

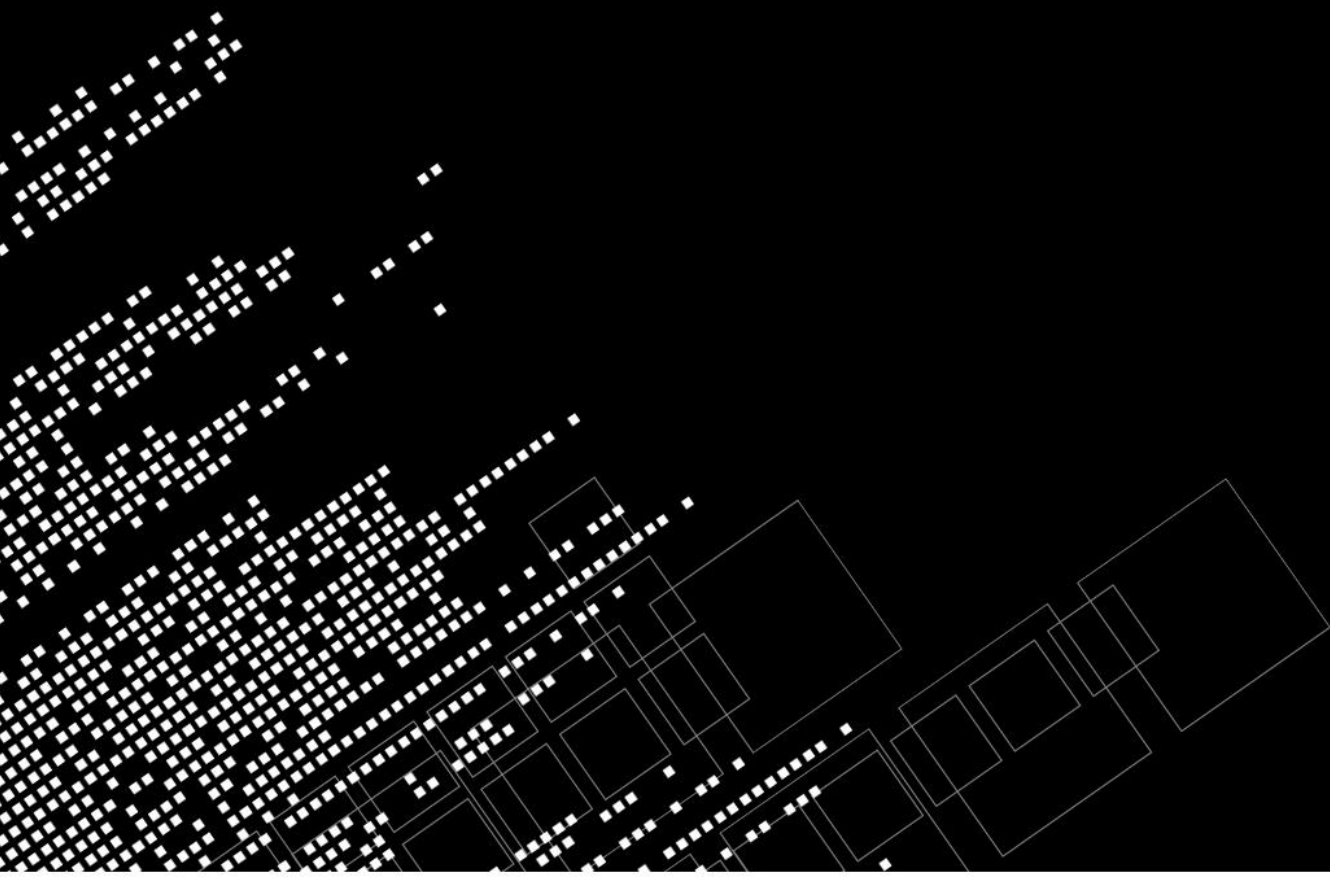


**eZOIC**

**CASE STUDY**

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AskTheBuilder.com



# AskTheBuilder was a 2005 AdSense success story but experienced major challenges following the early years of financial growth



## The AskTheBuilder Story

AsktheBuilder.com was launched in October of 1995 by award-winning builder, Tim Carter. It remains the oldest, and longest-lasting, first-person home improvement site on the Internet.

In 2004, Tim Carter began using Google AdSense to monetize his site. Within a few years, Carter was generating mid-six-figure revenue from Google and became a famous AdSense revenue success story.

Unfortunately, AskTheBuilder was badly affected by the historic Google Panda search algorithm update (2011). AskTheBuilder.com lost 95% of its traffic overnight.

Following this event, Tim Carter began dilligently working to repair his site's traffic and revenue. That long journey eventually led him to Ezoic.



'The biggest mistake I made is sitting on the fence and not turning on Ezoic sooner. That judgment error cost me no less than \$70,000'



## Powerful Improvements With Ezoic

In January of 2017, Carter began using Ezoic to help streamline the monetization of his site alongside a more data-driven approach to enhancing visitor experiences.

Carter saw his website revenue triple in the following months. Ezoic helped Carter significantly increase his revenue per visitor while improving objective user experience metrics.

Ezoic also helped streamline a content revision project that saw Carter recover some of his lost traffic from years past.

“AsktheBuilder.com may rise from the ashes and get even more traffic than it did in January 2011”, Carter claimed.

# More Intelligent Decision-Making

## Ezoic Helped AskTheBuilder.com...

- Increase website revenue by nearly 300%
- Analyze and improve content quickly; leading to over 1,000 new keywords ranked in search engines in less than 1 year
- Decrease visitor bounce rate by 28%
- Improve average session duration by more than 45 seconds

'I love the interactive dashboard that Ezoic provides. I can see my best-performing material and see what experiments generate the best user experiences.'



'Perhaps the best part of Ezoic is the human interaction. If I have a major question or a problem with my site, Ezoic answers it in less than 24 hours. I'm so glad I decided to use Ezoic.'

Tim Carter, Founder AskTheBuilder.com

Sign-up and try Ezoic for 30 days free at  
**[www.ezoic.com](http://www.ezoic.com)**