



Welcome to: *Just Start*

**Course 4:**

Setting up and optimizing your site with Ezoic



Hello, and welcome to the last and final course of just start course, number four, I'm Tyler Bishop. And if you're listening to this course, I very much hope that you've watched courses one, two and three, because the information in all three of those courses will be necessary to complete and pass the final test, which is necessary if you want to access all of Ezoic's monetization features.

Now, without any further ado, I'm going to go ahead and get us started on course number four, which really focuses on setting up Ezoic and basically optimizing it for your site. And we focus on this primarily because that's what you'll be doing next. Once you pass your test.



# 1: Integration

## Recommended Methods:

1. CDN/ Name Server Integration
2. Cloudflare Integration (*only available if your site is using Cloudflare*)

## Not Recommended Unless You Are Prevented From Using The Above

- Wordpress Plugin



So the very first thing that you'll need to do once you've completed your test and you've passed it you'll probably need to wait so that Ezoic team can create your account and send you the next steps from there. But the very first step that you'll need to take once your Ezoic account is created and you've got it and are able to log in is you'll need to integrate with the platform. And as we mentioned in the last course, the recommended method of integration is CDN / named server integration. Meaning you'll go to your website, host or registrar, and you'll change your name servers to Ezoic name servers. This does not change who your host is. It doesn't change who you've registered your domain with. It will change absolutely nothing in the way that you manage published content I own and operate your site today.

All it does is it adds Ezoic's CDN. And as a proxy to your site, and if you already are using CloudFlare as a CDN, you can just use CloudFlare integration, which is essentially just a one-click integration. If you are already using CloudFlare, it will detect that and provide that option to you. Now, this is very important because it's important that directions are followed as a part of this course so that we can ensure your utmost success. Wordpress plugin is not recommended unless you were prevented from using one of the above methods. 95% of the sites in this course can use one of these first two methods. We were able to review it.

So if you're like, maybe my site is an exception, I can use the WordPress plugin. This

is something that I know it should be easier. CDN names or integration is actually easier makes your site faster and is the recommended method.

And it is the only method that we are going to be trying to support you with throughout all the rest of these directions. So I very highly recommended if you do use a WordPress plugin for integration, it should be because you don't have access to your name servers aren't using CloudFlare or aren't completely unable to change your name service for one reason or another. And we do have a lot of articles on support.Ezoic.com that will show you how to do this exactly at your domain registrar host. So if you type in a, if your host is GoDaddy, for example, you go to support.Ezoic.com and type in GoDaddy. We have both a video and an article you can use for something like that.

# What is included with Ezoic Integration

- Super secure WAF and firewall
- Dozens of data centers around the world
- **SOON:** Video
- **SOON:** SEO Tester

## BIG DATA ANALYTICS

Understand how content, visitors, and revenue are tied together.

[Learn more.](#)

## FREE SSL AND CDN

Get a free SSL to server sites as HTTPS and access a super-fast CDN.

## SITE SPEED ACCELERATOR

Improve your site speed, load times, & PageSpeed Insights Score.

[Learn more.](#)

## PRIVACY & CONSENT

Serve your site securely & manage GDPR & CCPA compliance.

[Learn More.](#)

## SCRIPT TESTER

Find out how new features are affecting your visitors by allowing multivariate testing of scripts and widgets.

## ANALYZE SITE SPEED

Find out how fast your site is with & without Ezoic.

[Learn More.](#)

## AD TESTER

Automate multivariate testing and let machines optimize revenue and UX.

[Learn more.](#)

## PRE-SET HEADER BIDDING

Implement while avoiding many of the common pitfalls.

[Learn more.](#)

## GOOGLE ADS MANAGER

Bring A.I. testing into your Google DFP / Ad Manager account.

[Learn more.](#)

## AMP CONVERTER

Convert mobile pages to a Google AMP and monetize them.

[Learn more.](#)

## AD MEDIATION

Allow ad partners to compete and bid more for your ad inventory.

[Learn more.](#)

## LAYOUT TESTER

Deliver the best experience by testing which layouts perform best.

[Learn more.](#)

## DIRECT AD ORDERS

Traffic any direct ad deals you have & set parameters.

[Learn more.](#)

## PROGRESSIVE-WEB-APP

Instantly turn WP websites into PWAs with full features.

[Learn more.](#)



So what are the benefits of integrating with Ezoic at the name server / CDN level?

Well, number one, we provide a lot of advance super secure firewall, and what's called a WAF. We, we give you these features at no cost. And these are things that oftentimes security technology companies or special security hosts will offer as a benefit or a reason for, you know, paying for their platform. And this is all delivered via Ezoic for free. We have dozens and dozens, maybe hundreds now of data centers around the world. So uptime using Ezoic is better than just about any other software company on the planet, including some of the biggest names in cloud software. And we also have video and SEO tools coming soon. You may see some of those betas and the, in the dashboard, but beyond that, the things that we've talked about so far obviously monetization is something that everyone is here for, but we also have, as we mentioned in the last course free site speed features we have built in ad demand features like header bidding and AdX that come along with that.

We offer a free SSL. So if you don't have HTTPS on your site already or are paying for that somewhere else, you can get it for free through Ezoic free privacy and consent features like consent modal so that you can comply with EU regulations like GDPR or U.S. regulations like California CCPA. And then all the features that we talked about yesterday inside of big data analytics. And there's quite a few more, and rather than going to all of them, I just want to highlight the fact that Ezoic includes lots

and lots of features. And I'll show you where you can get some resources on training and leveraging those features to your benefit towards the end of this course. So integration, I don't need to hammer home again, the recommended methods, but when you do integrate your site once you log in with your result account for the first time, you'll see probably one of these two screens.

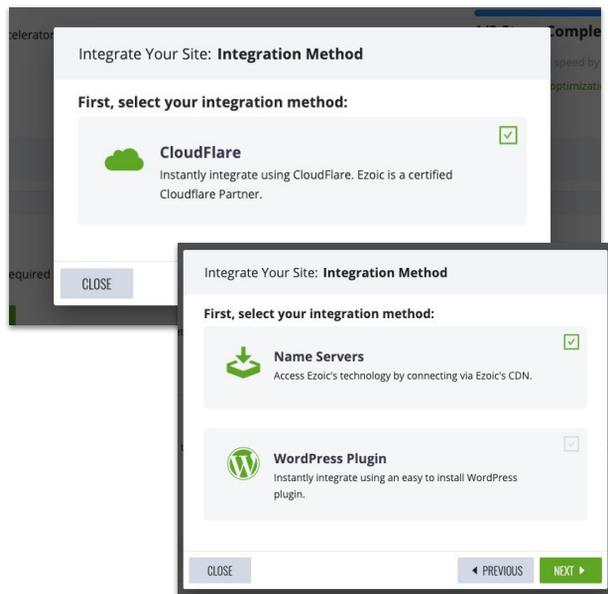
# Integration

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And, and the first is if you are using CloudFlare will provide you with the ability to do Cloudflare integration. Now, if you don't currently use CloudFlare and you're a WordPress site, you'll see these two options and again, select name servers, not WordPress plugin. And if you only see name servers, it's because you're not a WordPress site and you're not using CloudFlare, and this is the primary and probably the only integration method offered. And if you can't change your name servers and you see no other options, you can contact [guide@Ezoic.com](mailto:guide@Ezoic.com) and our team will advise on how to basically get your site integrated. There may be a couple things that we have to do differently, but I think most of the sites we looked at in this course had one of these options available to them.

## Live look...

The screenshot shows the 'Integrate Your Site: Integrate' step. It includes a navigation menu at the top with items like Home, Monetiza..., Speed, SEO, Privacy, Analytics, Design, Content, and Settings. The main content area has a title 'Integrate Your Site: Integrate' and a sub-header 'Integrate'. Below this, there is a text block: 'Next, you will need to update your current name servers for [redacted] with the ones provided for you below.' Another text block says: 'We detected your site is registered at 1&1, so you'll need to change your name servers there:'. There is a green button labeled 'READ HOW TO DO THIS >'. Below that is a table with two columns: 'Current Name Servers:' and 'Change Name Servers to:'. The table contains four rows, each with a name server ID (e.g., ns108) and a corresponding Ezoic name server (e.g., havanese.ezoicns.com). At the bottom of the panel, there are 'CLOSE', 'PREVIOUS', and 'NEXT' buttons. A progress indicator at the bottom right shows '0/4 Steps Complete'.

The screenshot shows the 'Integrate Your Site: Finish Steps' step. It has a title 'Integrate Your Site: Finish Steps'. Below the title is a section titled 'It can take a while to detect integration' with a sub-header. The text explains: 'Because of caching on the internet, it can sometimes take as long as a few hours for us to detect a site's integration. The good news is that you don't have to wait. You can continue on with the next step and we will update this step as complete when we can.' There is a green button labeled 'RECHECK INTEGRATION'. At the bottom, there are 'CLOSE' and 'PREVIOUS' buttons.

Will take 12-16 hours typically for name servers to propagate so that integration is recognized and fully-complete



So now we're going to actually go in and we're going to take a live look at integrating sites and basically optimizing your site for success while, while using Ezoic. And that includes setting up your site and setting up a monetization so that you'll be as successful as you possibly can be.

But once you go to integrate with your name servers we'll detect usually your hosts or registrar, and we'll show you what your current name servers are there. And then you can actually use one of our articles. Or as I mentioned before, go to support.Ezoic.com type in the name of your host, a registrar, and we'll show you via video or an article, how to do that yourself. But essentially Ezoic's going to show you three or four different name servers that you will then copy and paste to replace the name servers that your host.

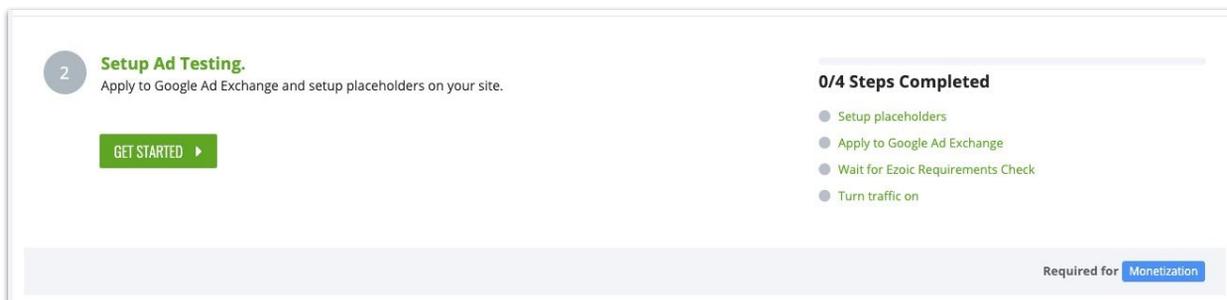
And I'll emphasize, again, this doesn't change who your host is or anything like that. It's simply a integrate your site with these Ezoic so it can serve as a proxy. It sits in between your host and your visitors to deliver to them much in the same way as CDN does. If we looked at in course number three. And so once you've integrated your site, this is very important name server integration because it populates around the globe. A process called propagation takes place. And propagation just means that the name servers are recognized across the world is being is being the new name servers essentially. And that can take up to 12 to 16 hours. So once you've integrated your

site, whether it's with CloudFlare, which usually happens quite a bit faster sometimes within an hour or if you are one of the rare sites that does the WordPress plugin integration is all the same name servers, a WordPress plugin.

It's going to take 12 to 16 hours for your site to show as integrated. So you can actually still continue with most of the steps here that I'm going to show you, but just realize that if you integrate in, you're like, why isn't it showing my side is integrated yet? It's because it can take that 12 to 16 hours. So I just want to emphasize that. So that just means that once you've integrated your site, you're probably within a day before we can finish setting up the site. So ads definitely are not going to show within that first 24 hours of integration. And then there's still some other additional steps that are necessary.

## 2: Setting Up Ad Testing

- Complete integration steps
- Continue setup even if integration is not detected yet



The screenshot shows a dashboard interface for setting up ad testing. On the left, a circular icon with the number '2' is next to the heading 'Setup Ad Testing.' Below this heading is the instruction 'Apply to Google Ad Exchange and setup placeholders on your site.' A green button labeled 'GET STARTED' with a right-pointing arrow is positioned below the instruction. On the right side of the dashboard, a progress indicator shows '0/4 Steps Completed'. Below this, a list of four steps is displayed, each with a grey circle icon: 'Setup placeholders', 'Apply to Google Ad Exchange', 'Wait for Ezoic Requirements Check', and 'Turn traffic on'. At the bottom right of the dashboard, there is a blue button labeled 'Monetization' with the text 'Required for' to its left.



The next is you're going to need to set up ad testing, which is basically setting up Ezoic monetization completely. So ad tester is our product that includes all of Google's monetization or Google's ad exchange, header, bidders and all the other monetization features we talked about in course, number one, in course, number two.

So once you finish integration, the next step will be to apply to Google's ad exchange and to set up placeholders. So applying to Google's ad exchange is a really quick process. You'll be sent this via email. You must fill out the application and it simply allows you to become a part of our partner account. And then that will allow us to enable Google's ad exchange on your account that can take up to 24 hours as well. So it's important that you do that step. You don't wait for integration to finish and then move to this step, try to do these steps in tandem so that you can minimize the amount of time that you have to wait before you can implement ad serving on your site.

# Live look

## Placeholder tips:

1. Use [this detailed video](#) for help, or this [short one for a quick refresher](#)
2. Download the [Ezoic Chrome Extension](#)
  - a. Must be logged out of wp-admin for it to work
  - b. [Clear browser cookies](#) if you get any errors
3. Include all relevant ad sizes for each placeholder
4. 8-15 placeholders per long article is recommended
5. Activate "AI Placeholders" (which will allow Ezoic to find more options - primarily on mobile)
6. Keep "Adaptive Placements" in place if you want to maximize revenue



But the next part of this is really setting up placeholders. So we've got a lot of great placeholder videos and tips and tools, and this should be provided to you as a part of kind of your welcome package once you've completed the test.

But just in case, if you want to go back, we have a detailed placeholder set up video here, and a short, quick one here. If you just need a refresher, I'm going to briefly show you how to use the Chrome extension today and how to drag and drop add placeholders on your site. I'll remind you of this several times. You want to be logged out of WordPress admin to do this. And if you get any errors, you want to clear browser cookies. Yes, and I'll show you how to do that specifically here inside of Chrome. And you want to also include all relevant ad sizes. These are just some other tips that I'll go over and just a moment. So now we're going to go take a live look at a real site. So this is a site that I created just to kind of go over some of the placeholder set up and basically just how to access and use the Chrome extension.

So inside of the integration and the setup process, you will probably get access to Ezoic placeholder Chrome extension linked to it. But if not, you can just Google Ezoic, Chrome extension, and you can find the Chrome extension right here. He's okay. Add tester and just download it. If you haven't already. And the neural peer up here with our Ezoic logo up here in your Chrome browser. Now I can go back to my site once I've downloaded the Chrome browser. And once I have my site again, I'm gonna make sure I'm going to make super, super sure that I've logged out of any CMS admin

panels, including WordPress. So you do not want to be logged into WordPress when you do this, you Ezoic automatically will turn off most of our features when someone is logged into WordPress, so that it doesn't conflict with someone when they're trying to publish content.

So if you're ever logged into your WordPress admin, but you're seeing something different when you're in incognito mode or your visitors are seeing something different, it's probably because Ezoic is not actually running on the version of your site when you're logged into WordPress admin. So you actually want to log out of WordPress admin to see your site the way that visitors do. And this includes showing ads. So if you're logged into WP admin, and you're like, why aren't ads showing on my site yet? They're supposed to be showing I can't see them. It's maybe because you're logged into WordPress admin. So emphasize that a lot. So I click on my Chrome extension and I click on activate placeholders. Now it's possible when you go to do this, that you'll see an arrow. Most of the errors that you will get through Ezoic Chrome extension are related to cookies.

So if I actually right click and click on inspect here, I can go over here to application and over here underneath cookies. So I go to application up here at the top. I go over here on the left, under storage and find cookies, and then I click and open up cookies. And I see my name of my site and I can right click again and click on clear. And by clicking unclear, I'll have cleared the cookies. I can refresh my page and now I can activate the placeholders. And I shouldn't get most of any errors that would show up for you here. So once I'm here and I've activated my placeholders, you can see, I don't have any on this page right now, so I need to create them. So I click on create and the best method for this is basically just to click on select location.

So it's going to tell me I'm in edit mode now, and you can see, as I drag my cursor around the screen, it's going to show me all the different containers that I could put potential add locations. So this is very, very important because he's OIC is not using traditional ad tags. It's using potential locations. Remember course number one, course, number two, I want to be very generous with the amount and the number of placeholders that I add to my page. It does not mean an ad will show here. It just means a potential ad could show here. So I want to try to put as many on my page as possible, and in places that make sense, because realistically, if I add 30 placeholders to a long page, that doesn't mean 30 ads will show. It means that he's walking test 30 locations and Ezoic ability to optimize your revenue is going to be much greater if it has 30 variables as opposed to 20.

So I'm going to go over here and I'm going to click so above here and my sidebar, I can now click on insert here, and I'm going to get a number of settings that I can pick

for this particular placeholder. So it's at the sidebar, it's at the top. It already knows I'm in the sidebar. So I selected it. It's at the top of my sidebar, so that Ezoic knows where it is adaptive sizing. This is something that means that Ezoic will essentially figure out in this container space. Does it make sense to show one ad or two? So if you see two ads that are side by side or on top of each other in a single space, this is not an error. It just means that Ezoic adaptive is turned on. That means that if I'm in the sidebar, it's a little weird.

Well, actually in the sidebar, instead of showing a 300 by 600, a big long, tall ad, you might actually show two ads, one, 300 by two 50, and then another 300 by two 50 in the same spot. So rather than showing one big ad, it might show two small ads in the same location. And this is because we've determined that this is either better for user experience or better for revenue. So we always recommend that adaptive sizing is turned on. If you ever have a problem with seeing two ads in one spot, don't like the way it looks, you can turn this off, but it will almost indefinitely ensure that Ezoic is unable to optimize the revenue in that location to its fullest potential allow fluid sizes also means that even if there's an add size that maybe isn't selected, but we know would fit here and could improve revenue or user experience, it'll allow Ezoic to add that, add size to that location.

And then you can turn this on by device as well. Now I get to select which ad sizes are going to fit in this location. And these awkward generally detect which ad sizes make sense that said, if there are ad sizes that maybe don't make sense, or you go through and you're like, I don't like that one. I don't think that one would make sense here. You can, de-select it. Or you can choose to select an ad for that location that maybe isn't there right now. And then by clicking these icons for desktop tablet and mobile, you can basically essentially determine which devices that you would like to have these new placeholders to. So I'm going to go with the recommended ones here. I'm going to, de-select this one that I've added, and now I can actually say, do I only want this placeholder show on just this page?

Or do I want EEOC to automatically detect other pages where this same place holder could exist? So if I have other articles that look like this one, which is in most cases, most sites, most of the articles look fairly similar. If you have a sidebar and most of your articles you know, you're going to have a top of the page when I'm going to ask Ezoic to automatically detect it, because I don't want to go and do this to all of my article pages. If you have specific pages or applications or anything like that on your site that are just dramatically different from other ones you can choose to say, "I only want this page to have this placeholder set setup or pages in this directory, meaning any page that starts with 2020/06. I can say I want only pages that start with that

extension to fall within to be detected and to use this place order set up.

And then I can also do this by subdomain as well. Going further down on the tabs on the left, I can actually set margin. So if I want to make sure that my ads aren't bumping up against my content, we automatically set a 15 pixel margin to the top and bottom, but you might want a slightly larger one. So you can do that. You can do the same right, right, and left as well. And this is so that essentially, if an ad is appearing within the content, it's not pushing the content over to where, you know, the content is running into the ad. You can set this automatically. And then float just means that, do you want the ad to be aligned one direction or the, or the other, and alignment will really do this in the way that we find that most publishers want to use it, which is if you turn alignment on, you can say, do I want my content to be on the left?

The right, the center, most publishers generally will say the center, but putting ad on the own row being on is important because this will make sure that my ad actually doesn't basically push the content over. It sits on its own row so that my content will not be pushed to the right or the left. My ad will actually have its own space just for the advertisement. So the content will not appear to the left or the right of it. The content will be above and below the ad. And then my last is, if I would like to edit using the ad test or app, I can click here. I recommend using the place order extension, I'll show you where you can edit your placeholders manually or implement them as code here in a minute using monetization tab. So I'm gonna go ahead and save my placeholder. And he's always gonna figure out where it can put this placeholder on other pages on my site.

So this is that tall ad I was talking about earlier this. So this is a 300x1050 is a big one. So adaptive sizing being on means that you could show two, 300 by 250 ads here instead of a 300 by this entity. This is the maximum size allowed in testing that my site could show here. So if you look at this and you go, wow, that's a really big ad, realize that that's actually not the size ad. That's going to show there all the time. In fact, Ezoic might not show an ad here at all, because this is just a placeholder. So now I can go and I can begin adding more of these to my sites to see how this pushes the title over just a little bit. If I go and I select add on its own row, it's got all my sizes detected here. And then I say, this is at the top of the page.

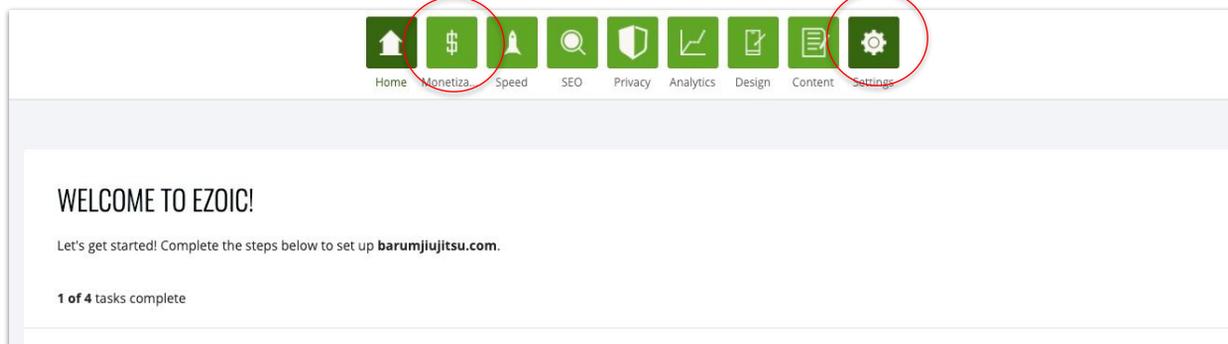
And I click save Ezoic will identify this. And by putting this on its own road, actually won't push my title to the side. It'll push my title down so that the ad is not disrupting it. So notice here that it's on its own row. So my title is not you know, basically showing here in the space allowed. And now Ezoic is going to show a placeholder here. So again, Ezoic might decide, it's going to show two ads in this location since I have adaptive sizing on. And it will do that only if the revenue or the user experience is

better when that's done. And it might not show a 970 x 250 or show an ad at all. And so I'm going to go, I'm going to want to go through here and I'm going to want to select content throughout my entire article to ensure that I have enough placeholders 8 to 15 is what we consider kind of a minimum. But one of the things that we'll find a lot of times is that publishers will maybe not have the best ad setup on mobile devices. And so what you can do to improve this is actually once again, use Chrome click right, click and click inspect, and then refresh this page.

And once you refresh this page, you can actually select a device type here at the top. And once I'd get the device size that I like I can refresh once again. And I can see what my placeholder set up looks like on mobile. And because maybe I set all my ads in the sidebar, and I didn't put any within the content. Now you can see to typical mobile user might see that ad at the top, but it wouldn't see any more ads that I would typically see on desktop because the sidebar on my mobile device is actually down here at the bottom. So my readers may never actually see that ad. So if we go back to what we learned about viewability in the first course or in the second course, we know that it's probably best if I actually have some placeholders in my content that could be viewable and on desktop, my sidebar would be at the top, but in mobile, it's at the bottom. So now I can actually go in and I can add some in content ones on mobile. And because I'm in the Chrome extension here, Ezoic has already figured out that I'm wanting to add these placeholders only to mobile. So you can still go in and select. I want these placeholders to show on desktop as well, but when you're using this Chrome, mobile extension view will only detect the size. So it makes it really easy to add placeholders to different device types and things like that using Chrome.

So that's an intro to using these placeholder. I do encourage you to go through and use one of our setup videos. If you have trouble figuring out the best optimal setting for your site. But again, it's really about making sure that you have the right quantity of ad placeholders on your site. If you just add two or three, I can promise you it will not perform optimally. You want to get as many on there as you possibly can. So then if I want to go back to viewing my site, normally I can deactivate these placeholders.

# Live look Monetization & Settings



So now we're actually going to go into the monetization tab because I'm going to walk you through some of the features you can use to optimize and control Ezoic so that it delivers your site to visitors the way that you would like, and you can monetize it to its greatest potential.

Once your sites integrated. One of the things that we encourage publishers to do is if you have an existing ad sense account to link it to Ezoic, the reason for this is, is because this will allow Ezoic to then bring in your ad sense account, to compete with all the other ad inventory available. It will begin testing. And if your existing ad sense account wins, meaning some of the bids or some of the ads show from your existing AdSense account, you'll actually accrue revenue inside of your existing AdSense account and can collect it there. This ultimately ensures that bidders are competing the most for your inventory, and Ezoic actually mediate it. And you can actually do this with any existing ad relationships. And I'll show you how to do that below, below the AdSense area, where you can easily link your ads.

Since you just click here on view link, and it'll give you a link that will take you to your AdSense account and should just to how you'd a one click approve the setup with Ezoic ad tester gives you the ability to basically turn it on or off by device, and also turn on what's called AI placeholders. And basically it does exactly what it says. It lets add test to automatically test additional ad locations in places that it thinks makes

sense. We strongly recommend this be turned on because oftentimes you may miss some placeholders that could be better for UX and better for revenue. And by turning this on, you give you the ability to test that on mobile is where we see this offer the most value. Sticky sidebar ads are something that require additional setup, but you can turn this on and by turning on sticky sidebar ads, it gives you another variable to test.

When you do have sidebar ads. Sometimes when you scroll down the pages of sidebar, ads will actually hover. You'll see this on a lot of popular sites by doing this, we can potentially improve viewability and some other things. It's not always something that improves revenue on every visit, but on some visits it can. And that's why it's important to have it on as another variable. We recommend having this on across the board. Everything you turn off is essentially a variable or an opportunity that you could use to make more money. The same can be said for anchor ads. So anchor ads are those ads that hover at the very bottom of a page, either on mobile desktop or tablet. So you can choose to have this on or off by device, but by having it on again, it's like sticky sidebar ads. It gives these Oak another variable to test.

And so anchor ads are the they're usually long and they hovered the very bottom of a browser window. And you'll see this again on many popular sites and you can turn this on or off and you can also have advanced settings for the anchor as well. So adaptive sizing, the ability to have two ads show and one single ad container. That is a, another feature that you can turn on or off just for anchor ads. The same thing for fluid sizing that we talked about a little bit earlier, key value settings. Isn't something that's going to be very important or something to worry too much about. For most of our just start class members, the same thing for missing stats. Both of these categories are not something you'll need in the near term. So when I do add my placeholders to my site, they will begin appearing here.

And I can actually, if I want, if I decide that I don't like using the Chrome extension and I would rather just use traditional like ad code to basically add the placeholders to my site, I can click here and I'm going to get a very similar interface that I got with the Chrome extension. So I can go in, I can say sidebar top. I can turn it on by device select all my device sizes. I can get those advanced settings where we talk about the margin, where it floats, if we want to put it on its own row, the sizing criteria, and then I can click on save and Ezoic will produce the ad code. So now I can actually take this and go place it in the sidebar where I created that one with the Chrome extension earlier. And this will just allow me if I want to. So if you're using the Chrome extension, absolutely don't have to do this. But if you would like to actually place the code on your site, rather than using the Chrome extension placeholders, you can use this as a

method as well. And many publishers will use a WordPress plugins, like ad inserter or advanced ads as in mechanism of placing this on their site because yeah, for whatever reason, they, they just decided they it's a more optimal way for them to do it.

Ads.txt is not something you'll need to do immediately upon your first setup. But within the first few weeks of setting up zoom, we highly recommend adding an ads.txt file. It is something that is becoming more and more required as a part of the space. And by having a proper ads.txt file, you can essentially make more money because ads.txt prevents domain spoofing, meaning fraudulent bad actors in this space will often pretend to be certain sites inside of real time bidding protocols and will actually take away money from real publishers. So it's a fraud technique and an ads.txt file basically makes it so that your inventory can only be sold by certified resellers like Ezoic. And so ads.txt, add that file to your site and prevents domain spoofing.

Now it's not necessarily to prevent fraud in your case. It's because certain ad buyers will only buy from basically sites that have an ads.txt file. So you can use the ads.txt, a manager wizard here, you're going to need to go to ads, text manager.com, create a free account, and then you'll get an ID that you can input here. And we'll automatically add an add step text flowers. Ezoic is a partner with Ads.Txt manager. And so you won't have to set up anything complex. It's all done for you sellers that Jason is similar to ads.txt. And again, not something that needs to be set up immediately, but something that you may want to look at further down the line mediation. So mediation, if you do have an existing ad sense account, it will be linked here and you can click on it.

You can see AF after I've clicked my link above and link my AdSense. It says it's pending here. Nothing else to do. But if I have header bidding partners or other ad partners that I have worked with in the past I can actually search them or, or come through them and I can actually add and link them in the same way I did with ads since all of these partners, for the most part are already included with egoic. We have existing relationships, but this is just so that if you have already an account with them, that Ezoic, isn't essentially providing you the exact same demand that you could have gotten elsewhere and then accruing that revenue in Zillow. So this way your existing relationships can accrue in your existing accounts. So if you have a one 52 media, 3.0 relationship, you can link it here in the me, the money that one 52 media wins is a header bidder on Ezoic will actually accrue in your existing account with them.

But it will be displayed in his own. So all mediation revenue, whether it's AdSense or one of the others it'll show in exotic, but the revenue, if ad sense wins, or one of your header bidders wins, we'll actually accrue in that account, direct ad orders. We won't

go into this too much, but if you ever, you know, build your site and you have Reebok reach out to you and Reebok wants to do a direct deal, and they want you to, they want to buy 10 million ad impressions. You can actually use Ezoic to deliver those 10 million ad impressions to your visitors and count them in and show Reebok that, Hey, I've delivered these ads to my visitors, and you can do that through our app. Not something I think most of the people in this class will be taking advantage of immediately. But if so, you can reach out to your Ezoic account rep or support, and we'll help you do that.

You can also disable ads by page. We don't recommend this often, but often publishers will have, you know, like a contact page or a homepage in which they don't want to show ads on. And so you can actually go in here and you can choose which ads are or which pages you'd like to not show ads on values. Again, it's not something we need to spend much time on now. Native ads are a specific ad format and native ads essentially. There like those around the web or recommended articles you know, kind of widgets that oftentimes in the sidebar at the bottom of an article and you can choose to turn these on or off. Typically having native ads on will add additional revenue to a site estimated around 10%, but it's different for every site. And native ads are something that can take away from user experience in specific settings.

And so we've realized that some publishers might not want them on, but realize these Ezoic will only show them to visitors where we know it adds revenue and doesn't take away from the user experience and that goes for everything. And so we recommend having them on and you can even set what type of content they would display. But PG 13 just means that you could get potentially recommended articles inside of these native ad units that are, you know, political or something like that. And so having that feature on will ensure that you are in the most money from those ads, but if you have conflicts with that, you can always change that setting here.

Now, this next one is very important. And something that we find is one of the biggest misconceptions that publishers have using max ads per page is an app that we provide publishers to give them control over their sites. But we recommend that you don't use it unless there's a very special circumstance. And that special circumstance really lends itself to the fact that Ezoic is built to optimize everything, user experience, revenue, et cetera. And I'll show you where you can actually set your goals and Ezoic when we're finished going through the monetization tab. But if you set your max ads per page to let's say five or 10 Ezoic will then only show that many ads despite how many placeholders you have. So if you do want to control how many ads show per page, don't do it by changing the amount of placeholders use this feature.

But I cannot emphasize enough that Ezoic was built so that it can take into account how many ads should show to which visitors and which ones impact user experience in which ones maximize revenue. The vast majority of the time that a publisher is experiencing a lower EPMV than they would like. It's almost always because max adds per pages on, or they don't have enough placeholders.

Ad restrictions. I give the same caveat. So you can restrict certain ad categories. So let's say political ads, if you decided you don't want any political ads on your site, you can install the ad restrictions app and you can actually set political ad category as ads that you would like to not show on your site, but realize not only does that mean that those ads won't show, which means you could potentially make less money. It also means that your ads that are political ads, aren't going to be allowed to compete, driving up the value of your other ads.

So again, having yet any kind of restrictions on Ezoic to figure these things out is going to cost you money now, every now and then you may find one advertiser that you don't like, and you might see the ad and you don't want them on your site. You can right click that ad, and then you can copy that URL. And then you can actually enable advertiser blocker. You can enter that URL and you can actually block that advertiser from showing on your site. So rather than blocking a whole category, you can just block a single advertiser.

And ad categories follows the same kind of methodology actually is add restrictions. So actually I should probably say, Ad Restriction categories is, is going to be how you restrict the categories. Add restrictions is actually more specific to certain rules that you would set for your site. So I apologize, ad categories is where you can block like political ads, et cetera. Ad restrictions is where you can set more refined rules. As, as it relates to things like the maximum number of ads per page, you can, you can create a lot more complex kind of like arrangement. So when a user lands on this page only show them that many ads. And then when they go to the second page, you can show them more. Again, Ezoic is actually as good as anything in the world at figuring this out. So we recommend letting the machines do that. And then add colors is an app that probably isn't worth a lot of time at least initially, but you can test different ad colors for what Google calls native styled ads on your site. And you can install that and play with it a little bit through the wizard, but I've mentioned multiple times, your settings and setting Ezoic for your success. And you can go up to the settings tab here at the top.

This is actually where you turn on Ezoic you should have done this as a part of integration, but this is where you can actually choose how much traffic you want to go

through to Ezoic. So if you're actually have ad sense or something like that on your site now, and you want to see how it compares, you could actually say only what 90% of my traffic going to Ezoic right now. And that way I can actually see, you know, how does AdSense EPMV compare to the one that I'm getting with Ezoic. And so you can actually do this by device and things like that as well.

But this is really one of the most important areas. And this is where you can basically tell the machines how you would like your site optimized. So I recommend it as many placeholders as you can get no max ads per page, and then set your optimization goals. Balanced is my favorite. It will find the perfect balance between revenue and user experience. But if you're like, I just want to make that money. You will still optimize for user experience, but we'll take an emphasis on making sure that it's optimizing revenue in the short and long term user experience. We'll then basically do the exact opposite. You'll still optimize revenue, but it's going to take into account when revenue might be taking away from the user experience and optimize for that. Now you can also go into custom settings here and you can choose what balance you would like.

I want to be 56% towards revenue and 44% towards user experience. And you can actually adjust what you mean by revenue and UX here. So total earnings, revenue, viewability, page CPM. I recommend the total amount of money, but you can choose whatever you like. This is what it comes back to giving publishers control. And then you can also set UX. Are you worried about how much time they spend on the site pages per visit bounce rate? You can adjust UX. So 44% optimization will go towards UX of that 44%. What are the most important UX factors for your site? So you can customize that or you can use one of our preset ones.

# Live look Big Data Analytics



WELCOME TO EZOIC!

Let's get started! Complete the steps below to set up [barumjiujitsu.com](#).

1 of 4 tasks complete

(There is no Big Data Analytics Live Look in this video from Tyler)

## Resources For Continuing Learning / Support

- 90% of answers can be found in [Ezoic support articles and tutorials](#)
- YouTube Hidden Playlist That Includes More [In-Depth Tutorials From Me](#)
- [Video Tutorials](#) of All Ezoic Features & Sections
- Live tutoring me and Ezoic staff later this week, next week, and the following week
- Make sure to use email that you signed up with to take the final test
- *Support ticket can be created at support.ezoic.com but part of this program is designed to create self-serving process, so please only create a ticket if absolutely necessary*
  - For program feedback etc. tylerbishop@ezoic.com

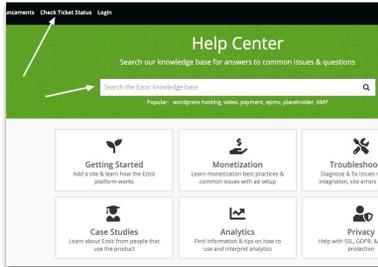


And while before I go back to my presentation, I will mention that if you go to the Ezoic YouTube channel, these YouTube channel actually has on it, a playlist that we call Ezoic Academy and Ezoic Academy includes dozens of videos on things like big data analytics, site speed, setting up consent and privacy. And then overviews of the Ezoic dashboard like we've done here today. So if you're interested in walking through some of these features in more detail, I highly recommend the Ezoic Academy feature. And if nothing else support.ezoic.com is another great resource where you can search, find and access. Really, really great information on how to do just about everything. So if you have a question, why isn't this working, or how do I do this? There's a really good chance that it's already here and you're going to get your answer almost instantly by using our knowledge base.

But once you're logged in, this is actually where you'll also be able to create support tickets. So once you type in what you're trying to figure out let's see showing why ads aren't showing up on a site is probably one of the overwhelmingly most common things that publishers wonder about once they first start using Ezoic and the answers are very, very common and outlined in this article. And if you still can't find what you need, then you can create a support ticket and our support team will begin answering you back. And if you're wondering where what's going on and why you haven't heard back, it's important to check your ticket status because you may not be getting the emails, they could be going to your spam folder or something like that. But if you

aren't currently using Ezoic meaning you haven't created your account and started integration yet, we, we do strongly recommend that you use guide at [Ezoic.com](https://ezoic.com) to begin any other types of support throughout the just start program.

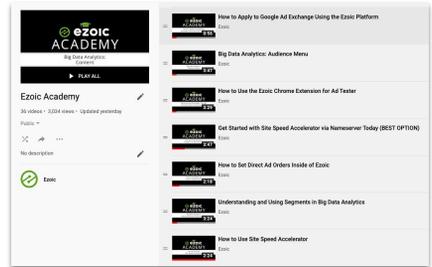
# Resources For Continuing Learning / Support



[Support.Ezoic.com](https://support.ezoic.com)



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So I mentioned our support articles. I mentioned our YouTube, Ezoic Academy playlist video tutorials. We do have live Q&A days coming up with me and other Ezoic staff members alongside our tutoring program which I highly recommend you take advantage of if you're like, this has been a lot in these courses, talks so fast. I really do recommend that you use the live tutoring. And then obviously we do have the the final test that you can access as well. And I mentioned already these resources, you can also follow me on Twitter. And I often tweet all kinds of interesting things about digital publishing. So if you're just interested in staying up to date with the latest news and information, you can follow me. You can access support information at [support.ezoic.com](https://support.ezoic.com) and watch.

# Bring Us Your Questions Live!



Ezoic can be videos on our YouTube channel, and don't forget, bring us those live questions in our tutoring sessions.

# We're Done!

## NEXT STEPS:

[ REQUIRED ] Multiple-Choice Test:

[ NO ACTION REQUIRED ] Ezoic Account Creation:

**Important:** Once you've passed the above test , we will begin to **manually** create your account with Ezoic. This can take 7–10 business days.



So we're done, this is the end of the course! Congratulations, you've completed it hooray!

Now the next step is to take your test and it is very important that you review the study guide materials because you only get one chance to take the test. And if you don't pass, you'll have to wait to a subsequent time to use, just start or wait to another time in which you can apply to Ezoic and potentially access the platform. If you've taken this class and you don't pass the test, we will notify you in the future for opportunities to participate again, and you'll get another chance to go through the program, but once you've completed the test, if you've passed, no action is required.

After that, our Ezoic team will create an account for you, and we will deliver this to you via email. So there's no need to contact us and say, I pass the test. What do I do next? We will deliver all that information to you. Once you complete the test and pass it, it can take up to seven to 10 business days. I know that seems like a long time, but traditionally we'll get to people faster than that. But if you have questions, you can email [guide@ezoic.com](mailto:guide@ezoic.com), but please don't email and say, what do I do next immediately after passing the test? And remember, you can use the past slides in these course videos for help. Once you've completed the course we'll continue to monitor the completed tests and we'll approve your site to use all these features. Please allow us 7 to 10 business days.





## REMEMBER...

1. Use past slides and videos for help
2. Once you've completed the course and **we'll create an approved Ezoic account for you**
  - a. Allow 7-10 business days for the account to process (it'll likely be faster but that is the longest time period you'd have to wait)
  - b. **DO NOT** go and create a new Ezoic account
3. Direct any critical questions to [guide@ezoic.com](mailto:guide@ezoic.com)
4. **There will be several open tutoring sessions over the next few weeks** that will include multiple time slots where you can come and ask questions and get help
  - a. NOTE dates and links to join are on the test page



As I said, do not go and create an Ezoic account. I cannot emphasize this enough. If you are a part of just start, do not go to Ezoic.com and create a new Ezoic account. It will only create headaches internally and could prevent the speed at which we're able to deliver your approved design account. Any critical questions can come to [guide@ezoic.com](mailto:guide@ezoic.com) and remember those tutoring sessions. And I mentioned before that I would review some things that I thought were really important. So these are my last tenant. So this is some stuff to specifically review to help get you ready for the test terminology we used and the definitions in courses one and two historic steps and set of directions. In course, number four, some the things we just went through in these org dashboard, what stuff is called and what it means where to find specific data and big data analytics.



## *Review*

1. Terminology used and definitions in courses 1 and 2
2. Ezoic steps and setup directions in course 4
3. Where to find specific data in Big Data Analytics in course 3
4. What specific Ezoic features do that were mentioned in every course

And of course, number three. And what specific features do that were mentioned in every course. So what is an Ezoic placeholder? What is adaptive sizing? Hint adaptive sizing is whenever you put two ads in one location, it's not a bug. So those are the types of things that you'll want to review. If you're trying to make sure that you're properly prepared for the course, that's it.



# Thank you!



We did it. So this ends course, number four, Just Start.

Thank you for taking the time to go through this. This is an experimental program. So we do want your feedback. It's very helpful. I'm not sure that we're still at the finishing kind of stage of what we want this to look like long-term, but we're, we're thankful to have you as a customer and thankful that you went through this process to work with us. And hopefully you've learned material that not only helps you use Ezoic, but also makes you a better publisher and helps you grow and develop your site faster and faster over time.

And yeah, I look forward to being able to work with you more than is what customer is you continue to grow and develop.