth in their search engine rankings. Unscramblewords.com was able to...

- Increase revenue by 78%
- Grow organic traffic by 20%
- An 18% increase in session duration (time on site)



Evergreen websites are sites that are often untouched by publishers and accrue regular traffic over time (usually organically).

For Unscramblewords.com, this unprecedented growth directly correlates with testing and optimization performed by the Ezoic platform. This includes a 1 minute and 41

second improvement in session duration and a 10% improvement in pageviews per visit. Both stats are crucial to search rankings and were improved through Ezoic's platform.


Desktop Mobile
 Organic Search Positions for google.com database

20.3K
KEYWORDS

14.0K
TRAFFIC

\$13.2K
TRAFFIC COST



JiuJitsuTimes.com sees largest organic traffic boost in its history

JiuJitsuTimes.com started using Ezoic in the fall of 2016 in an attempt to improve monetization and user experiences. They had been steadily growing organic traffic for several years but quickly saw the largest keyword and search traffic jump in site history after implementing Ezoic. Jiu JitsuTimes saw a...

- 2x increase in EPMV (earnings per thousand visitors)
- 62% increase in organic traffic
- 30% improvement in keywords that rank in search engines

Experiment Name	Rank	Visits	PV/Visit	AVG TOS	Bounce %
Ezoic Ad Tester Mobile	1	131,968	1.16	03:18	13%
Old Site Mobile - Your AdSense Account	2	15,147	1.14	03:11	14%

These unprecedented results are directly correlated with optimizations measured on the Ezoic platform. Across the board, most of the user experience metric improvements were modest; yet they perfectly match the Ezoic systems optimizations.

Ezoic was effective very quickly for JiuJitsuTimes.com; who saw a 3% increase in session duration across all devices, incremental increases in pageviews per visit, and a 7%

reduction in bounce rate. These small changes had a dramatic impact on the site's search performance.

About Ezoic

Ezoic is a Google Certified Publishing Partner. Over 30,000 publishers from across the world have joined the Ezoic platform to improve their sites.

Ezoic features a number of different applications and tools designed to help website owners simplify the testing and optimization of the elements of their site that are scientifically proven to impact ad revenue and user experience metrics.

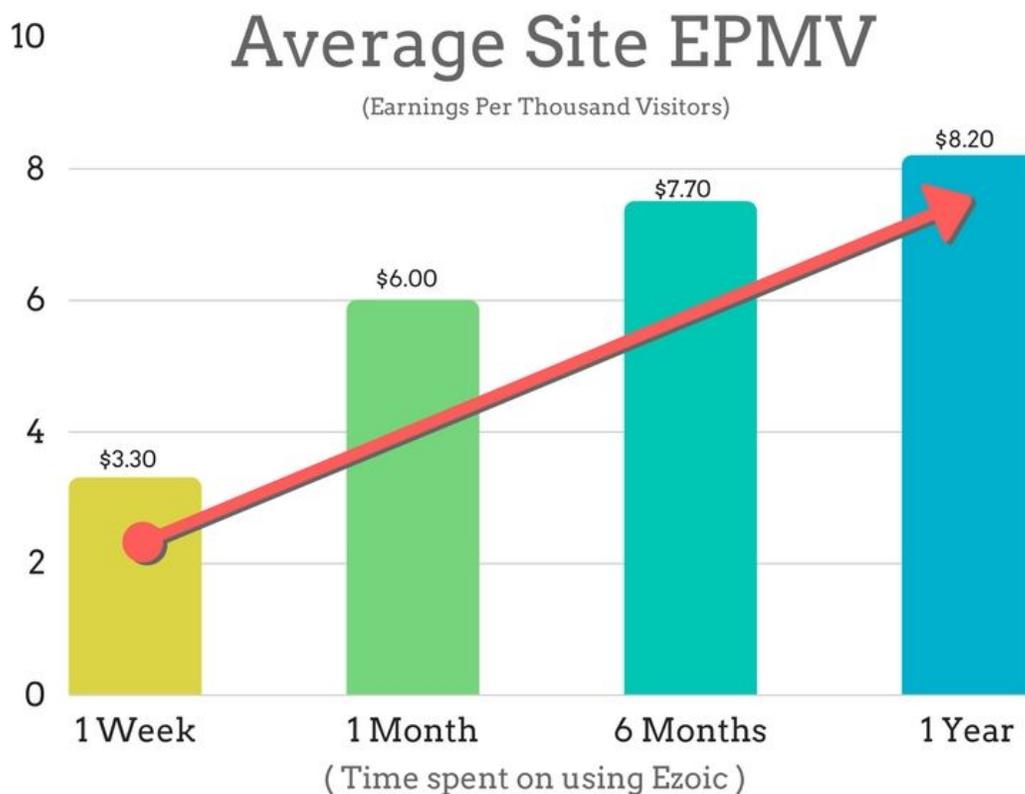


Chart reflects average earnings per thousand visitors of sites by time period spent on the Ezoic platform

While all site results vary, it has been statistically proven that website ad revenue increases are proportional to time spent using the Ezoic testing and optimization platform.



ezoic



To learn more about Ezoc visit www.ezoic.com.

