



Welcome to: *Just Start*

Course 3:

Understanding The Modern Web & Your Site's Own Data



Hello and welcome to course number three of Just Start. I'm Tyler Bishop, and hopefully you've been following along with me through courses number one and course number two, and this is just the classic reminder of all four courses will be required to complete the final test. The information included is necessary to understand all the concepts inside of the test and that is how you're going to be able to access all of the Ezoic features and access to Ezoic Monetization, which is one of the things that you get once the test is completed at the end of Just Start.

Now, with that in mind, we want you to be successful. We've implemented these live tutoring sessions so that you can attend these and hopefully get assistance or help understand concepts that are maybe a little bit more difficult. We also have some study guides and I'm going to tease now that at the end of course number four, I will do a brief overview of some of the key components or key things to understand as part of the entire course.

Today, for course number three, we're going to be talking about understanding the modern web and how to take advantage of your site's own data.

How websites are delivered

- Host or registrar is the internet address of your site



Part of the reason I want to talk about the modern web is because we've talked a lot about the growing complexity of the internet, and I think it's really important to understand maybe some of the fundamentals of which it's built on, and that may give you a better idea of what's important and why things work the way they do.

And so the very first thing is probably just about how the web and how websites, in general, work. The area that most people will be familiar with is that a website host is, in the modern age, is necessary, to host a website or to publish a website to the internet. Now, most of you are familiar with basically third-party web hosts. It is theoretically possible to host a website on your own native computer at your house. You can set up your own server. People actually used to do this, but there's a decent amount of problems with scale. Having just a web host on its own actually has problems with scale that we'll touch on in a moment.

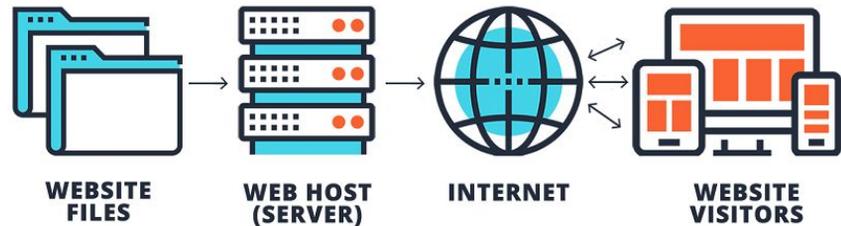
Your web host is basically it's where all the files for your website live. Most of you will have a web host and you may have a different, or it may be the same, registrar, but these two components are pretty necessary to publish a website to the web or registrars where you register a domain name. And then the host is where you basically will say, this is where my site lives. This is where this domain name has its home and this is where you can set up your email accounts, your website, any CMS; all the files to your site basically live here.

If you're using a CMS like WordPress, you'll probably have a lot of interactions with the actual component of WordPress, where you're basically using that as a front-end

interface to upload your files and add content. But, there's still, no matter what, even if you have a WordPress site that lives someplace, there are basically FTP files or SFTP files that contain all the different components of even WordPress itself.

How websites are delivered

- Host or registrar is the internet address of your site
- Domain is where users go to call that address to their browser

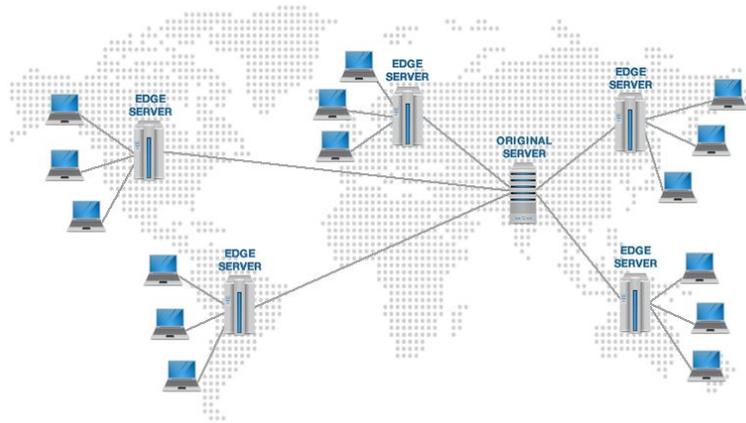


So without going into too much detail here, essentially your domain is your address. It's where the users can go to call access to your website. And this is basically where your web host is. Your web host is where all your website files are, remember? So when website visitors call to sign on and find your domain name, they will find the address at the web host.

So they make a call. I want to find `www.juststartclassnumberthree`. They do that on the internet, and the internet says, "this site is located here" and it goes and grabs the files that you're looking for.

How websites are delivered

- Host or registrar is the internet address of your site
- Domain is where users go to call that address to their browser
- CDN is a mirror of the site so the user can get it fast



So that is essentially how modern web works.

And the problem with just the process of calling back to the host for the content is that if I live in Bangladesh, and I am calling a server that is hosted in San Francisco, California, that is a really long call and it has to go across multiple networks. And so what's been a real change in the modern web over the last 10 years or so is the rapid adoption of CDNs.

So a CDN is a mirror of the site so that users can access it quickly. There's all these other components, like edge servers and edge caching and things like that. But essentially what's happening is when you hear the word cache, basically there's two different kinds. There's a browser cache where the physical internet browser that you have, like Chrome or something like that, that will actually cache a website so that someone can load it instantly from their browser if they've been to a site before. But then there's also the server cache, or the CDN cache, where that person in Bangladesh can actually access the website from a server nearby where a copy of your website has been basically saved temporarily so that it can be accessed by people in that local geographical area, as opposed to having to make the call all the way back to San Francisco.

And so if you ever hear someone say something about caching rules, usually what they're talking about is how often a cache needs to be refreshed.

So, if you have an online forum, for example, an online forum may need to be having a

very short cash policy because it might get updated on those URLs really frequently I should say. Unfortunately, those caching rules are often applied to pages that don't need that. If you have pages that never change the cache doesn't need to be refreshed that often. So the people in those geographical areas should be able to usually get a copy of your site from the edge server or the CDN in their local area, as opposed to having to make a call back to the host server. And this basically allows the scaling of websites over the entire globe. It makes them delivered faster, and it also saves money on basically data and information costs.

How does integrating with Ezoic's work?

Connecting to Ezoic's CDN by pointing nameservers is the easiest way - technically - for Ezoic to be able to serve new experimental ad configurations while you retain complete control over your site. This is because Ezoic works as a proxy between your user and your host.

So, when a user goes to your site, Ezoic will get the content from your host and return it to your user. This means your content will still be loaded from your current hosting provider and you can continue updating and editing your content as you've always done.



I bring this up because it's really important to understanding how Ezoic works. So Ezoic actually provides a free CDN.

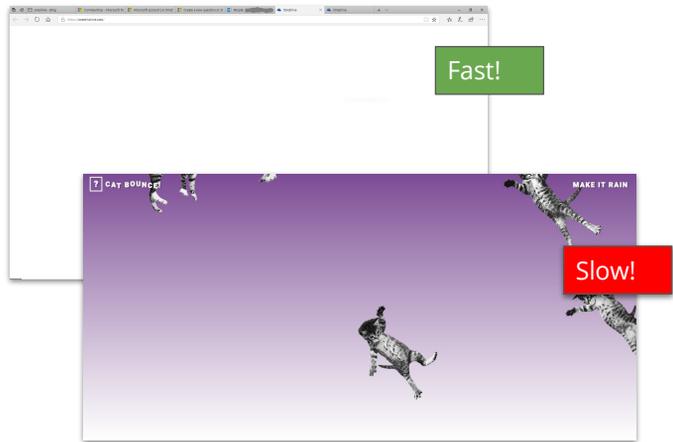
So if you're wondering right now, do I have a CDN? Do I have these things implemented on my site? Once you access Ezoic, we offer a free CDN that's as fast as any on the web. And essentially what we do is we ask that sites change their name servers to Ezoic. It is the primary and best form of integration. If you already have a CDN like CloudFlare, CloudFlare being the most specific one in this case, we do offer a CloudFlare integration. That's one click and easy, but it's if you're already using CloudFlare as your CDN, which will automatically detect once you start using the platform.

But once you integrate with these Ezoic, Ezoic will actually be a proxy. This means that these Ezoic will actually sit at the server level, just like a CDN. And this allows us to deliver content and also give you information that is particularly useful once you are able to deliver a site from the server level.

So without getting into too much detail, you basically have your host and Ezoic serves as a proxy where all the traffic kind of shoots through there, just like a CDN. And it goes to all different devices and down to the users. And so Ezoic is actually a way for people to access your site even faster than doing something like putting ad tag scripts on a page or something like that.

Speed is one of the most misunderstood topics I hear about

- Is Speed important for SEO?



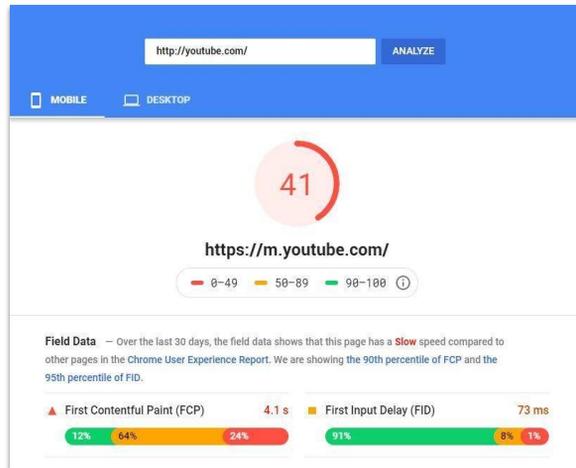
And the reason why I talk a little bit more about CDNs and speed and where Ezoic lives and all of these different elements is because speed, I find, is one of the most misunderstood topics on the web. And I think the reason why we ended up talking about speed a lot here at Ezoic is because in many cases we are a lot of websites, first introduction to online or digital advertising. And unfortunately ads ad load time to sites, because there has to be a call out to the advertisers. We talked about real time bidding and the first couple of classes.

And speed has become an important topic of discussion because it's something that's often associated with things that Google talks about and Google is associated with what? SEO that's right, everybody. So SEO is something that has been talked about a lot with speed, but I do want to talk a little bit about something that Google has said recently, which is that speed, among all the factors that it looks at to decide whether or not someone is going to get the best result for their query, it falls pretty far down on the list.

So the best way I can describe this is a website that is completely blank and absent of content is about as fast as you can get. But a website filled with really in this case, I have bouncing cats. I searched fun, cat something. I can't remember what it was. But you can see here, it's slow because there's just a bunch of bouncing cats on this screen. But if that's what I was looking for, the fast result would provide me almost no satisfaction of seeing bouncing cats.

Speed is one of the most misunderstood topics I hear about

- Is Speed important for SEO?



So Google themselves offer a bunch of different tools for measuring and understanding speed, and there's a lot of these across the web. And so I like to try to give everyone a better idea of essentially how some of this works and what it means and what to do about it.

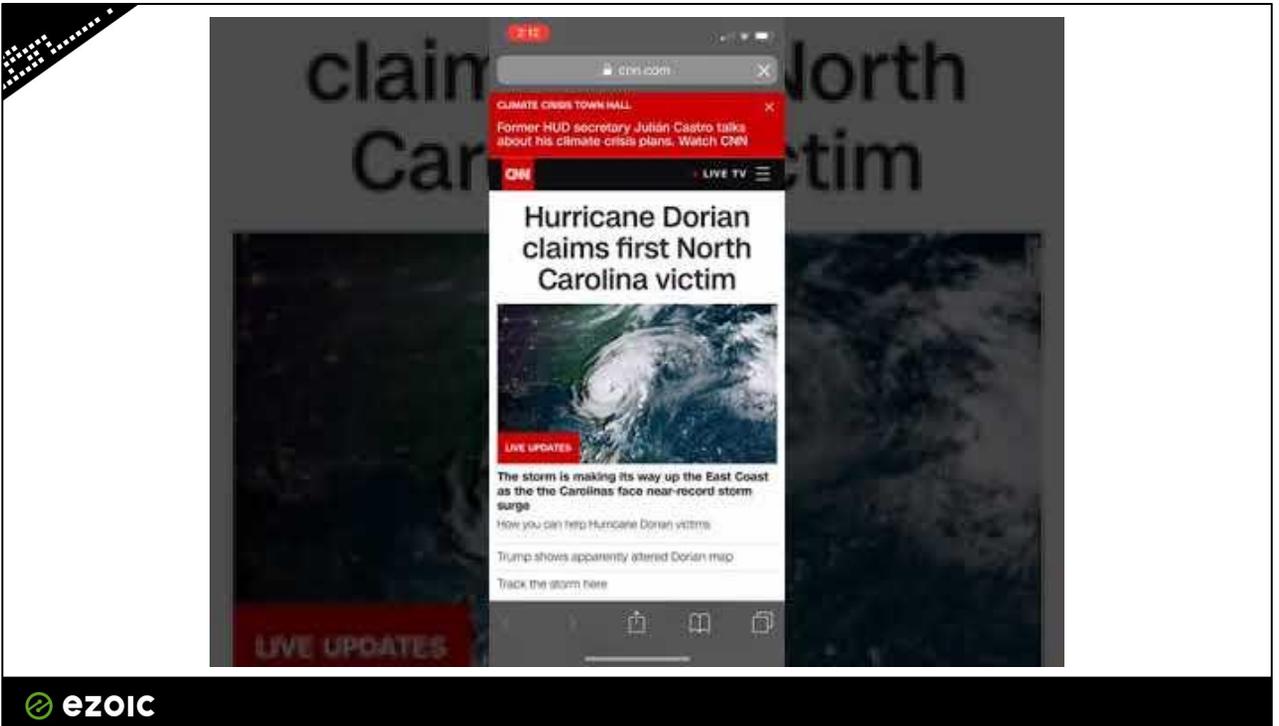
Tools aren't the best way to measure UX or speed

CNN.com is actually very fast

The image shows two overlapping performance reports for CNN.com. The background report is from PageSpeed Insights, and the foreground report is from GTmetrix. Both reports show a PageSpeed Score of 37% (F) and a YSlow Score of 50% (E). The PageSpeed Insights report also shows a Fully Loaded Time of 11.5s, Total Page Size of 3.56MB, and 414 Requests. The PageSpeed Insights report includes a 'Field Data' section indicating a 'Slow' speed compared to other pages in the Chrome User Experience Report, with a 90th percentile of FID. The GTmetrix report shows a 'Latest Performance Report for: http://cnn.com/' and includes a 'Performance Scores' section with PageSpeed Score F(37%) and YSlow Score E(50%). The PageSpeed Insights report also shows a 'First Contentful Paint (FCP)' of 7.1s and a 'First Input Delay (FID)' of 289ms. The GTmetrix report shows a 'Fully Loaded Time' of 11.5s, 'Total Page Size' of 3.56MB, and 'Requests' of 414. The PageSpeed Insights report also shows a 'Field Data' section indicating a 'Slow' speed compared to other pages in the Chrome User Experience Report, with a 90th percentile of FID. The GTmetrix report shows a 'Latest Performance Report for: http://cnn.com/' and includes a 'Performance Scores' section with PageSpeed Score F(37%) and YSlow Score E(50%).

Unfortunately, tools actually aren't usually the best way of measuring speed across the web. Cnn.com is one of my very favorite examples.

So cnn.com, if you were to go there right now on a mobile device, you would actually find it quite fast. Um, but in common page speed tools, it reports is slow. And it's because it's implementing a lot of different best practices, like lazy loading, asynchronous loading, deferred loading. And this makes the total load time and a lot of cases is long, but the actual performance to the user is fast, which is something that Google has talked a lot about.

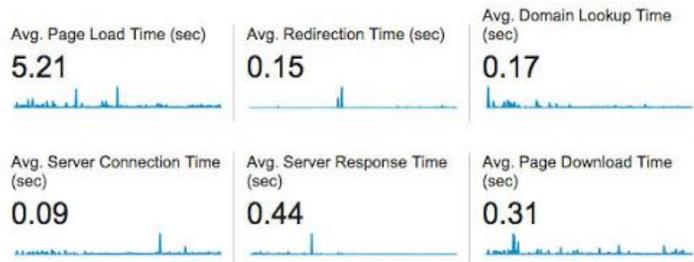


And so this is just an example of cnn.com that I like to show So pretty fast, for a zero score.

What do these metrics mean?

"Avg Page Load Time" : The average amount of time (in seconds) it takes that page to load, from initiation of the pageview (e.g., click on a page link) to load completion in the browser.

16,059 of pageviews sent page load sample

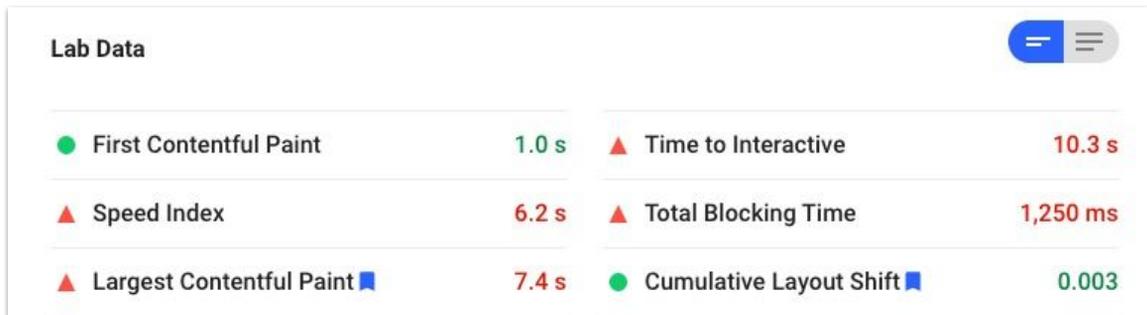


So I like to point that out because most of these metrics and the metric of average page load time is probably the worst metric to look at, as it relates to how fast is the site or our users being able to get what they need or getting a fast interaction or a good user experience. So the average page load time actually means the average amount of time in seconds it takes that page to load from the initiation of the page view. So basically they click on the page to the completion of loading in the browser.

But if you've ever heard of the term like lazy loading, or you've been on a website where you scroll down and the image kind of appears as you scroll down, that essentially means that the website is going to load the, you know, larger items or basically load almost anything until it's in the viewport of the device, meaning that once someone actually needs that content, the site will load it.

And this takes the average page load time in reality, what the user is seeing, down quite a bit. Because if you think about it, if I'm a user and I go to a site and I actually just want to access the navigation, or I just want to read the top of the page, loading all the stuff at the bottom doesn't really make sense. So average page load time, isn't accounting for all these best practices that have been implemented. Just more and more over time.

Google's recommendations...



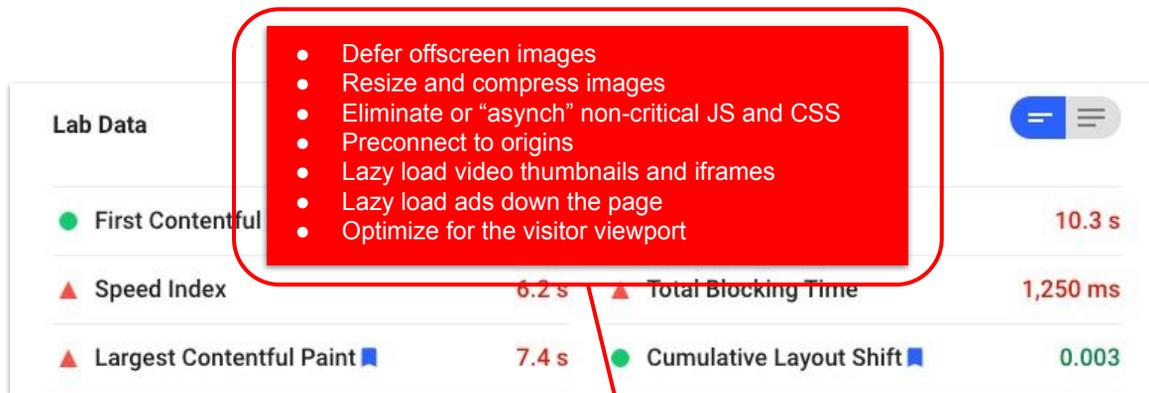
The image shows a screenshot of a performance metrics dashboard titled "Lab Data". It features a grid of six metrics, each with a colored icon (green for good, red for bad, blue for neutral) and a numerical value. The metrics are: First Contentful Paint (1.0 s), Time to Interactive (10.3 s), Speed Index (6.2 s), Total Blocking Time (1,250 ms), Largest Contentful Paint (7.4 s), and Cumulative Layout Shift (0.003). A blue menu icon is visible in the top right corner of the dashboard.

Metric	Value
First Contentful Paint	1.0 s
Time to Interactive	10.3 s
Speed Index	6.2 s
Total Blocking Time	1,250 ms
Largest Contentful Paint	7.4 s
Cumulative Layout Shift	0.003

So Google has their own recommendations and they created a lot of new and interesting metrics. They also have what they call Core Web Vitals now as well. And these are in many cases trying to understand a lot of different things, but put in particular things that impact the user's experience, some of the things that they're trying to measure the best.

So cumulative layout shift, that is something that is basically measuring, you know, if you're ever on a website and you're seeing the content and the images kind of jerk up and down as you go, it's because things are loading and they're loading late and they're moving the content around. That's not necessarily great for user experience. First Contentful Paint is how quickly actual content or actual, something visually is appearing to visitors on the page. Time to Interactive means how long does it take the site to load until someone can actually use it, basically scroll, click on navigation, things like that. So there's a lot of data and information, and it can be really hard to parse through because if someone tells you your time to interactive is slow, but your First Contentful Paint is fast. What do you do about it?

Recommendations increase total page load time

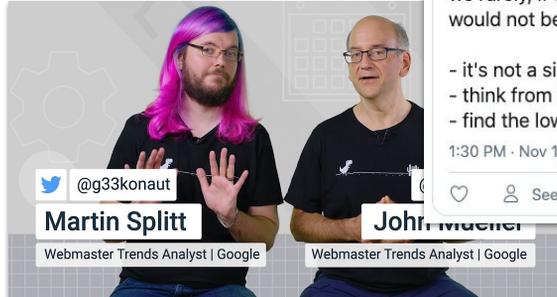


All of this adds to “avg. page load time” — in fact, it will make it much longer in most cases

Well, Google gives a lot of recommendations here. But I want to point out the fact that all the recommendations that they give to improve the things that I have in red in this report here are things like deferring, offscreen, images, resizing, and compressing images, eliminating, or asynchronous loading, lazy loading, noncritical, JavaScript and CSS, pre-connecting to origins. Once again, all the lazy loading of the images and media, and then optimizing for the visitor viewport, which I had mentioned before, and all of those things add to average page load time. So speed is really something that's a little bit more nuanced and requires a bit of a balancing act. So tools looking at average page load time, these are very remedial ways of trying to understand speed.

Speed is one of the most misunderstood topics I hear about

- Is Speed important for SEO?
- What determines website speed?



So what determines website speed, according to Google? Well Martin Splitt, who is one of the few people that they let talk about this sort of thing, he said, honestly, yes, speed does matter because a lot of it needs a ton of context and we rarely, if ever, get that context. And if we did the answer would not be broadly useful. I hope people take away. It's not a single number. Think from the user's perspective and find the low hanging fruit for you.

And that's really one of the things that Ezoic empowers our users to do. Implementing things like a CDN are best practice that allows you to make that users are able to access your, your content, uh, quickly so that it doesn't have to make a call back to the host server. As I mentioned before, and we also have for a lot of built in optimization and free tools to basically make sites as fast as they can possibly be with things like ads and other things like video players and stuff like that, that you might want to implement on your site that traditionally ad load time.

Speed is one of the most misunderstood topics I hear about

- Is Speed important for SEO?
- What determines website speed?
- What impacts website speed



So what impacts site speed? Well I mentioned a few things just now, but people probably are unaware that even having things like a social media widget, a backlink, Google Analytics scripts in your header, and all the, you know, various plugins or extensions you could add to a CMS, those things all add to website speed.

Speed is one of the most misunderstood topics I hear about

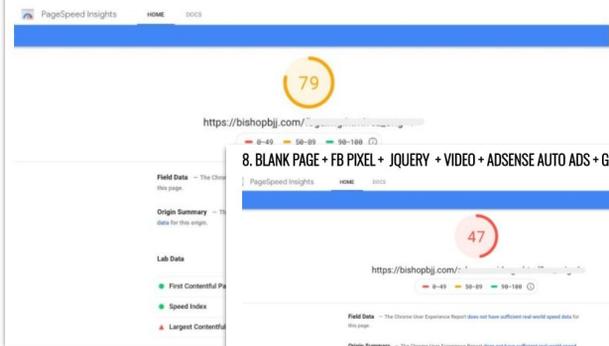
- Is Speed important for SEO?
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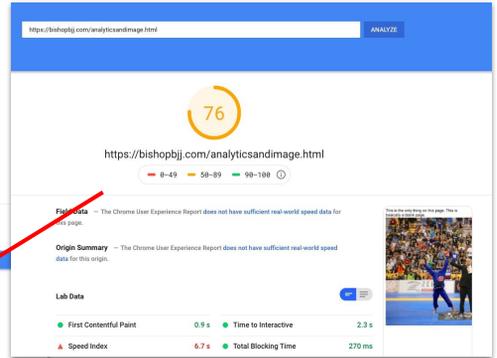
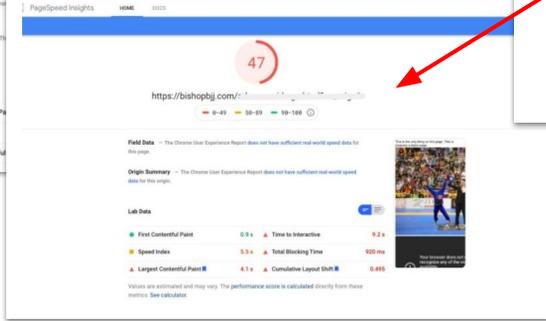
And of course, ads--ads make all sites slightly slower. There's nothing we can do about it. Because of the nature of how online advertising is delivered, all ads slow sites down.

Speed Testing “Blank” Pages

4. BLANK PAGE + IMAGE + GOOGLE ANALYTICS + FACEBOOK PIXEL



8. BLANK PAGE + FB PIXEL + JQUERY + VIDEO + ADSENSE AUTO ADS + GOOGLE ANALYTICS



Same Page but using Ezoic free speed features and replacing AdSense Auto Ads w/ Ezoic Ad Tester



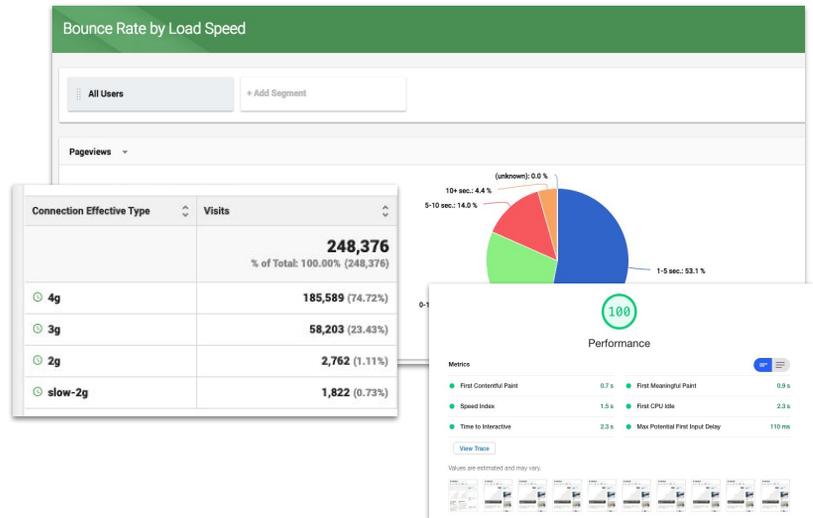
And so one of the things that I like pointing out is, this is a site it's one of mine. It's a Jiu Jitsu website, and we did a bunch of experiments recently where we basically just added individual components to a blank HTML page. And you can see on the left, I've got a blank page, which completely blank outside of just an image. I put a Google Analytics script and a Facebook pixel on the page to measure my audience, and it dropped it to a 79 in Google page speed insights. Now I've added an ad since auto script and embedded a YouTube video on that page and it dropped it below 50.

But once I added the same page to Ezoic and added some of our free site speed features, and replaced the AdSense auto ad script with basically just turning on these Ezoic's Ad Tester, you can see I'm basically back up to is as fast as it was when it was just a pure blank page on it. I'm not showing any ads or, or anything like that.

So that is one of the things that I find to be very misunderstood about what is impacting speed and what isn't, but Ezoic should provide you with the components and the tools necessary to make your site as fast as it could possibly be while displaying things like ads.

Speed is one of the most misunderstood topics I hear about

- Is Speed important for SEO?
- What determines website speed?
- What impacts website speed
- Focusing on UX



And one of the things that I find to be one of the most helpful for our visitors or I guess our Ezoic customers is focusing on user experience rather than focusing on site speed tool. So some of the things that I'd like to point out is inside of Big Data Analytics, which get into here at the end of this course, you can look at things like connection effective type of your visitors, and you can see how many of my visitors are actually on a fast 4G connection. Oftentimes when you're seeing a mobile score or a mobile speed score you're seeing what it looks like for visitors that may be loading the site on 3G or 2G. And you'll notice that the average load time for someone on 4G is almost instant.

And then if you go in and you look and you see that the 75% of your mobile visitors are actually on a 4G connection already, that means 25% of just your mobile traffic, which let's say it's half, that means that only a very small fraction, one eighth of your entire website, visitors are able to access your site in a, in a way that is not a fast connection with 3G or 2G, you know, something along those lines.

And so it's a very small fraction of your audience, actually, that you need to be worried about speed at all for. And so then you can kind of hone in on what their experiences are and maybe figure out what individual components you want to optimize in that case. But the point is, is that UX is probably a lot more important to pay attention to than speed scores.

A site will be faster w/ Ezoic when displaying ads vs. any other possibility

sitespeed.ezoic.com

Asset Requests (Desktop)			
Page Size		Total Requests	
Original Site	Ezoic	Original Site	Ezoic
3.7MB	1.9MB	536	432

Load Times (Mobile)			
Interactive		Page Loaded	
Original Site	Ezoic	Original Site	Ezoic
3.96s	3.18s	4.44s	3.86s



So I mentioned this before, but sites will be faster with Ezoic displaying ads versus any other possibility. We actually built a tool to help you see this and understand it so you can see exactly what makes a site slower or faster. And so Ezoic, because of our ability to allow you to split test, can also measure your original site versus your current site using Ezoic or being optimized by Ezoic.

So if you go to sitespeed.ezoic.com,, you can actually run your site through this tool once you're connected to Ezoic, and you can actually see in this case the one on the left, you can see that, Ezoic is doing quite a bit here to actually improve, you know, the size of the site. So it's actually compressing things. The site file delivery is actually smaller with these Ezoic. The total requests is, is lower. The time to interactive is, is, is better with Ezoic. And the total time for the page to load is lower with Ezoic as well versus the original site. And these are just things that Ezoic is helping sites do automatically and giving tools to publishers to be able to do on their own.



Ezoic and speed

1. Ezoic allows sites the **fastest experience available when displaying ads**
2. Ezoic sites have seen **improvements on average after every Google Core Search Algorithm Update**
3. In cases studies, **Ezoic sites have shown faster organic traffic growth** vs. non-Ezoic publishers

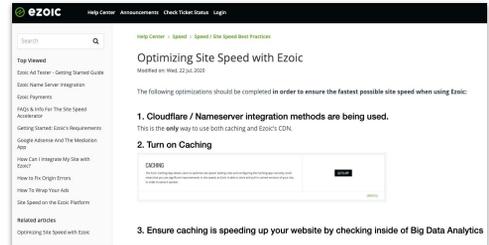


So, to summarize, the speed and the modern web, Ezoic does allow all sides of the facet experience available when displaying ads. Ezoic sites have seen improvements on average, after every Google core search algorithm update, that's something we're very proud of. We look at all of our publishers in conglomerate after these big Google SEO updates, we try to evaluate what factors we thought were important. And after every single one, we continue to see our publishers doing extremely well.

And when we look at basically non-Ezoic publishers from the web, we continue to I guess the, the field or the rest of folks in search results. So our publishers generally see faster and better growth. We've done multiple case studies on this. So being Ezoic publisher seems to be an advantage from an SEO standpoint. And part of the reason is, is because we give you and deliver these tools that allow you to kind of optimize your site for the modern web things like a CDN and stuff like that gives you the, I guess, puts you on the cutting edge of things that are necessary to be a publisher.

How to ensure a fast site with Ezoic

1. Integrate via Name Servers or Cloudflare
2. Activate Ezoic Caching App and turn on the Ezoic CDN
 - a. Even if Cloudflare integrated
3. Turn On Site Speed Accelerator Free Features
 - a. Use recommended settings
 - b. Use free resources for troubleshooting if needed
4. Deactivate Unnecessary Plugins/Tools
5. [Check Caching Status](#) In Big Data Analytics



[Every step in detail is here](#)

> Compatibility List Is At The End of These Slides



So one of the questions I get a lot is, so how do I ensure I've got a fast site with Ezoic? Well, one of the things that I'll briefly touch on because we've got a great support article, we've got a great set of resources on our YouTube channel and on ezoic.com and on support.ezoic.com. But every site is a little bit different.

And so the very first thing that I can tell you is you have to integrate via name servers or Cloudflare, if you want to get the fastest experience. And it's actually something is a part of Just Start we've strongly emphasized--we'll get to this in course number four--but unless there's just a small number of caveats name server or Cloudflare integration is the only integration method that we are recommending for this class.

And so you'll want to activate the caching app, which is only available if you're integrated via one of these two methods, and that'll basically turn on Ezoic CDN, and we'll get into that a little bit more in course, number four. But then we have a number of free Site Speed Accelerator features.

The Site Speed Accelerator is something that we do offer some paid features for, but I don't think many publishers know that Ezoic actually offers 95% of our speed tools for free, and there are recommended settings and free resources for troubleshooting those as needed. So once you get your site integrated with Ezoic, we have the Caching app, which is underneath the speed tab. And we also have the Site Speed Accelerator, which offers a wizard or a kind of a walkthrough, a guided walkthrough. It'll help you set it up on your site.

The next piece of that is basically detecting or deactivating any unnecessary plugins tools or scripts on your page that may conflict with those Ezoic features. And I'm going to show you in a little bit, how to basically check the caching status of your site in Big Data Analytics to make sure that as we mentioned before, about CDNs and caching, that you don't have caching rule set that are basically undermining the ability to deliver your content as fast as possible. And I'll go into more detail here, but for every site it's going to be a little bit different. And so that's why we've created this support article here that can walk just about anyone through that. I'm gonna move this here so you can kind of see right there, that's where it's at.



What does matter to growing a website... DATA!

- What determines your traffic?
- What determines your revenue?
- What determines the long-term potential for your site....

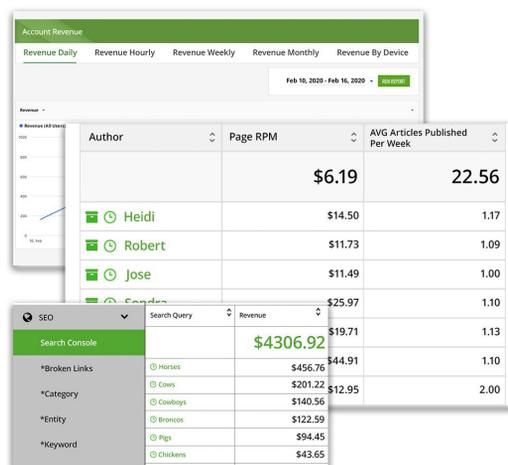


So what does matter to growing a website? We've talked a lot about speed today because it's a hot topic and something that I find usually comes up quite a bit whenever publishers are integrating with Ezoic.

But one of the things that I think is not talked about enough is basically how do you grow your traffic? How do you grow your revenue? What determines the long term potential for your website? In course number one, we talk a lot about how much a website can earn. And that depends on a lot of factors. And I think a lot of times the, you know, the idea of US traffic or geographical location of the traffic or the niche or category the site is, gets a lot of credit for being the driving factor behind that. But realistically, it's your data that can determine this, and you can kind of guide your site towards higher revenue and faster growth of traffic. And I'll show you how.

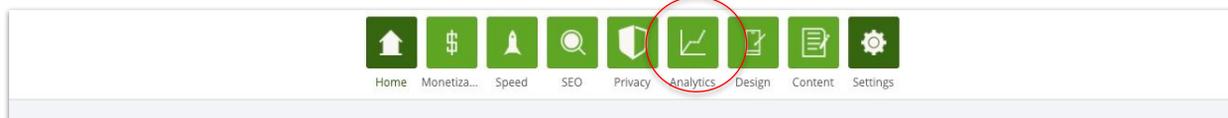
What does matter to growing a website... DATA!

CONTENT



Content! It's the part of publishing that most of you feel like you probably have one of the best understandings of. And that is one of the things that Ezoic, allows our publishers to understand to a degree that I don't think was available without our analytics. And I think it's something that many publishers don't ever really dig into. And as a part of this course, it gives us a rare opportunity to help growing publishers be able to access this information and use it to their advantage.

Live look Big Data Analytics



So now I'm going to actually take us into Big Data Analytics. So you can actually see here, this is a live look at, the dashboard. You can see the analytics tabs up there at the top.

So once you are integrated and traffic is flowing through Ezoic and you're displaying ads, once you've completed your tests and you've integrated your site you can access analytics and I'm going to kind of walk you through some of my favorite reports. And some of the ones I think are the most important for publishers now.

So here we are, this is what Big Data Analytics looks like once you first get into it here. So Big Data Analytics here, you can see once you get in the home screen, is sort of your revenue. This is what everyone likes to see, right? So you can kind of see your daily revenue right off the bat up here in the top, right, is where you can draw the time period and what you want to have a report.

Once you have the time period selected that you want, you can actually compare as well. So if I want to say, I want to look at the last couple of days here, and then I can compare it to the previous period. I can click apply, but it won't show until I click here on run report, in Big Data we'll run this and you can see my revenue is up 40% over the last three days compared to the previous ones, my EPMV is up 21.4, 8%. And my visits up 15%. So I'm seeing improvements here, but maybe my improvements in revenue are directly related to, you know, my traffic, I can see here, my EPMV is up, but if I wanted to see just how much I could actually select in the chart to be able to see my EPMV as opposed to revenue, and you can see here just how dramatic the

difference is and it's growing. So I'm hoping that my EPMV continues to grow in this fashion, if I'm this publisher.

Next area that we're going to focus on is what I like to call, basically figuring out which visitors, you know--you can kind of bucket them into a lot of different types--but which visitors are your I guess your 'home run visitors' or that's a baseball analogy. I don't know if everyone will get that one, but these are the ones that I think are really important to look at because every publisher, even if you're in the same niche category, you're going to find this particular piece of data is different. And that is your new versus returning. So new visitors and returning visitors are going to be quite a bit different in most cases. So you can see here, EPMV is quite a bit different. I can actually drag this column here, over, so I can compare it. So I can see my site gets 76% of its traffic from new visitors and only 24% from return visitors. But it's my visitors that are coming back that are actually earning me quite a bit more. So my return visitors, they're quite a bit better in terms of revenue than my, my new visitors.

So this is a great indicator for sites that, if you see a lot of return visitors, you may want to focus on efforts to create like a newsletter or somehow get access so that you can drive these visitors back to your site because knowing how valuable they are, you can earn greater revenue from them. You can also find out whether or not they're more engaged. And we can see on this site that they are, so average engaged time actually looks beyond just how long a site session is.

So session duration is a common Google Analytics metric that measures how long someone is spending on the site. It is also referred to as time on site and engagement time actually looks at how long someone is actually spending on a page and actually reading the content, not just fiddling with navigation or waiting for the page to load, or doing something in another browser tab. It's looking at how much time is the visitor actually spending, reading the content. And you can see here, it's directly correlated with my higher EPMV. So my return visitors are more engaged and they make more money. I should probably focus on how do I capture this audience and continue to drive them back to my website.

I can look at my top landing pages and without revealing too much about this publisher, I've went ahead and kind of blanked out two landing pages here. But one of the things that I'd mentioned before, in course number one was that essentially it's the content on individual sites that matter more so than the actual content category or niche.

So let's just say this website is about cats. And I find out that I've got an \$8.09 average EPMV. So we can see that right here, I've dragged this column over right over here, and you can see for this landing page, I'm actually getting an \$18.89 EPMV, more than double my average. However, on this page, I'm getting a \$3.99 EPMV. So that means that I'm getting just a fraction, about 40% of what my average is on this page. So if I find out that I have a friend with a cat site and they're getting an

\$11 EPMV, it's not that my site is underperforming. It's that my landing pages that people are visiting are hitting below my average and the landing pages that I have, that are hitting above my average aren't getting as much traffic.

So what would I want to do? Well, I'd want to figure out if there's ways for me to improve these pages or get more traffic to the pages that are well above my average, or to create more content like these pages. And one of the ways that we can look at why this is happening, comes back to our favorite example, which is page views per visit. And page views per visit, we can see here on this page or this site, the landing page with my well above average EPMV is three page views per visit, which is really impressive. But my page it's only getting a 1.1 pages per visit is well below my average. So you can see here, part of the reason why this landing page is earning more money is when people land on this page, they visit more pages and accrue more revenue across their session. And that is one of the other reasons why looking at EPMV is so important, is because you could miss this looking at page RPMs or something like that. So landing page EPMV and understanding how visitors engage with it and how much money you aren't above your average on some of your top pages can really drive you to create the kinds of content that are more valuable, or get you to understand what you might need to do to drive more traffic to those pages specifically.

Under the content tab as well, we have another area called pages without revenue, and this one is pretty straightforward, so I won't talk too much about it. But once we get into Ezoic, we'll find that certain pages are going to have ad placeholders on there, you will set up your placeholders. And we talked a little bit about how Ezoic placeholders are different from traditional ad tags in course, number two. That being said, Ezoic will automatically detect across your site where placeholders could go on similar pages to the page that you set up your placeholders on. This way you don't have to go and set up individual placeholders on every page. Unfortunately, because some pages are a lot different. If Ezoic doesn't automatically detect those placeholders in every location, you may end up with pages that are not showing ads or don't have any revenue.

And there's usually two main reasons why page wouldn't have revenue on Ezoic. One is objectionable content. So there is a objectionable content filter in Ezoic, where if a page may cause a AdSense or Google ads policy violation, it will automatically protect you from that. And that'll actually show under the content tab inside of Ezoic. And you can actually go from your main dashboard to the content tab and find any objectionable content displaying on your site. And you can address that so that you can display ads on it and you can accrue revenue. The other main reason is that Ezoic didn't automatically detect a placeholder locations for a specific page, and you may need to go in and modify or add placeholders to the pages that are not showing revenue.

And then last, inside of the content tab here. Well, actually, we're going to get to a

couple of other things in the content tab. So not last, but you can actually find under page details here something that I find really interesting, and it's word count. So word count is often discussed in the world of SEO and advertising is being something that's, you know, really important. What's the best word count? Should I, you know, write over a thousand words, 2000 words; is longer always better? And so you can see on this site, the majority of their paid views go to sites with between 1,020 and 2,500 words. But if we want to dig a little bit deeper here and look at basically the page RPM or the revenue earned from these pages, we can get a better idea of how important word count is to revenue.

So you can see on this site here, it's fairly linear, although if I was trying to decide whether or not I needed to extend my article above 500 words...let's say I've got an article it's between 250 and 500 words, but I'm considering adding more content to it. You can see here, there's not much of a revenue difference. So if I'm writing shorter articles, I may not need to spend the time or effort, especially if I'm spending money on writers and paying them per word to go over 500. Now, if I go over a thousand, you can see that the page RPM goes up quite a bit. It goes from \$3.44 to \$5.38. It may make sense if I'm trying to decide, do I go over a thousand words or not? That's where I see my first kind of major bump in page RPM.

Now, if I'm going to pay somebody to write an article 2000 words long, I might as well pay them to write just above 2,500 words, because I see another bump and page RPM here. And then the same thing can be said for a 5,000 plus. Now it's very important that all sites look at this, because if you look at this right now and you think, 'Oh, the more words that I have in an article, the more revenue that I'm going to make,' this is actually not super common. Normally what we'll find is that the sites are all different, even sites in the same category. And so sometimes you'll have a, a site where the word count, the page RPM is the highest maybe here in the middle, between 750 and a 1,000 to 2,500 words, something along in, in that area. And actually they see lower revenue and the higher word counts and vice versa. Sometimes, you know, it's really short ones that maybe have a video player on them.

So realistically, this is something that you should look at on your site and understand, especially if you're paying writers: what does it make sense to pay them, to write how many words, because you may find that there's a point of diminishing return or a point to which it doesn't really matter how much more content that you add to a page, if you're really worried just about the page's RPM.

The next under the content tab is categories. And I really, really like categories because most sites have the ability to, whether you're using WordPress or something else, you have either an extension. You can use Yoast to do this. You can actually set it by default in WordPress. If you're have a custom PHP side or use another CMS, it's really easy to add meta categories or meta article tags to a site.

And this basically allows you to understand which topics or categories on your site are

driving the most revenue. So let's say again, we've got a cat site or something like that. You know, maybe my cat message board or my, you know, people pages here. I don't know how I can tie that to cats. But this is basically looking at my different categories, shows about cats, searches about cats, voting. These are just the categories on this side, not necessarily related to cats. But you can see here, which categories are getting the most page views, but we can also go over here and we can look at page RPM. So if we look at these categories and we see that the average page RPM is \$5.35, I can go down here now and see that my voting category is actually getting a \$9.16 page RPM. So well above my average, same thing for this one here called west end.

So if you're making content for a lot of different categories on your site, it's really good to pay attention to this information because you may be, you know, creating lots of content around something that you know is lower earning in terms of advertising revenue. So if you say my friend has a cat site and it's making a lot more money than me, you should probably go look into your categories because there's a good chance that they're writing more cat content in categories that are higher earning than than your site is. And that's one of the biggest reasons why you want to look at this information, and the same information applies to author metrics. So you can go underneath the content tab and under author, you're going to get the same information here by who is the listed author on it.

So whether it's, you know, you have site admin, or you actually have individual authors or something like that, that you add in, whoever is the writer listed under an article that will actually show here. And you can actually look at which authors are driving the most page views, the most engagement. So you can see average engaged time here, and you can go down and find, you've got one writer here that's, you know, twice as engaging as some of the others. And if we go over here to page RPM, again, you can see that page engagement, once again, is associated with a higher page RPM. So the average page RPM of the authors that I have here, they are \$6.43. And I've got a, an author down here that they're more than double my average. So if I'm paying my writers per word, this is a great way to see the ROI that different writers are getting when they're creating content. You can also look at the average articles that they publish per week and the number of pages that they've published. And so this is a really great way of looking at and understanding the value of the people writing content on your website.

And that's where we'll finish with the Big Data. I mentioned early on that I would show you where you could look at essentially where you could find out if the caching policies and things like that were working properly on your site. So here underneath the Site Speed tab, you can find this tab here called caching. And once you open that up, there's a tab here called Ezoic caching, and there's three categories. These are cache hit, cache miss, and Ezoic cache off. And essentially what you want to see is his own cache hit on the majority of your page. And when you don't see that, that's how you know that maybe you have a plugin conflict or something else on your site

that is keeping you from implementing and delivering your site via our CDN as fast as possible. And I will refer you back to the support article listed on that slide when we went through that here earlier in the course.



So that's course number three, we touched on a lot of different factors. We touched on site speed. We touched on briefly at the beginning modern site infrastructure, how hosting works and how a CDN improves the delivery of a website across the globe. And then we got to dig into the fun stuff, the content, and looking at Big Data Analytics to basically understand what content on your site is the most valuable, how you could potentially grow your traffic, and how it can be a little bit more intelligent about how you approach your content creation strategy.

So, in course number four, we are going to finish diving into basically setting up Ezoic. It's the final step, because hopefully on the backside of course number four, you've attended maybe some tutoring classes. You've got our study guides and you're ready to take the final test. You're going to need that course number four to set your site up and start begin accessing Ezoic and showing ads, and using all the fun tools inside of our platform, analytics, things along those lines. So thanks for joining course number three, and I'll see you on our very last and final course course number four, whenever, whenever you get there.